



## WENDY'S TOP 10 PRESENTATION TIPS

1. **KNOW YOUR AUDIENCE:** Who is your listener? Make sure your content focuses on your audience and what is important to them in specific. What do they care about? What do they need to know? Why do they care and what are their unique challenges?
2. **BEGIN AT THE END:** What is the key information you want your audience to take-away when you are done speaking? What do you want them to KNOW, FEEL and DO?
3. **DON'T BURY THE LEAD:** Start with the most important information at the top. You need to grab your audience's attention within 30 seconds of speaking and provide value within 1 minute or they will tune out. Think HEADLINE and the FIRE ALARM DRILL. If you only had 10 seconds to speak, what would you say? Start there.
4. **COMPELLING OPENINGS AND CLOSES:** People remember the first thing you say and the last. Start strong with a compelling open which can be a story, rhetorical questions, powerful fact or #, why your audience cares, or problem/solution. If you don't provide a close at the end you are missing a valuable opportunity. For your close you can sum up the main message, use a call for action, circular close, story or quote.
5. **KEEP IT SIMPLE:** People will only remember about 10% of what you said. The more you say, the less people remember. Instead focus on 2-3 key points & drive your points home using stories, examples & analogies to connect your content with the listener.
6. **NO ONE CAME TO SEE A SLIDE SHOW:** Talk, don't read. Your slides should reinforce what you say, not serve as a script. Your audience cannot connect with you when you are reading. Their focus should be you first, your slides second.
7. **REMOVE NERVOUS HABITS:** Identify and remove any nervous habits, like swaying, touching your face, or self-soothing. Nervous ticks are distracting and make you seem unsure of yourself. Plant your feet and be aware of your body language.
8. **PAUSE:** The #1 nervous habit is using filler words like "um." Instead of saying um, pause and put silence in its place to sound more authoritative. Additionally, pause after you have made an impactful point to give your audience time to digest what you said.
9. **EYE CONTACT:** People connect through their eyes. Maintain eye contact with your audience to keep them engaged. Don't look down to read or look at slides behind you.
10. **BATTLE BUTTERFLIES:** If you get nervous, try a breathing exercise. Turn nervous energy into excitement about the topic and "Be Human." You don't need to be perfect.