STICKY STEPS® to Creating
Killer Presentations

EVERYTHING
YOU NEED TO KNOW IN
10 MINUTES

Jeff Tan

Sticky Steps® to Creating Killer Presentations:
Everything You Need to Know in 10 Minutes

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amazing artwork by Jane Tian

Illustrated by Jane Tian

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What's in the book?

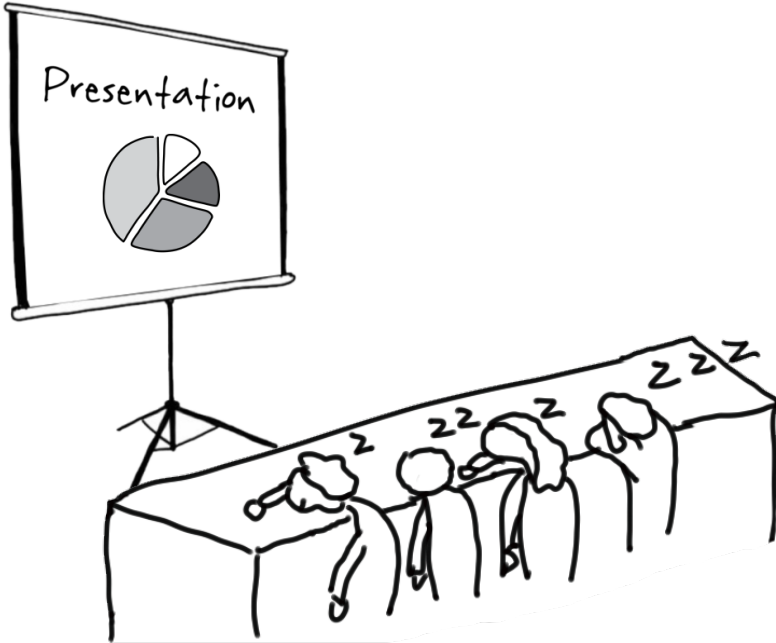**Part 1. Is this you?**

Part 2. Design your message

**Part 3. Transform your message
into PowerPoint slides**

Part 1. Is this you?

Your PowerPoint presentations are usually okay, but…

• they may confuse, or . . .

• they bore the audience, or . . .

• they have no purpose, or . . .

• they have way too much info, or . . .

• they have too many slides . . .

Or worse—ALL OF THE ABOVE!

Why does this happen? Simple: you don't have a clear purpose or reason for presenting. That's right, you don't really know what you're presenting or why you're presenting, and all you want to do is make PowerPoint slides.

The result? The audience gets lost, you get lost. The audience gets confused, you get confused. The audience gets frustrated, you get frustrated. The audience dies of boredom, and you might as well die right there and then!

What's the solution? Before you hit your PowerPoint slides, **design your message first**, and then, and only then, transform your message into a presentation deck.

In this quick 10 minute eBook, you'll discover a simple formula to design a crystal clear message as your first step, then transform it to an amazing PowerPoint deck using 3, 6, or 12 slides only.

The result you'll get? An amazing killer presentation to WoW the audience, and you get what you want out of the presentation.

Part 2. Design your message

Use the PresentationPyramid™

Purpose
of
presentation

1st
key point

2nd
key point

3rd
key point

supporting
points

supporting
points

supporting
points
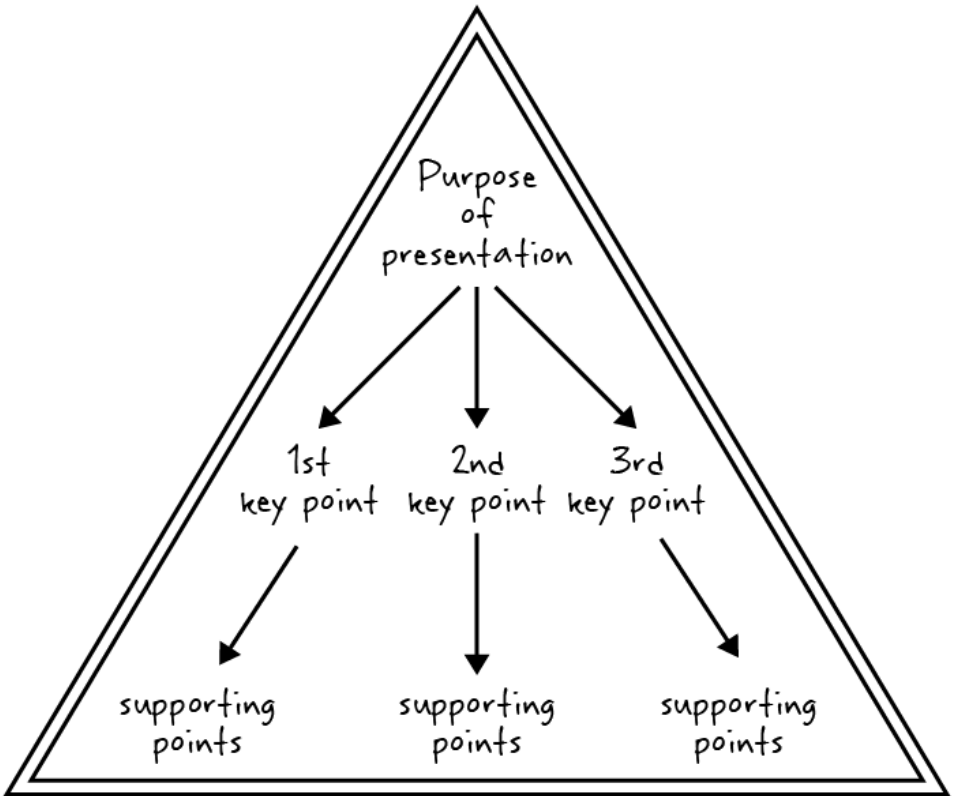
The PresentationPyramid™

The PresentationPyramid™ allows you to plan a very clear and concise presentation. It contains the essential must have components for designing the perfect message to inspire and influence your audience.

IMPORTANT! If you're always tempted to open PowerPoint to think, **STOP!**

Did George Lucas pick up a camera and say, "Let's see where it goes," when filming Star Wars? Heck no! There was a script, storyboard, and detailed plans before filming started. It's the same with presentations, and the PresentationPyramid™ is the ideal thinking tool to use.

Too many people fall into the trap of starting the process in PowerPoint and entering text on the slides. BAD IDEA…

Do this, and you'll end up with PowerPoint-driven content that will confuse, bore audiences with irrelevant info, have no purpose, and have way too much information. Is this what you *really* want?

So, let's take a look the PresentationPyramid™. It has just three steps to create a powerful, crystal clear message that gets you results.

How to use the
PresentationPyramid™
Step1: Your Purpose Statement

The PresentationPyramid™
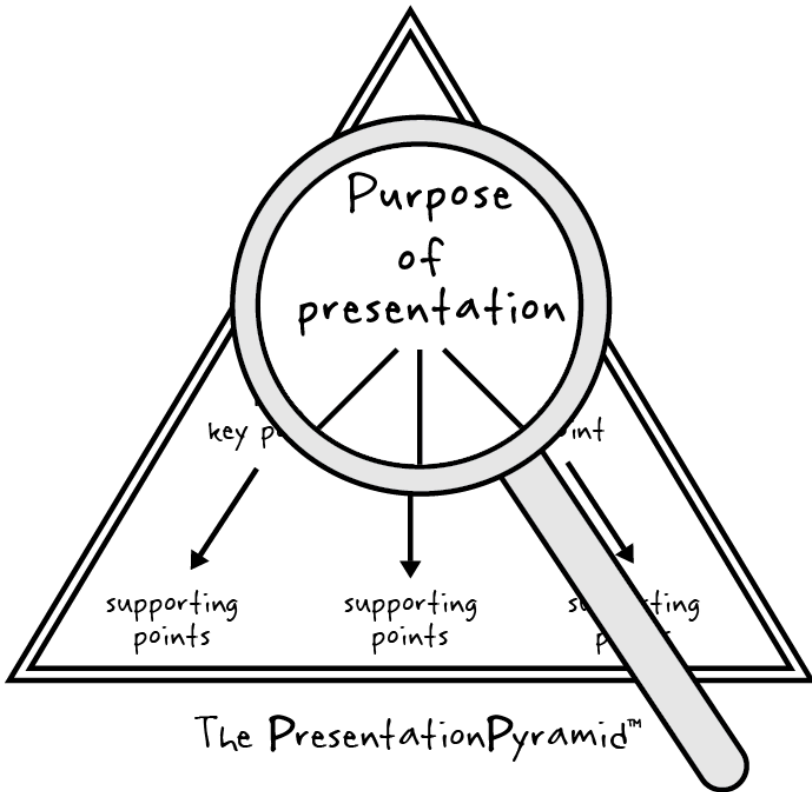
Starting at the very top of your PresentationPyramid™, you need to know the purpose of your presentation. Here's how you write a purpose statement to ensure a crystal clear, logical, and useful message.

Part 0: The main purpose of any presentation is to inspire or influence a decision maker. It's never to inform. It's always to inspire or influence. Remember this point and make this the reason why you're presenting.

```
┌─────────────────────────────────┐
│                                 │
│          Purpose:               │
│                                 │
│      Inspire & Influence        │
│                                 │
└─────────────────────────────────┘
```

Part 1: Figure out who's the decision maker(s) in the audience, step into their shoes and become them for a moment. What do they need and want to hear? It's quite easy; just imagine you're them for a moment.

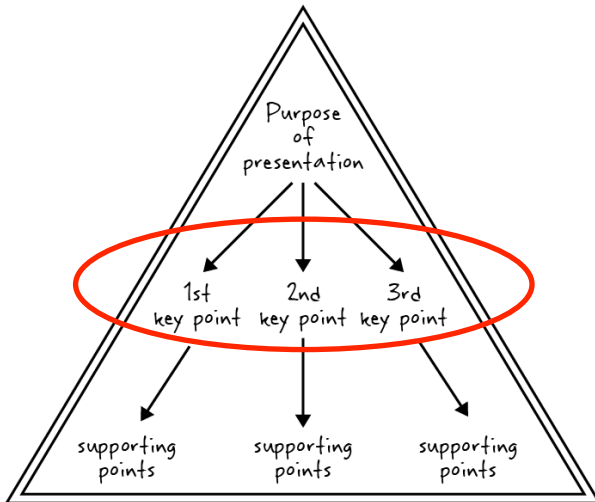**Part 2**: Write down your purpose statement using this template:

The purpose of my presentation is to influence **<insert decision maker's name>** to **<what do you want them to see/hear/feel?>** Make sure this matches what you discovered about the decision maker in Part 1.

Part 3: Continue growing your purpose statement with a "so that" phrase after what you've already written in Part 2, e.g.:

"The purpose of my presentation is to influence the decision maker to see why the PresentationPyramid™ is ideal for creating a crystal clear message **so that** he/she goes *wow*, and sees the immense value of the PresentationPyramid™ as a thinking tool."

How to use the
PresentationPyramid™
Step2: Three Key Points

The PresentationPyramid™

The second layer of the PresentationPyramid™ is your key points. Here, you need to come up with 3 key points that fully support your purpose statement.

Remember, your purpose statement was…

"The purpose of my presentation is to influence the decision maker to see why the PresentationPyramid™ is ideal for creating a crystal clear message **so that** he/she goes *wow*!"
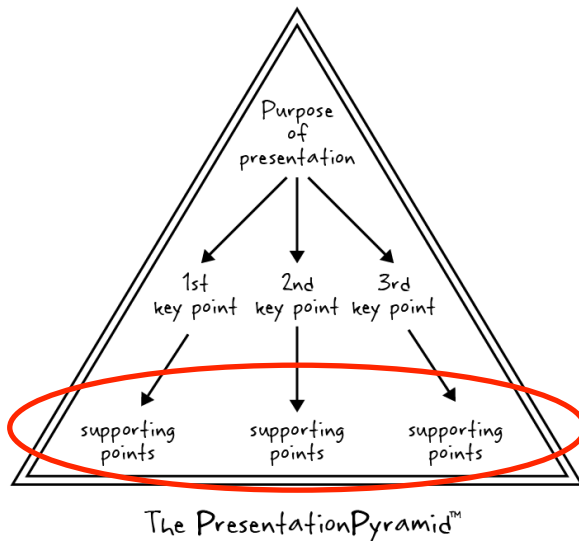
So, here are the 3 key points:

Key point 1: What the PresentationPyramid™ is.

Key point 2: Why the PresentationPyramid™ is useful when someone needs to create a crystal clear, logical message.

Key point 3: How to use the PresentationPyramid™.

How to use the

PresentationPyramid™

Step3: Three Supporting Points

The PresentationPyramid™

The base of the pyramid is supporting points. For each key point, you want an additional one to three supporting points to reinforce your key points.

Take a look at the table below to see what we've done with our PresentationPyramid™ example.

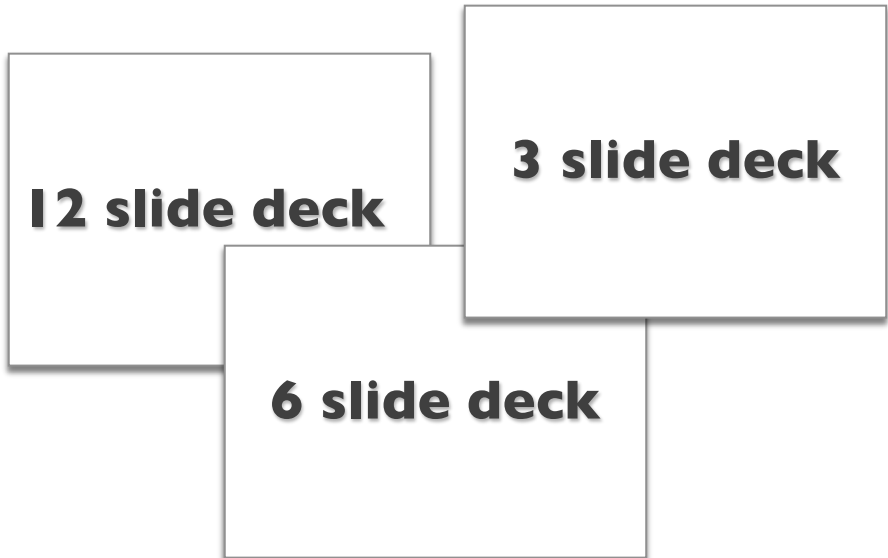| Key point 1	Key point 2	Key point 3
What the PresentationPyramid™ is about.	Why it's useful for when someone needs to create a crystal clear and logical message.	How to use the PresentationPyramid™.
Supporting point 1 Decide the formula for creating a crystal clear PowerPoint.	**Supporting point 1** You'll only use relevant information without too many slides.	**Supporting point 1** How to apply the technique to a 3-deck presentation.
Supporting point 2 Explain how your message is flowing logically.	**Supporting point 2** You'll have a clear purpose.	**Supporting point 2** How to apply the technique to a 6-deck presentation.
Supporting point 3 How to get the results you want from your presentation in only 3, 6, or 12 slides.	**Supporting point 3** You won't confuse or bore your audience. You'll actually influence them.	**Supporting point 3** How to apply the technique to a 12-deck presentation.

The PresentationPyramid™ is the key—the most important, the most vital, the most *everything* of your message!
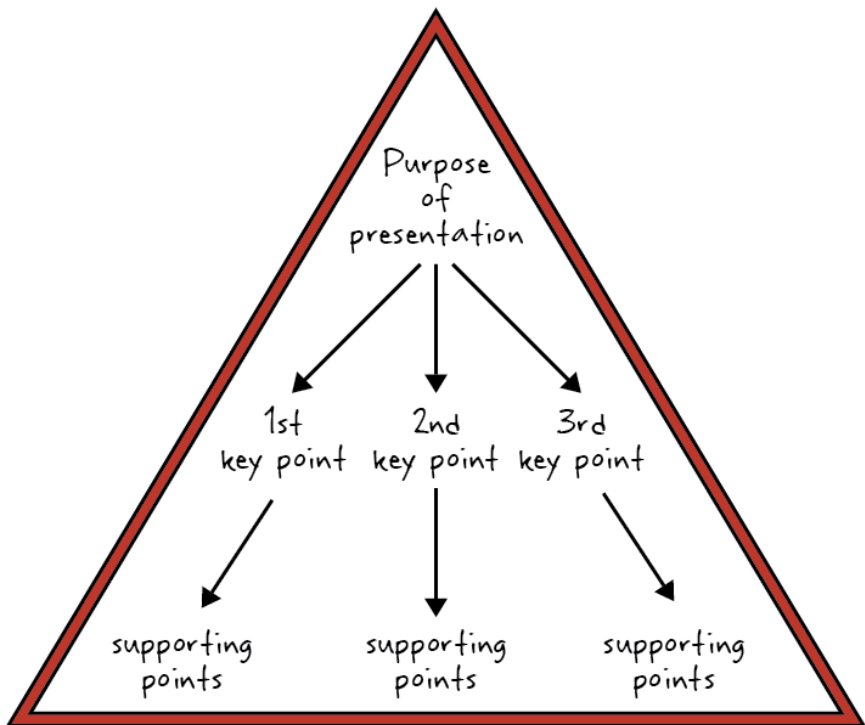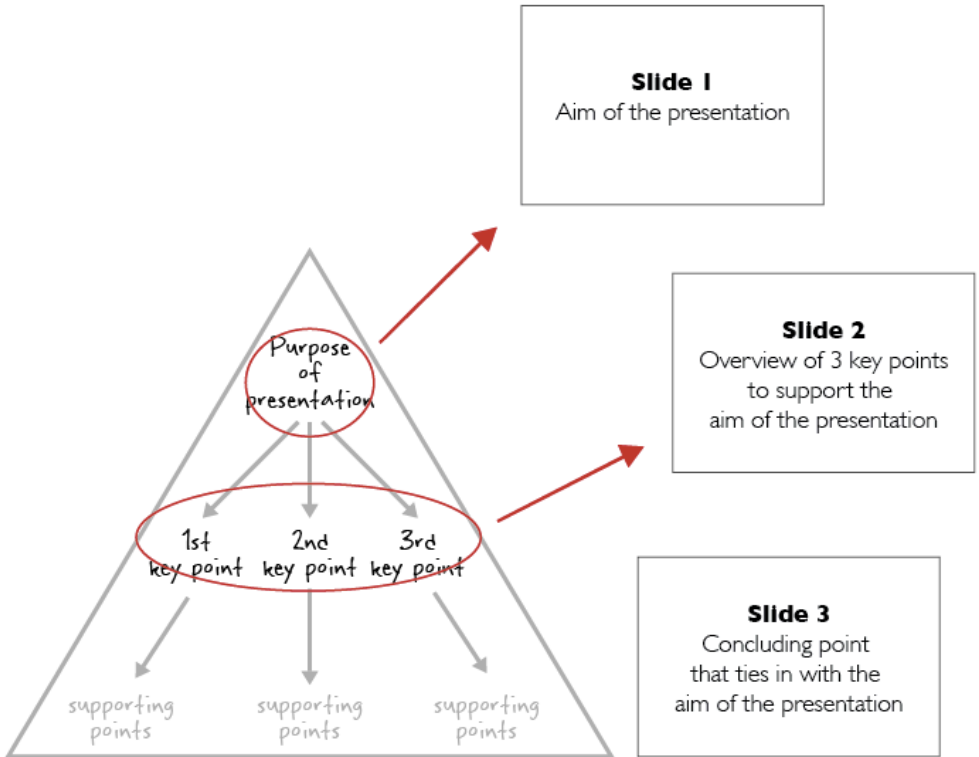

The PresentationPyramid™

Part 3. Transform your message into PowerPoint slides

Now, let's take a look at how you can incorporate your crystal clear message into 3, 6, and 12 slides.
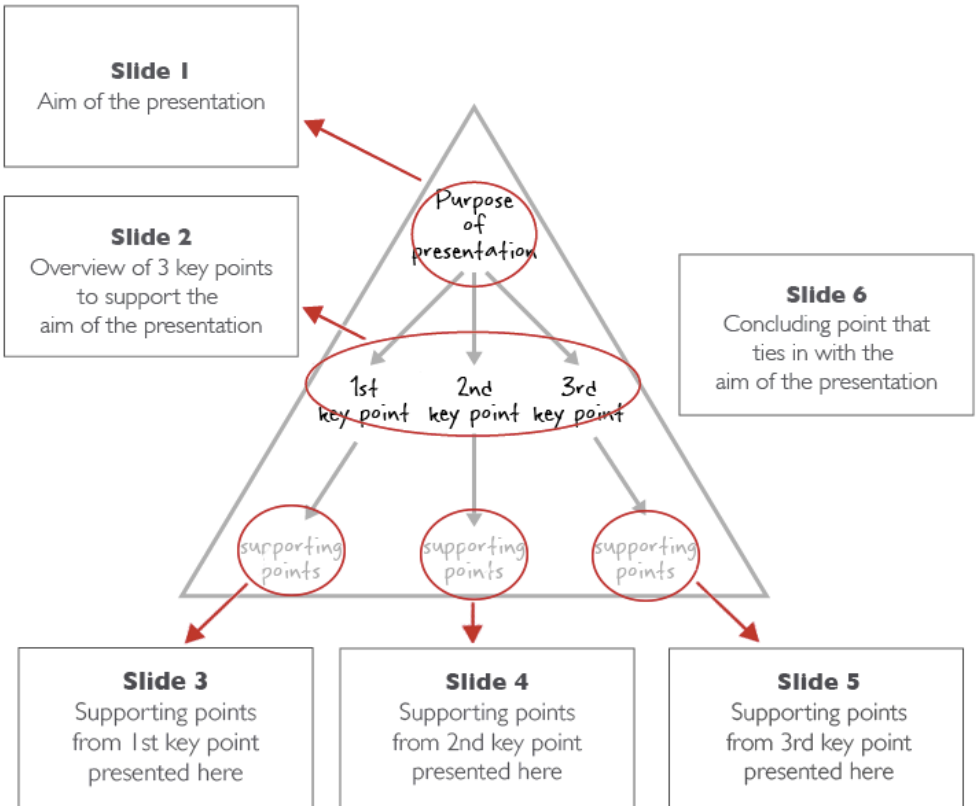
12 slide deck

3 slide deck

6 slide deck

The Three-Slide Deck

- the "minimalist's" deck -

Slide 1
Aim of the presentation

Slide 2
Overview of 3 key points
to support the
aim of the presentation

Purpose
of
presentation

1st
key point

2nd
key point

3rd
key point

supporting
points

supporting
points

supporting
points

Slide 3
Concluding point
that ties in with the
aim of the presentation

The minimalist's deck. This technique uses the top two layers of the PresentationPyramid™. It's just enough and shows only the basic essentials to inspire or influence the decision maker. Great if you don't have enough time to prepare the deck.

The Six-Slide Deck
- the "normal" deck -

Slide 1
Aim of the presentation

Slide 2
Overview of 3 key points
to support the
aim of the presentation

Purpose of presentation

1st key point   2nd key point   3rd key point

supporting points   supporting points   supporting points

Slide 6
Concluding point that
ties in with the
aim of the presentation

Slide 3
Supporting points
from 1st key point
presented here

Slide 4
Supporting points
from 2nd key point
presented here

Slide 5
Supporting points
from 3rd key point
presented here

The normal deck. Again, you only need to use the top two layers of the PresentationPyramid™, but with a few more details to inspire and influence the decision maker.

The Twelve-Slide Deck
- the "comprehensive" deck -
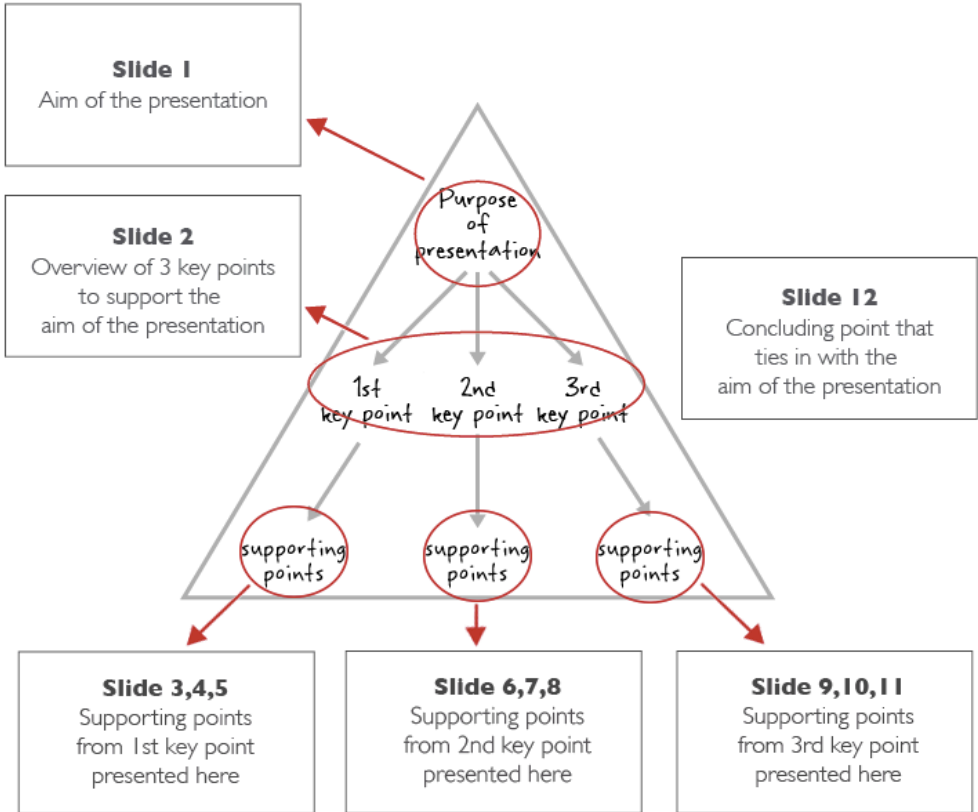
The comprehensive deck. Here, you use all three layers of the PresentationPyramid™. Use specific details to inspire and influence the decision maker.

So that's it. Just follow the PresentationPyramid™ and you're guaranteed to create a PowerPoint presentation with a crystal clear message, which follows a logical structure to inspire and influence your audience, especially the decision maker.

Now, what do you reckon you'll go for? Are you a 3-slide, 6-slide, or 12-slide person? Anywhere between 3 and 12 is also okay. But, keep your slides SIMPLE and clutter-free. Fewer slides doesn't mean "squeeze everything in."

What's Next?

Some of you are probably saying, "That's so useful. Thanks!" But the rest of you may still be a little lost in getting your presentations to follow a 3-, 6-, or 12-slide format. If that's you, then do this:
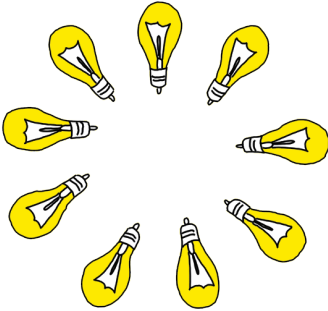
1. Just DO IT! Doing makes things happen, thinking doesn't!

2. Share this with someone who desperately needs it!

3. Repeat step 1 or 2.

"There's no such thing as a good presenter. There's only a clear thinker."

Sir Gerry Robinson

Extra!! Powerful Presentation Secrets
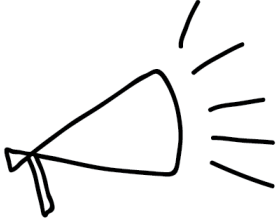
Add oomph, impact, and WoW to your speeches with

5 voice tips

Make your audience love you, remember you, and remember what you've said! And all it takes are 5 simple but super effective voice tips.

Tip 1: Talk Louder

Why is this useful? It "announces" to the listener's unconscious mind, "Hey, this is important; pay attention."
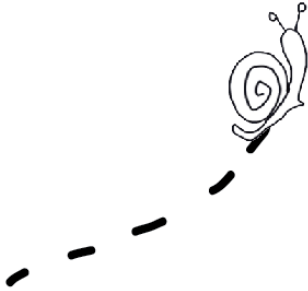
Tip 2: Talk Softer

Why is this useful? Your audience will strain to listen, as they don't want to miss out on what you're saying.

Tip 3: Talk Faster

Why is this useful? You sound excited and when you sound excited your audience gets excited too!

Tip 4: Talk Slower

Why is this useful? Your audience will ask themselves "Why's the speaker slowing down? Must be important, so I'd better listen carefully."

Tip 5: Combine all 4 Tips

Here are three of our best pals who followed our advice. They didn't do too badly in life, did they?

> **Martin Luther King**
> "I have a dream."
> He usually spoke quite loud, but went *really* loud to emphasize his main points.

Steve Jobs
"Let me introduce the iPhone to you."
Most of his speeches were at normal pace and volume, but went louder at important parts.

> **Obama**
> "Yes we can."
> Mostly normal pace and volume, but loud and fast when he wanted to add *oomph* and *WoW* to, "Yes we can!"

One last thing…

if you'd like more.

Click <u>here</u> to get yourself the **Sticky Steps to Creating Killer Presentations: 54 Tips to design and deliver a WOW presentation** book, so that you can get more great presentation tips and tools.
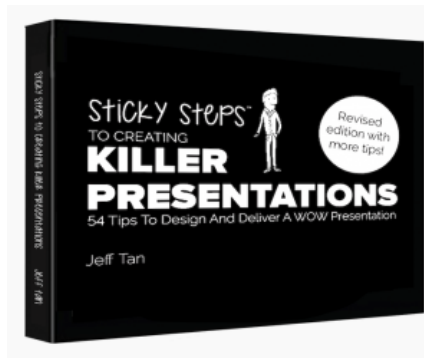
"Those who say it can't be done are usually interrupted by others doing it."

James Baldwin

About the Author – Jeff Tan

Jeff is a fiercely proud son of Singapore, living in Shanghai. Before heading to China in 2006—for what's been the most amazing adventure of his life—he spent 26 years as a helicopter pilot and flight instructor with the Singapore Air Force.

Today, he helps others to Dream It and Live It through his training company, REV, as well as creates video courses and books to equip young professionals with essential skills for the workplace through Sticky Steps.

www.revinspires.me
www.stickysteps.cool