

THE PRESENTATION

Good story can drive point home

Everyone loves a good story.

Telling one can make the difference between a boring presentation people promptly forget and a great one people will talk about.

The next time you are asked to give a speech or presentation, incorporate a story or anecdote to illustrate your point.

A high school baseball player who is being scouted by college and professional recruiters was interviewed by a newspaper reporter. When asked what motivates him to play baseball day in and day out, he replied simply, "I love baseball."

He could have stopped there, but went on to describe how he started playing baseball at age 3, how much his dad liked baseball and that if it was raining outside, he and his dad would put away his mom's knickknacks and have batting practice in the house.

His story was the lead in the reporter's column.

Here are a few storytelling tips:

1. Write down the three key messages you want to make in your presentation.

2. For each message, think of a story or anecdote that will resonate with your audience. Incorporate these into your presentation. Use real life examples.

3. Rehearse your presentation, including stories, out loud in front of a mirror so you feel confident about your delivery. Rehearsing will enable you to relax, smile and look at your audience.

The next time you are asked to make a presentation, rely on your personal and professional experiences to make it memorable. Tell a story and watch what happens.

McCarthy-Blanchard is an executive training firm specializing in presentation skills and executive presence. Call (517) 339-7447, (313) 882-9200.



PATTY
McCARTHY/
PAULA
BLANCHARD
STONE

McCarthy-Blanchard
executive training firm
mccarthyblanchard.com
