

# 7 STRONG WAYS TO OPEN YOUR PRESENTATION



Corporate Communication Experts

Psychologists state that the first 30 seconds of any presentation matter and you must make a strong impact. This is called the rule of primacy and the first words that you say (primary statement) is remembered by the audience. In public speaking terms, we always say "start strong". To not start strong, may risk having your audience zone out or they will think about other things.

## ASK A RHETORICAL QUESTION

Starting with a rhetorical question is a good way to create engagement and also let people know that they are in the right room.

# 1

## BE CONTROVERSIAL

**2** This is about adopting a contrarian or opposing stance on an issue that you are speaking on. It may be a little disruptive and cause the hair on the back of your audience's neck to stand up.

# 3

## MAKE AN EYE-CATCHING, EAR-CATCHING, GUT-WRENCHING STATEMENT

This can be in the form of some amazing information, little-known facts, or little-known consequences.



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## **USE A RELEVANT AND POWERFUL QUOTE**

If the quote is from a famous and credible source and the quote illustrates and supports your position, then it will be a strong and memorable quote.

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# 5

## **TELL A STORY**

Tell a story that illustrates your knowledge and experience with the topic that you speak on. If you can start with a short story that illustrates your experience, your struggle, your success in overcoming obstacles, then this will set the theme of your presentation.

## **PAINT A PICTURE OF THE FUTURE**

Start by describing what success will look like and what the end game will be. I think a positive picture or result is better than focusing on the negative. Then step back and deliver the information and lessons that will help people achieve that bright future.

# 6

# 7

## **START WITH SOME AMAZING STATISTICS**

Statistics that grab attention, create surprise, create relevance, or demonstrate the need for action are a great way to open a presentation.

If you would like more information or Peter to run a workshop, you can contact him at:



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