



1



THE VITAL FIRST MINUTE

2



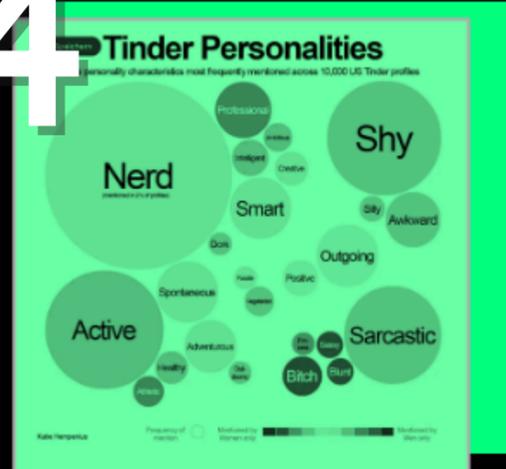
MEMORABLE DRAMATIZATION

3



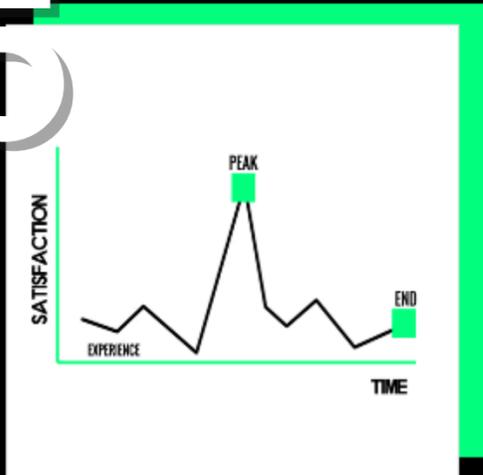
EVOCATIVE VISUALS & ASSOCIATED ANALOGIES

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SHOCKING STATISTICS

5



PEAK END RULE

6



REPEATABLE SOUNDBITES

7



EMOTIVE STORYTELLING

7 CORE INGREDIENTS



1



 **The Vital First Minute**

7 CORE INGREDIENTS



The Vital First Minute

The vital first minute is all about gaining **credibility**, **overcoming any nerves**, and ultimately **helping your audience to actively decide** they're going to listen to what you have to say, by piqueing their interest and grabbing their attention.

Try starting with a COMB

Context (why are we here?)

Objectives (what are the goals?)

Map (in what order will the topics be tackled)

Benefits (reason to believe, why your audience should listen)

Things to read & watch

[The Art of Cold Open](#)

[Five of the Best Speech Opening Lines](#)

[9 Killer Openers to Start a Talk or Presentation](#)

[Great Thunberg: "We'll Be Watching You"](#)



Your Turn!

What can you do to spark your audience's attention in the first minute, that feels authentic and right for you and your content? Practice with a colleague before trying your new approach in a presentation!



Worksheet | The Vital First Minute



What can you do to spark your audience's attention in the first minute, that feels authentic and right for you and your content?

LH

2



**Memorable
Dramatization**

7 CORE INGREDIENTS



Memorable Dramatization

With shorter attention spans these days, it's essential to include **novelty** in your presentations. Spice it up with a **surprise, a prop, a bit of mystery**, or something that requires your **audience to get involved**—anything to keep people hooked!

In a virtual setting

You might think this doesn't apply to a virtual audience, but you can add **exciting or unexpected visuals** (see ingredient: Analogies and Metaphors) or invite **interaction** to your online pitch. Choreographing content with your co-pitcher, using visual effects or holding an object to the camera can dial up the drama.

Things to read & watch

[Make Your Presentations Memorable Using Props](#)

[Leveraging The Power of Silence](#)

[The Power of Words](#)

[Bill Gates Releasing Mosquitoes into Audience](#)

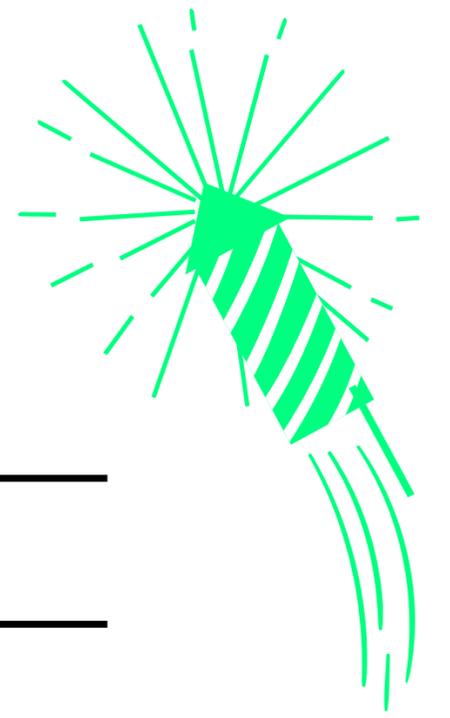
Your Turn!

What appropriate props or surprise elements you can build into your presentation?





Worksheet | Memorable Dramatization



What appropriate props or surprise elements you can build into your presentation?



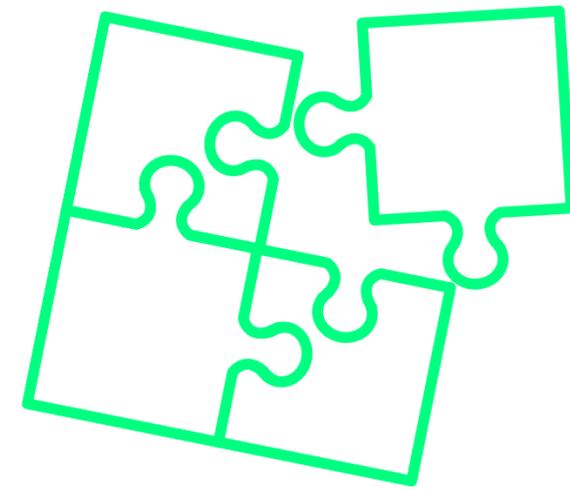
3



**Evocative
Visuals &
Associated
Analogies**



Evocative Visuals & Associated Analogies



Metaphors form the base of complex reasoning. They build a bridge between the conscious and unconscious, transmitting **complex ideas in a nutshell**; making them easier to pass on to others, by bypassing the conscious critical faculties. In a presentation, a powerful image can help so much more than a complicated chart.

Things to read & watch

[Using Visual Metaphors to Enhance Your Storytelling](#)

[Effective Ways to Use Metaphors in Presentations](#)

[The Power of Nike's 'Just Do It'](#)

Metaphors from great speakers

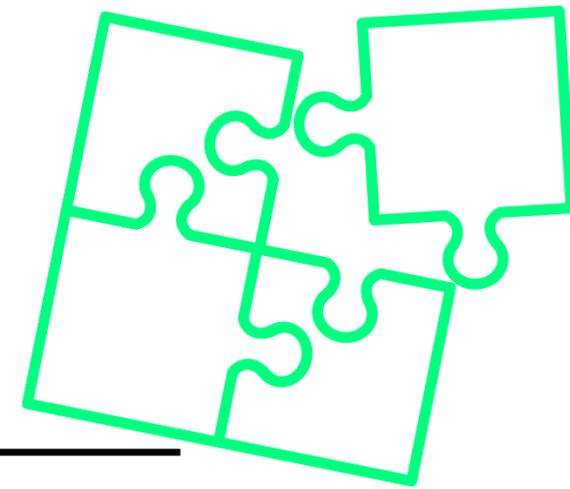
- “Memory is the diary that we all carry about with us” – Oscar Wilde
- “Be like a postage stamp – stick to one thing until you get there” – Josh Billings
- “Words are, of course, the most powerful drug used by mankind” – Rudyard Kipling

Your Turn!

What are suitable and helpful analogies, metaphors, and images that you can use? Just remember to keep your visual language consistent, don't mix metaphors, and only show slides or visuals that make sense to the story.



Worksheet | Evocative Visuals & Associated Analogies



What are suitable and helpful analogies, metaphors, and images that you can use?



Tinder Personalities

personality characteristics most frequently mentioned across

4

(mentioned in profiles)

Professional

Ambitious

Intelligent

Creative

Smart

Dork

Silly

Awkward

Outgoing



**Shocking
Statistics**

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Shocking Statistics

Statistics are powerful tools for grabbing **attention**, providing **evidence**, and evoking **emotions** in your audience. A shocking or unexpected statistic can create urgency, stimulate curiosity, or underscore the significance of your message. When chosen carefully, it reinforces your credibility and strengthens your argument.

Rule of Contextualization

To maximize the impact of statistics, frame them in a meaningful context. The Rule of Contextualization suggests that raw numbers are most effective when related to something the audience can visualize. Instead of saying “10 million hectares of forest are lost annually,” compare it to “27 football fields every minute”.

Things to read & watch

[Bring Statistics to Life](#)

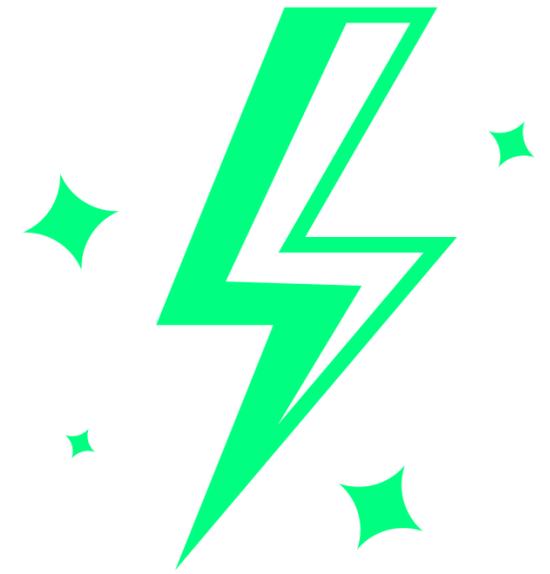
[How to: Data Storytelling](#)

[The Science of Data Storytelling](#)

[Greta Thunberg on Climate Change](#)

Your Turn!

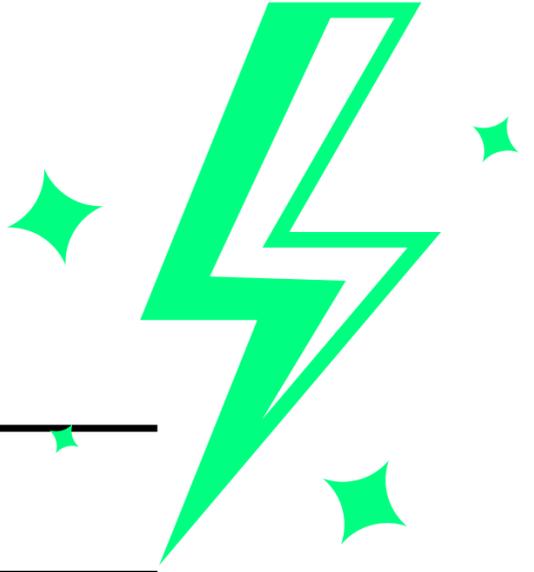
What relevant and unexpected statistics you can use?





Worksheet | Shocking Statistics

What relevant and unexpected statistics you can use?

A large, stylized red lightning bolt with a white outline is positioned on the right side of the page. It is surrounded by several smaller red sparkles of varying sizes, creating a dynamic and energetic visual effect.



PEAK

5

EXPERIENCE



Peak End Rule

END

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Peak-End Rule

The peak-end rule states that when we look back at an event or experience, our **recollections and opinions are heavily influenced** by what happened at its **peak** intensity and its **end** (Alaybek et al., 2022).

Example

When Steve Jobs introduced the first iPhone in 2007, he held the audience in suspense and left the dramatic “One more thing...” moment until the very end to unveil the revolutionary device. This deliberate staging of the emotional climax at the end made his presentations legendary and maximized the emotional impact on the audience.

Things to read & watch

[The Peak-End Rule Explained](#)

[Psychology of Sales & Recency Bias](#)

[Steve Jobs introduces iPhone in 2007](#)

[The Riddle of Experience vs. Memory.](#)

Your Turn!

What is your peak? And how can you create a memorable end without a boring “Thank you”-Slide?





Worksheet | Peak End Rule

What is your peak and your end?





6



Repeatable
Sound Bites

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Repeatable Sound Bites

Soundbites are **short, memorable phrases** that distill the essence of your message. They work by encapsulating big ideas in easily repeatable language. These phrases stick with your audience, ensuring your message resonates long after your presentation is over.

Overcoming cognitive load

The psychological principle of cognitive load shows that too much information can be overwhelming. The working memory can only process a limited amount of information. Research suggests that we can remember up to **3 or 4 chunks of information**, so think carefully about which 3 pieces of information you want to remember.

Things to read & watch

[The Psychology of Memorable Catchphrases](#)

[Use Sound Bites to Make Your Presentation Stick](#)

[Barack Obama: “Yes, we can”](#)



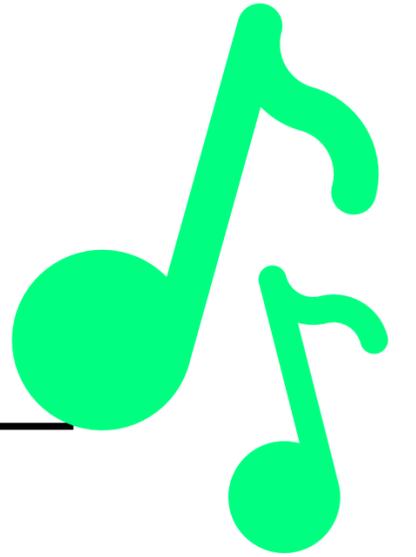
Your Turn!

What’s your key messages and how can you emphasize these with memorable soundbites?



Worksheet | Repeatable Sound Bites

What's your message and how can you emphasize it with memorable soundbites?





7



**Emotive
Storytelling**

7 CORE INGREDIENTS



Emotive Storytelling

It's a tried-and-true fact: storytelling captures attention like nothing else. Whether it's a data-heavy or conceptual presentation, embedding a narrative is crucial. Making your story emotive means connection ...

And-But-Therefore Model

An easy way to structure your story? Use the And-But-Therefore model: This AND this happened, BUT then this, THEREFORE, this resulted.



Things to read & watch

[Plutchik's Wheel of Emotions](#)

[The But & Therefore Rule](#)

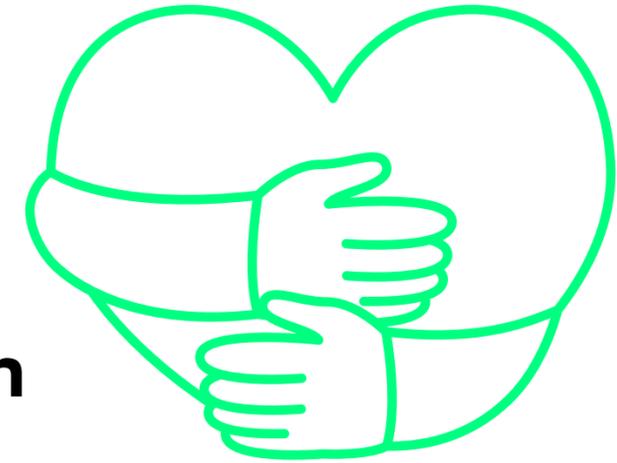
[What does Martin Luther King's famous speech teach us?](#)

[5 Examples of Emotional Storytelling in B2B Marketing](#)



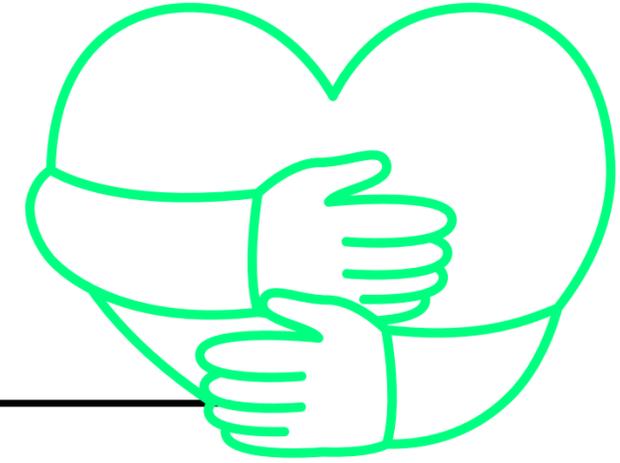
Your Turn!

What can you do to bring a personal note to your presentations? Can you share real anecdotes to build rapport with your audience? There is a difference between 'personal' and 'private', so think about what you're comfortable and confident in sharing.





Worksheet | Emotive Storytelling



What can you do to bring a personal note to your presentations? Can you share real anecdotes to build rapport with your audience?
