



# THE TOP 10 PRESENTATION MISTAKES

that people make...and how to rock it instead.

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## INFOWHELM

Overwhelming your audience with too much data and/or information.

### HOW TO ROCK IT

Use less information, more stories and a honed focus on a unique idea.



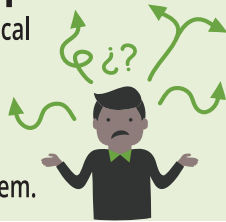
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## BEING AUDIENCE IGNORANT

Not speaking to the interest or technical level of your audience.

### HOW TO ROCK IT

Present what your audience wants and needs to hear. It should be for them.



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## THE SLOW START

Taking too long to get your audience interested in your presentation.

### HOW TO ROCK IT

Open with something that immediately grabs the attention and interest of your audience.



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## OVER-EXPLAINING

Rambling, reading slides or talking too much without engaging the audience.

### HOW TO ROCK IT

Share only what's necessary. Engage and interact with your audience to keep their attention.



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## SAMENESS

Using the same vocal pitch and/or the same emotional level in your presentation.

### HOW TO ROCK IT

Mix it up. Bring the audience up and down to keep them engaged and interested.



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## ENDING ON Q&A

Ending on questions diminishes the control you have to close out strong.

### HOW TO ROCK IT

Do Q&A towards the end but then finish with a powerful story, point or call to action.



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## GOING OVER TIME

Not staying within the specified time limits and holding your audience captive.

### HOW TO ROCK IT

Make sure you always stay within your time, even if you have to cut it short.



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## DREADFUL VISUALS

Using visuals that are overwhelming to look at or uninspiring.

### HOW TO ROCK IT

Use simple and relevant visuals that will connect to your point in a strong way. Visuals don't have to be slides.



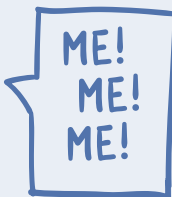
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## I BEFORE YOU

Using too many "I" statements and not enough "you" statements. It disconnects you from your audience.

### HOW TO ROCK IT

Keep the I/you balance tipped towards your audience.



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## THE WEAK FINISH

Your closing is the last thing your audience hears. Don't end on "thank you" or any other weak close that leaves them uninspired.

### HOW TO ROCK IT

End with a strong call to action or thought-provoking statement. Something that they'll never forget.

