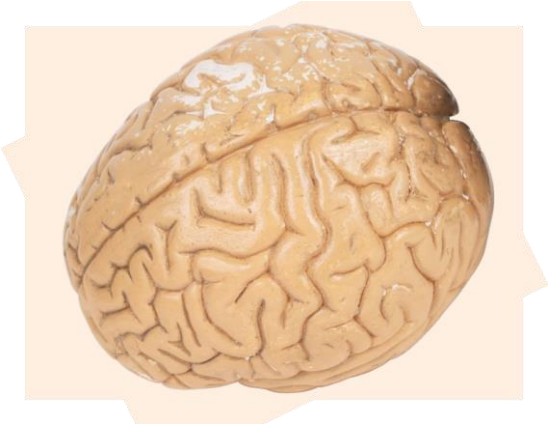
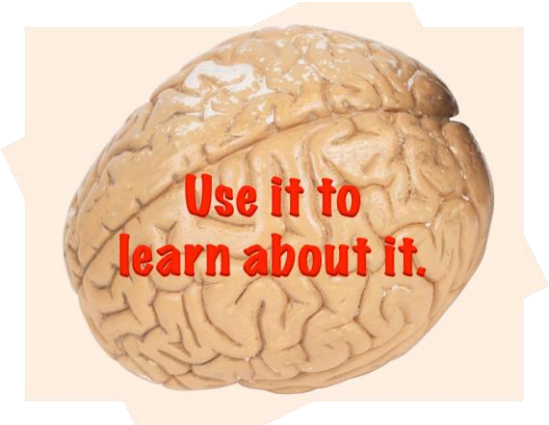


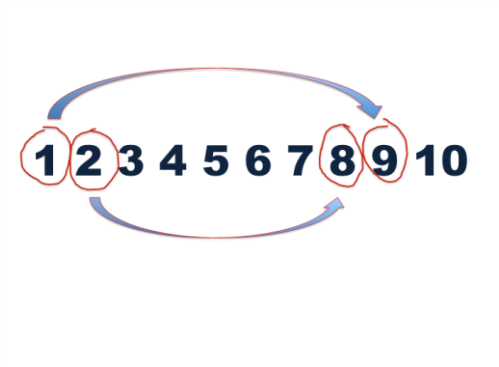


1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10

1 2 3 4 5 6 7 8 9 10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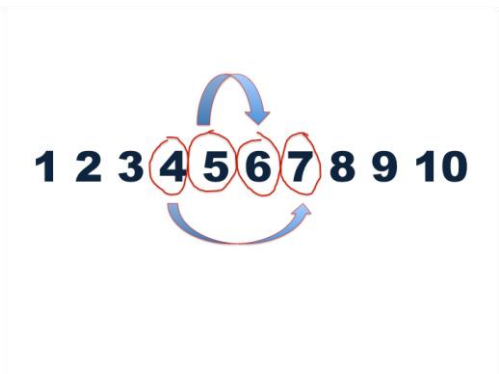
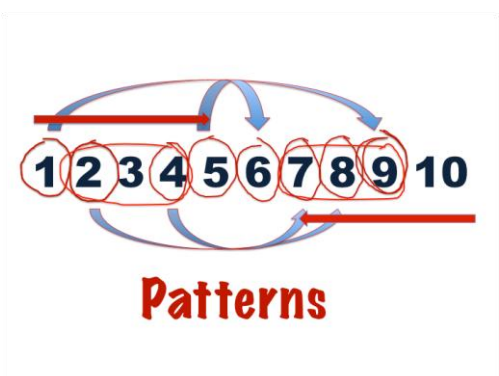
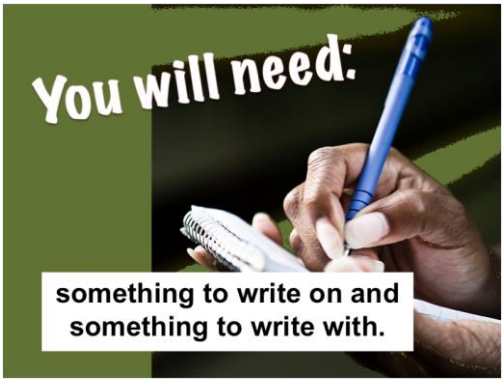
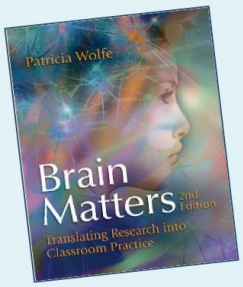

1 2 3 4 5 6 7 8 9 10


1 2 3 4 5 6 7 8 9 10
Patterns

3 Challenges ...


You will need:
something to write on and something to write with.

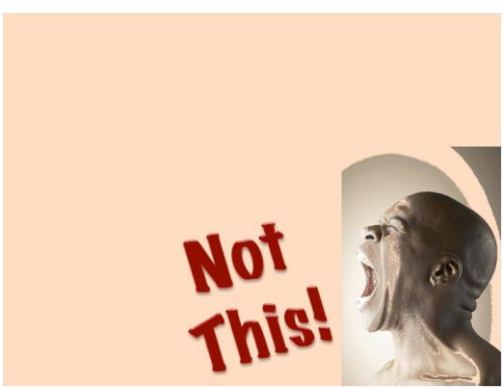
Quick Write
Write down one strategy you already use to get your audiences to pay attention.



"Writing and thinking are strongly linked. Writing serves as a tool for refining thinking."

Patricia Wolfe

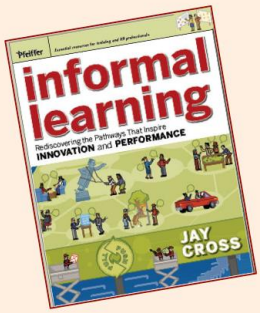
READ and DO: **Tell a person sitting next to you one way you have seen other presenters get audiences to pay attention.**



Not
This!

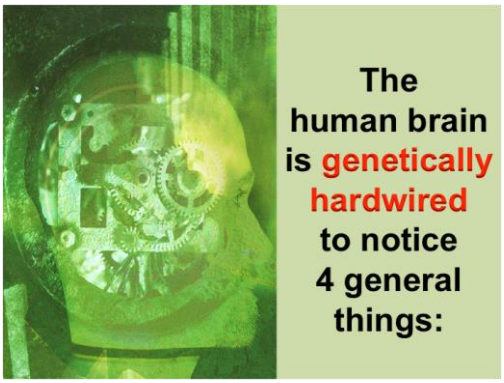
Not
This!

Definitely This!



We humans exist in networks. Learning is social. We learn from, by, and with other people.

Jay Cross

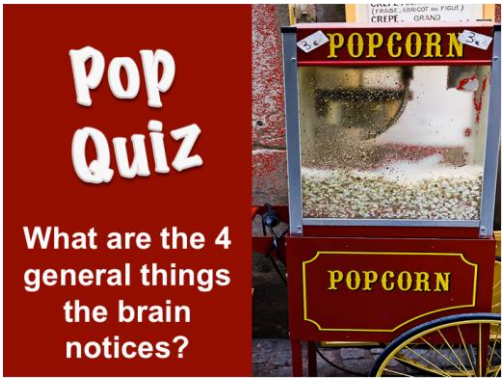

The
human brain
is genetically
hardwired
to notice
4 general
things:

Novelty

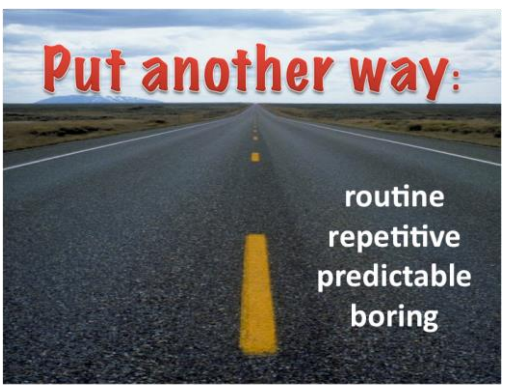
Contrast

Meaning

Emotion


Pop Quiz
What are the 4 general things the brain notices?
POPCORN
POPCORN

Presentation Tools
Novelty
Contrast
Meaning
Emotion

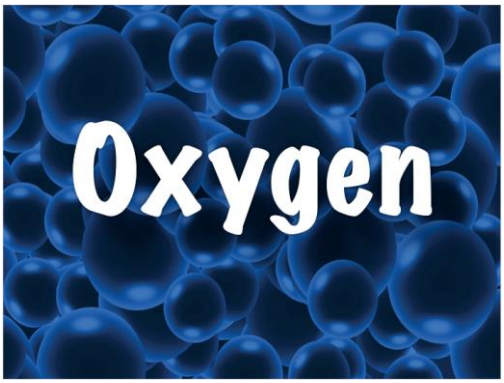

Put another way:
routine
repetitive
predictable
boring

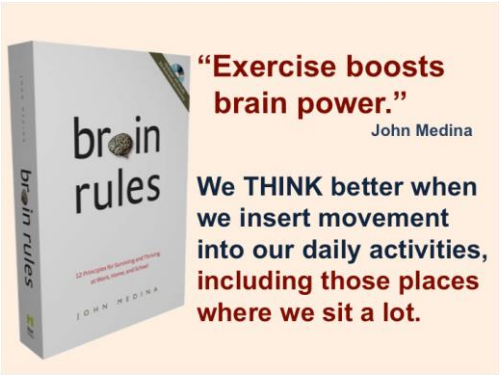
So ...

So ...
Add novelty, contrast, meaning and emotion to your meeting or presentation.

Novelty
Contrast

Stand-Up
Meetings


Oxygen


brain
rules
JOHN MEDINA
"Exercise boosts brain power."
John Medina
We THINK better when we insert movement into our daily activities, including those places where we sit a lot.

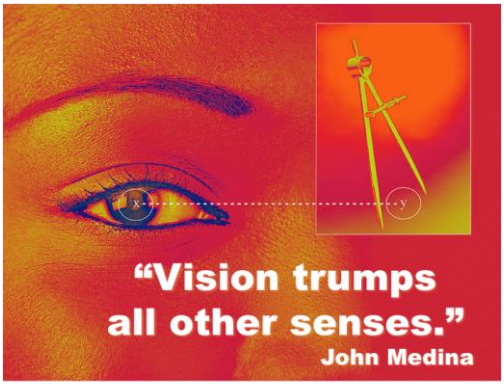
Stand,
Stretch,
and
Speak

Sit, Stretch,
and Think
Think about one change you might make
as a result of what you have learned.

Presentation
Tools
Stand-Up Meetings
Stand, Stretch, and Speak
Sit, Stretch, and Think

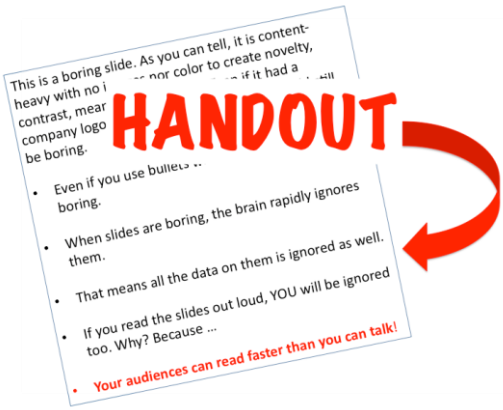
Meaning
Emotion

Sinking Your Teeth
into the
Affordable Care Act


"Vision trumps
all other senses."
John Medina

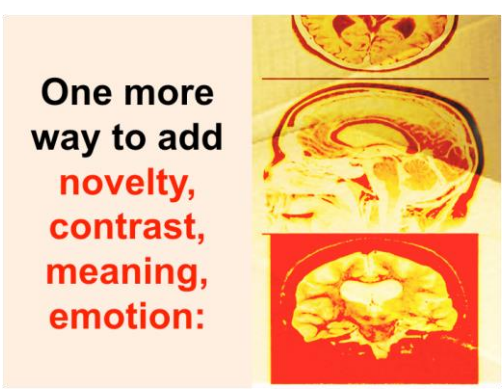
This is a boring slide. As you can tell, it is content-heavy with no images nor color to create novelty, contrast, meaning, or emotion. Even if it had a company logo or PowerPoint template, it would still be boring.

- Even if you use bullets with your sentences, it's still boring.
- When slides are boring, the brain rapidly ignores them.
- That means all the data on them is ignored as well.
- If you read the slides out loud, YOU will be ignored too. Why? Because …
- **Your audiences can read faster than you can talk!**



Once upon a time ...
This is a story about teeth …

Presentation Tools
Use Images
Tell Stories


One more way to add
novelty, contrast, meaning, emotion:

CHOOSE TWO:
sitting groups,
audience activities,
presentation methods,
media, props, materials,
environmental elements,
stories, metaphors, analogies,
and content-delivery timing
(make it shorter).

Which sentence is correct?

1. The brain pays attention to things in the environment that always remain the same.
2. The brain pays attention to anything that is new, that is in contrast to what came before, that has personal meaning, or that engages the emotions.

2. The brain pays attention to anything that is new, that is in contrast to what came before, that has personal meaning, or that engages the emotions.

Stretch and Breathe
Can you state the names of at least 3 tools from your list?

Thumbs Up
Thumbs Down

When audiences stand and move after sitting awhile, more oxygen flows to their brain which helps them learn better.

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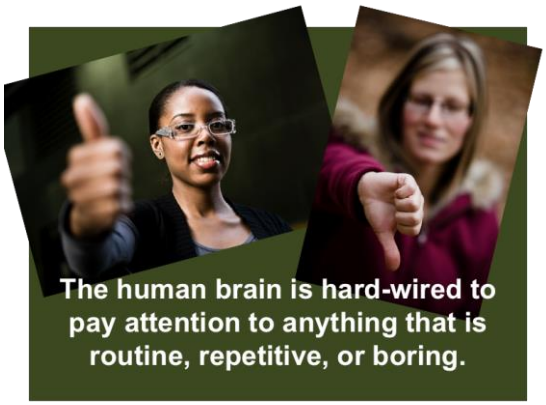
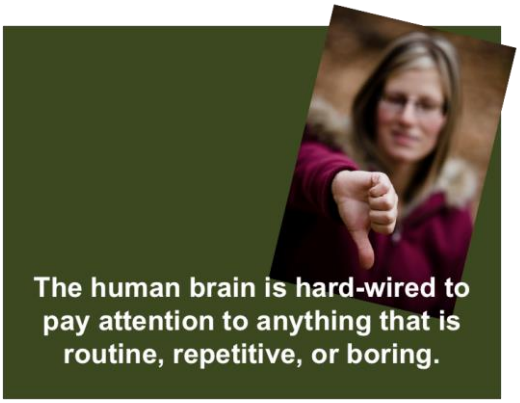

The human brain is hard-wired to pay attention to anything that is routine, repetitive, or boring.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Using images while presenting can mean telling stories and using metaphors as well as photos.

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"Thumbs Up, Thumbs Down" is one way to engage your audiences during a presentation.

"Thumbs Up, Thumbs Down"
is one way to engage your
audiences during a presentation.

Your
Action Plan

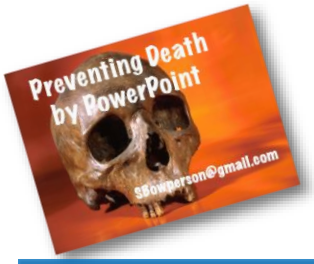
Your
Action Plan
I plan to ...

Presentation Tools
Novelty, Contrast
Meaning, Emotion
Quick Write
Fast Pass
Priming
Stand Up Meetings
Stand, Stretch, Speak
Sit, Stretch, Think
Use Images
Tell Stories
Pop Quiz
Thumbs Up,
Thumbs Down
Action Plan
CHANGE
ANTHING!

Presentation Tools
Novelty, Contrast
Meaning, Emotion
Quick Write
Fast Pass
Priming
Stand Up Meetings
Stand, Stretch, Speak
Sit, Stretch, Think
Use Images
Tell Stories
Pop Quiz
Thumbs Up,
Thumbs Down
Action Plan
CHANGE
ANTHING!

Definitely This!

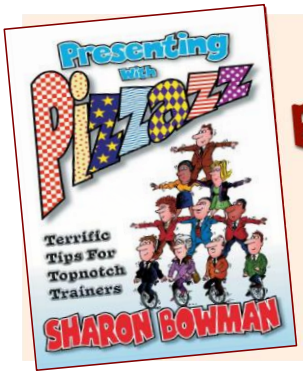
Here's Your Pop Quiz Homework!



QUESTION:

How were the elements of novelty, contrast, meaning, and emotion used during this webinar to get YOUR brain to pay attention?

Submit your homework responses to me at **SBowperson@gmail.com.** In return, I'll send you "Preventing Death by PowerPoint," my image-rich presentation…FREE!

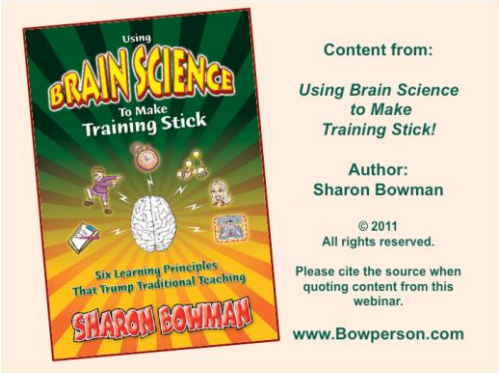


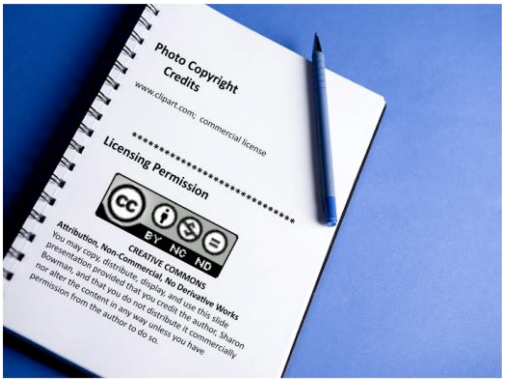
FREE E-BOOK

As a personal thank you from Sharon, you will receive this book FREE via email following today's webinar.

Webinar presented by Sharon Bowman

Visit my website for FREE Brain-Based Presenting resources!
www.Bowperson.com ✱ sbowperson@gmail.com





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