BE THE BEST

BAD PRESENTER

EVER

BREAK THE RULES, MAKE MISTAKES, AND WIN THEM OVER

KAREN HOUGH



Berrett-Koehler Publishers, Inc. San Francisco a BK Life book

CONTENTS

INTRODUCTION

So Who Said You're a "Bad" Presenter? 1

ONE

THE BADDEST WAY TO PREPARE

Start Breaking the Rules Before You Even Hit the Stage 13

Break These Rules

#1: Your purpose is to give a good presentation	15
#2: Give informational presentations	19
#3: Practice in front of a mirror	25
#4: Picture the audience in their underwear	25

TWO

YOU ARE THE PRESENTATION

So Be Your Baddest You 55

Break These Rules

#5: Open with your introduction and close with questions	57
#6: You either have confidence or you don't	67
#7: What you say is most important	81
#8 and #9: Scan the back wall to simulate eye contact, and	
stand behind the podium	80

#10: Explain each topic	93
#11: Have all your bullets on PowerPoint slides	97

THREE

OOPS!

Staying Bad, No Matter What Happens 107

Break These Rules

#12: If something goes wrong, act like nothing happened	109
#13: Ignore your nerves, and they will go away	115
#14: Control your emotions at all times	121

Now Get Out There! 131

Notes 135

Acknowledgments 139

Index 141

About the Author 145