

THE PRESENTATION SECRETS OF STEVE JOBS

How to Be Insanely Great in Front of Any Audience

CARMINE GALLO

CARMINE GALLO is a communication skills coach who works with CEOs and executives at leading companies including Intel, IBM, Chase, Nokia, The Home Depot, Bank of America and others. He is the founder of his own consulting firm, Gallo Communications. Mr. Gallo is an accomplished keynote speaker and seminar leader who speaks in the U.S. and in many other parts of the world. In addition to writing a weekly leadership and communication skills column for *BusinessWeek.com*, Mr. Gallo is the author of three books including *Fire Them Up!* and *10 Simple Secrets of the World's Greatest Business Communicators*. Mr. Gallo has worked for CNN, TechTV, CNET and CBS and has won an Emmy award for his work.

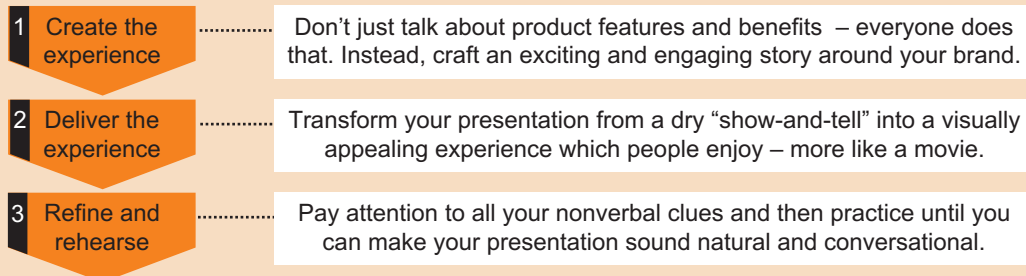
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MAIN IDEA

Steve Jobs is the definitive gold standard when it comes to giving business presentations. He is such an accomplished speaker people have been known to spend the night waiting in line in freezing temperatures just for the opportunity to get the best seat at one of his product launches for Apple. Confirmation of his popularity is found in the fact YouTube currently has more than 20,000 clips of Steve Jobs – far more than any other high-profile CEO including Richard Branson (1,000), Steve Ballmer (940) or Jack Welch (175). Simply put, Jobs is a magnetic pitchman who sell his ideas with flair and charisma.

What's interesting, however, is Steve Jobs is not a natural. Behind the scenes, he works hard at methodically improving his presentations. This is significant because it means anyone can learn to present like Steve Jobs. All you need to do is to take the presentation template Steve Jobs uses and then add your own planning and practice efforts. Charisma is not a prerequisite but hard work most certainly is. So too is thorough and systematic preparation. To present like Steve Jobs, the template is:



An insanely great presentation

“A Steve Jobs presentation is very much like a dramatic play – a finely crafted and well-rehearsed performance that informs, entertains, and inspires. He is motivated by a messianic zeal to change the world, to ‘put a dent in the universe’. If you are passionate about your topic, you’re 80 percent closer to developing the magnetism that Jobs has. Capture that passion and turn it into a story so mesmerizing that people will want to help you achieve your vision. If you cannot get people to care, your product will never stand a chance of success. Do not let your ideas die because you failed to present them in a way that sparked the imagination of your listeners. Use Jobs’s techniques to reach the hearts and the minds of everyone you hope to influence.”

– Carmine Gallo

1. Create the experience Pages 2 - 4

Don't just talk about product features and benefits – everyone does that. Instead, craft an exciting and engaging story around your brand. To achieve this in practice:

- Plan and create your ideas in analog well before you start using your presentation software.
- Answer the one question that matters in the listener’s mind – “Why should I care?”
- Have an intense drive and clear sense of purpose for what you’re trying to achieve.
- Develop “Twitter-like headlines” – messages which fit into 140 characters or less.
- Use the rule-of-three to create a road map the listener can follow.
- Always identify an enemy you’re going up against.
- Provide a hero who wants to do things a better way.
- Don't forget your intermission every ten minutes or so.

2. Deliver the experience Pages 4 - 6

Transform your presentation from a dry “show-and-tell” into a visually appealing experience which people enjoy – more like a movie. To achieve this in practice:

- Make your visuals simple, highly visual and completely engaging.
- Bring statistics to life by providing a contextual framework people can use.
- Embed interesting and memorable words into your presentation.
- Treat your presentation like an orchestral performance and share the stage with partners.
- Use props and actual product demonstrations for maximum sizzle.
- Have one definitive “Holy mackerel!” moment in your presentation and build to it.
- Don't forget your second intermission.

3. Refine and rehearse Pages 7 - 8

Pay attention to all your nonverbal clues and then practice until you can make your presentation sound natural and conversational. To achieve this in practice:

- Never forget how you say something is just as important as what you say, if not more so.
- Rehearse and then rehearse some more until you can make it look effortless.
- Dress to convey the impression you’re trying to make.
- Become polished enough that you speak to the audience and not to your slides.
- Have fun – even when things go wrong.
- Always end with a bang – have an encore which is legendary like “One more thing!”

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