

PRESENT LIKE STEVE JOBS

Here's a list of Steve Jobs' key techniques and qualities

1. Welcome the audience introduce yourself(yourselves)+ →
 - a. Says 'There's something in the air' (He quotes a song title)
 - b. Sets the theme (for his presentation on MacAir)
→ He unveils a single headline that sets the theme ("Today, Apple is going to reinvent the phone")
2. Make your theme clear and consistent (=logical)
3. "Good morning,thanks for coming,I know you' ll be really excited about ...
4. Create a headline that sets the direction of your meeting:
GIVE YOUR AUDIENCE A REASON TO LISTEN
5. Provide the outline (= the summary)
"I got 4 things I'd like to talk about with you today."
"Let's get started!"
6. Verbally opens and closes each section with a clear transition in between
"So that's time capsule... and that's the first thing I wanted to
share with you this morning "

Cf: SIGNPOSTING (= *poser des jallons/aiguillage*) => to guide your audience

→ Make it easy for your listeners to follow the story.

7. Demonstrate enthusiasm.

Here's a list of adjectives he's really keen on using

Extraordinary amazing incredible unbelievable cool awesome

→ Be passionate/enthusiastic

8. Wow your audience (Don't put it to sleep/ Don't be too stiff or formal)

→ The audience (we, listeners) need(s) to have fun, be excited.

“IF YOU'RE NOT PASSIONATE ABOUT IT, WE'RE NOT GOING TO BE!”

9. Sell an experience → make numbers and statistics meaningful

- Give examples (e.g. 4M I-phones sold = 20,000 a day!)
- Use analogies (to connect the dots) (12 gigabytes = enough memory to listen to your music while travelling to the moon and back)

10. Have visual and simple presentations. They must be easy on the eye.

11. Use very little text and usually one maybe two images per slide

→ Paint a simple picture that doesn't overwhelm

12. Treat your presentation like a show with

- ebbs and flows
- video clips
- demos

- guests

13. Put a dramatic effect to your presentation.

14. Identify ahead of time the memorable moment of your presentation and build up to it.

15. Spend the time to rehearse, rehearse and rehearse.

→ Make it look easy.

The result is that it looks effortless (=simple) and perfectly synchronised.

16. Innovate

17. Add to the drama by saying “And one more thing.”

- a new product
- a new feature =characteristic
- introduce a band

18. Give your audience an added bonus to walk away with → it heightens the excitement!

Steve Jobs approaches each presentation as an EVENT

- **With a strong opening**
- **With a product demonstration in the middle**
- **And a strong conclusion** “ And one more thing....”