

# PRESENT LIKE STEVE JOBS

<https://www.youtube.com/watch?v=2-ntLGOyHw4>

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

1. Welc the audience →
  - a. Says 'There's .... '
  - b. Sets the  
→ He unveils a single that
2. Make your theme and
3. "Good , tha for c ,I know you' ll "
4. Create a headline that sets the direction of your meeting:  
GIVE YOUR AUDIENCE A REASON TO LISTEN
5. Provide the  
"I got 4 things I'd like to "  
"Let's !"
6. Verbally opens and each section with a in between  
"So that's ... and that's the I wanted to "

Cf: SIGNPOSTING

→ Make it easy for your listeners to \_\_\_\_\_ story.

7. Demonstrate \_\_\_\_\_.

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

→ Be passionate/

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

→ The audience (we, listeners) need(s) to \_\_\_\_\_, be

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

9. Sell an \_\_\_\_\_ → make \_\_\_\_\_ and \_\_\_\_\_ meaningful

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- Use

10. Have \_\_\_\_\_ and \_\_\_\_\_ presentations. They must be \_\_\_\_\_ on the

11. Use very little \_\_\_\_\_ and usually

→ Paint a

12. Treat your presentation like

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13. Put a dramatic effect to your presentation.

14. Identify ahead of time your key points and build up to it.

15. Spend the time to prepare your key points, and practice them.

→ Make it look like a story.

The result is that it looks

16. Inn

17. Add to the drama by saying “And then, suddenly...” “

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18. Give your audience an added incentive 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....”