



Speaking  
by Vlad Ungureanu

## What you need to know

- Some examples
- Preparation
- Speaking
- Practice
- Sales Presentation
- Tips & tricks

# Start from the not so good example

[https://www.ted.com/talks/kary\\_mullis\\_next\\_gen\\_cure\\_for\\_killer\\_infections?language=en](https://www.ted.com/talks/kary_mullis_next_gen_cure_for_killer_infections?language=en)

# Learn from the masters

<https://www.youtube.com/watch?v=4cXEZq9PbMs>



- Learn the subject you are talking about
- Document your presentation
- Chose personal examples over other people's experiences
- Avoid negative references to self or others
- Write an overview plan of how the presentation goes
- Rehearse and follow your speech patterns and habits

- Tell a story
- Talk slow so that people can follow
- Every 15 minutes take a 10 second break
- Make singular eye contact
- Smile (it makes you look smarter)
- Show confidence

- Transform unexpected circumstances into something light and funny
- Speak correctly and coherently
- Always stay ethical
- Always give something people can take home from the presentation
- If you can share something only a few people know you will rock it

- Introduce yourself
- Present an overview of the presentation
- Stay the course and improvise only when needed
- If you forgot something, let it go
- Finish with an resume and the ideas you would want the audience to remember
- Don't rush to Q&A; don't stay to long in Q&A



[http://guykawasaki.com/the\\_102030\\_rule/](http://guykawasaki.com/the_102030_rule/)

1. Problem
2. Your solution
3. Business model
4. Underlying magic/technology
5. Marketing and sales
6. Competition
7. Team
8. Projections and milestones
9. Status and timeline
10. Summary and call to action

- Wear comfortable, appropriate clothes
- Be comfortable with the silence
- Remember you are not speed talking
- Stick to the plan and the time constraints
- Don't point at people
- Try to entertain where and when appropriate

- Never apologize if you are nervous
- Never apologize if you are wrong, but admit it
- Have fun
- Walk the room to get accustomed to it before the presentation
- If somebody is listening and has a valid question, answer it

# Tips & Tricks

<http://blog.ted.com/body-language-survey-points-to-5-nonverbal-features-that-make-ted-talks-take-off/>

Create a 3 slide presentation and present it as if you're feeling: happy, sad, serious, and cynical.

Exercise One

Select a random image and make a 3 min presentation on it.

Exercise Two

Make a 3 minute presentation about yourself.

Exercise Three

Working in groups of 5 make a 5 slide presentation.  
Each member of the team must present a slide.

Exercise Four



Working a group of 6 decide on a topic and then split in 2 teams. A team will make a “PRO” presentation (3 slides) and the other team will make a “CON” presentation.

Exercise Five

**THANK YOU!**

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