

iPresent

How to enthrall your audience like Steve Jobs



Derived from : Carmine Gallo; The Presentation Secrets of Steve Jobs

BOOK
RAPPER

iPresent

!b!e2euf

How to enthrall your audience like Steve Jobs

The Book

Carmine Gallo; The Presentation Secrets of Steve Jobs

Speed RAP

Apple CEO Steve Jobs is a charismatic, influential, zippy presenter. He's a natural model to learn from: The art of presenting your big idea from the stage. With video links to *YouTube*, this issue is a skillful keynote training program.

The Big Idea

Steve Jobs offers a typical presentation mode. It's a lifetime's work to master. Now, let's add a twist. Mix in some digital media and we have a whole new speaking game. From natural presentations to virtual ones.

Your Challenge

Script it, rehearse it and perform it. Get on stage and strut your idea in front of a live audience. I dare you!

RESOURCES : anything you use to generate wealth.

ACTIONS : an act of will, a deed completed.

PROFITS : to gain an advantage or benefit.

Contents : iPresent

Book Rapper Issues are not direct summaries of the books we review. We take what we consider to be the most important ideas from the book. We then re-package these key ideas so you can easily digest them in about 30 minutes. We also make it clear how you can take decisive action to benefit from these insights. In some parts we follow the book closely and in others we add our own models and interpretations. Given the **Book Rapper** Issue is much smaller than the book we may not cover each chapter. If you want more details than what's in this issue then '*buy the book*'.

BR REVIEW : THE PRESENTATION SECRETS OF STEVE JOBS

SCRIPT RAP1 : WHY SHOULD I CARE?

RAP2 : BIG DESIGN

RAP3 : LITTLE DESIGN

REHEARSE RAP 4: GETTING IT DOWN, PAT

PERFORM RAP5 : STAND AND DELIVER

ACTION : ONE MORE THING...

BR CONTEXT : THE VIRTUAL PRESENTER

COMPANION PIECES

SPECIAL EDITION

This is a special video-assisted issue of **Book Rapper**.

Thanks to **YouTube** you can learn more than usual.

Read our words *and* watch Steve Jobs in action.

A video link is offered with each **RAP**.

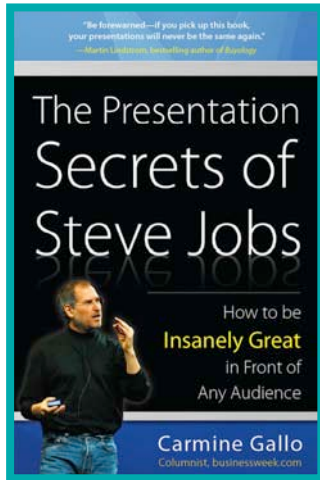
Your Action Plan for this issue is to read the **RAPs**, then watch the videos.

Look for the points we've discussed and more...

Note: If the link we've listed is not available, do a search for the Video title - it may be available elsewhere.

BR Review : The Presentation Secrets of Steve Jobs

Carmine Gallo; The Presentation Secrets of Steve Jobs - How to be Insanely Great in Front of Any Audience; McGraw-Hill; New York; 2010.



PRÉCIS

This book is a broad stroke guide to enthralling your audiences. Steve Jobs is a charismatic master presenter. He epitomizes the Apple Way. Design is crucial, simplicity essential and excellence always the goal. Gallo steps us through a clear, readable, engaging story leaving numerous clues for you to improve your performances.

FEATURES

- 18 clear chapters split into three Acts.
- Neat chapter summaries.
- A plethora of precise examples of Jobs in action.

BENEFITS

Having a great idea is useless unless you can infect others with it. This book tells you how.

It's a beautifully simple book design and layout. If you're writing your own book, learn from this one.

WHO'S IT FOR

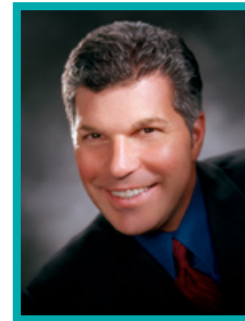
Got an idea to present? Yep, that's you! We all do...

Warning : It's not PC. It's Pro-Mac. Cast aside your bias to open the door to fresh learnings.

RECOM
MEND
ATION

BOOK RAPPER THINKS...

I love this book for the idea that it is – as well as the execution. Pick a star, model them, distinguish it for others to implement. Simply brilliant so we can all be electrifying in front of any audience. Gallo gets the Job done. C'mon, you know I had to say that!



CARMINE GALLO

Communications coach and columnist.

Previously he wrote: *Fire Them Up!* - How the best companies motivate and inspire their employees. Plus a couple of other books.

Gallo writes regularly for Businessweek.com on communicating more effectively with your employees.

He's also a communications skills coach for CEOs, Executives and the like.

Visit him at: <http://carminegallo.com>



STEVE JOBS

(Just in case you don't know...)

The Big Apple himself! Jobs is co-founder and CEO of Apple. Fortune magazine declared him 'CEO of the Decade'.

RAP1 : Why Should I Care?

PROFIT : We've all got things to do... So, why would I spend my valuable time listening to you? If you don't nail this, you won't have an audience... What's the number one thing your audience wants to know? What's their major concern?



<http://www.youtube.com/watch?v=HhsWzJo2sN4>

IDENTIFY THE ENEMY

*"It is now 1984. It appears that IBM wants it all. Apple is perceived to be the only hope to offer IBM a run for its money..." ****

"The most advanced phones are called 'smartphones', so they say... The problem is they are not so smart and they are not so easy to use."

"The only problem with Microsoft is they just have no taste. And I don't mean that in a small way. I mean that in a big way."

*** All quotes are by Steve Jobs unless another name is displayed.

PRESENT THE HERO

Who's the enemy? What's the problem you're solving? Why do we need this?

Think of your favourite movie... Every great story has a hero and a villain. Batman and the Riddler. Luke and Darth. Al Gore and the Environment.

For high emotional engagement you need someone to cheer for and someone to rail against.

Create the villain early. The goal is to make some space in the brain. It's like giving someone an empty coffee cup. It demands it be filled. It sets up a tension, that requires a solution.

And, describe the problem in detail. Place us right there in the thick of it. This is why it doesn't work...

This sets up the rest of your presentation. Grab my attention early, rally the troops and together we'll conquer the enemy.

The villain/hero is crucial for your branding too...

See the Mac and Pc ads on the Apple website.

Also, see **Book Rapper** issue *Brand Worship* for more.

CHANGE THE WORLD

"We're here to put a dent in the universe."

"Find something you love to do so much, you can't wait for the sun to rise to do it all over again."

"...going to bed at night saying we've done something wonderful, that's what matters to me."

Let's be honest... It's not about the money. It's not about making a sale. It's not even about your product.

Apple create products to release human potential. Steve Jobs is out to change the world.

To be this successful you need to tackle something you find interesting. Without this, you won't make it through the tough times.

For you, it's about looking back at the end of your day/year/life and saying to yourself, 'I did good!'

For your audience, it's about rallying them to a better future, a better world and a richer life.

That's the job of a leader. To present a context that stimulates people to take action.

To do this... get in touch with your passion, love and purpose. Your most powerful presentations will come from here!

If you can't look yourself in the eye, then you won't be able to face your audience with strength, power and clarity.

What's your call to action?

RAP2 : Big Design

PROFIT : Before you touch your slides you have to plan where you're going. These three big picture elements are crucial to framing your presentation.

WHERE ARE WE GOING?

"Today we are introducing 3 revolutionary products."

"I want to spend time with you talking about the economy, our industry, and the work we are doing at Microsoft."

"I've got four things I'd like to talk to you about today, so let's get started..."

Speeches need to be written for the ear, not the eye.

Obvious? You bet. And you can help your audience follow you by offering a numbered sequence.

Tell your listeners where you've been and where you're going.

The Rule of Three is a potent tool. Comedians know it works. Obama does too. And so does your brain!

Group your ideas in sets of three to turn a natural rhythm. Good. Better. Best.

Plan: Introduction, 3 points, conclusion.

Talk: three sentences in each paragraph, three points within sentences, three examples in each set.

Make a list of all the points you want to make. Group them until you have only three major messages. Check how we've structured this issue.

Add story elements to each key point... personal stories, facts, examples, analogies, metaphors, third-party endorsements. Done!



<http://www.youtube.com/watch?v=fodF05OMEUo>

FASTER THAN TWITTER

Macbook Air: The world's thinnest notebook

Twitter is a piano tuner for the mind. It forces you to be clear, crisp and concise. 140 characters for your entire message. That's it.

When scripting your key points make it easy for your listeners to catch them. Write a key phrase, a headline, a tweet, something they can take home and re-use.

Ten words or less is ideal. Be specific, memorable and provide a personal benefit. Say it well, say it often.

Repeat it consistently. Jobs said *'reinvent the phone'* five times in his *2007 Macworld* unveiling.

HOLY SHIT!

In January 2008, Jobs said: "This is the MacBook Air, so thin it even fits inside one of those envelopes you see floating around the office." He then walked across the stage, picked up such an envelope and pulled out a notebook computer. The crowd went wild.

It was a moment that stole the audience's breath. You could hear the gasps, see the jaws drop and hear 'holy shit' echo around the room.

The secret to a 'holy shit' moment is focus. Focus on one thing. And, one thing only.

Like a good joke teller you need to lead your audience down one path and... hit them over the head with a surprise they didn't see coming!

Your 'holy shit' moment could be an announcement, a memorable story or a stunning demonstration.

Think of a Spielberg movie moment. Indiana Jones is confronted by a sword wielding maniac. What should he do? Pull out his gun, of course...

Create the tension, hold it, then release!

Script the memory, rehearse it well and perform it perfectly!

RAP3 : Little Design

PROFIT : Okay, you've got your story straight, you've put in the big picture elements and now you can design the details of your performance. It's time to create your slides, make your stats concrete and use some zippy words.

REAL NUMBERS

"We've sold four million iPhones to date. If you divide four million by 200 days, that's twenty thousand iPhones every day on average."

"It's twice as fast at half the price."

"1000 songs in your pocket."

In 2001, Jobs introduced the Apple iPod. The device costs \$399. It weighed 6.5 ounces and it had 5Gb capacity.

It would have been easy to emphasize these technical specs. But, Jobs didn't. He took a different path.

He captured it all in six words: *"One thousand songs in your pocket."*

It's useful to use stats and data in our presentations to make a point. However, it's only useful for your listeners if they can grab onto what you're talking about.

Use analogies to make your numbers real, concrete and tangible.

Make them fit our everyday life so we can get 'em in a flash and with ease.

See [Book Rapper](#) issue *The Sticking Point* for more.

ZEN IT!

Words on Steve Job's slides:

2007

Thank you.

1

Your presentation is not about your slides. Sorry to disappoint you.

They're important and they're only one aspect of the whole show.

Job's slides are zen-like: Great photos; few words; even fewer bullet points.

The natural default of PowerPoint and Keynote is bullet points. Ignore them.

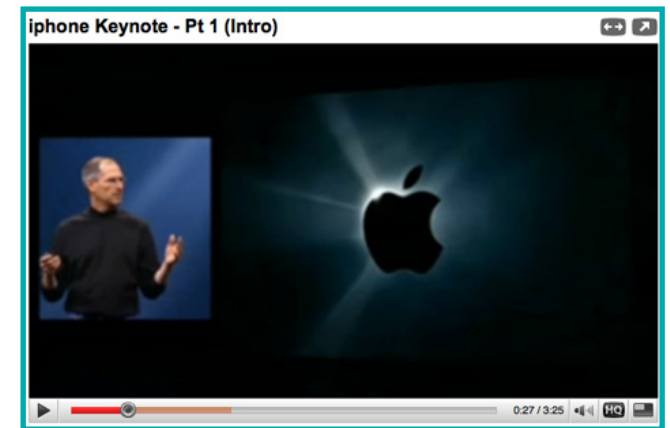
Aim for one slide, one theme and usually one image.

Your brain loves pictures. It can read words only because the letters are seen as pictures.

And, for your audience words are slower to digest, take longer to get it and require more energy.

Less is more. Give your images some breathing space.

Let your audience listen to your words rather than deciphering your slides.



<http://www.youtube.com/watch?v=ASkis57blsc>

WORDS THAT ZING

"Plug it in. Wirrrrr... Done."

"We made the buttons on the screen look so good, you'll want to lick them."

"The number one lust object."

Ever heard anyone call a computer a 'lust object' before? Well, why not? It's simple, clear and you get it.

Forget the jargon, the complexity and the spin. Say it like it is. Use fun, tangible and familiar words.

Run your paragraphs through <http://www.usingenglish.com/resources/text-statistics.php> to find out how simple your words are to understand.

Use the funnest, sparkling, twinkling words you can. Add some fresh, spicy flavours to your thinking!

RAP4 : Getting it Down Pat

PROFIT : An athlete trains for match day. A musician practices for a recital. Steve Jobs rehearses for Macworld. They're all prepping to pounce like a cat when it matters. Here's three elements to consider to get yourself ready...

MAKE IT LOOK EASY

"Practice isn't the thing you do once you're good. It's the thing you do that makes you good."

Malcolm Gladwell, Outliers.

There's three ways to make your presentations look easy and effortless. The first way is to practice. So is the second and third way.

Jobs rehearses and rehearses and rehearses. Then he practices some more.

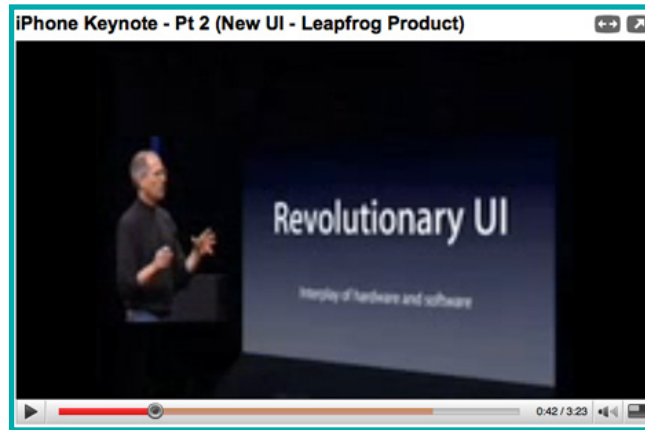
He's as meticulous about his presentations as he is over the design of all the Apple products.

10,000 hours of deliberate practice will make you a world expert... See **Book Rapper's Anti-Self-Help**.

The key to getting over nerves is the knowledge that you're well rehearsed.

Review everything. Video your practice. And, get feedback from respected mentors.

Prepare for tough questions by using the **Bucket Method**. Most questions will fall into a handful of categories. Prepare answers for these buckets. Listen for key words and use these to steer your response to your bucket categories.



<http://www.youtube.com/watch?v=ec76iwztQok&NR=1>

EMBODY YOUR WORDS

"Your body plays a fundamental role in the believability of your message."

Michelle Bowden, Don't Picture Me Naked.

Research shows that gestures reflect complex thinking. And, they give the listener confidence in the speaker.

Being authentic in our speaking is when our words and gestures fit. Alternatively, we can smell a lie when the body and facial expressions don't match your words.

Be open in your postures, your eyes and your hand gestures.

Mix up your vocal variety. Change the TONE of your voice... As well as y-o-u-r p--a--c--e... And... Pause.

The best way to improve your presenting performance is to record yourself on video.

DITCH THE SCRIPT

"Be a yardstick of quality. Some people aren't used to an environment where excellence is expected."

Would an actor use notes?

Jobs speaks casually, conversationally and clearly to his audience. He performs mostly without notes allowing him to connect with his listeners.

One of the best approaches for ditching your script is to use one idea per slide. The slide then becomes one distinct prompt.

Here's a five step strategy for ditching your script...

- 1 Write your script in the notes section of PowerPoint or Keynote and practice your presentation.
- 2 Highlight key words in each sentence. Then practice.
- 3 Practice using only your key words
- 4 Memorize the one key idea per slide. Then practice.
- 5 Practice the entire presentation using the slide images as your only prompt.

If you really, really, really have-to use your notes then use a trick Steve did at Macworld 2007: create a notes book. Small, neatly bound with colour-coded tabs to match your talk sections.

RAP5 : Stand and Deliver

PROFIT : At some point, you need to face the music, get on stage and strut your stuff. Here's three things to consider as you stand and deliver your big idea.

PLAYING DRESS-UPS

The all-new iPod nano gives music fans more of what they love in their iPods – twice the storage capacity at the same price...

Steve Jobs is renowned for wearing blue jeans, a black sweatshirt and a pair of running shoes on stage.

It's his corporate uniform.

It works because he's a billionaire, he's the CEO and he has a reasonably good record at creating insanely great products.

He's also a rebel and they're not supposed to fit in.

And, they are an expensive brand of jeans.

If this is your thing, go for it.

Enough said.

So, what are **you** going to wear? Here's some rules of thumb to consider...

- Dress to be the person you want to become.
- Dress a little better than everyone else in the room.
- Be appropriate for the culture you're addressing. Even Jobs wore a suit to meet a banker.



<http://www.youtube.com/watch?v=kN0SVBCJqLs>

SHARE THE STAGE

Using Keynote is like having a professional graphics department to create your slides. This is the application to use when your presentation really counts.

Our brains crave variety. After 10 minutes we need a break.

There are many ways to do this. Change the topic, the pace or the activity.

Add a video clip. If it's short, sharp and sensational, why not play it again. Steve does. Want to see it again?

Add some evidence, testimonials and endorsements from others.

Even better, add another person to your presentation. Get an audience member, a pre-planned guest or a presentation partner to join you on stage.

PROP ME UP!

With Time Capsule, all your irreplaceable photos, movies and documents are automatically protected and incredibly easy to retrieve if they are ever lost.

Most of Jobs' presentations are product launches.

He goes further than talking about, explaining and describing these wonderful new toys.

Jobs is the master of the demo. They're short, simple and well-rehearsed.

He has fun, knows how they work and focuses the audiences attention on him.

An easy trap to fall into is to demonstrate ALL the features of a new technology. Don't!

Jobs highlights a handful of killer applications only. He's not trying to show you the full movie, only the trailer to get you interested.

Demos and props are insanely great for drawing on the various learning styles of your audience.

There's something to look at, to listen to and touch.

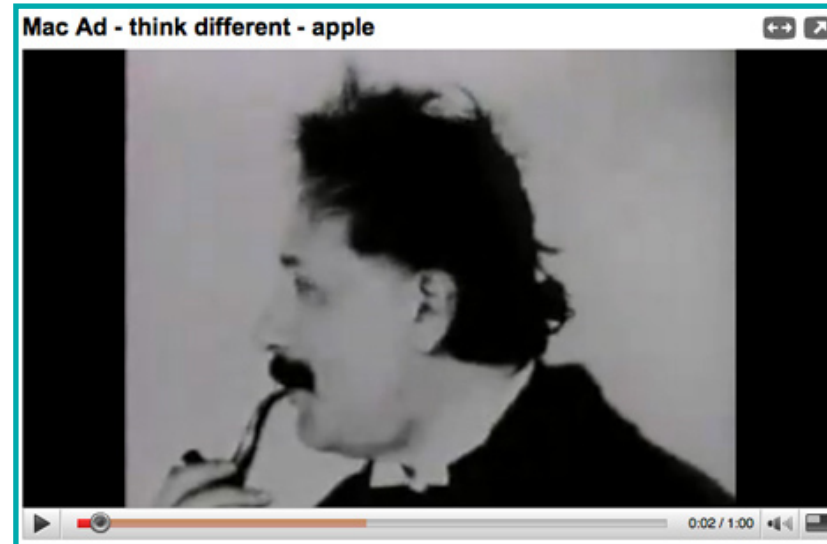
If you're not comfortable with a demo - get someone else to do it for you.

Action : One More Thing...

PROFIT : Steve Jobs has a habit of saying that... One More Thing... Well, we're going past Steve! Here's two more videos to continue your training. Enjoy!



<http://www.youtube.com/watch?v=UF8uR6Z6KLc>



<http://www.youtube.com/watch?v=jULUGHJCCj4>

BR Context : The Virtual Presenter

TRUE CONNECTIONS

Do you know where the word 'phoney' comes from?

If you guessed it had something to do with the 'telephone', then you're on the right track.

The first phone conversations were not considered to be real conversations. They were 'phoney'. Today this word is synonymous with 'fake and false'.

Most of us now accept phone calls as being a valid way to catch up, chat up and make up with our friends, family and colleagues.

Other communication modes have taken a similar path.

Email was considered not a 'true' communication mode. It didn't let you express your tone of voice. :))

Txting wasn't either – particularly because it did a hatchet job on our traditional ways of spelling.

Now, social media is under the same spell. They're not 'real friends', they're merely 'friendlies'.

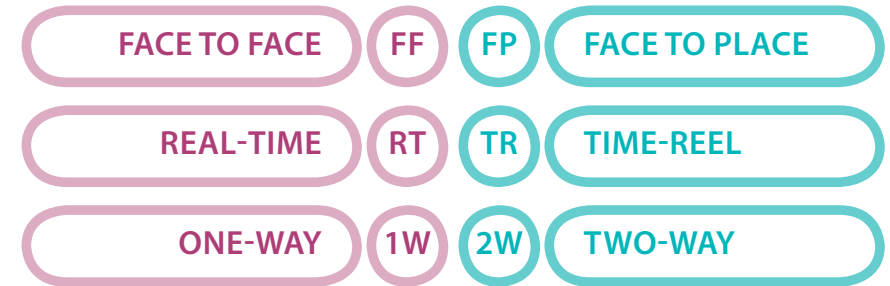
NEW COMMUNICATIONS

Digital media is changing the way we communicate.

Many of our communication industries and professions are morphing too – or at least they need to be!

- Newspapers are no longer viable in their current form.
- Independent Bloggers have become a compelling new media channel.
- Mass media advertising has been Googled.
- Traditional PR has a feather-like impact on public opinion.
- The movie industry has been outplayed by the gaming revolution.
- Speakers Bureaus and other brokers are losing their voice. Google lets you tap the source directly.

Presentation Modes



PRESENTATION MODES

This **Book Rapper** issue is centred on keynote presenting.

And like everyone else, professional speakers will need to heed the seeds of digital media. Their path sounds like the introduction of the telephone: a move from the natural to the virtual.

A natural conversation is face-to-face, in real-time and two-way.

A virtual conversation may be the opposite:

- Face to Place: Like a phone call, the speaker and the audience are in different places
- Time-Reel: Like an audio recording, the listener tunes in when it suits them
- One-Way: Like TV, the audience is not able to interact with the speaker

Or, it may be a hybrid, some combination of these three styles.

Let's have a look at how this might play out... (continued over the page)

BR Context : The Virtual Presenter, Part 2

FF

THE TYPICAL PRESENTER

The typical stage presentation occurs in front of a live audience. It's face-to-face, in real-time, but one-way.

RT

The voice on stage commands the audience. And, the audience's role is to be respectfully passive. In other words, sit down, shut-up and listen.

1W

There may be time for questions and this is usually just a bit at the end.

FP

THE YOUTUBE PRESENTER

The YouTube Presenter places a pre-recorded presentation on a website, DVD or an iPod.

TR

Whilst the initial recording may be in front of an audience, the viewer of the digital recording watches face-to-place, in time-reel and one-way.

1W

This new avenue is an essential part of the speakers promotional armoury. Most speakers have one on their website. They ideally would have a YouTube channel. And, they may include video footage on a DVD dollar-earning product.

FP

THE WEBINAR PRESENTER

The Webinar Presenter has the opportunity of the Typical Presenter from a distance. They can present a one-way talking, slide-driven, multi-media presentation.

RT

TR

1W

2W

However, built-in to the typical webinar technology are tools for two-way conversations. You can run polls, ask questions and have multiple speakers in multiple locations.

You can also record the event for listeners to view it later.

Typically the Webinar Presenter is not in front of a live audience, although the technology makes this easy to do.

FF

FP

THE TWITTER PRESENTER

This one is a game changer! Remarkably, all six presentation modes could be involved. It plays out as a Typical Presenter with an added interactive twist.

RT

TR

1W

2W

The Typical Presenter stands in front of a live audience in real time. In that live audience, listeners may be tweeting in real-time to an online audience that is face-to-place.

The presenter may be doing all the audible talking in the room. And, another conversation via the Tweets may be happening simultaneously in the same room and outside it.

The presenter has a choice. They can try to stop the tweeting and this would be reputational suicide. That's not a real option.

The real choice is whether they interact with the Tweepers or not.

The reflex action may be to resist - why get involved with something that you don't quite understand..

Be warned! There have already been cases reported where presenters have been 'Twit-attacked' and been oblivious to it. Could you imagine having the roomful of people you're addressing laughing at you without you knowing? Disaster! And, the tweets stay on the public timeline for anyone else to see at a much later date. Total disaster!

The better question to ask is: What could happen if we interacted with the Tweepers?

Think of it as a chance for real-time feedback. That sounds simple enough and it's not so easy.

It's the same challenge organizations are facing from digital media. Gone are the days of one-way communication. Advertising and PR professionals are struggling as a result.

And, now our Professional Speakers accustomed to their one-way messages are next in the firing line. It's time to adopt a two-way presentation mode. Alternatively, you risk being attacked in the very room in which you're presenting. And, you may not even notice!

Speaker beware!

Companion Pieces

PROFIT : Want more? The obvious thing to do is buy a copy Gallo's book and read that - We only select 12 books a year so you know it's good! And, here's a couple of other resources to extend, enhance and enrich your learning.

BOOK RAPPER ISSUES

Gallo refers to a couple of books we've covered in earlier Book Rapper issues...



Malcolm Gladwell's *Outliers*
Geoff Colvin's *Talent is Overrated*

Book Rapper Double Issue : Anti-Self Help



Gregory Bern's *Iconoclasts*

Book Rapper Issue : Eye Create

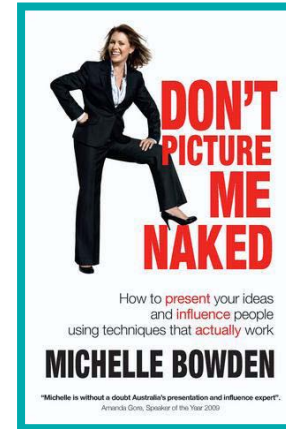
And, this one is a supercharged reference for your Enemy/Hero story...



Douglas Atkin's *The Culting of Brands*

Book Rapper Issue : Brand Worship

Our other issues are snazzy too! They're freely available from our website.



DON'T PICTURE ME NAKED

Want more details? Turn to Australia's queen of presentation Michelle Bowden.

Her book's a DIY guide for enchanting your next audience.

It's filled with practical tips.

It's got exercises for you to implement.

And, there are concise models to rap your head around your presentation and your audience around your little finger.

Michelle Bowden, *Don't Picture Me Naked*, 2009.

ISBN: 9780980409031

www.michellebowden.com.au

Want Even More?



ABOUT THE AUTHOR

Hi folks! Thanks for reading **Book Rapper**. I think we've all got our own special genius. Mine is to take a whole bunch of information and distil it into some simple yet co-ordinated pattern. I used to be an architect. And, for me, tracking trends and working out how they fit together is just like designing a building. Cheers, Geoff



EMAIL ME...

Share your results, feedback, thoughts, questions, suggestions, etc. Geoff@BookRapper.com
Also, tweet with me at twitter.com/BookRapper

ABOUT BOOK RAPPER

DIY: This document is our 'DIY' solution. We suggest the actions you could take and you personalize them to your situation.

Custom: We also design custom solutions for your unique situation.

Delivery : This can be delivered in a variety of ways depending upon what you need. This might be one-on-one coaching or mentoring, or group events such as keynote presentations, facilitating strategic planning meetings or creating projects to achieve specific outcomes.

Home Base : We're based in Melbourne, Australia and with the clever use of technology we can virtually be anywhere.

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WANT MORE?

Share it : If you like this issue, share it with your friends and colleagues. Discuss the issues to expand your thinking.

Take Action : The best way to learn more is to put these ideas into practice.

Read the Book : If you want more detail about this particular issue, buy the book. We only select 12 books a year, so a book's got to be good for us to **RAP** it.

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