
INDEX

- Accelerated actions, during Fight-or-Flight, 30
- Actions, versus words, 1–13
- Actors Studio, 58
- Adjust Your Content technique, 74, 75
- Adrenaline
 - overriding, 144
 - release of, 78
- Adrenaline-driven behavior, 32–33, 83–84, 87
- Adrenaline rush, xx–xxi, 63, 64
 - dealing with, 58
- Ages of man, wordless portrayal of, 11
- Air supply, constricted, 33
- Alliteration, 170–171
- Amenities, 139
- Anaphora, 171–172
- Anecdote, 172–173
- Anger, as a response, 222–224
- Animas Corporation, 202–203
- Animation, 174
- Antithesis, 169–170
- Anxiety, reducing, 60
- Armisen, Fred, 174
- Audacity of Hope, The* (Obama), 161
- Audience(s)
 - delivering phrases to, 116
 - engaging, 65
 - focusing on, 60
 - forces on, 196
 - orienting, 201
 - road map for, 38–40
- Audience Advocacy, 1–4, 66, 213, 215
- Audience empathy, creating, 15–25
- Audience interaction, 64
 - value of, 75–76
- Audience members, monitoring, 75
- Audience perception
 - of adrenaline-driven behavior, 32–33
 - link with presenter behavior, 16–17, 18–24
- Audience position, analyzing, 36
- Audience reaction, reading, 73–74, 168
- Audience resistance, 75–76
- Audience response/responsiveness, 71–72
 - adrenaline flow and, 78
- Audio-only rehearsal method, 138
- Back Link technique, 187–189, 202
- Bayhill Therapeutics, 78
- Bernstein, Leonard, 127–128
- “Big Tent” presentations, 141–144
- Bill and Melinda Gates Foundation, 39
- Body, balancing, 92–93
- Body language, xviii
 - development of, 178
 - in presentations, 217–218
 - reaction to, 9–10
 - speaking with, 81, 173–174
- Body language–verbal content mismatch, 20–21
- Body wrap, 82, 96, 97
- Body wrap positions, 29–30, 32
- Boundaries, defining, 36
- Brainstorming, 37
- Brain-to-brain linkup, 15
- Brain wave experiment, 16–17
- Breathing, during speech, 117, 118

242 Index

- B (business) school versus C (cinema) school, 195–198
- Bullets
 - displaying, 203–205
 - skipping, 205
- Burgdorf, Cindy, 230
- Bush, George H. W., Reagan endorsement of, 5–8
- Bush, George W.
 - delivery style improvements of, 131–136
 - final State of the Union address by, 136
 - post-9/11 speech by, 132
 - presentation skills of, 46–49
- Bush–Gore debate, 128–131
- Bush–Putin press conference, 134–135
- “Butterflies,” 27–33, 57
- Cadence, 115–144
 - changing, 132, 133–136
 - controlling, 174–178
 - effective, 136–137
 - short-arc, 136
 - tape recording, 137
- Chain action, 98–104
 - benefit of, 99
- Chambers, John, 71
- Champion presenters, 74–75
- Change, 85–86
 - discomfort associated with, 229–230
 - possibility of, 45–46, 55
- Charisma, 5, 20, 24, 45, 153, 164
- Charismatic speakers, labels applied to, 49
- Chavez, Hugo, 10
- Chronological flow structure, 39
- Churchill, Winston, 148–149, 171
 - delivery style of, 160
- Cicero’s method, 37, 38
- Cisco Systems IPO road show, xv–xix
- Cisco Systems WebEx, 138
- Clarity of mind, 40, 41
- Clinton, Bill, 20–21, 131
 - farewell speech by, 52–55
 - on the public speaking circuit, 55
 - presentation skills of, 49–55
- Clinton, Hillary Rodham, 67, 164–165, 166
- Closure statement, 182, 183, 187
- Clutter, in graphics, 216
- Coaching, versus training, xi–xii
- Comfort Zone Paradox, 82–85, 95, 96
- Communication
 - key elements of, 230
 - visual components of, 90–97
 - vocal components of, 97–98
- Communication dynamics, Power Presentations pyramid control of, 224–226
- Communication modes, 138
- “Communicative effects of speech-mismatched gestures” studies, 12–13
- Competence, consciousness versus unconsciousness about, 82
- Complete Content Chain, 197
- Completing the Arc, 134–135, 174–178
 - importance of, 126, 128–131
 - practice technique for, 138
 - in speech, 125–137
- Complex slides, 200–201
- Computer animation, 196
- Concentration, 57, 59, 60–63
 - developing, 62
 - sharpening, 61
- Confidence, 10
- Content
 - adjusting, 73, 120, 168
 - organizing, 225
 - preparing, 35–43
 - taking charge of, 33
- Control, process for exerting, xxi
- Conversation, 63–64
 - complete, 137
 - empathy and, 160–162
 - person-to-person, 64–65, 68–69, 168
- Conversational mode, 63
- Conversational style, 157, 160
- Conversation dynamics, 63–64
- Covey, Stephen, 39
- Crothall, Katherine, 202–203
- Culbertson, Leslie, 199–200
- Danger
 - responses to, 27–28
 - self-protection from, 28–30
- Data, disorganized, 35
- Data dump, 33, 36
 - visual, 40
- Davis, Gray, recall of, 21–22
- Dean, James, 158–159
- “Death by PowerPoint,” 208
- “Deer in the headlights” experience, xix, 16, 32, 107
- Defensiveness, 32
- Delivery, powerful, 104

- Delivery effectiveness, 24–25
- Delivery skills, 80, 84, 86, 89
 - conventional, 209
 - powerful, 112
 - in presentations, 225
- Delivery style
 - importance of, xvi–xvii
 - improving, 131–136
- Delivery system, powerful, 25
- Delivery system–payload equation, 13
- Democratic National Convention,
 - Obama speech at, 22–24, 163
- Depth-of-field factor, 141
- Direct lead, 182, 187
- Distractions, xviii
- Dolby Laboratories IPO road show, 197–198
- Dole, Bob, 69
 - candidacy speech by, 18–21
- Dole, Elizabeth, person-to-person
 - approach by, 69–70
- Douglas, Helen Gahagan, 109
- Dramatic effect, 6–7
- Dukakis, Michael, Clinton nominating
 - speech for, 49–50
- Dummies* books, 42
- Dynamic Circle, 77–78

- Effectiveness, realizing, 72
- Effectiveness Matrix, 24–25, 207
- Efficiency, heightened state of, 61
- Emotions, synchronous and synergistic, 78
- Emotions in the Human Voice* (Izdebski), 127
- Empathic situations, brain waves in, 16–17
- Empathy
 - audience, 15–25
 - conversation and, 160–162
 - dynamic, 71
 - involuntary, 92, 94
 - power of, 17, 18
 - stimulating, 77
- Essential material, identifying, 36
- Expressiveness, 99, 124
- Extension, 94–95
- Eye Connect, 92, 99, 113, 125, 173–174, 194
 - development of, 178
 - in the Perot–Gore NAFTA debate, 217
 - speaking during, 122–124
- Eye Connect, *Reach out*, Animation (ERA)
 - system, 100–101, 113, 173–174
- Eye movement, 139–141
- Eye-to-eye contact, 90–91, 124

- “Feeling more, thinking less”
 - phenomenon, 8
- Feelings, shared, 15
- Fellini, Federico, 182
- Fight-or-Flight syndrome, xx, 25, 83, 78
 - accelerated actions during, 30
 - physiological functions associated with, 27–28
- Fireside Chats, 157
- First impressions, 141
- Flow structure, of presentations, 38–40
- Fluency, developing, 137
- Focus, shifting, 71
- Fontana, Olivier, 184–185
- Frame of mind, proper, 43

- Gallwey, W. Timothy, 62
- General Electric Theater*, 157–159
- Gestures
 - describing, 13
 - expressive, 9–10
 - varying, 96
- Gettysburg Address, 169–170, 206
- Goldman, Steve, xvii
- Goleman, Daniel, 15
- Gore, Al, 52. *See also* Bush–Gore debate; Perot–Gore NAFTA debate
- Graham, Billy, 153–154
 - delivery style of, 160
- Graphic cards, positions of, 218–219
- Graphics
 - narrative and, 199–210
 - in presentations, 40, 215–216, 225
- Graphics Synchronization technique, xxii, 179–198
- Great Communicator, 92. *See also* Reagan, Ronald W.
 - effectiveness of, 145–148
- Great orators, 148–159
 - Billy Graham, 153–154
 - John F. Kennedy, 149–151
 - Martin Luther King, Jr., 151–153
 - Winston Churchill, 148–149
- Group discussions, xii
- Group Theatre, 58

- Habits, reinforcing, 85
- Hands, what to do with, 93–97, 227–228

244 Index

- Hands-on presenter, 41
- Head nods, 72, 77, 99, 124, 168
 - how to get, 73–75
- Helprin, Mark, 20
- Hewitt, Don, 109, 112
- Human dynamics query, relative impact of, 2
- Human encounters, emotion in, 4
- Ideas
 - brainstorming, 37
 - crystallizing, 41
 - focusing, xii
- “I Have a Dream” speech, 51, 151–153, 171. *See also* King, Martin Luther, Jr.
- Incompetence, consciousness versus unconsciousness about, 81
- Inconvenient Truth*, An (Gore), 216
- Indirect lead, 183
- Initial public offering (IPO), raising the value of, xvi–xix
- Inner Game, 62
- Inner Game of Tennis*, *The* (Gallwey), 62
- Intellectual muscles, building, 41
- Interactive exchange, positive energies of, 76
- International Data Group (IDG), 42
- Internet presentation delivery, 138
- Interpersonal communication, role of eyes in, 90–92
- In the Line of Fire: How to Handle Tough Questions . . . When It Counts* (Weissman), 66, 208, 211, 222
- Involuntary empathy, 94, 92
- Involuntary presenter behavior, impact on audience perception, 32
- Isilon Systems, xvii
- Izdebski, Krzysztof, 127
- Jasper, Bill, 197–198
- Juvenal, 57
- Kennedy, John F., 10
 - Clinton meeting with, 50–51
 - delivery style of, 160
 - “Ich bin ein Berliner” speech, 172
 - inaugural address of, 51–52, 149–151, 170
 - visual and vocal dynamics of, 105–107, 109–110
- Kennedy–Nixon debate, 104–112. *See also* Nixon, Richard M.
- factors in the outcome of, 112
- Kerry, John, 164
- Khrushchev, Nikita, 9–10
- King, Martin Luther, Jr., 51. *See also* “I Have a Dream” speech
 - delivery style of, 160
- Klaus, Marshall, 90
- Krulwich, Robert, 17–18, 22
- Large group presentations, 141–144
- Laser pointers, 201
- Learning, stages of, 81–82
- Lectern, 195
- Less Is More principle, 40, 179–181, 219, 215, 225
- Lights, blinding, 141
- Limbs, response to danger, 28–30
- Lincoln, Abraham, 169–170, 206
- Locke, John, 57
- Logic, 124
 - of musical phrases, 126–127
 - of a phrase, 125
- Maazel, Lorin, 128
- MacGillivray, Alec, 161
- Main themes, mnemonic devices for, 37–38
- Malapropisms, 46
- Management team tour, xviii
- Mantra, 171–172
- Marceau, Marcel, 11–12
- Marketing concept, presenting, 75–76
- Marucco, Ryan, 168
- Material, superfluous, 36
- McCabe, Marya, 75–76
- McCain, John, 165, 166
 - delivery style of, 176
- McCain–Obama debates, 177–178
- McCain–Obama Saddleback Forum, 175–177
- McGovern, Patrick, 42
- McNeill, David, 12–13
- Meaning, conveying, 8
- Meditation, 62
- Mehrabian, Albert, 4
- Memorization, 41–42
- Memory triggers, 37–38
- Mental Method of Presenting, xii, xxi–xxii, 57–80, 225
 - effectiveness of, 75
 - power of, 78–79
 - similarity to football, 86
- Message
 - delivering, 80
 - elevating, xvii

- "Method, The," 58–59
- Microsoft LiveMeeting, 138
- Microsoft PowerPoint, 178
- Microsoft Unlimited Potential Group, 38
- Mime, 10–12
- Mind power, 57–59
- Mirror neurons, 17
- Misperception, of time, 30–32
- Mispronunciations, 46
- Mistakes, copying, xi
- Moglia, Joe, 85–86, 229
- Moment of Truth, xix, xxi, 25, 33, 87–88
 - as conversation, 229
 - instructions related to, 88–90
 - readiness for, 42
- "Monkey see, monkey do" neurons, 17
- Morgridge, John, xvii, xviii
- Music, convergence with speech, 127–128
- Musical phrases, logic of, 126–127
- Narrative, graphics-associated, 199–210
- Narrative flow, 207–208
- Narrative skills, building, 41
- Neal, Richard, delivery style of, 101–102
- Negative audience reaction, 76
- Negative behavior, 83, 131
 - effect of, 22
 - impact of, 224
 - reinforcing, 228
- Negative behavior/negative perception table, 84
- Negative forces, controlling, 25, 27–33
- Negative mental attitude (NMA), 43
- Nervousness, 10
 - vicarious, 18
- Neural bridge, 15
- Neurofeedback, 62
- New behavior, learning, 86
- Nixon, Richard M., 10. *See also* Kennedy–Nixon debate
 - visual and vocal dynamics of, 107–111
- Nodding exercise, 92
- Nonverbal interaction, 64
- Nonverbal signals, reacting to, 73–74
- Noonan, Peggy, 175
- North American Free Trade Agreement (NAFTA) debate, 212–224
- Numerical flow structure, 39
- Numeric graphics, 206–207
- Obama, Barack, xxii, 113
 - body language of, 173–174
 - cadence and arc completion of, 174–178
 - campaign strategy change by, 67–68
 - communication style of, 161–162, 167–178
 - debut of, 163–164
 - Democratic National Convention speech by, 22–24
 - keynote speech, 170, 172
 - rise of, 165–166
- Obama–Clinton post-caucus speeches, "You" versus "I" in, 67–68
- "Obama phenomenon," 162, 164–166
- Open questions, 73
- Pantomime, 10–12
- "Paralysis by analysis," 88
- Paraphrasing, 204
- Passing the buck, avoiding, 40–41
- Pauses
 - benefits of, 118–121
 - in music, 121
 - power of, 190–191, 197
 - in speech, 115, 116, 117–121
- Peak performance, 61
- Performance, wordless, 11–12
- Perot–Gore NAFTA debate, 212–224. *See also* Gore, Al
- Persona, importance of, 22
- Personal connection, 67
- Personality, as a presidential quality, 5
- Person-to-person conversations, 63–64, 64–65, 68–69, 168
 - presentations as, 143
- "Person-to-person for one phrase" formula, 143
- Persuasion, 36
- Phrase and Pause skill, 117–121, 137, 142, 144
- Phrases
 - duration of, 122–123
 - length of, 125–126
 - scripting, 140–141
- Physical factors, optimizing, xxii
- Physical performance, role of mind in, 59
- Physical presence, 8
- Playing field, defining, 36
- Pointers, 201
- Poise, 10

246 Index

- Political figures, delivery styles of, xxii.
See also Bush entries; Clinton entries; Kennedy entries; King, Martin Luther, Jr.; Lincoln, Abraham; McCain entries; Obama entries; Reagan, Ronald W.
- Poole, Will, 38
- Positive audience response, 71–72
- Positive behavior, effect of, 22
- Positive behavior/Positive Perception table, 142
- Positive empathy, 160
- Positive mental attitude (PMA), 43, 55
- Positive perceptions, creating, 83–84
- Posture, 92–93
 rigid, 33
- Power, path to, 227, 230
- Power IPO road show, 202–203
- powerltd.com/tpp, xxii
- Power of the pause, 190–191, 197. *See also* Pauses
- PowerPoint, 40
 animation feature in, 196
 slideshow, 179
- Power Presentations concepts, impact on each other, 208–209
- Power Presentations methodology, trilogy of, 208–210
- Power Presentations program, xii, 39–40
 coaching sessions in, 78–79
- Power Presentations pyramid, 211–226
- Power Presenter, 167
 becoming, xxii, 45–55
- Practice techniques, 137–138, 167–168
- Preparation
 advance, 36
 delaying, 35
- Presentation coaching, 58
- Presentation environments,
 conventional, 209
- Presentation exercise, 12
- Presentations. *See also* Power Presentations entries
 coaching, xi–xiii
 comfort in, xii–xiii, xvii
 conventional, 209–210
 date and time for, 33
 establishing the framework of, 36–37
 first 10 seconds of, 139–141
 first phrase of, 140
 Five Essential Elements of, 212–224
 flow structure of, 38–40
 freezing during, xix
 high-stakes, xv–xvi
 moving during, 93
 parallels with sports, 94–95
 as person-to-person conversations, 143
 positive approach in, 118
 practice techniques for, 137–138
 practicing, 41–42
 shift in approach to, 229
 style of, 13
 taking charge of, 40–41
 tape recording, 137–138
 visual aids in, 40
- Presentation skills, conventional, 80
- Presentation techniques, xvi
- Presentation trade, tools of, 192–195
- Presenter/audience tools, 193–194
- Presenter behavior
 involuntary response to, 18
 in the Kennedy–Nixon debate, 112
 link with audience perception, 16–17, 18–24
- Presenter/screen tools, 192–193
- Presenting, at maximum effectiveness, 79
- Presenting to Win* (Weissman), 36, 39, 40, 208
- Presidential debates, scripted, 133. *See also* Bush–Gore debate; Kennedy–Nixon debate; McCain–Obama entries
- Primary themes, distilling a story into, 38
- Protective posture, 33
- Psychological consultation, 62
- Public leaders, elevated standards of, 113
- Public speaking
 controlling the stress of, 78
 fear of, 59, 60, 137
 overcoming the fear of, xxi
 reducing the fear of, 72
- Qualitative engagement, 98
- Questions and answers (Q&A)
 conventional, 210
 in presentations, 220–224
- “Quiet mind,” 61
- Quotations, displaying, 205–206
- Raikes, Jeff, 39–40
- Rambling, 129–130, 137–138, 176
- Rapid eye movement, 32
- Reaching out*, 99, 174
 vocal production and, 98
- Reach out skill, 94–96
- Reactions, visceral, 16

- Read the Reaction technique, 74, 75
- Reagan, Ronald W., 112–113. *See also*
- Great Communicator
 - anecdotes by, 173
 - delivery style of, 156–159, 160–162
 - impact of, 5–8
 - influence on Obama, 161–162
 - physical presence of, 147
 - as a role model, 228–229
 - State of the Union address, 155–156
- realclearpolitics.com public opinion polls, 176–177
- Redundancy, 131
- Reflex action, power of, 183–184
- Rehearsal, audio-only, 138
- Relational graphics, 206–207
- Repetition, 171–172
- benefits of, 85
- Republican National Convention
- Elizabeth Dole nominating speech at, 69–70
 - 1988, 6–8
- retailroadshow.com, xviii
- Rhetorical questions, 76
- Rollins, Ed, 177
- Roman column concept, 37–38
- “Ronald Reagan: The Great Communicator” DVD, 159. *See also*
- Reagan, Ronald W.
- Roosevelt, Franklin D., 157
- Rosenberg, Howard, 7–8
- Rotella, Bob, 62
- “Rule of threes,” 89–90
- Sacks, Oliver, 8
- San Francisco 49ers game plan, 140
- Schwarzenegger, Arnold, 21–22
- Schwarzkopf, H. Norman, delivery style of, 101–104
- “Screen refresh,” 185
- Self, thinking outside, 63
- Self-conscious incompetence, 82
- Self-consciousness, 60
- Self-protection, from danger, 28–30
- Sensory overload, 119–120
- Seven Habits of Highly Effective People* (Covey), 39
- Short-arc cadence, 136
- Sightlines, checking, 139
- “Silent Messages” study, 4
- Simon, Carly, 72
- Simple slides, 200
- Sincerity, 71, 124
- Skiing, concentration in, 61
- Slides
- back Linking, 187–189
 - complex, 200–201
 - looking at, 196
 - reading, 190
 - simple, 200
 - Title *Plus* of, 185–186
 - transition between, 181–185, 188
 - very complex, 201–202
- Slide shows, rushing through, 191–192
- Smith, Al, 105
- Speaking
- anxiety-ridden nature of, xx
 - thoughts during, 59–60
- Speak Only to Eyes instruction, 122–124, 189–190
- Speech. *See also* Speeches
- cadence in, 115–144
 - Completing the Arc in, 125–137
 - components of, 8
 - convergence with music, 127–128
 - punctuating, 124
 - rhythm of, 116
- Speeches, scripted, 133
- Speech-mismatched gestures, communicative effects of, 12–13
- Spoken language, 115–116
- Sports, concentration in, 60–63
- Sputtering, 130
- Stage fright, xx
- Stance stabilization, 100
- Stanislavski, Constantine, 58
- Steinberg, Claude, 127
- Steinman, Lawrence, 77–78
- Story
- distilling into primary themes, 38
 - in presentations, 213–215, 225
 - timeline of, 39
- Story arc, 38
- Story components, orderly flow of, 38–40
- Story development, steps in, 36–41
- Story effectiveness, 24–25
- Story/graphics, conventional, 209
- Stress, physiological functions of, 28
- Stress level, 35
- Supporting evidence, 213
- “Sweep the room” eye movement, 139–141
- Target audience, 36
- TD Ameritrade corporate presentation, 86
- Telephone conversations, 138

248 Index

- Teleprompter speeches, 173–174
- Television debates, 112. *See also*
 - Presidential debates
- “Tell’em, Show’em, Tell’em,” 181–185
- Tempo, controlling, 120
- Themes
 - distilling ideas into, 37
 - mnemonic devices for, 37–38
- Think “You” approach, 65–67, 88, 168
- “Think “You,” ERA, Phrase and Pause”
 - circle, 143–144
- Time warp, 30–32
 - adrenaline-driven, 137
- Timing, of phrases, 122–123
- Title *Plus* technique, 185–186, 190, 199–203, 205–206
- Tone, in spoken language, 8
- Tools of the trade, in presentations, 218–219, 225
- Topsin, 66, 214
- Touch-and-go approach, 96–97
- Training, versus coaching, xi–xii
- “Tricky Dicky,” 109. *See also* Nixon, Richard M.
- Twain, Mark, 27, Mark, 115
- Unanswered Question* DVD, 127–128
- Uncertainty, 33
- Unwords, 33, 117–118, 124
- “Upcut,” 126
- Valentine, Don, 35
- Valley Girl talk, 126
- Verbal content
 - strong, 104
 - time and effort spent on, 13
- Verbal dynamic, 2–4, 115
- Verbalization technique, 167–168
 - practicing, 41–42
- Verbal Navigation technique, 201, 207
- Very complex slides, 201–202
- Vicarious feelings, 15–17
- Video frames, xxii
- Visual aids, 40
- Visual components, of communication, 90–97
- Visual data dump, 40
- Visual dynamic, 2–4. *See also* Pantomime
 - animating, 99
 - dominance of, 8–9, 12
 - involuntary response to, 18
- Visualization, 62
- Vital organs, time warp and, 33
- Vocal components, 101
 - of communication, 97–98
- Vocal dynamic, 2–4
- Voice, xviii
 - constricted air supply and, 33
 - dropping, 125–126
- Voice skills, development of, 178
- Voice–verbal content mismatch, 20–21
- “Wall, the,” 61
- Warren, Rick, 176
- “Watching more, hearing less”
 - phenomenon, 8
- Weissman, Jerry, 36, 39, 40, 66, 208, 211, 222
- Welcoming remarks, 139
- “Well-received” challenge, xvi
- “What’s in it for you?” (WIIFY) concept, 65–66, 73, 186, 225
- Will, George, 162
- Winfrey, Oprah, 71
- Winning advantage, 66
- Woods, Tiger, 62
- Words
 - rolling, 129
 - versus actions, 1–13
- “Working the room,” 72
- Yale University persuasive word study, 67
- “Zone, the,” 61, 78