

# Inspiring Words

6 Tips to Motivate Your Audience

PRESENTATION  
GRAPHICS  
SERIES



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# Inspiring Words: 6 Tips to Motivate Your Audience

What's the secret of making a **strong connection** with your audience?

How can you make your ideas **more memorable** than the average business presentation? Consider leveraging the following **6 tips** for making your next presentation on-point, inspirational, and memorable.

## Take Ownership

1. **Express your message in your own words.** By writing and delivering your presentation's concepts yourself, your message will better reflect **your** beliefs than if they were expressed by staff members or outside writers. It's particularly important as a business presenter to take the time to determine how **best** to express the details of the main ideas on your own. You can **then** leverage other staff members for evaluation, proofing, and to provide any omitted information. By taking charge of the specifics, the presentation will more effectively express your ideas and philosophies.

## Highlight Essential Ideas

2. **State (and repeat as a refrain) a memorable catchphrase.** Repetition is the most commonly leveraged linguistic device in public speaking. Audiences have trouble remembering what they hear. Studies regularly demonstrate that listeners can recall only a very small percentage of content shared with them during presentations. **Repetition** helps audiences **remember** and improves **comprehension**, giving them a better overall grasp of the content presented. Establish ways to express your essential message memorably, and then **repeat** your catchphrase often.

## Capture Attention

3. **Address priorities.** A clear understanding of an audience's needs provides a presenter with critical insight, creating an opportunity to **empathize** by articulating **similar** concerns and presenting content that's meaningful and on-point. By illustrating **shared** benefits, presenters can address the most **substantial** concerns with confidence and conviction. Advance your message with topics that **resonate** with the audience, engage their **attention** in your presentation, and **inspire** active participation by encouraging listeners to be part the conversation.

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## Candor Matters

4. **Be straightforward and honest.** The combination of truth, clarity, and brevity, centered on any given concept, provides for optimal rhetoric. Often presenters are talkative, trying to be simplistic but rarely managing to speak accurately and concisely. **Begin** by demonstrating your absolute clarity and conviction, then express your message **in simple terms**. Finally, consider directly confronting the **most challenging** concerns facing your audience, not by veiling the issues, but rather recognizing them outright, and meeting the seriousness of the situation with equivalent passion and conviction.

## Build a Bond

5. **Connect early.** It's difficult to **persuade** an audience who views you as indifferent to their concerns. Discover ways in which you and the audience share **similar concerns** and make those clearly apparent as you begin to present. By building trust from the start, your audience will be much more open to receiving your message. Audiences **want** to believe in the integrity of the presenter, so you must find a way to connect with them early, **before** the important themes of your presentation have been established. The **first step** is one toward the **audience**, demonstrating an understanding of **their issues** and identifying with their concerns.

## Recognize Implications

6. **Demonstrate awareness of the bigger picture.** If you speak only to the **self-interest** of your audience, they will listen, and may even value what you have to say, but you won't have earned their respect. Audiences are quick to recognize pandering and will tune you out upon initial detection. To **most effectively** engage your audience, you have to illustrate exactly how **their** self-interest **and** the **bigger picture** coincide. Words with [true meaning](#) can resonate throughout our lives, inspiring us long after a presentation ends.

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- ▶ [Going Up? 7 key steps to creating an effective Elevator Pitch](#)
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