How to Give a 5-minute Presentation - Less is More

eslvideo.com Quiz by: jbarnstead

1. What is the main idea of the video presentation?

○ Less is more

○ More is better

○ Timing is everything

2. What is the first major thing you need to deliver a great presentation?

○ An engaging ending

○ An engaging topic

○ A great hook

3. How long should it take you to share your big idea?

○ 2 minutes

○ 30 seconds

○ more than 2 minutes

4. Facts versus Stories: If your presentation is only based on facts, your audience may find it too

○ smart

○ boring

○ exciting

5. What is one of the most important things you should include in your ending?

○ A call to action

○ Thank the audience

○ Walk off the stage

Transcript

How can you give a great five-minute presentation? Let's find out.

There are five major things that you need to deliver a great five-minute presentation.

The first one: you need a great hook. You want to take about 30 seconds for this hook. You can ask a question: "How many of you would like to learn how to make more money?" or "How many of you would like to see our newest product innovation?" You can ask for a show of hands.

Another great way to hook the audience is to show a photograph or image on your slides. On your PowerPoint, Keynote, or whatever you're using, make sure it is something surprising, shocking, or something that really grabs the audience's attention.

Another option is to use a prop. Let's say you want to talk about the importance of time management. Bring a watch, a clock, or something similar. Props are powerful because they are visual, and they stick in the audience's mind.

Whichever one you choose, you need a great hook, and it should take a maximum of about 30 seconds.

Number two: share what your big idea is all about. This should also take a maximum of 30 seconds. This is your one key message or the one major benefit of the product or service you are talking about.

It has to be one thing that makes the audience think, "Tell me more." It should be very audience-focused and connected to their needs and interests.

Number three is your structure. Keep it simple. You want to take about three minutes for this part. My strong recommendation is to use proven methods that work well.

For example, you can share three major benefits of your idea, proposal, product, or service.

Another good structure is the problem-to-solution structure. You talk about the

problem with other ideas, suggestions, products, or services. Then you offer the solution, which is your idea, product, or service.

When you use these structures, it is important to balance facts and stories. Many presenters go too far in one direction. Some are too fact-oriented, which can make the presentation boring. Others are too story-oriented, which can be interesting, but some audience members may feel that something is missing.

The best thing you can do is balance both facts and stories.

One final strategy for this section is to use simple slides. Think Steve Jobs. You may need a little more content, but keep your slides simple.

Number four: have an impactful ending. This should take a maximum of one minute.

The ending has two parts. First, you need a call to action. For example, if you talk about a new fitness method, tell your audience exactly what you want them to do. If you introduce a new product, explain what changes they should make. If you talk about a new software update, explain what is new and what they can apply right away.

Sometimes it is helpful to give the audience a small teaser. Let them try something on their phone right away, in front of you.

After your call to action, you need an impactful final phrase. In many cases, this is the same key message you shared earlier. Finish with a strong one-sentence statement.

Number five: the final and most important tip for a short five-minute presentation is to engage. Do not overload your audience.

The most important goal of your whole presentation is to connect with your audience and win them over. All the other parts are designed to support that goal.

You should have good eye contact while you deliver your presentation. You should ask questions and keep it back and forth. Keep it conversational. That is how you can win over an audience and succeed in your presentation.