

Naked presenting is simple and authentic. It's just you, chatting without props and telling stories about the stuff that matters most to your listeners.



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Wow your audience by going 'naked'

STRIP AWAY YOUR layers and give a great presentation by relaying simple messages with relevant stories

EVERYBODY HAS A DREAM. Mine is that more people will present naked. And why not? Presenting naked takes less preparation and, if done right, blows the audience away.

"Presenting naked" is stripping away all the "layers of clothing" that presenters use to hide their insecurities. No PowerPoint. No lectern. No notes. Take a flip chart if you want. But nothing else.

You walk out in front of your audience—fully clothed. Stop. Wait for quiet. Then you passionately lay out a stripped-down message. The bare simplicity, relevant stories and energy blow away audiences because most speeches are so dry and complicated.

Easier said than done? Not really. It only takes guts and a little know-how. Presenting naked is easy if you know how to create a listener-focused presentation, how to rehearse, how to leave room for questions and how to speak with passion.

How to create your 'naked' presentation

Most presentations stink because they fail to focus on the audience's true needs and interests. I sat through a three-hour presentation on antitrust law delivered to utility executives. The speaker cited dozens of cases and delved into all sorts of economic theory that may have appealed to antitrust lawyers and professors but had no appeal to utility executives.

I could hear the Blackberry's clicking under the tables. No one was listening because the presenter didn't focus on what the audience really wanted or needed to know—how to avoid jail.

Naked presentations focus like a laser on audience interests. Here's how to quickly focus a message. On a yellow legal pad, write down the three most important questions that your audience needs answered. Choose your questions carefully because they are the heart of your naked presentation. Simplify your questions as much as possible.

If you're delivering an antitrust presentation to utility executives, you might focus on these questions:

- What can you say to your competition?
- What can you do to your competition?
- And what can you say in internal e-mails about your competition?

Determine the answers to your questions

Fill out your presentation by answering the questions and telling stories to illustrate your answers.

Here's how it might sound.

"I'm here to talk about antitrust issues in the utility business. And I'm going to talk about three things:

- "What can you say to your competition?"
- "What can you do to your competition?"
- "And what can you say in internal e-mails about your competition?"

"Let's talk about the first issue. What can you say to your competition?"

Then write on the flip-chart two or three things that you can and can't say to your competition. Tell stories illustrating your point. Move on to point two. After point three, recap the core ideas. Leaving time for questions, you shouldn't speak for more than 20-30 minutes.

That's it. Nothing but what the audience wants: stripped-down advice, stories and time for questions. Dump the theoretical crap. If they're not law professors, they won't miss it.

Next you have to rehearse and deliver with energy

Naked presenters also know they must do more than inform; they must sell ideas. That means speaking with passion. And that means rehearsing out loud. Rehearse until you can deliver like you're having an animated dinner conversation with a close friend. Practice strong eye contact. Record yourself and make sure that you

sound excited, like you've just discovered something wonderful.

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Maybe someday everyone will present naked. That's my dream. 🙏