

11 Deadly Presentation Sins: The List

by Rob Biesenbach

Are you committing any of the 11 Deadly Presentation Sins? It may be time to seek salvation.

Sin #1: Failure to Understand Your Audience

It's not about you; it's about them.

Sin #2: A Flat Opening

Don't blow your one and only chance to make a good first impression.

Sin #3: Lack of Focus

If you try to say everything, you end up communicating nothing.

Sin #4: Bad Storytelling

Nothing beats a well-told story. Find, shape, and tell stories that command attention.

Sin #5: No Emotional Pull

If you want to change their minds, you have to win their hearts.

Sin #6: Dull, Ugly Visuals

Life is a visual medium. Your presentation should be, too.

Sin #7: Low-Energy Delivery

If you're checked out, your audience will tune out.

Sin #8: No Audience Interaction

Make your audience a partner in the story you're telling.

Sin #9: Buying Into Body Language Myths

Forget everything you've heard about body language, and focus on the things that matter.

Sin #10: Inadequate Rehearsal

If you're not going to take this seriously, why should your audience?

Sin #11: A Weak Finish

Go out on a high note.

How did you score? If you're concerned, check out [the book](#). You'll find redemption within!