

# Presenting to Express. Not to Impress

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If you asked a group of people to point to themselves, most would automatically point to a place in or around the center of their chest where our heart resides. Not to their head, where their brain resides.

## **The Heart = H1. The Head =H2**

So, why are most presentations an appeal to the head( H2) instead of the heart (H1)?

Naturally because we want to appear knowledgeable and informed. We are business minded talking to business people, right?...Yes but they are “people” first!

And people, all people need an emotional connection, a stimulus, a human who treats them as humans and not as receptors of acronyms, data, facts and statistics (of course you can still weave in those but careful...those are still H2!)

Ok so what do I suggest? Here is my simple list of ideas to help:

- **Know the caring button (H1)**  
What does your audience care about? Not what they need to know.
- **Create a story (H1+H2)**  
Start; middle; challenge; triumph
- **Involve people before (H1)**  
Try to contact an audience member before and have them tell their side/opinion; you could also videotape them or quote them, if they will not be present.
- **Show your commitment through simple language(H1)**  
Use simple language to explain your involvement in the topic and why you believe it is important
- **Modulate yourself (H1)**  
Practice emphasis and speed. This may come more natural to some but with practice you can add more emotion, pace, tonality. You see, presenting is a physical activity and with a little practice you can get in shape very quickly
- **Use an ally to grow (H1&H2)**  
Have a trusted colleague/friend be in the audience to observe you and give you honest feedback after the presentation. Before you know it you will be using the right balance of H1 and H2!

Presenting to express and not impress? No stress!