

# Don't Supersize Your Listeners

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Presentations that change minds are not overly complex. They are simple with a limited number of key points. If you want to impress your listeners, don't "supersize" the portion of information you give them. They aren't that hungry. They will leave much of what you say on the table.

Think about the number of speakers you have heard who have rambled and drowned you with data or spreadsheets. Most of us can recall the murder trial of former football legend, OJ Simpson. The jurors simply did not understand the vast amount of technical evidence and opted for a "not guilty" decision. Like the jurors, you have probably left a meeting or a presentation more confused than you started. Serving your listeners a "Big Gulp" gives them one big stomach ache.

Strong presenters simplify – and simplify greatly. They follow the Rule of Three – three points or ideas and no more. This is the way our brain stores and organizes information. This is how we remember telephone numbers, social security numbers and dates. With three points as the maximum, not six or seven, you insure that your listeners will retain information and be able to share what they have heard. The test of a good communicator is what gets passed on from person to person after the meeting.

Additionally, a speaker demonstrates that they have laser beam focus on what is important to their listeners. They understand them and respect their time and interests. They don't bore them with unnecessary detail. They save additional information for another time should their listeners want more.

Our job as a speaker on any topic is to educate and persuade our listeners. Listeners yearn to get our points, but they want to do it effortlessly. When we remember The Rule of Three and avoid "supersizing", we make it simple for people to grasp ideas and savor them. We present like a pro.

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*Impact Communications, Inc. consults with individuals and businesses to improve their presentation and telephone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our web site, [www.ImpactCommunicationsInc.com](http://www.ImpactCommunicationsInc.com).*