

3個願望，18分鐘滿足 風格簡報的構思力

HOW

怎麼講



抓住觀眾焦點

你的觀眾在前15秒會決定，**是否要繼續聽**



快速切入主題

還沒講到**重點**，觀眾就會開始滑手機了



傳達重要資訊

人的**注意力跟記憶力**此時是最強的



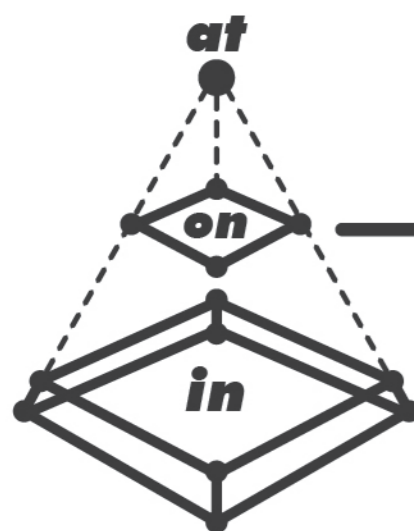
維持全場注意力

觀眾**需要刺激**，善用互動、影片、笑話



例子請簡潔扼要

否則聽眾開始失去**注意力**



Call to Action

以一張圖告訴觀眾開始**落實行動**

WHEN

講多久

15 sec

1 min

5 min

10 min

12 min

15 min

17 min

18 min

Introduction

正式場合



Thank you so much for having me here today.
非常感謝各位今天給我這個機會站在這裡。
Ladies and gentlemen, it is a great honor to be speaking before you today.
先生女士們，很榮幸今天能在這裡跟各位說話。



非正式場合

Hi, it's great to see some many familiar faces and have an opportunity to talk.
嗨，很開心在這裡看到熟悉的各位並有這個機會來演說。

首先...

我們從...開始

接著到...

接下來我要跟各位說...

First, ...

Let's get started with...

Moving on...

Next, I want to tell you about...

Bad conclusions



Um... yeah.
嗯，對！

Well that's my speech.
我的演講到這邊結束

That's all.
就這樣

[Pause after previous sentence]

Thanks.
(停頓) 謝謝

Good conclusions

In conclusion...
結論就是...

In summary...
總結而言...

To finish, I wanted to remind you of...
[the main idea of the presentation, an interesting point, or memorable]
我用...來做結束

Keeping in mind our limited time, allow me to wrap-up my comments.
時間有限，讓我總結一下我的看法。

As I conclude this presentation, let me ask you a question.
讓我用一個問題作為結論。

Conclusion