

**The Presentation
Secrets of Steve Jobs**

**How To Be
Insanely Great
in Front of
Any Audience**

Carmin Gallo
Columnist, Businessweek.com



This presentation is given live by Carmine Gallo
but so the knowledge can be shared in this
format, we've created notes for you to read.

"Be forewarned—if you pick up this book,
your presentations will never be the same again."
—Martin Lindstrom, bestselling author of *Buyology*

The Presentation Secrets of Steve Jobs



How to be
Insanely Great
in Front of
Any Audience

Carmine Gallo
Columnist, businessweek.com

columnist, businessweek.com
Carmine Gallo

“

Be forewarned—if you pick up this book, your presentations will never be the same again.

”

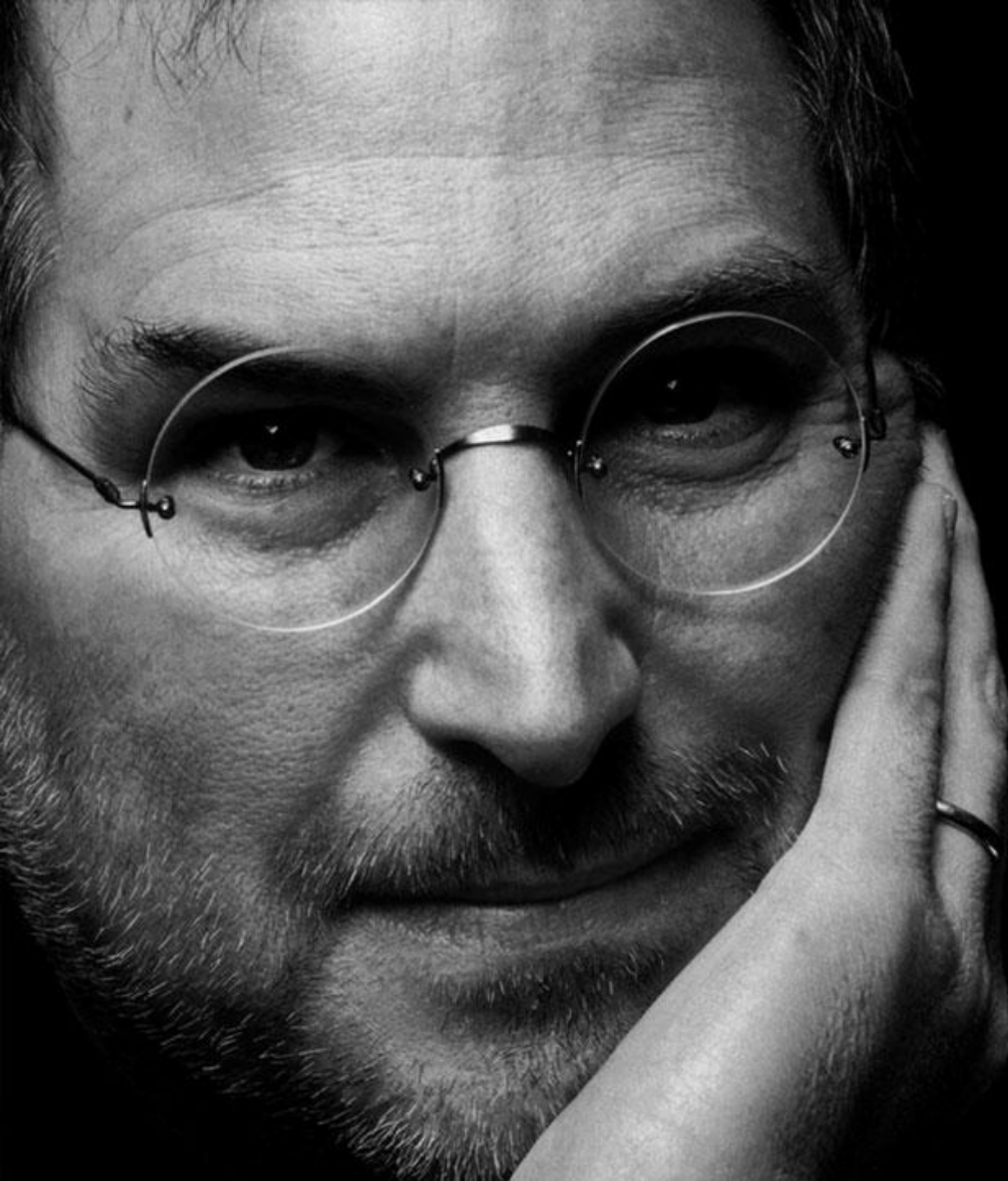
—Martin Lindstrom, bestselling author of *Buyology*

“

A person can have the greatest idea in the world. But if that person can't convince enough other people, it doesn't matter.

”

–Gregory Berns



Steve Jobs is the most captivating communicator on the world stage.

If you adopt just some of his techniques, your ideas and presentations will stand out in a sea of mediocrity.

Think  Different

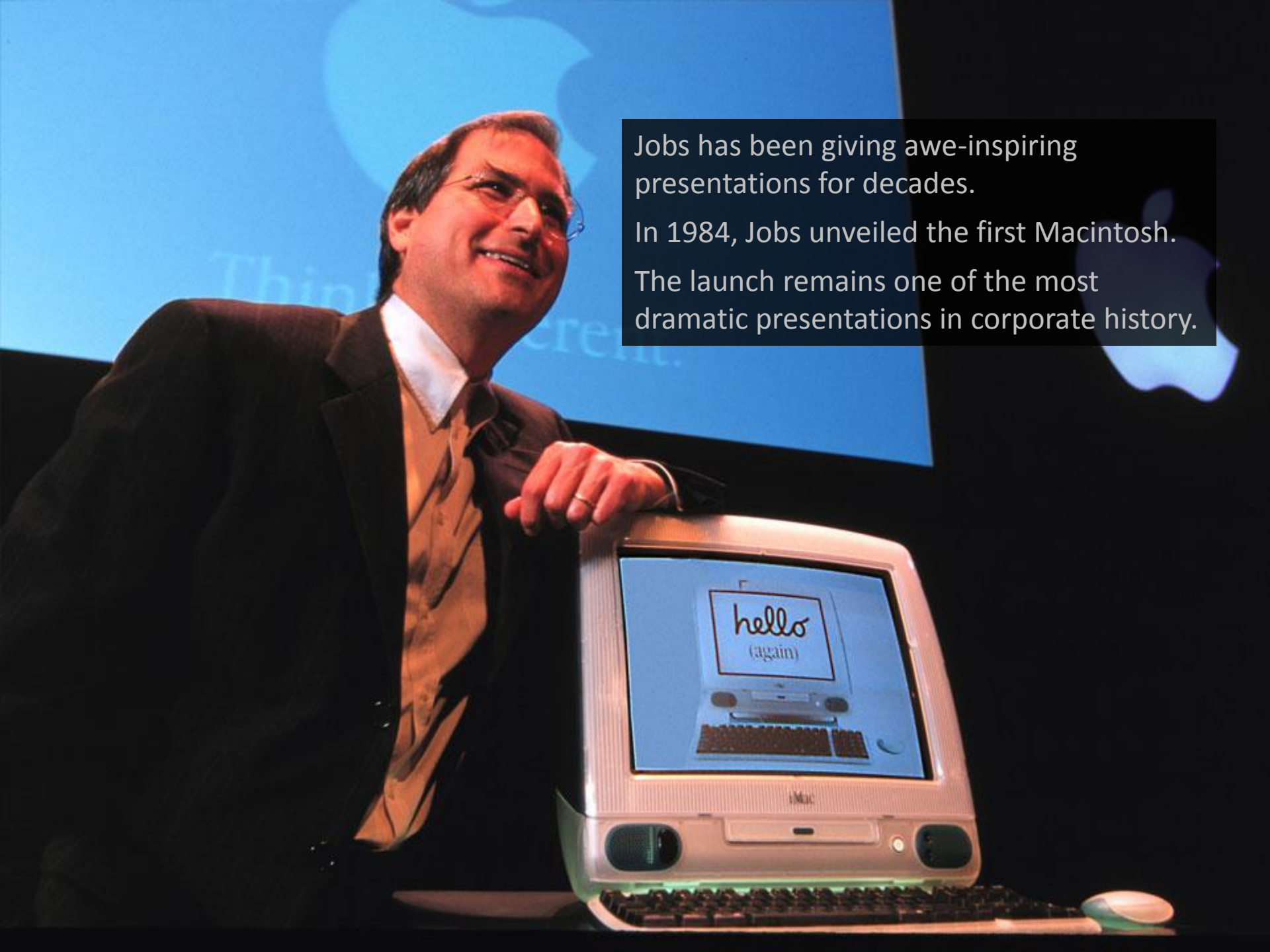
Act 1: Create the Story

Act 2: Deliver the Experience

Act 3: Refine and Rehearse

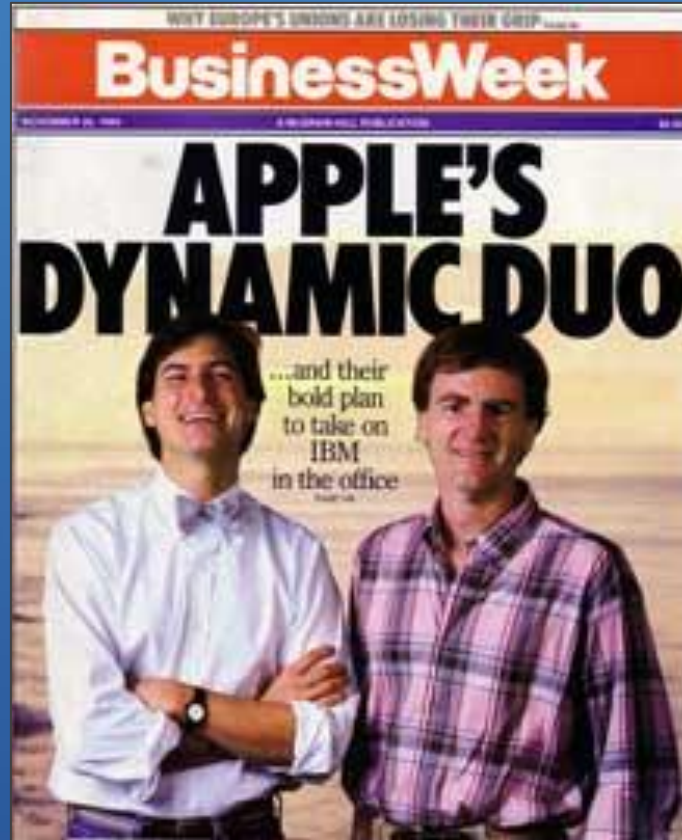
ACT 1

Develop a Messianic Sense of Purpose



Jobs has been giving awe-inspiring presentations for decades.

In 1984, Jobs unveiled the first Macintosh. The launch remains one of the most dramatic presentations in corporate history.



“ Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world? ”

—Steve Jobs & John Sculley



Steve Jobs secret to success:
“You’ve got to find what you love.
Going to bed at night saying I’ve
done something wonderful.
That’s what mattered.”

He was inspired by a purpose beyond
making money. True evangelists are
driven by a messianic zeal to create
new experiences and to change the
world.

Find What You Love



“ Some managers are uncomfortable with expressing emotion about their dreams, but it’s the passion and emotion that will attract and motivate others. ”

– Jim Collins, *Built to Last*

Plan in Analog

“

The single most important thing you can do to dramatically improve your presentations is to **have a story to tell** before you work on your PowerPoint file.”

– Cliff Atkinson, *Beyond Bullet Points*



(Tools)
Support (Platform, Rules)
→ Character

3 for
specialists
good price

Truly great presenters like Steve Jobs visualize, plan and create ideas on paper (or whiteboards) well before they open the presentation software.



THINKING

SKETCHING

SCRIPTING

90
HOURS
30
SLIDES

Design experts recommend that presenters spend the majority of their time thinking, sketching and scripting.

Nancy Duarte recommends that a presenter spend 90 hours creating an hour long presentation with 30 slides.

But only one third of that time is spent building slides. Another third is rehearsing, but the first third is spent collecting ideas, organizing ideas, and sketching the story.

BUILDING
SLIDES

REHEARSING

@Laura: This presentation is awesome!

@Bob: ROTFL

@Carol: I heart this.



Create Twitter-Like Headlines

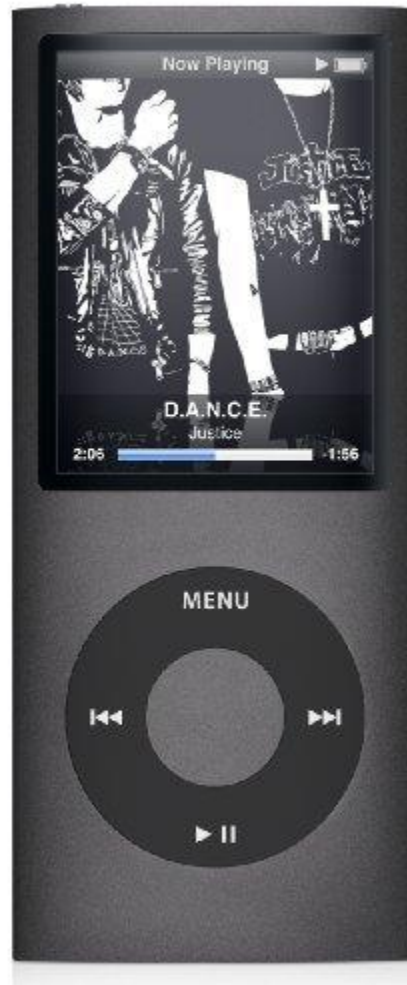
@Tom: I'm stealing this idea!

@Ben: Did u eat my sandwich?

@Sammy: When's lunch?



MacBook Air. The world's thinnest notebook.



iPod. One thousand songs in your pocket.

Stick to the Rule of 3

Act 1: Create the Story

Act 2: Deliver the Experience

Act 3: Refine and Rehearse

Steve Jobs does most of his demos. You don't have to. In fact, in many cases, it makes more sense to bring in someone who has particular product knowledge.

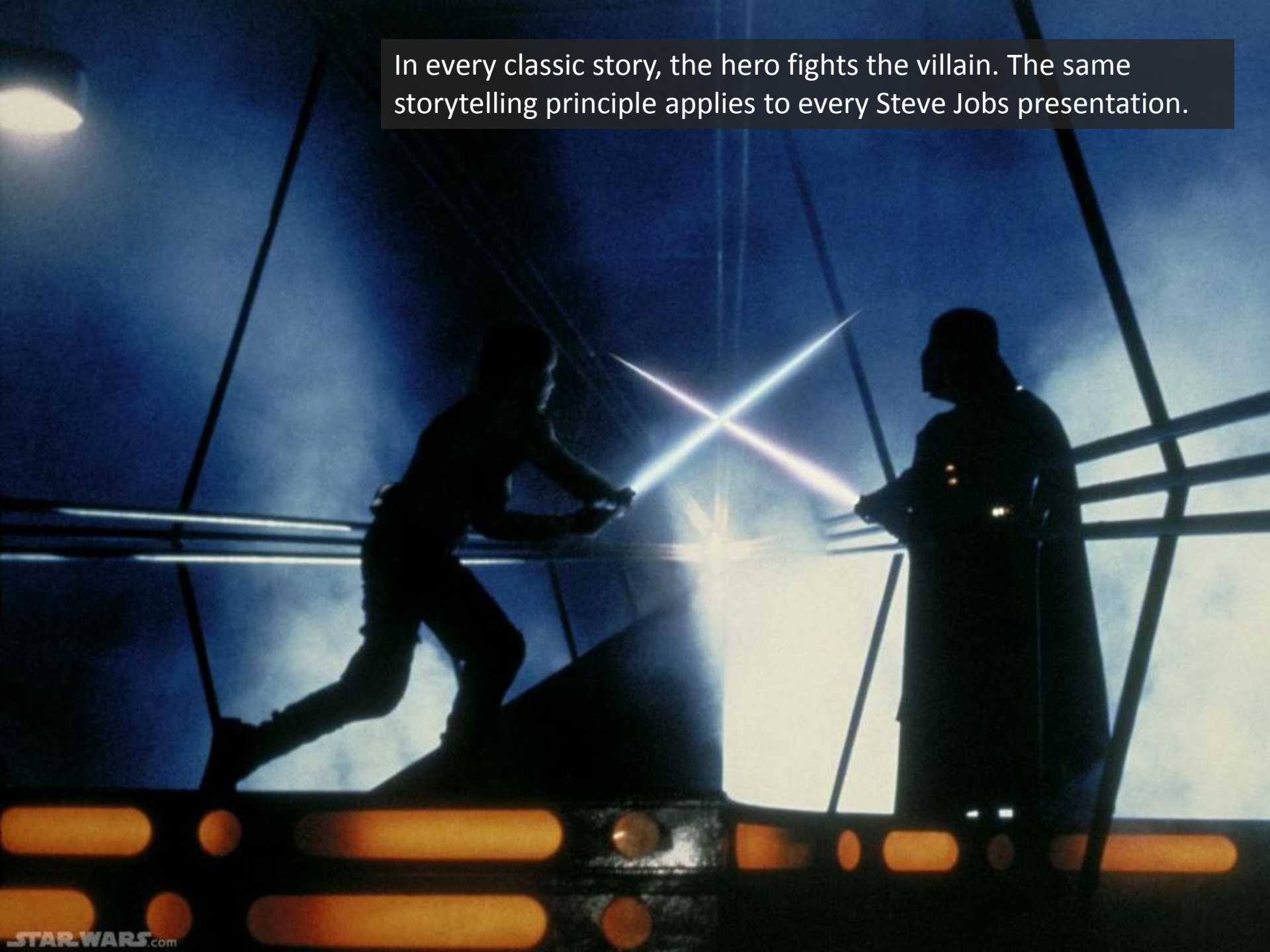
iPhone

Apple reinvented the phone

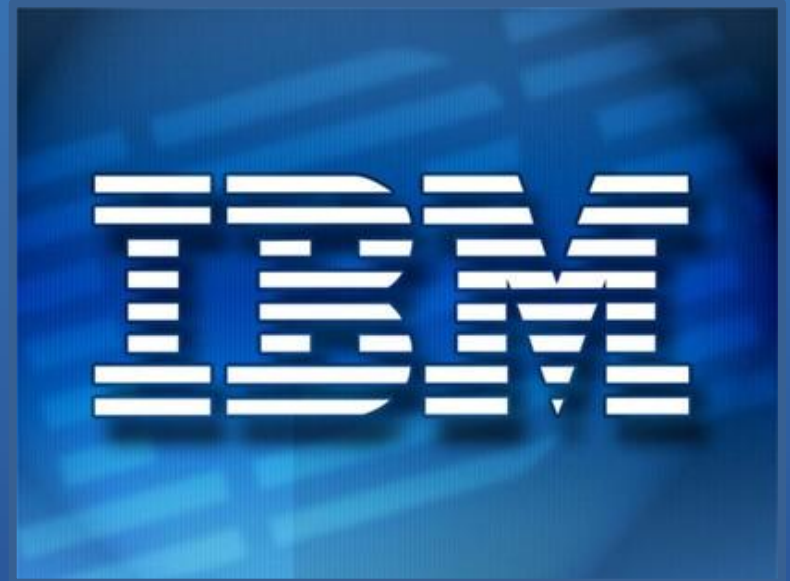
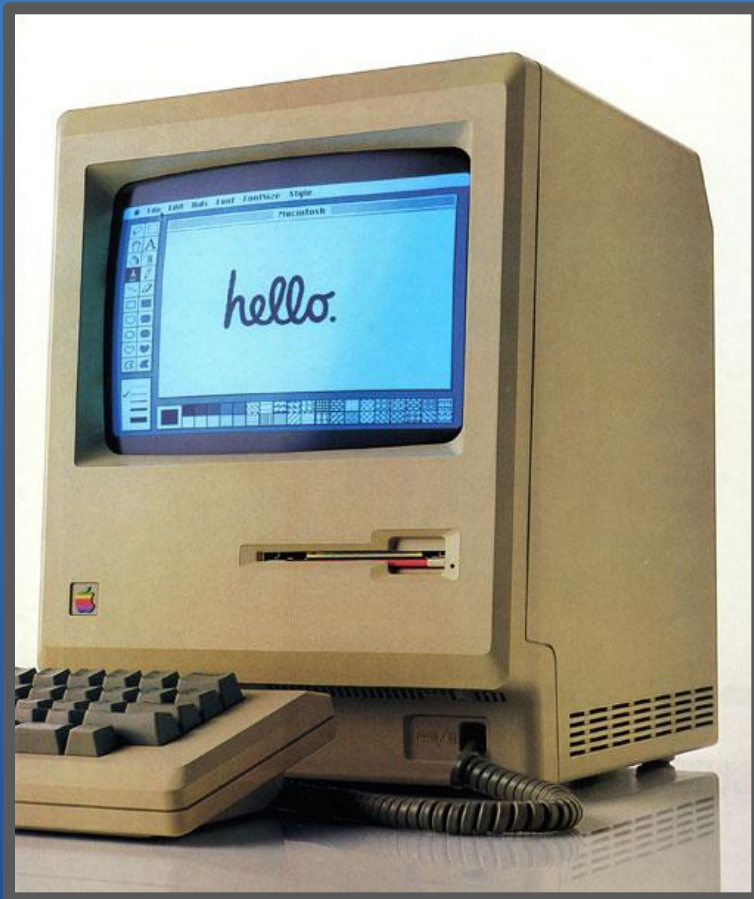


Introduce the Antagonist

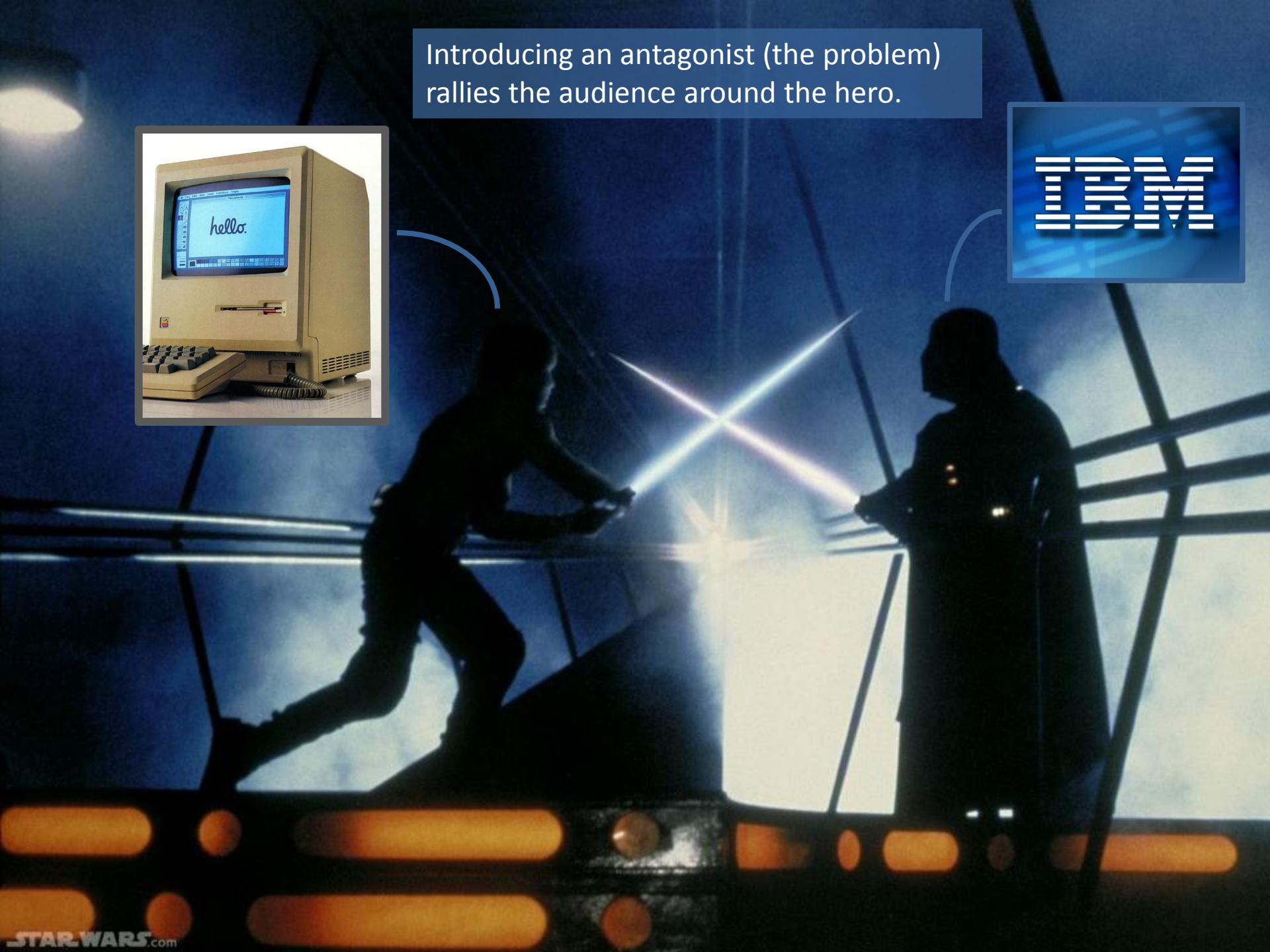
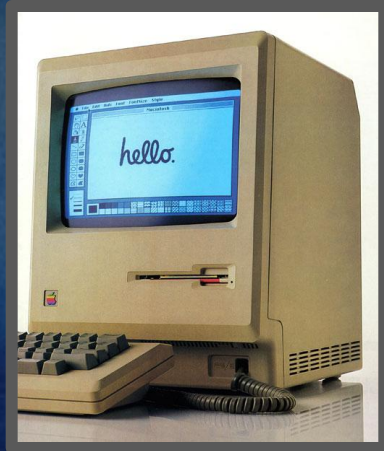
In every classic story, the hero fights the villain. The same storytelling principle applies to every Steve Jobs presentation.



In 1984 when he introduced the Macintosh, Big Blue, IBM represented the villain.



Introducing an antagonist (the problem) rallies the audience around the hero.



ACT 2

A Steve Jobs presentation is strikingly simple, highly visual and completely devoid of bullet points.

Eliminate clutter

“

Simplicity is the ultimate sophistication.

—Steve Jobs

”

That's right – no bullet points. Ever. New research into cognitive functioning—how the brain retains information--proves that bullet points are the least effective way to deliver important information.

 No bullet points

John Medina says the average PPT slide has forty words.

Average PPT Slide: 40 words

Researchers have discovered that ideas are much more likely to be remembered if they are presented as pictures instead of words or pictures paired with words.

BIRD



twitter

Psychologists call it: Picture Superiority Effect (PSE)

Picture Superiority Effect (PSE)

If information is presented orally, people remember about 10% of the content 72 hours later. That figure goes up to 65% if you add a picture.

BIRD

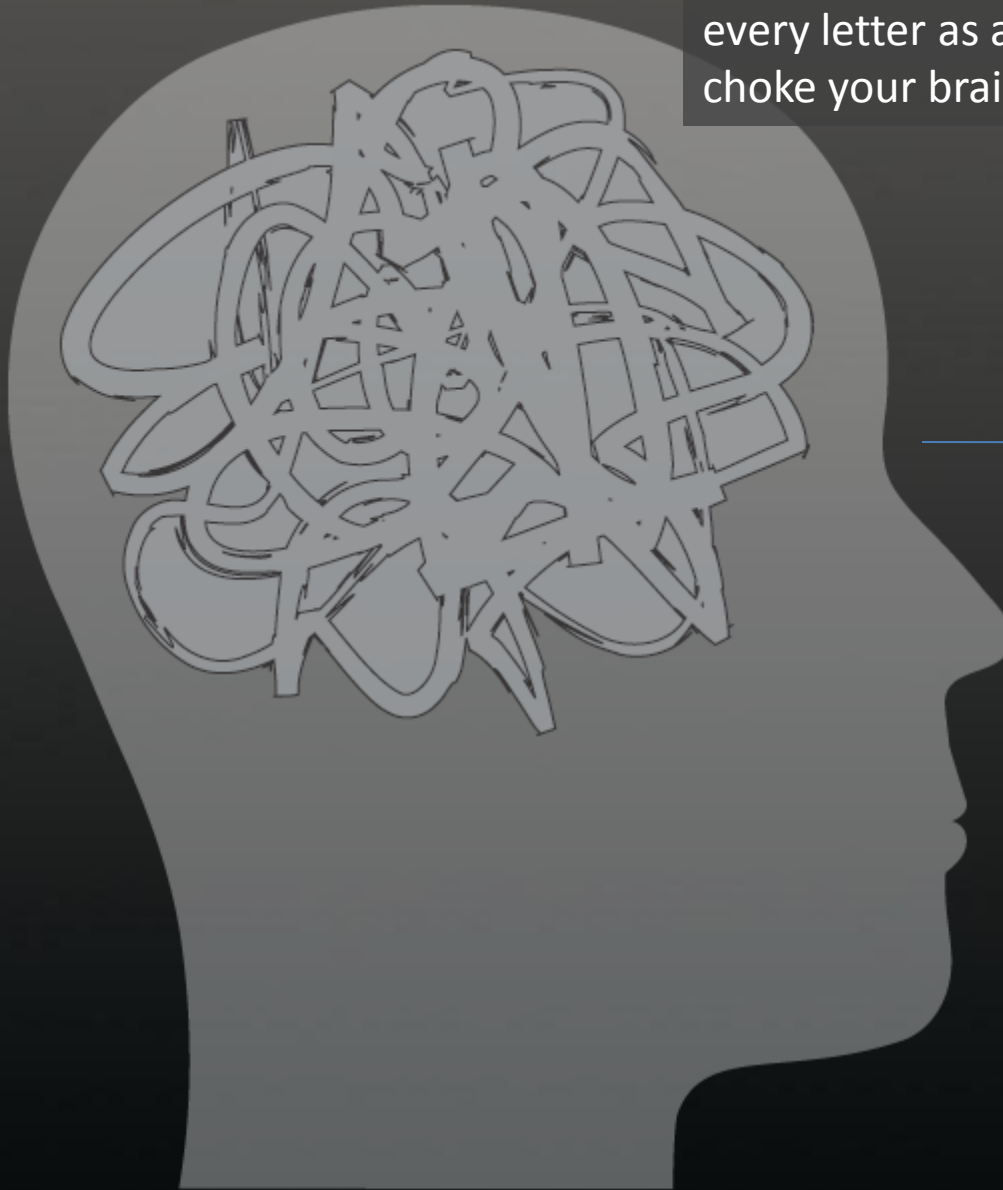


10%



65%

According to John Medina, your brain interprets every letter as a picture so wordy slides literally choke your brain.



B



Let's take a look at how Steve Jobs simplifies complex information.

Simplifies Complex Information

MACBOOK AIR

Display

13.3 inch LED-backlit glossy widescreen display

- Support for millions of colors
- Supported resolutions:
 - 1280 by 800 (native)
 - 1024 by 768 (pixels)
 - 4:3 (aspect ratio)

Size & Weight

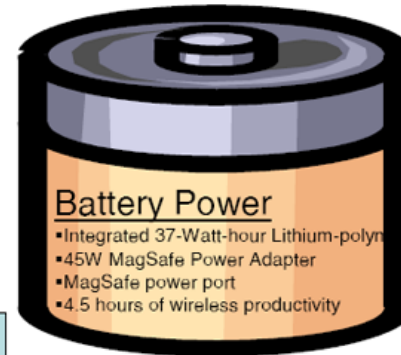
- ✓Height: 0.16 - 0.76 inch (0.4-1.94 cm)
- ✓Width: 12.8 inches (32.5cm)
- ✓Depth: 8.94 inches (22.7 cm)
- ✓Weight: 3.0 pounds (1.36 kg)

Storage

120 GB hard disk drive
or
128GB solid-state drive

Processor & Memory

- 1.6ghz processor
 - 6MB shared L2 cashe
- 1066 MHz frontside bus
- 2GB of 1066 MHz DDR 3 SDRAM



Battery Power

- Integrated 37-Watt-hour Lithium-polymer
- 45W MagSafe Power Adapter
- MagSafe power port
- 4.5 hours of wireless productivity

Here is an example of how a mediocre presenter would launch the MacBook Air. They would try to squeeze every piece of information onto one slide – along with different font styles, colors, etc.

Here is Steve Jobs's slide. What's the difference? First, no words. Why use words when you're simply trying to show that the computer is so thin, it fits in an office envelope? Challenge yourself to use fewer words and more visuals. It does take more thought, but you'll never deliver an Apple worthy presentation if don't.





Lexical Density- Easier to Understand



**Simpler
Less Abstract
Fewer Words**

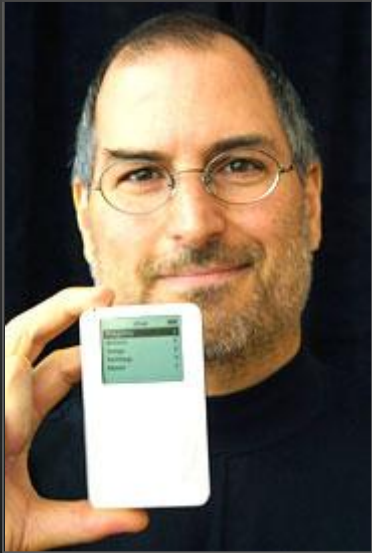
Seattle Post Intelligencer ran transcripts through a software tool intended to measure “lexical density,” how difficult or easy it was to understand the language. They ran two pieces of text through the tool: Steve Jobs Macworld 2007 and Bill Gates CES 2007. Jobs’s words are simpler, phrases less abstract, and uses fewer words per sentence. **He was much easier to understand.**

Numbers don't resonate with people until those numbers are placed into a context that people can understand. The best way to help them understand is to make those numbers relevant to something with which your audience is already familiar with.

Dress Up Numbers

For example when Steve Jobs introduced the iPod in 2001, he said it came with a 5GB of memory. He broke it down even further by saying you could carry 1,000 songs “in your pocket.”

Jobs always breaks down numbers to make them more interesting and meaningful.



5GB — 1,000 songs





“ Our market share is **greater than BMW or Mercedes** and nobody thinks they are going away. As a matter of fact, they’re both highly desirable products and brands.”

–Steve Jobs

Here’s another example. A reporter for Rolling Stone once asked Jobs what he thought of Apple’s market share being “stuck “at 5%. Jobs responded, “Our market share is greater than BMW or Mercedes and nobody thinks they are going away. As a matter of fact, they’re both highly desirable products and brands.”

A photograph of a man in a dark red sweater and blue jeans standing in a server room. He is looking at a rack of supercomputer hardware. The room is filled with rows of black server racks, each containing numerous circuit boards and components. The floor is tiled, and there are yellow safety lines on the floor. The lighting is bright, typical of a data center.

IBM and Roadrunner Supercomputer

On June 9, 2008, IBM issued a press release touting its superfast supercomputer called Roadrunner. It operates at one petaflop per second.

What's a petaflop? One thousand trillion calculations per second. IBM knew the number would be meaningless. It's simply too big. So IBM added the following description to its press release...

What's a petaflop?

petaflop
=
1,000 of today's fastest laptops



1.5 MILES
HIGHER

Reveal a Holy Shit Moment

“

People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

”

–Maya Angelou

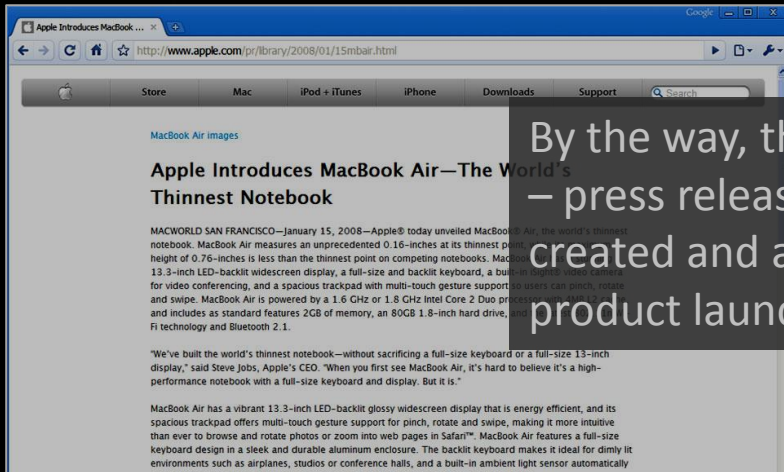
MacBook Air

- We are really excited to:
 - Introduce a really thin, light notebook computer
 - It has a 13.3 inch wide screen display
 - Backlit keyboard
 - Intel Processor

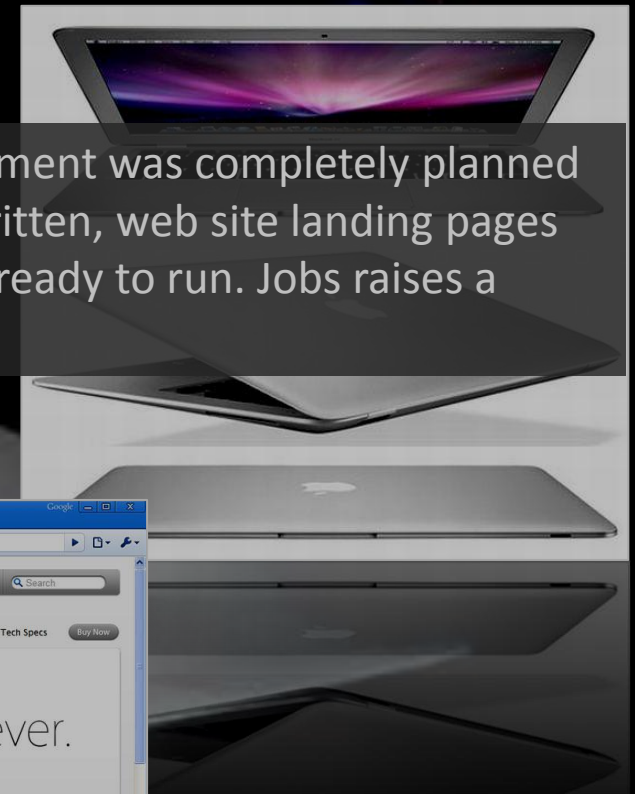
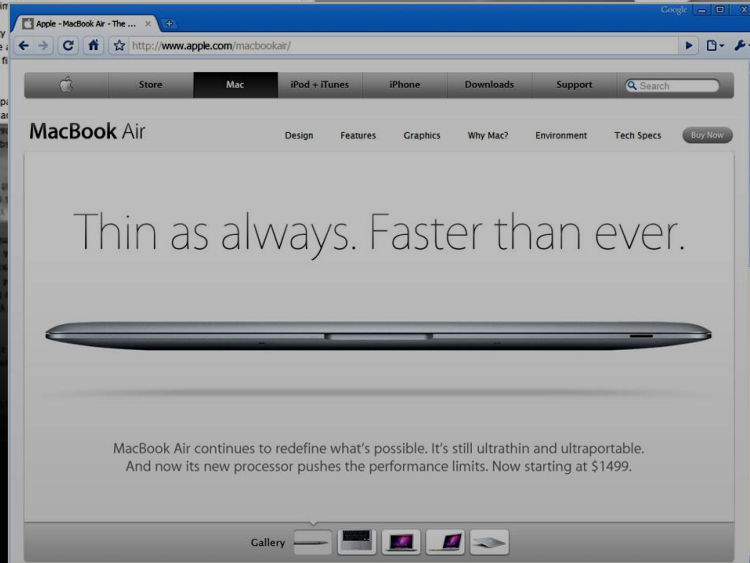
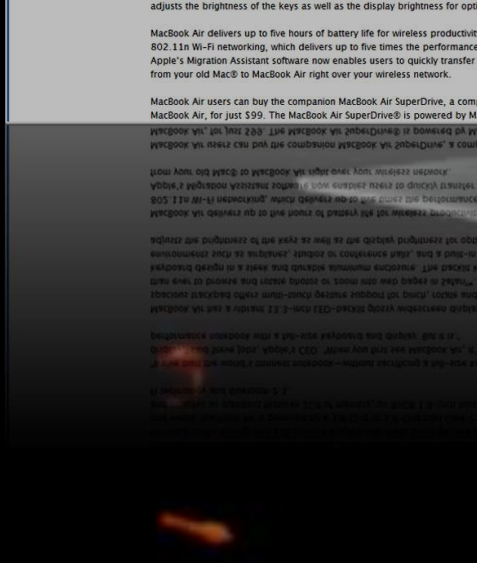
Let's return to MacBook Air. In January, 2008, Steve Jobs could have described it as most people would: "We're really excited to introduce a really thin, light notebook computer. It has a 13.3 inc wide screen display, backlit keyboard and Intel processor...blah blah blah."

Instead, he created an experience. The one moment in the presentation that he knew people would be talking about. He introduced the World's Thinnest Notebook



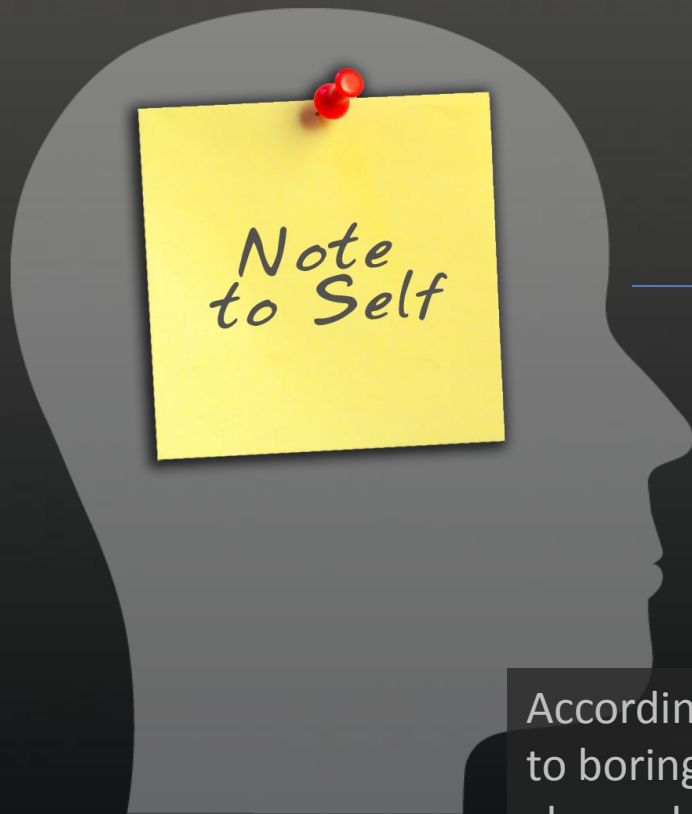


By the way, the Holy Shit moment was completely planned – press releases had been written, web site landing pages created and advertisements ready to run. Jobs raises a product launch to art form



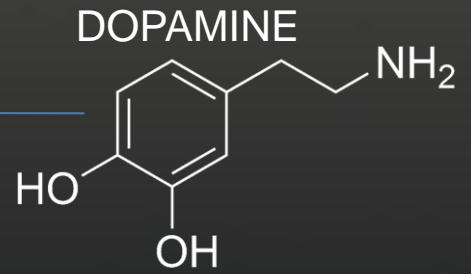
His flair for drama can be traced back twenty five years earlier to the launch of the first Macintosh in 1984. When he unveiled the Macintosh, he removed it from inside a draped box, and let it “speak for itself.”





Note
to Self

EMOTIONAL
LY
CHARGED
EVENT



According to John Medina, “The brain doesn’t pay attention to boring things.” When the brain detects an emotionally charged event, the amygdala releases dopamine into the system... dopamine greatly aids memory and information processing. It’s like a mental post-it note that tells your brain, remember this.



EMOTIONALLY
CHARGED
EVENT

Create an emotionally charged event ahead of time. Identify the one thing you want your audience to remember and to talk about long after your presentation is over.

ACT 3

THE SECOND COMING OF
STEVE JOBS



ALAN DEUTSCHMAN

ALAN DEUTSCHMAN

“

Every slide was written like a piece of poetry

—Paul Vais

”

Master Stage Presence

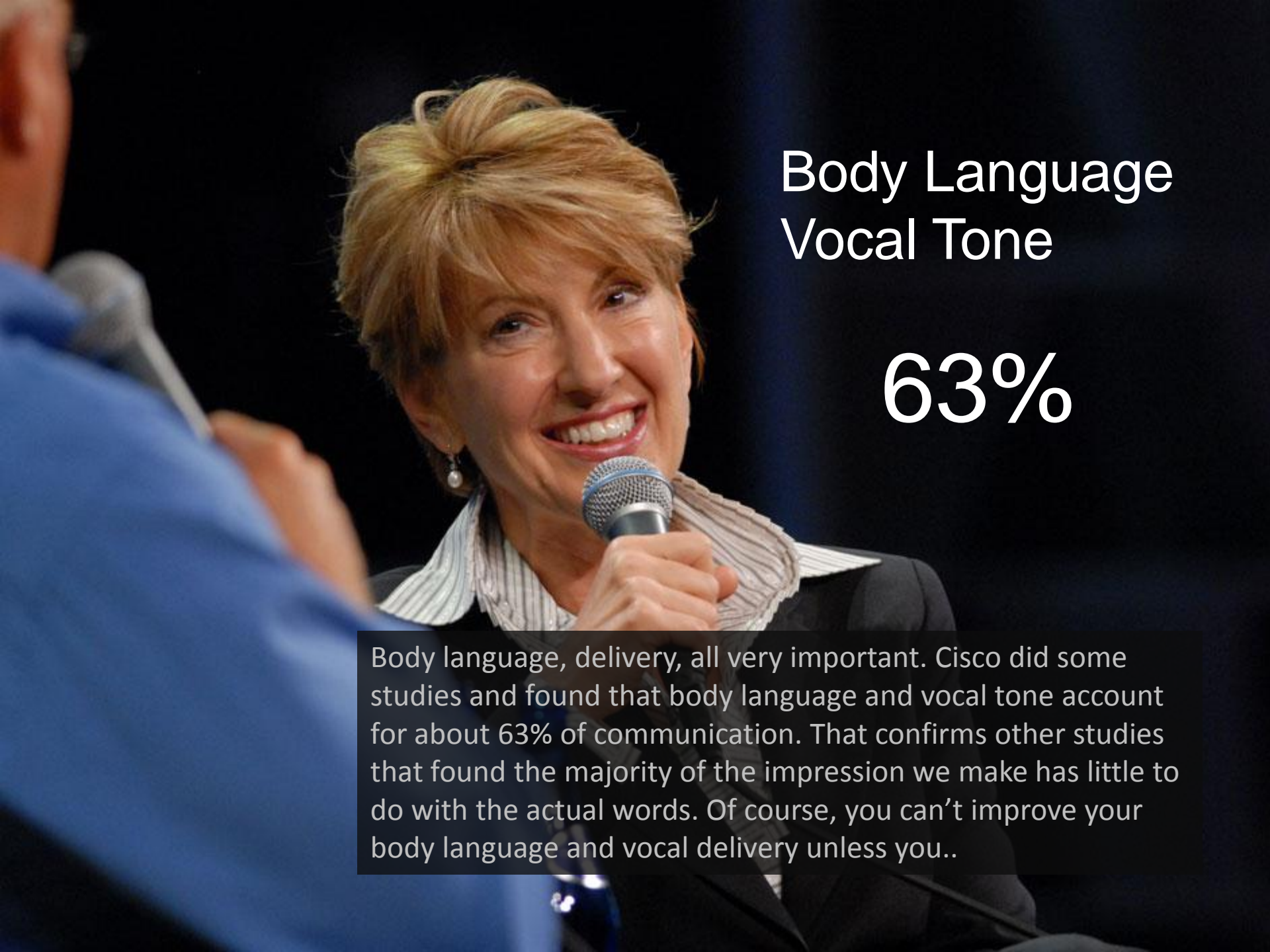
Steve Jobs has a commanding presence. His voice, gestures and body language communicate authority, confidence and energy.



Eye contact

Open posture

Hand gestures



Body Language
Vocal Tone

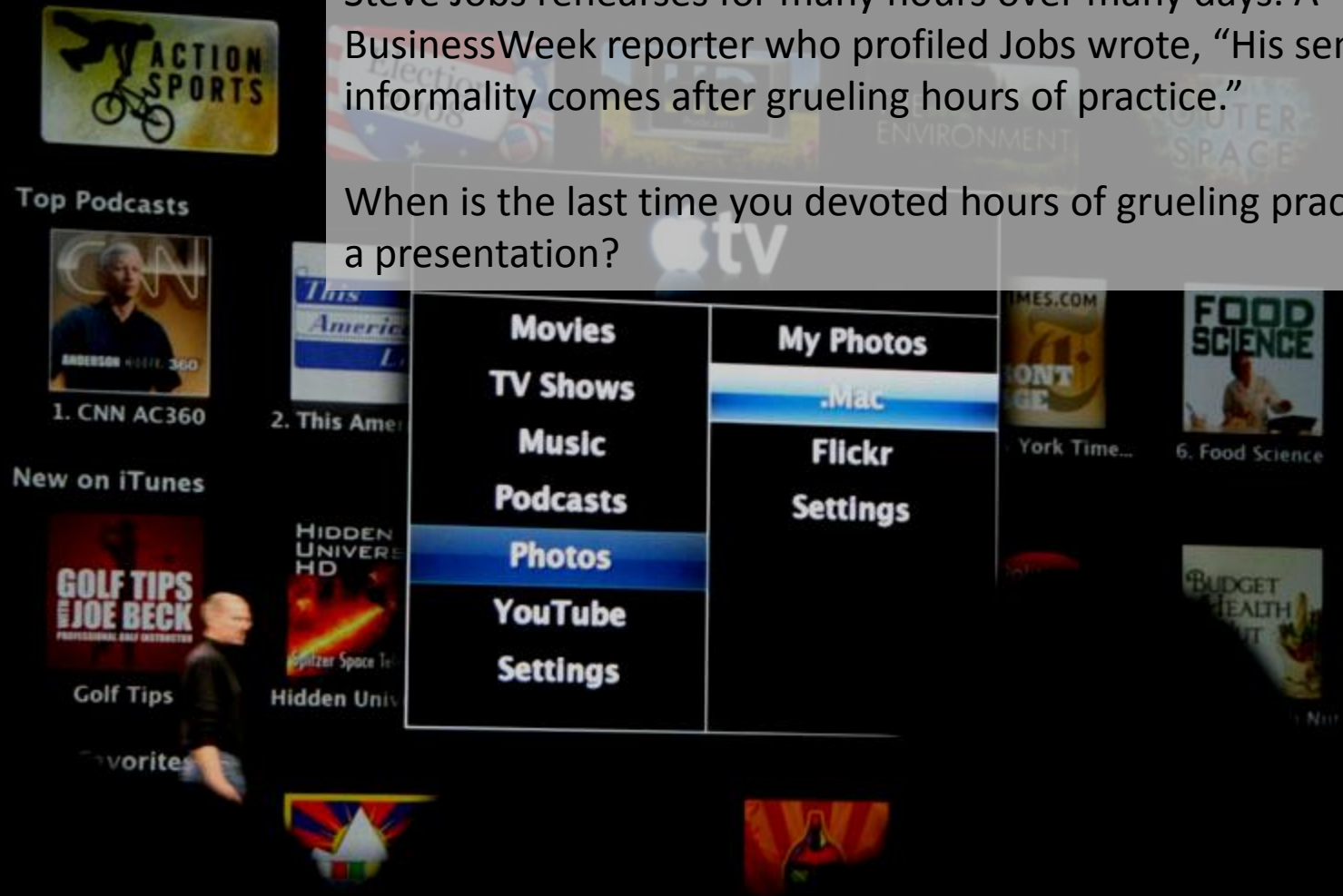
63%

Body language, delivery, all very important. Cisco did some studies and found that body language and vocal tone account for about 63% of communication. That confirms other studies that found the majority of the impression we make has little to do with the actual words. Of course, you can't improve your body language and vocal delivery unless you..

Practice

Steve Jobs rehearses for many hours over many days. A BusinessWeek reporter who profiled Jobs wrote, “His sense of informality comes after grueling hours of practice.”

When is the last time you devoted hours of grueling practice to a presentation?



“

His sense of informality comes after grueling hours of practice. —BusinessWeek

”

For two full days before a presentation, Jobs will practice the entire presentation, asking for feedback from product managers in the room. For 48 hours, all of his energy is directed at making the presentation the perfect embodiment of Apple's messages.

...s will
...ntial

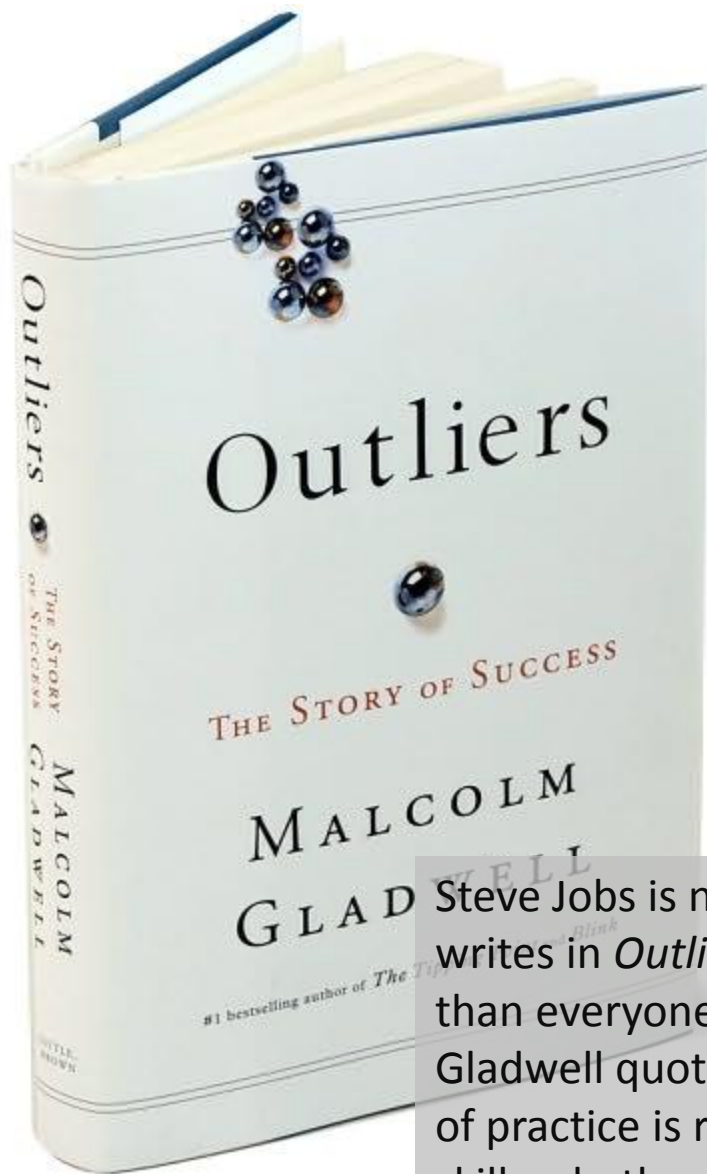


A photograph of Steve Jobs, wearing his signature black turtleneck and glasses, pointing directly at the camera with a serious expression. The background is a dark, solid color.

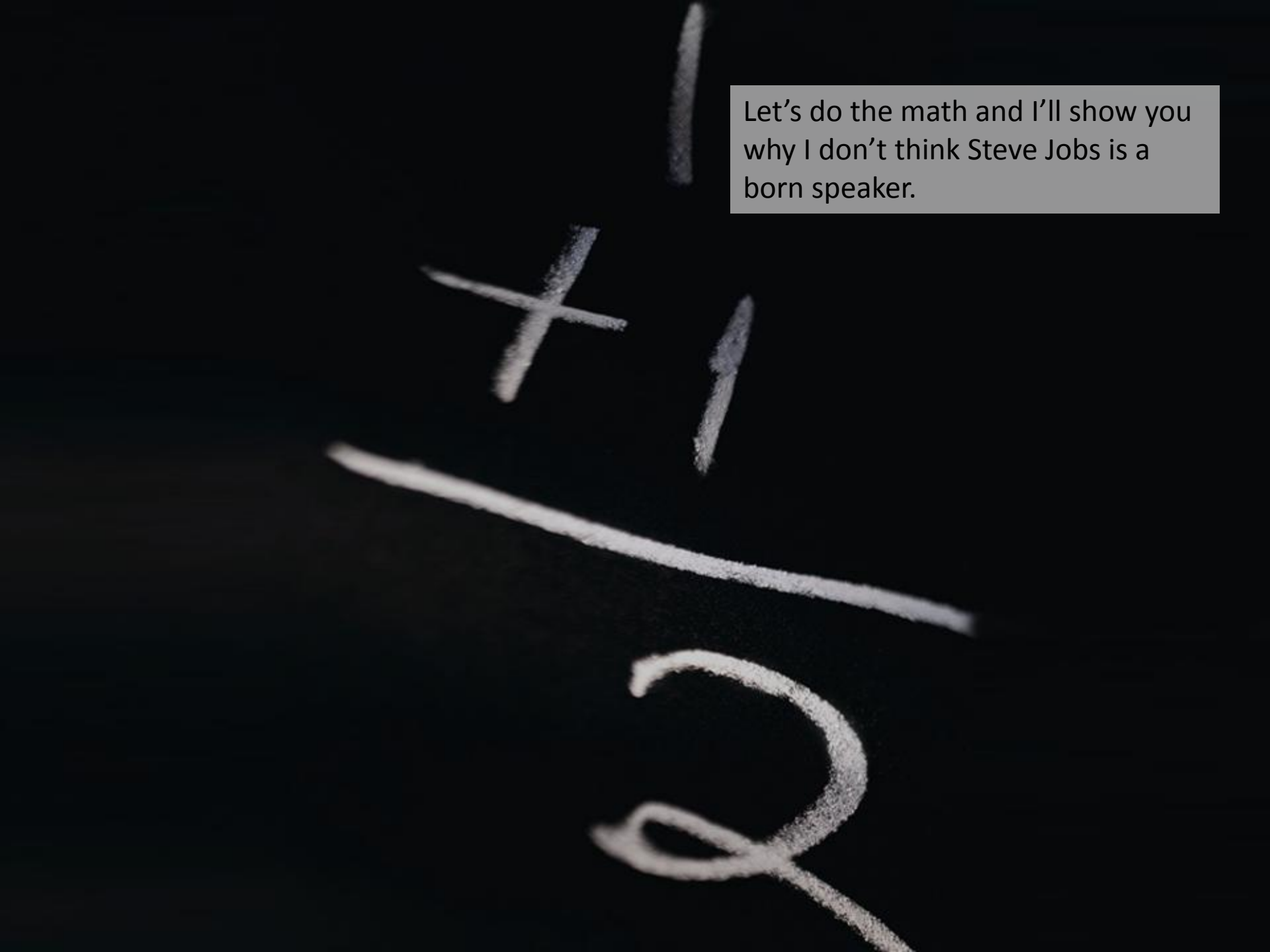
Quality and Excellence

But the actual process begins weeks in advance and he is very demanding. One employee noted Steve Jobs has little or no patience for anything but excellence. He is single minded, almost manic, in his pursuit of quality and excellence.

10,000 HOURS



Steve Jobs is not a natural. He works at it. Malcolm Gladwell writes in *Outliers* that people at the very top don't work harder than everyone else. They work much, much harder. In fact, Gladwell quotes neuroscientists who believe that 10,000 hours of practice is required to become world class at a particular skill--whether it's surgery, shooting baskets, or public speaking.



Let's do the math and I'll show you why I don't think Steve Jobs is a born speaker.

1974

1984

1997

2007



I believe he improved substantially as a speaker every ten years. In 1974, Steve Jobs and his friend, Steve Wozniak would attend meetings of the Homebrew club, a computer hobbyist club in Silicon Valley. Together they started sharing their ideas and Apple was soon formed.

1974

1984

1997

2007



Ten years later, 1984, Jobs gave a magnificent presentation when he launched the first Macintosh. But his style was stiff compared to the Steve Jobs of today – he stood behind a lectern and read from a script.

1974

1984

1997

2007



A decade later, in 1997, Jobs returned to Apple after an 11-year absence. He was more polished and more natural than in previous years. He began to create more visually engaging slides.

1974

1984

1997

2007

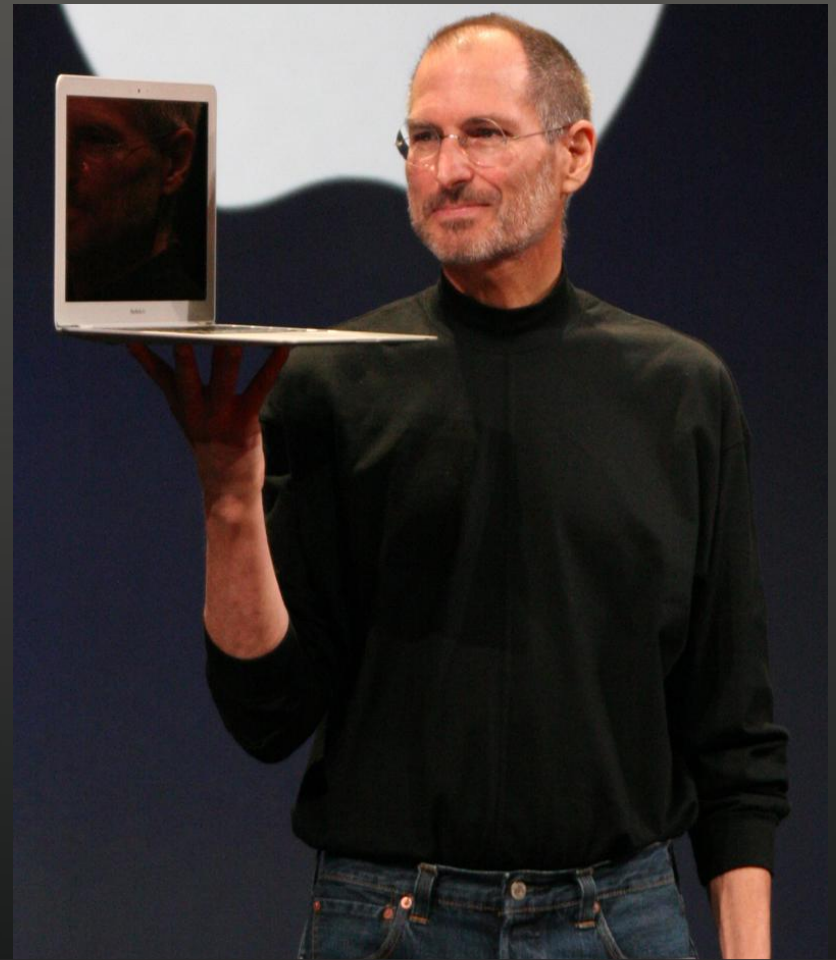
iPhone

Apple reinvented the phone



Ten years later, 2007, Jobs took the stage at Macworld to introduce the iPhone. It was without question his greatest presentation to date – from start to finish. He hit a home run. But he was a vastly more comfortable presenter than he was twenty years earlier. The more he presents, the better he gets.

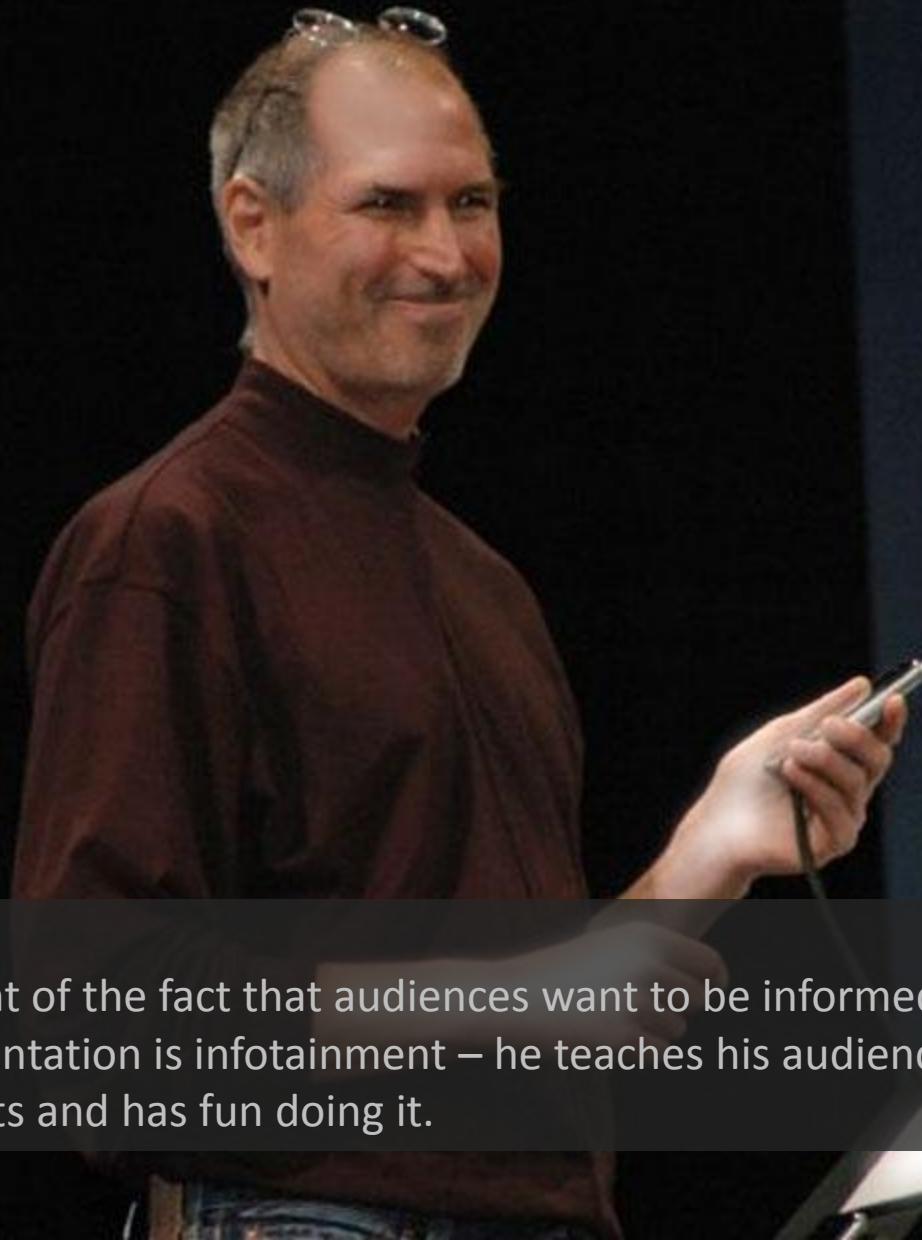
Wear the Appropriate Costume



Steve Jobs is the anti-Cher. Where Cher will change costumes 140 times in one show, Jobs has one costume that he wears for every presentation – a black mock, blue jeans and running shoes.

Now, why can he get away with it? Because he's Steve Jobs. Seriously, when you invent revolutionary computers, music players and Smart Phones, your audience will give you permission to dress anyway you want.

One More Thing

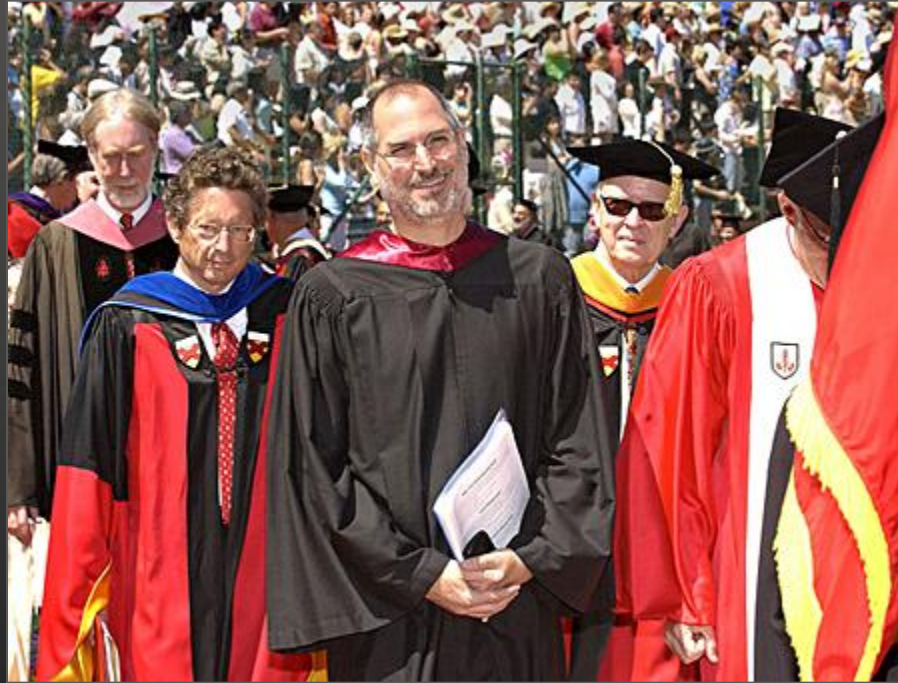


HAVE FUN!

Most presenters lose sight of the fact that audiences want to be informed and entertained. A Jobs presentation is infotainment – he teaches his audience something new, reveals new products and has fun doing it.



During a technical glitch at Macworld 2007, Jobs paused and told a funny story about a prank he and Steve Wozniak played on Woz's college buddies. The glitch was fixed and Jobs moved on. That's cool confidence.

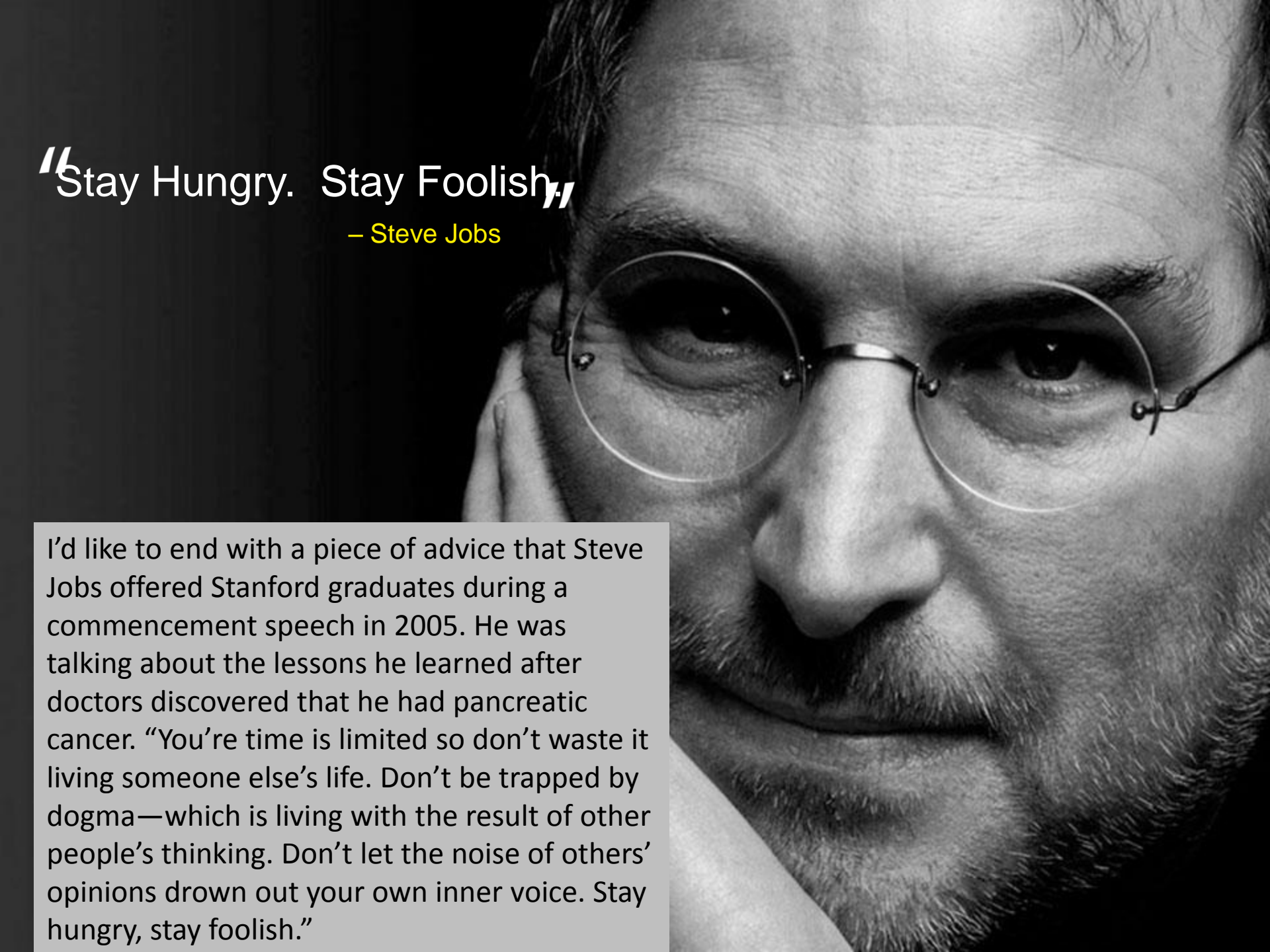


“

You're time is limited so don't waste it living someone else's life. Don't be trapped by dogma—which is living with the result of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice.

”

– Steve Jobs



“Stay Hungry. Stay Foolish.”

– Steve Jobs

I'd like to end with a piece of advice that Steve Jobs offered Stanford graduates during a commencement speech in 2005. He was talking about the lessons he learned after doctors discovered that he had pancreatic cancer. “You're time is limited so don't waste it living someone else's life. Don't be trapped by dogma—which is living with the result of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. Stay hungry, stay foolish.”

CREATED BY:

EVISIONDESIGN