

Planning to Present5 – When audience recall is a priority

A key measure of presentation success will always be the level of audience recall and response that we achieve. However there are occasions when this becomes **THE** objective. Our message must be remembered!

That situation could be an initial short-listing pitch alongside several rival firms, a CEO “call to arms” address to all employees, a major marketing presentation to the industry, or even a political speech. What they have in common is that possible success, or certain failure ride on this one presentation opportunity.

It is in these situations that “The Rule of 3” serves us so well!

Aristotle’s “Ethos, Logos and Pathos;” Thomas Jefferson’s “Life, Liberty and Pursuit of happiness;” and Tony Blair’s “Education, Education, Education” illustrate the Rule of 3 in use across history. All demonstrate this phenomenon - ***something we hear in a pattern of three we remember!***

Great plays have been written as trilogies or 3 Acts because readers can easily connect the beginning, middle and end into one complete story.

Comedy writers skillfully use it to: one - introduce the point, two - repeat the point to set the pattern, three - break the point to create the unexpected (the punch line)

Explanations for its power tend to converge on:

- Logical patterns are embedded in our minds and are remembered
- 3 is the least number of elements that can form a logical pattern and the smaller the pattern the more easily it is remembered.

The fact of the matter is that thousands of years of evidence shows that it works, so no need to over analyse why! It’s sufficient to know that when you want to be remembered and you want maximum recall from your presentation:

- Limit your key messages to three
- Enhance their assimilation and recall by choosing themes or key words that link together into a memorable phrase. Like it or not we can’t forget “Drugs, sex and Rock & Roll!”
- Be creative with metaphors and analogies like “House, Home & Family!” They instill images, stories and emotions thus prompting tremendous levels of recall.

Follow these tips and you will find that delivering a stand out memorable presentation is as easy as ABC!!!

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