

5 STEPS TO CREATE CAPTIVATING KEYNOTE PRESENTATIONS

Step #1: Collect stories, metaphors, memes, and analogies

Save your favorite ideas in a Google doc that you add to frequently and review a few times a year. Five prompts to consider when capturing stories are:

- What pisses you off?
- What do you wish you had known earlier in your career?
- What do you wish you could shout from a soapbox?
- What's an "Aha!" moment you had?
- What is a heartwarming, feel good moment?

Step #2: Choose a topic

Use this three circle Venn diagram to help you pick a presentation topic: what is something that you're good at, educators needs to know, and educators want to know? Once you have a hunch, capture all your thinking on the topic in a document, gauge potential interest by talking to trusted peers, fans on social media or email, and then by creating a piece of content to see how others react.

Step #3: Create a rough outline and use it to make a detailed outline

Take any initial brainstorming and add all your details to it to make a rough draft. Until you have a strong understanding of how the presentation will flow, stay in this stage. Once you're ready, turn your rough outline into a two-column detailed outline with the visual in one column and message in the other. This will be the storyboard you use to create your presentation.

Step #4: Turn your detailed outline into the presentation

Your detailed outline will be the blueprint you use to create the presentation. Much of the thinking will have already been done and you're basically assembling your ideas in your presentation software. You can find all [my presentation tips here](#).

Step #5: Practice

Before you start practicing, create a timeline with five-minute intervals that show where you expect to be in the presentation at that point. Then practice your presentation by yourself paying attention to your animations, notes you've left yourself, overall flow, and timing.

Step #6: Getting paid to present

If you enjoy presenting to other educators and would love to get paid to do it as a consultant, you should check out my online workshop for current and aspiring educational consultants called [Ed Consultants Lab](#).

Here's what Marian Dingle said about my workshop:



"Before taking Robert's workshop, I felt like an outsider to the consultancy world. It seemed that people had some secret knowledge that I didn't. Listening to Robert describe his early mistakes and misconceptions put me at ease. He really has the desire to help people avoid pitfalls.

He helped me reflect on ways to share my thinking and grow my exposure in order to find clients, helping them learn what I do. His lesson on contracts and how much to charge clients helped me think strategically about ways to increase my earnings and protect my own interests."

You can reach me at robert@robertkaplinsky.com.

Thanks!

Robert

P.S. Don't forget to join [our Facebook group](#) for current and aspiring educational consultants.