

# Why Johnny Can't Present

The secret to persuading people to transform their presentations

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We like to think that we're in the midst of a presentation revolution. But if you were to attend a few typical conferences (none at this conference!), you would likely find most to be traditional, boring, bullet-point presentations. Presenters know that their presentations are boring, yet they still persist in presenting in a way that reduces the engagement of their audience and the impact of their message. It's time to change that. In this session you'll find out:

- Why people are so resistant to transforming their presentations
- Why logic does not persuade people to change
- The ancient and powerful metaphor that will give you an insight into how to encourage people to change
- Three methods to help people to transform their presentations

*This session is for people who design presentations for others, and who train/coach other presenters.*

*However, if you think you could also be bolder in your adoption of new ways of presenting, you'll also gain insight into your own behaviour. As a result of this session, you will increase your influencing skills and be an effective catalyst for spreading the presentation revolution.*

