

## EFFECTIVE FOCUS: THE POWER OF THE POWER OPENING

*Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.*  
– Napoleon Hill

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We have all heard it. Heck, we have all done it... "Hello, my name is ABC, and today we will be talking about XYZ." The first few sentences of a presentation set up your audience's expectations, trust, and buy-in. When we hear that opening sentence, we are setting our audience up for the presentation they have all heard before... So, how do you set your presentation up for success and grab your audience's attention right off the bat?

### Discovery Questions

Ask yourself:

1. What would make me sit up and pay attention?
2. Do I think about my first sentence as my first impression?
3. What is the most interesting or provocative fact that will grab my audience's ear?
4. (NEED HELP WITH A FEW MORE)

## CHOOSE ONE PRACTICE STRATEGY TO DO TODAY

Create a “power opening” for your presentation, and keep your purpose in mind and what you want your audience to remember.

1. The technique is important. Refer to the “Opening Options” in your manual. Choose three different techniques and write a different “Power Opening” for each, deliver them to a friend or colleague and ask which works best.
2. If you need help getting started, refer to “Opening Option...The Words” in the manual.
3. Start listening to different speeches and presentations. What openings stand out to you? Why?