

ROBBINS' RULES: HOW TO GIVE A PRESENTATION

**5 TIPS FOR ENGAGING A
CROWD LIKE TONY ROBBINS**

TONY ROBBINS' 5 TIPS

- 1: DO YOUR HOMEWORK
- 2: RESPECT YOUR AUDIENCE
- 3: GO DEEP QUICKLY
- 4: KNOW YOUR OUTCOME
- 5: EMBRACE SPONTANEITY

1: DO YOUR HOMEWORK

“In preparing for a presentation, you’ve got to know your audience and what their deepest needs are, their deepest desires, and their deepest concerns... You can’t add value until you know their needs.” – Tony Robbins

2: RESPECT YOUR AUDIENCE

“You can’t influence someone you’re judging. So when I sit down and do the slides, I think, ‘Who’s in this audience? What do I respect about them? What do I appreciate about them?’ That gives me a connection with them that I—and they—can feel.” - Tony Robbins

3: GO DEEP QUICKLY

“Ask, ‘How am I going to engage them from the very beginning—to quickly get to what matters to them?’ And to engage other people, you’ve got to be engaged. One way to engage is with shock. Or entertainment. But I think, ‘Let’s engage with the truth. Let’s go for what’s real and raw.’” – Tony Robbins

4: KNOW YOUR OUTCOME

“I pick an outcome I’m passionate about. I don’t think anyone should ever speak about anything they’re not passionate about. If you’re not passionate about something, no one else is going to be, and you’re wasting everyone’s time.”

– Tony Robbins

5: EMBRACE SPONTANEITY

“Some people clearly need a sequence in their presentation to be able to function, but you also have to be able to flex so that you can be real and in the moment. People are starving for spontaneity.” – Tony Robbins

1: DO YOUR HOMEWORK

“In preparing for a presentation, you’ve got to know your audience and what their deepest needs are, their deepest desires, and their deepest concerns... You can’t add value until you know their needs.”

Colin’s Notes:

- Ask yourself: What are 3 things my audience needs, fears, and hopes for?**
- Now email a few of your target audience and ask the same question.**
- When presenting, how will I acknowledge those needs, fears and hopes?**
 - a) The Example Shotgun: “Maybe you are afraid of making a mistake, or standing out, or going somewhere new, or looking foolish.” “Maybe you hope building one good habit can teach you how to build more, or that you’ll make your family proud, or that you’ll make a difference.”**
 - b) Tell an honest story about how this topic connects for you to your own deep hopes, needs and fears**

2: RESPECT YOUR AUDIENCE

“You can’t influence someone you’re judging. So when I sit down and do the slides, I think, ‘Who’s in this audience? What do I respect about them? What do I appreciate about them?’ That gives me a connection with them that I—and they—can feel.”

Colin’s Notes:

- Ask yourself: What are 3 things I admire and respect about this audience?**
- Now email several of your peers and ask the same question.**
- When presenting, how will I intentionally demonstrate my respect for them?**
 - a) Implicitly: Be interested in the first person you meet, and ask for people’s names when they answer.**
 - b) Explicitly: Say “You have a lot going on, and I am in awe of how well you handle your lives. I’m so glad I can offer my ideas to yours today.”**

3: GO DEEP QUICKLY

“Ask, ‘How am I going to engage them from the very beginning—to quickly get to what matters to them?’ And to engage other people, you’ve got to be engaged. One way to engage is with shock. Or entertainment. But I think, ‘Let’s engage with the truth. Let’s go for what’s real and raw.’”

Colin’s Notes:

- **Ask yourself: What is a question I can ask that would cause me to open up?**
 - a) What would you like to do in your life?**
 - b) What is something you’re working on that you’re excited about?**
- **Tell a story about yourself that humanizes you (shows your flaws) and legitimizes you (shows your passion for the subject). “Here is exactly how I learned the hard lesson that makes me excited to be here today to teach you how to be successful in this subject.”**

4: KNOW YOUR OUTCOME

“I pick an outcome I’m passionate about. I don’t think anyone should ever speak about anything they’re not passionate about. If you’re not passionate about something, no one else is going to be, and you’re wasting everyone’s time.”

Colin’s Notes:

- Ask yourself: What is one small victory I can empower my audience to achieve that would help them see themselves in a new and more exciting light?**
- With any important piece of information, don’t trust that they care as much as you do. Show them you care. People will buy what you are saying once they buy into WHY you are saying it.**

5: EMBRACE SPONTANEITY

“Some people clearly need a sequence in their presentation to be able to function, but you also have to be able to flex so that you can be real and in the moment. People are starving for spontaneity.”

Colin's Notes:

- Ask yourself: How can my slide deck act as a visual enhancement on my words, instead of as a vehicle for lots of information?**
- Plan to ask your audience at least a couple of questions so you can create spontaneity. See what questions work. Practice being 100% present while they are answering. Be genuine in your responses (especially if you don't know the answer — “I'll find out for you!”) Thank them for their comments. If a question really gets an audience talking, it's a good question. Keep asking it in future presentations. Ask for connections from their own lives.**

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