

# What **the Best Speakers** Do Differently

6 Non-Intuitive Ways  
to Change Perspectives



Most presenters set out to deliver a message.  
But some **change perspectives.**

They don't just *tell* their audience something.

They make them *feel* it.

*Wrestle* with it.

*Own* it.

That's why their presentations stick.

Actually, more than that: they spread.

Here's how to make that happen:

# 1. Start with what they can't ignore

Almost all presentations start with the most boring of things:

- an agenda,
- their CV,
- the company's milestones, ...

all things that are **easy to ignore**.

And audiences are remarkably skilled at ignoring it.

They'd skip ahead if they could.

Instead, start with what's impossible to ignore.

Something that instantly pulls your audience in. That makes them think,

**"Wait, what?"**

right from the very first moments.

This isn't another forgettable PowerPoint. It's different. Perhaps slightly uncomfortable, yet **impossible to look away from.**

There's no way they'd skip ahead – even if they could.

## 2. Ditch the slides – at least for the first 60 seconds

If your audience's first instinct is to look at the screen instead of you, **you've lost their attention** before you even started.

Begin without slides.

Let them connect with *you* first.

For example, through an unexpected pause, a striking first line, or a shift in energy they didn't see coming.

Give them a reason to lean in  
before they even realize they have.

Make them **feel the difference between  
*listening to a speaker* and watching a  
slideshow.**

When you finally bring up a slide, they'll be  
following *you*, not the screen.

### 3. Make them feel seen – literally

Most presenters “broadcast” their message to the whole room. They speak to everyone. And **fail to connect** with anyone.

Instead, make each person feel like *the most important person in the room.*

Lock eyes with one person for a full sentence. Let them feel like the message is *for them.*

And mirror that in your words.

Make them feel seen in your story.  
The moment they think, "*This is me*",  
you have them.

**When the best speakers speak, it can often  
feel like they know us better than we do.**

**We see ourselves in their story.**  
That's why we can't look away.

When it's *their* story you're telling, they lean in.



## **4. Don't give them the answer – lead them to discover it on their own**

Most presenters believe that explaining something really well is the key to getting their audience on board.

**But when was the last time someone explained you into changing your mind?**

People don't change because they hear the right answer. They change because they realize it *for themselves*.

So resist the urge to fill in every gap.

Instead, **open just enough space for them to step into the idea on their own.**

When we explain too much, we rob our audience of the chance to connect the dots for themselves.

Without that, there's no ownership.

But once they make the thought theirs, that's when perspectives shift.

## 5. Create moments of intensity

Most presenters rush to fill every second with words. But **the breakthrough moments always happen in silence.**

A well-placed pause allows your words to do the work. So:

- Deliver your thought.
- Then stop.

Let the significance of your words unfold in their minds. Let them feel the shift.

It might make you feel slightly uncomfortable.

But **it's in that moment**, just after you've said something profound, **where your audience truly hears it.**

Too many communicators rush past this moment. They fill the silence with more words, more data, more arguments.

If you don't pause, you don't give them the chance to feel it. To process it.  
To make it theirs.

The shift never happens.

## 6. End with something to spread, not forget

Most presenters close their talk by wrapping things up. The best ones open something up instead.

The problem? **Summaries are forgettable.** Just like the typical beginning, audiences simply tune out and skip it.

Instead, end with a shift – a powerful question, a call to action, a thought-provoking statement.

**The best endings** don't just summarize.

They linger.

They echo.

They travel with the audience long after  
you've left the stage.

They spark the conversation that follows.

They **spread**.

# The Only Presentations That Matter

... are the ones that change perspectives.  
But **most presentations change nothing.**

They inform. They explain. They summarize.  
And then they fade.

If that's not what you want, **challenge what  
a presentation can be.**

Presentations that matter do more than  
transfer knowledge.

They create a moment that lingers, a shift that sticks, a realization that reshapes the way people see the world.

That's what makes them unforgettable.

So, the next time you stand in front of an audience, don't ask: *"Did I explain it well?"*

Ask: *"Will this change the way they see things?"*

**If it won't change the way they see things ... why are you saying it?**



# **Which of these shifts feels hardest to implement?**

→ If you need some help, send me a mail:  
[michael@michaelgerharz.com](mailto:michael@michaelgerharz.com)