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The Demo Talk

In any audience there are “**what**” people, “**why**” people and “**how**” people and some are “**what if**” people. And some people are all four. They want to know what is presented, why that is important to them, how it works and if it is applicable in various other types of situations. Chris Howard, the NLP coach, said it well (my words and example):

- The what-people are not concerned with why, how or what-if. They just want to know *what* will be presented. Those are people who like to study text books.
- The why-people are more concerned with why the “what” is important to them. They will close off all learning until they get to know “why” they are learning something.
- The how-people are only keen on learning how the “what” works or is done and need hands-on exercise. They want to know how to do it. They need to get the process and to practice it.
- The what-if-people don’t wait to do the exercise. They soon start wondering if and where the “what” can be adapted in their own world and in what way it can be applied in different scenarios like in their business or in their personal relationships.

Below is a way to meet those expectations in an audience, particularly when teaching or in a demonstrative speech.

1. **What (short)**. Start by presenting a fraction of what it is all about to satisfy the what-people. Ex: “In this session you will learn the power of body language when presenting”.
2. **Why**. Give the why-people an explanation as to why this is important to them. Do this immediately after. Ex: “You may wonder why this is important? Well, it helps boost your image if done well and people will remember what you say by remembering you!”
3. **What (detailed)**. Reconnect to the introduction and give them a comprehensive explanation. Ex: “Let me explain the various ways to dramatize your presentation(here comes the main part of the talk).
4. **How**. Proceed to explain how it works by having the audience participate in practical action/exercise/training. Ex: “ Now let’s do it ...”
5. **What if**. Tell them what if they used this in various situations like in business or in schools etc.

Finish with a final message like - “Your body is a communicator, use it!”

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