

Steve Jobs and the simple secret of making speeches come into people's hearts

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1. This is why Steve Jobs once claimed to destroy Android until his last breath

Recently, Guy Kawasaki held an informal meeting with some of his longtime acquaintances at his Silicon Valley home to talk about the latest book he wrote with the title: "Wise Guy ". The talk mainly revolves around public presentation strategies that all entrepreneurs and leaders around the world should follow if they want their presentation to get attention and importance. can be deposited in the hearts of listeners - a problem is not easy even for talented speakers.

The strategy that Guy Kawasaki draws sounds pretty simple, and it's true, but the reason behind using this strategy is really deep. And the secret that Guy Kawasaki uses is: 'Increase font size in slides'.



1. What did the most successful people in the world achieve at age 25?

Kawasaki suggests that everyone should keep the font size on the slide page at least 30. However, he also revealed that his 'teacher' Steve Jobs even uses text sizes up to 190 in Your presentation, and the reason, of course is nothing special: "Larger font sizes will make people sitting under the table more readable and more impressive."

That's the main reason, in a deeper way, this is a smart strategy because the large font size will force you to use fewer words on a slide, which will make you more subtle in the selection. words used, how to choose the most concise, succinct words, and especially easy to make the audience feel impressed, through which they will remember longer. In addition, 'stuffing' a few words on the slide will also drive the audience's attention to the speaker more, rather than having to 'glare' on the screen to read the text and let it go. Hey, come out and ears'.



1. Steve Jobs defines object-oriented programming to make the world admire

Author of the famous book "The Presentation Secrets of Steve Jobs" (roughly translated: The secrets of Steve Jobs 'presentation art') Carmine Gallo has spent a lot of time chatting with Steve Jobs' assistants. at Apple, who is

responsible for designing presentation slides for the late CEO, said that while most people - from students to even some professional speakers - try to cram The more words the better on a slide, the more Steve Jobs chooses to do the opposite. Jobs has a habit of reading and censoring each slide page many times and after each time, he combs out or moves to using a different expression, which is shorter, even in many. important presentation, Jobs left only 1 word on a slide.

Usually, presentation slides usually have about 40 words. However, when looking at some of Steve Jobs's most famous presentations, notably the speech at the launch of the iPhone in 2007, the pen Carmine Gallo realized that most slides of Every CEO has no 40 words, until the 10th or more page.



1. 13 famous inspirational lessons about life from Steve Jobs

According to cognitive biologists, the human brain is more capable of recalling information when it is presented in an image with a combination of small numbers of descriptive words - possibly is 1 or 2 words to accompany the picture. If you've ever seen some of Jobs's presentations, you'll see he follows this scientific rule.

Example: When Jobs talks about Apple's competitors' weaknesses in the smartphone category, there is only one slide with the title 'Smartphone'. The next slide shows the image or logo, the competitor's logo he mentions, not a single bit of text. Or when Jobs introduced the new touch screen user interface, his slide had only the title "Revolutionary U.I", and the next slide showed images of descriptive images of delivery. This section does not have any other words. As a result, as we all know, most of Steve Jobs' speeches are "in the hearts of people" and highly appreciated by professionals, and he is personally considered a legendary speaker.

If you want to follow Steve Jobs's approach - less text, bigger fonts - keep in mind one thing: You will need to practice a lot, especially in speaking skills. Nothing is superior here, all in hard work and hard work, for a genius like Steve Jobs. Guy Kawasaki said the late CEO always practiced many times before a lecture whether big or small, 'a confident, enthusiastic, and inspiring Steve Jobs you see on stage is built up. by diligence and scientific working style. Jobs had to train every week and it was a worthy achievement of hard work, no miracle here. '



1. The way that Steve Jobs created 'unlimited warriors' who do bosses must know

After all, Steve Jobs's way of doing things can be quite the opposite of what you used to do before, but just try to put a few words on each slide, I assure you that the audience will listen to it. Your thoughts are much more attentive. Your idea deserves to be heard and understand more!

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