



PUBLIC SPEAKING

From Pitfalls to Professionalism: Mastering Corporate Presentations

P
Mabel Frumau

WWW.PRESENTINGWITHIMPACT.NL

TABLE OF CONTENTS

Preface - 03

Tip 1. Give the audience what they need.

Create a good start - 05

Tip 2. Give the audience what they need.

Create a clear and engaging middle part. - 11

Tip 3. Give the audience what they need.

Create a grounding closure. - 19

Practicing - 25

There is more- 27

Who is Mabel Frumau? - 29

About Presenting with impact - 31

Enclosure A4 Checklist - 32

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After 15 years of training professionals in presentation skills, I've seen an incredible number of presentations—really, a lot of them. And funny as it sounds, it took me all those years to truly crack the code of what makes a presentation effective. You could say it comes down to one simple yet powerful principle:

Give the audience what they need.

When you understand what your audience requires to fully receive your message, you can deliver it in a way that resonates, engages, and sticks.

The result? A happy audience, a successful presentation, and most importantly—control over a skill that often feels elusive.

In this eBook, we'll explore three tips that will put you on the right track.

These insights will set you apart, because—believe it or not—very few presenters do this right.

So, dive in, explore, and enjoy. The stage is yours ;-).



3 TIPS!

**TIPS, TOOLS
AND
INSPIRATION**

Give the audience what they need.

CREATE A GOOD START!

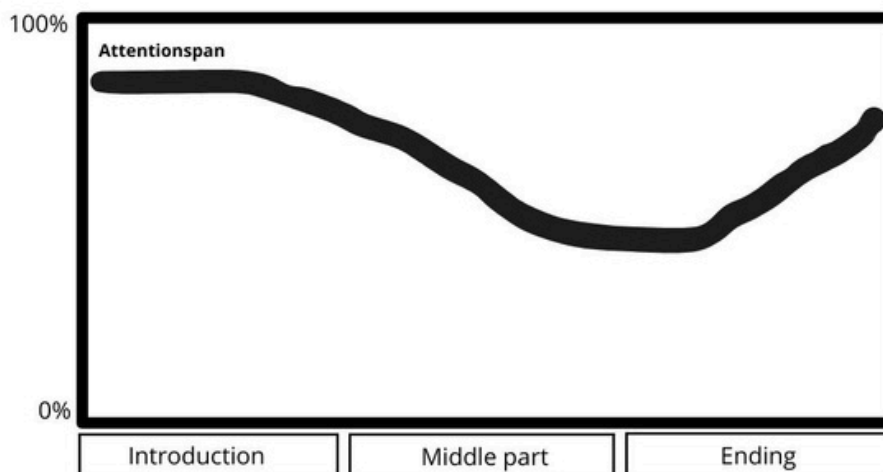
Your audience needs one thing before they can truly listen: **clarity**. If you want them to stay engaged throughout your presentation, you must first get them *on board*. And that starts with a solid introduction that answers three key questions:

The What, Why, and How of your presentation.



The Attention Curve: Why the Beginning Matters

Research **shows** that attention is naturally high at the start of a presentation (95-100%), dips significantly in the middle, and then rises again at the end. There's a way to prevent that drop in the middle—by making sure your audience is fully engaged *from the start*.



TIP 01

In other words, in the introduction where the attention is high, it is key to learn how to quickly get your audience in a place, where they really want to receive the rest of your presentation.

In order to get your audience in that place you need to answer the **What, Why and How of your presentation**, in the very first minutes of your presentation.

How so?

You can metaphorically compare the introduction with tempting your audience to go on a journey with you. Only when I tell you what kind of journey we are going to make (what), what will be waiting for us at the end (why) and how we will travel and which stops we are going to make (how), you will commit to the journey.

Simply, because I have given you what you need, the needed information, to commit to this journey. So, only after having this information your audience will be inclined to internally shout, buckle up, let's go ;-). And that is exactly where you want to have them.

How to Structure Your Introduction Effectively

To get your audience truly on board, answer these three essential questions right away:

TIP 01

1. **WHAT** – Be clear and specific about your topic.

▶ *Example:* “I’m going to share the 3 key elements of a great introduction.”

× *Weak:* “I’m going to talk about presenting.” Too general and vague.

2. **WHY** – Explain the value for your audience.

▶ *Example:* “So that you can make your presentations more effective and professional, no matter the presentation situation.”

3. **HOW** – Give a structured preview but keep it concise.

▶ *Example:* “What are the 3 elements of a strong introduction? Why do they work? In the next 15 minutes, I will give you a model with clear examples.”

By structuring your introduction this way, you make it easy for your audience to follow along and invest their attention in what’s coming next.



Compare the following two introductions.

“I am going to talk about presentation skills”. **(general) and immediately diving into your content.**

A pitfall I often see happening. Not taking the audience along and immediately diving in.

Or.

“Today, I am going to talk about the 3 essential building blocks of a good introduction (what). This way, you will always know how to get your audience on board and make a strong introduction (why). We will do this, by looking at a model, with clear examples, then we will put the model to the test and finally look at the fruits of your hard work. (how)” A good introduction is as a slide you audience should easily and effective slide through your introduction, willing to receive the main part of your presentation (metaphor).



EXERCISE: FILL IN THE WHAT, WHY AND HOW!

1: Fill in the **WHAT** of your presentation (content-wise).

(Concise, concrete and precise).

2: The **WHY** of the content of this presentation. How is this information going to help the audience or your company, your colleagues, your customers, society as a whole? Be as concrete, precise, concise as possible and bring it in an appealing way.

3: The **HOW**. Which steps are you going to take with your audience (structure)? Not in detail but be as concretely as possible and in the form of questions.

“THE AUDIENCE KNOWS THE, WHAT, WHY
AND HOW AND IS READY FOR THE
JOURNEY! BUCKLE UP. LET’S GO!”

Would you also like to know how to arouse the interest of your audience and learn what is the secret of being super convincing right from the start?

[Learn more about it in the 1-day level 1 basic training “Presenting with Impact”.](#)



**“How to *keep*
your
audience on
board?”**

TIP 02 Give the audience what they need.

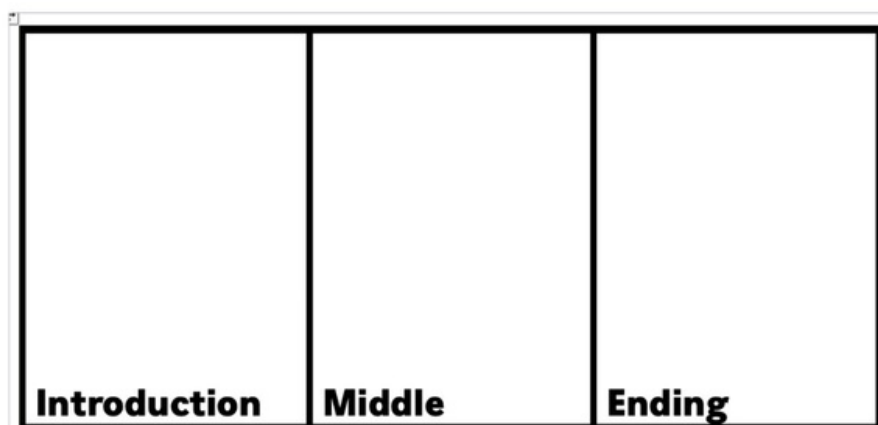
CREATE A CLEAR & ENGAGING MIDDLE PART

Many presenters merely send information. They keep heaping information on information. If you understand that this is the reason that audiences tune out and that you can easily prevent this, you have a golden tool in your hand. This simple technique can really transform your presentation and your audience's attention. Let us have a look at the Hamburger Technique.



The Hamburger Technique

Before we explain the technique, let us first have a look at the basic structure of a presentation. A presentation follows a three-part structure: **Introduction, Middle, and Ending.**



TIP 02

There is a good reason, why all books, plays, movies and presentations have this 3-act structure.

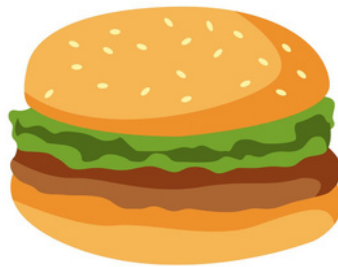
It is functional. These 3 steps are needed by the audience to properly receive the story.

How so?

First you need to make the audience ready for what will come (introduction), then you give the audience what you've promised them (middle). And then the audience direly needs a space, where all the important strands of the story come together, and you tug them tight (ending).

So, metaphorically speaking, you need to **raise**, **give** and **ground** your information, instead of only giving.

The 3 parts of a Hamburger, symbolize the 3 steps of **raising**, **giving** and **grounding**. The top of the hamburger with the sesame seeds is the raising part, the juicy middle the giving and the bottom part is the grounding.



If this is such an iron-strong technique on macro level, why don't we also use this on micro level? So, for every pillar in the middle part of our presentation.

Because these pillars are sub stories and need the same steps for your audience to properly receive them.

How It Works:

1. Raise it (High) – Trigger curiosity with a question (a speedy Gonzalez 3 second intro). Example: *“And now I hear you thinking, why is the first approach the best?”*

2. Give it (Middle) – Provide a clear and engaging explanation. Example: *“There are three reasons for this, let me explain...”*

3. Ground it (End) – Conclude concisely and make the point clear. Example: *“So, approach 1 is the best because of its practicality and cost savings.”*

This technique ensures your audience follows along, remains engaged, and fully absorbs your message. In short: it makes it clear and engaging.

Also, the next step and pillar in my presentation will naturally and logically follow from the previous grounding part. Bridging one pillar clearly to the next.

Example: So, if this is the best way ahead, how can we tackle it in the best manner and make sure we will integrate the approach in time?” “Let us have a look”

Other positive effects of this technique are:

1. It makes your presentation feel more like a conversation, instead of a list of facts.
2. It enhances audience interaction and connection.
3. It provides for a logical flow, making content easier to deliver and understand.

Where Presenters often Go Wrong: the pitfall

As many speakers only focus on **step 2 giving (explanation)** and neglect the essential steps of raising and grounding their points. This results in information that “floats” rather than lands. Without a clear start to engage and a firm conclusion to solidify the message, audiences tune out.

Although, this might seem straightforward, taking these 3 steps. A lot of presenters forget this since they are too entangled into their content and thereby lose overview. They merely heap information on information. Making it hard for the audience to properly place it. As a result, they tune out.

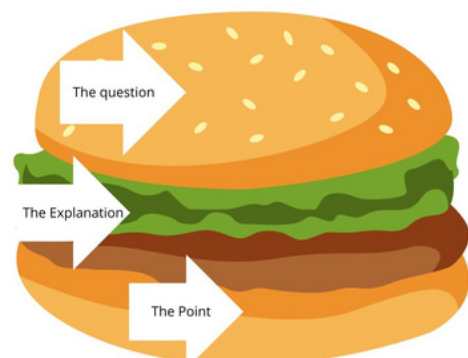
Engaging as a presenter yet not clear

This was exactly the case with Ruben. Although, he was an engaging speaker, his presentations lacked impact. He only explained his content, heaping information on information without properly introducing or concluding his points. The result?


The audience tuned out and could not recall his message.

This in practice means a lot of work and energy being spent and hardly a result.








Once he implemented the hamburger technique, his presentations became structured, clear, and impactful. Simply by applying this technique and giving the audience what they need.



Another example of what a Hamburger flow could look like.

	1st part middle part	2nd part middle part	3rd part middle part
Question & Structure	What are the benefits or direct clearing?	Sound all very nice, but what are the costs involved? Since, we have to set-up a whole new department.	Will the advantage and savings weigh up to the cost and work involved? Let us have a look.....
Explain	Explain	Explain	Explain.
Make the point....	So, it means 1) a big cost reduction, 2) unlimited capacity and 3) our whole company will profit.	In a nutshell , quite some costs and a lot to take care of, also from a legal point of view. So, the million-dollar question is.	What does this mean, it means that if we weigh everything in the balance, there is a small....

Without properly raising and grounding, you heap information on information and the flow is disturbed. Result: the story is lost, and the audience tunes out.

	1st part middle part	2nd part middle part	3rd part middle part
Question & Structure	What are the benefits or direct clearing? 	Sound all very nice, but what are the costs involved? Since, we have to set-up a whole new department. 	Will the advantage and savings weigh up to the cost and work involved? Let us have a look..... 
Explain	Explain	Explain	Explain.
Make the point....	So, it means 1) a big cost reduction, 2) unlimited capacity and 3) our whole company will profit. 	In a nutshell , quite some costs and a lot to take care of, also from a legal point of view. So, the million-dollar question is. 	What does this mean, it means that if we weigh everything in the balance, there is a small.... 

EXERCISE: the Hamburger Technique

Pillar 1 Middle part:

Which question are you going to answer?

-----?

Explanation.

What is the point you are making here?

Pillar 2 Middle part:

Which question are you going to answer?

-----?

Explanation.

What is the point you are making here?

Pillar 3 Middle part:

Which question are you going to answer?

-----?

Explanation.

What is the point you are making here?

**“THE AUDIENCE RECEIVES ALL THE STEPS
NEEDED TO REMAIN ENGAGED: THEY GET
TRIGGERED, THEY RECEIVE THE
INFORMATION, AND THE POINT IS BEING
MADE”.**

Is it hard for you to define what your team exactly needs, to upgrade their presentation skills? And you would like to put it against the light? [Look for more information on the 2-day training level 1+ “Presenting with Impact”.](#)



**“Pay
attention to
closure.
Ground it!”**

TIP 03: Give the audience what they need.

CREATE A GROUNDING CLOSURE

The ultimate you can achieve with a presentation is to make sure your message gets across. And closure plays an essential part in achieving this.



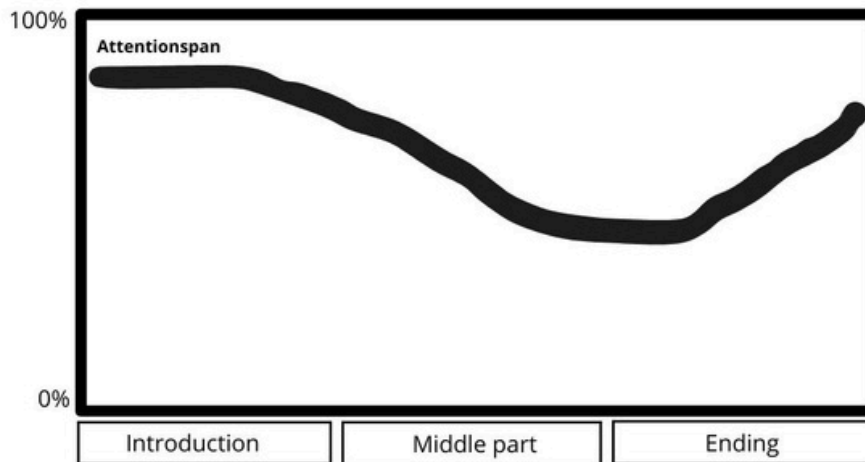
Compare it with nailing a nail (message) in a log of wood (mind of your audience). You start with a few big blows, so the nail finds its way in the wood. In short, you give them the WHAT, WHY and the HOW (the introduction).

Then you start giving little blows. You give the information, the argumentation to underpin your message, using the hamburger technique. If you now think you are already there, you are mistaken. You need the necessary space to ground your information. The nail is almost firmly anchored in the wood, but not just yet. It is still visible above the surface. You still need to complete the journey and drive the message home. So, give the final blows ;-). Only then will your message be well and truly anchored.

In other words, if you want your message to sink in and reside, you need to pay attention to a good closure and ground the previous information.

Remember that the attention is high at the end of your presentation.

TIP 03



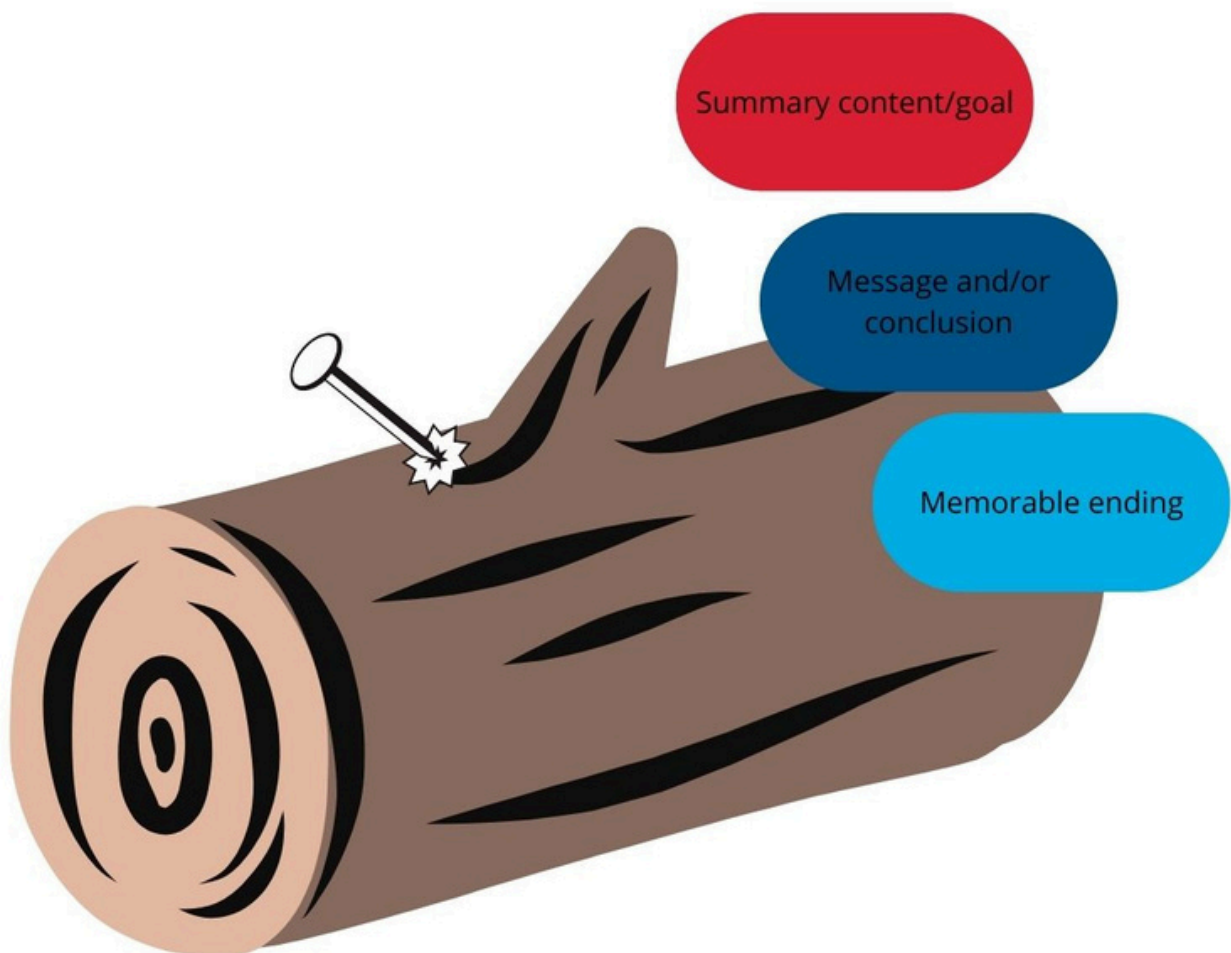
Also, these are the last words that your audience hears and that they will take with them. Therefore, you need to take the opportunity here to ground your information, use the power of repetition, so that you attain your presentation goals. Instead of, just ending with “that was it”.



So, how to create a good closure and give the audience what they need?

You do this well by including the following three elements.

- 1: A short summary of your content and goal.
- 2: Your message and/or conclusion.
- 3: When possible a memorable ending (a picture, quote, metaphor that directly underpins your message).



That seems simple enough. However, people often run into two recurring pitfalls. So, keep into account the following two challenges.



**“Include
your
message in
your
closure!”**

Challenge 1: is to keep your summary balanced. You do not want to start your presentation all over again, nor do you want to end with only “that was it”. Try to find a balance between both ends of the spectrum.

EXAMPLE:

“As we have seen, it is quite important to get your audience “on board” to be effective as a speaker. You want your audience to be in a place where they are really open to listen to what you are going to share. And as we have seen you need to answer 3 questions to achieve this: the what, the why and the how of your presentation.”

Challenge 2: do not forget to include your message.

Give your public the anchor or umbrella, where they can easily organize the content around. In this way you make it so much easier for your audience to retrieve the key content of your presentation and let the information sink in a level deeper.

In the case of the example above, my message could be:

- You need to know how to get your audience on board if you want to be effective as a speaker.
- Give the audience what they need and answer 3 questions in the introduction, so they will be on board.

Finally, to make it memorable I could end or start my ending with a metaphor.

EXAMPLE:

“So, remember to make “a slide” for your audience with answering the 3 questions, so that your audience will easily, comfortably and without any bumps slide towards the middle part of your presentation.”

EXERCISE: CREATE A GROUNDING CLOSURE

1: What is your core message?

2: Make a balanced summary of your presentation.

3: Can you make it memorable by adding an anecdote, picture, quote, soundbite or metaphor?

**“THE CIRCLE IS COMPLETED. YOU HAVE GIVEN
YOUR NAIL THE LAST BLOW. THE MESSAGE IS
FIRMLY ANCHORED IN YOUR AUDIENCE’S MIND AND
THEY WILL LEAVE YOUR PRESENTATION WITH YOUR
CORE MESSAGE.”**

PRACTISING

You are now on the right track. **You possess 3 practical tips to put the powerful principle: “give the audience what they need” in practice.**

If you learn to put these tips into practice, you will have grip and will stand out with your presentations. Your presentations will be super clear and engaging and you'll master your corporate presentations time and again.

Instead of forgetting to get your audience along from the start, heaping information on information in the middle part and forgetting to ground your information at the end.

A lot of work with no result.

Besides this you will also create bad experiences for yourself. Because believe me, it is no fun to present like that.

Noticing while speaking that your audience tunes out. You might feel inclined to retain your grip, by starting to speed up. Only to discover that that makes things worse. The presentation is slipping out of your hands....

Do you want help with putting the tips into practice and learn more about becoming an effective presenter? So, that you no longer need to endure these experiences? Or simply, develop yourself to become a pro?

Many students that follow a training after words tell me that experimenting, doing, applying, and getting concrete feedback is what makes the big difference.

You can understand the information on a rational level, but it is something different to experience, do it and reflect on it. **By going through the whole process (learning cycle), the pennies will start to drop.** Then real development and change will occur.

What can this mean?

Knowledge on how effective presenting works and applying it can quickly open doors for you and your company. As Jannita experienced.

“Since my presentation at the China summit in Beijing, a lot is happening business wise”. Jannita

Or it might happen, as William noticed, that you will be invited to speak more frequently at a conference, after a successful presentation. Which will increase and spread your expert status and that of your company.

Or, that you bring across your information in an almost effortless, easy manner, instead of hasty and tense, what used to be the case for manager Tilly.

“Research shows that being able to present yourself and your ideas is an important success factor; to boost your career, attain what you want, create opportunities or generate funds.”

Giving professionals the tools, so that they can successfully share their ideas, and knowledge is my personal passion and motivation. I will be happy to assist you with that.

[Find more information here.](#)



THERE IS MORE....

In this E-book you've learned, through 3 tips, to put the powerful principle “give the audience what they need” into practice. This is an enormous important concept to grasp and will make you and your colleagues more effective as presenters. However, there is more.



- Because, how to prepare your presentation in a strategical manner?
- How to use your PowerPoint in an optimal way?
- And what do you and your colleagues specifically need, to boost up your/their presentation skills? Since, there is no general recipe for strengthening personal presentation skills.

In the 2-day in company “Presentation Skills” training, you and your colleagues will, in small groups, apply and experience everything from A to Z.

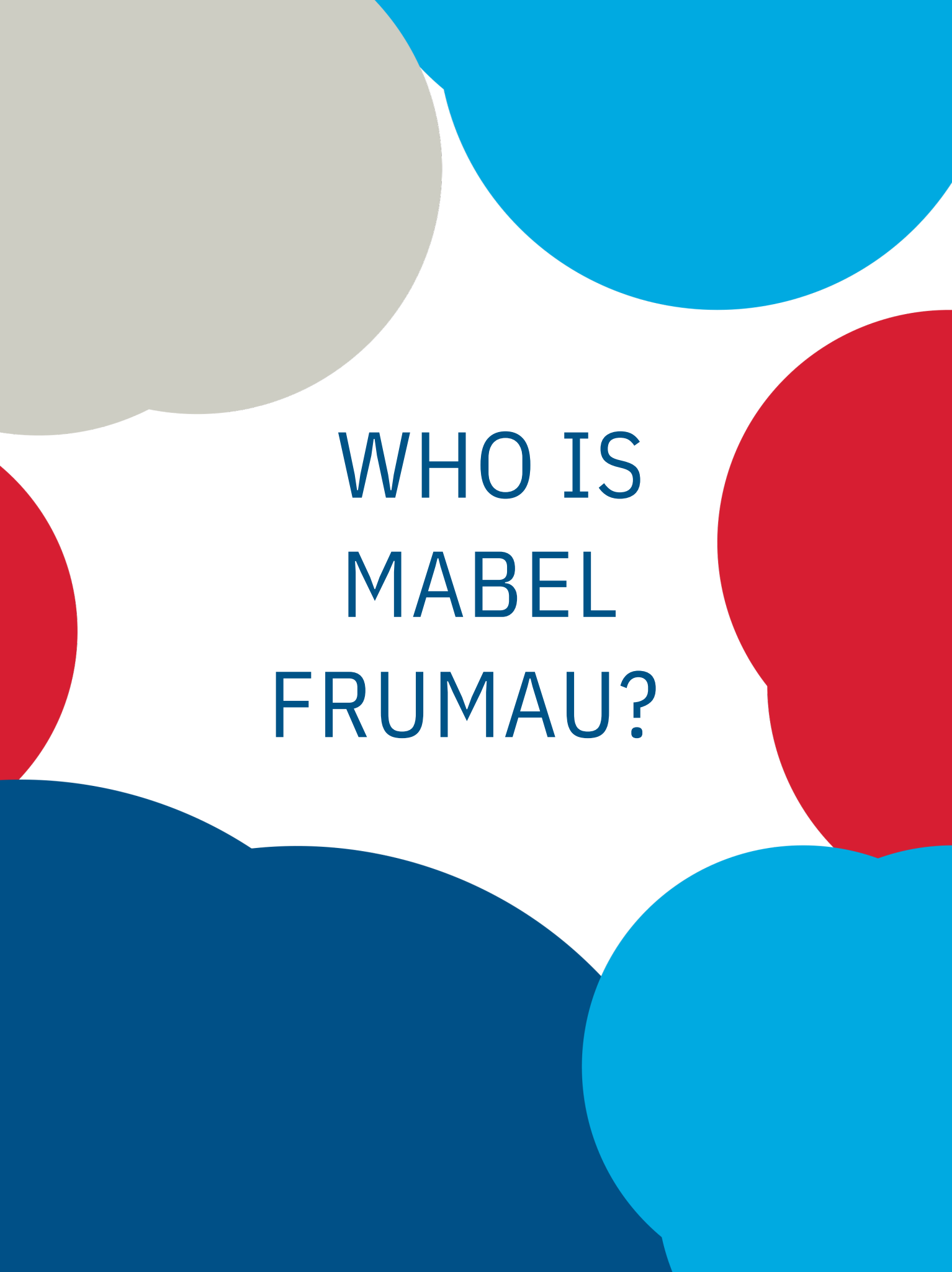
Everything you and your colleagues need to give professional presentations, based on 15 years of developing tools and tips that have proved their value.

By “learning by doing” and “group learning”, you will step by step develop yourselves, get more grip, grow stronger and gain confidence.

Participant evaluations repeatedly show that the training is also regarded as fun besides educational and strengthens team building.

[Learn more for in-company possibilities here.](#)

Want to have a conversation to explore the possibilities? No problem, send me a mail info@presentingwithimpact.nl and I will be happy to give you a call.



WHO IS
MABEL
FRUMAU?

WHO IS MABEL FRUMAU?



I help expats and Dutch professionals, who work in an international environment to present effectively and with pleasure.



Believe it or not, I used to be quite shy and timid when I was young. Speaking in front of a group filled me with anxiety, and I admired those who could do it effortlessly. Deep down, I had a longing to one day crack this mystery myself. A lot has happened since then ;-). But one thing I know for sure: you don't have to be an extrovert to be a great speaker.

For years, I worked at an American software company, delivering presentations, training sessions, and workshops across Europe. Through this, I learned how to connect with international audiences and bring my message across effectively.

But my journey started much earlier—working as a tour guide on a canal boat during my studies. Navigating Amsterdam's canals while keeping a boat full of people engaged was an invaluable training ground for handling groups and building confidence.

The lessons that I learned over the years:

- **Presenting with impact** is not about working hard, putting your whole weight into it, or talking loudly. It is about being really present when you present.
- **Preparation is power:** not overpreparing, nor underpreparing. But creating a firm foundation for yourself on which you can flexibly move.
- **Connect with your audience:** put yourself in your audience footsteps and connecting with them is key.

Besides the above, I studied for a year at Wittenberg University in the United States, completed an internship in Strasbourg, and earned my bachelor's and master's in European Studies at the University of Amsterdam. A deep dive into a one-year "Train the Trainer" education taught me how to teach skills effectively—not just from experience, but through structured, proven methods.

Although I live in the heart of Amsterdam, I am an outdoor person. You'll often find me running in the Kennemerduines near the sea or supping and swimming in the city's waters, all year round.

So, if you ever feel that public speaking isn't for you—think again. Mastering presentations is about proper training, knowledge and connection.

I look forward to meeting you!

Kind regards, *Mabel*

Do you have questions? Do not hesitate and contact me. I would be happy to hear from you.

info@presentingwithimpact.nl
www.presentingwithimpact.nl

ABOUT PRESENTING WITH IMPACT

Specialized in Presentation Skills training for more than 15 years.

I provide these trainings in all shapes and sizes:

- **In-company training.** (1 or 2 days).
- **One to one presentation coaching.** (1 day or trajectory)
- **Open training.** (1 day).
- **Program.** (3 months trajectory)
- **Online training.**
- **Presentation skills training for universities.**

Presenting with Impact also has a **YouTube channel** where every month a new video, full of presentation tips, arrives.

06-245.97.282 www.presentingwithimpact.nl
info@presentingwithimpact.nl kvk: 34273155

H. Houttuinen 451 1013 GM Amsterdam

Do you know any people for whom this E-book could be useful? You may send them this E-book or direct them to www.presentingwithimpact.nl.

To more grip, impact and presenting pleasure!



Presentation coaching and training (ENG/NL)



A4 Checklist for:

AN EFFECTIVE PRESENTATION THAT GIVES THE AUDIENCE WHAT THEY NEED

Create a good start

Did I include a clear WHAT, WHY and HOW of the presentation in my introduction? To get the audience on board?

WHAT: specific, concrete and concise.

WHY: specific, concrete and concise.

HOW: concise and preferably in the form of questions.

Create a clear and engaging middle

RAISE GIVE AND GROUND

Do I use the Hamburger Technique in each of my arguments to meet audience needs and make sure the information sinks in?

Which question am I going to answer? RAISE

Explanation. GIVE

Making the point. GROUND

Create a grounding closure

Does my closure include a summary that is balanced?

Do I take the opportunity to anchor my message?

Summary:

Goal/Content

Message and/or Conclusion

End memorably (metaphor, picture or quote)