

Looking for an approach to open your presentation? Consider the icebreakers described below. Whichever opener you choose, make it relevant to your topic as well as *attention-getting*.

Anecdote or personal story.

One of the most successful ways to open a presentation is to share an anecdote or personal story that is relevant to your core message. Tell your own story; share your observations... appropriate self-disclosure creates a bond with your audience.

Analogy.

An analogy is a comparison between two apparently unrelated items. A well-developed analogy simplifies what could be an obscure topic or complicated story line. The simpler and clearer the analogy, the better.

Question.

Asking a rhetorical question or directing a question to your audience is an excellent way to open a presentation. A well-chosen, relevant question can involve the audience and get them thinking about how the message applies to them.

Quotation.

Sharing a quote that is relevant to your message, can instantly unite and focus your audience. The quote doesn't have to be from an icon, like Jeff Bezos, Sheryl Sandberg, or Tim Cook. The source can be a colleague, something you read or better yet, an endorsement about you, your company or your company's products or services.

Current event.

Use a current event that has everyone's attention, to introduce your message.

Review / Preview.

Think of this approach as "That was then; this is now". This type of attention-getting opener allows you to contrast the way something used to work and the way it operates today while at the same time helps establish the structure of your presentation.

Startling Statement.

Sharing a simple, striking statement or a little-known fact that is relevant to the core message of your presentation can grab the attention of your audience. The more unusual or surprising, the better. This approach can trigger a range of audience emotions that makes them want to know more.