



Presentation Tips

RULE OF 3

Psychologists have demonstrated that human beings like and can digest 3's. Less is binary and simplistic, more is too complex.

They are used in religion...

1. "Father, Son and Holy Spirit"
2. "Faith, Hope and Charity"
3. A devout Muslim tries to make a pilgrimage to all three holy cities in Islam: Mecca, Medina, and Jerusalem
4. 3 Greek gods: Zeus~ Poseidon~ Hades (Heaven~ Earth~ Underworld)
5. 3 Roman gods: Jupiter~ Neptune~ Pluto (Heaven~ Earth~ Underworld)
6. 3 ancient Egypt central religious figures: Horus~ Isis~ Osiris
7. 3 wise men

... in Public Safety

1. "Stop, Look and Listen"

... and in the film industry

1. "The good, the bad and the ugly"
2. "Sex, lies and videotape"

...and in politics

1. 1.liberty equality and fraternity

2. *"Life, liberty, and the pursuit of happiness"*
- the American Declaration of Independence
3. *Government of the people, by the people, for the people*
"- the Gettysburg Address
4. *"There are three kinds of lies: lies, damned lies, and statistics"*
- Benjamin Disraeli

Good speeches are peppered with lists with three items

- *"Veni, vidi, vici"* (I came, I saw, I conquered) - **Julius Caesar**:
- **Friends, Romans, Countrymen** - **William Shakespeare in Julius Caesar**
- **"Blood, sweat and tears"** - **General Patton**
- **Our priorities are "Education, Education, Education"** - **Tony Blair**
- *"Never before in the field of human conflict was so much owed by so many, to so few"* - **Sir Winston Churchill**
- *"There are three principal ways to lose money: wine, women, and engineers. While the first two are more pleasant, the third is by far the more certain."* **Baron Rothschild**
- *"Unwept, unhonored, unsung"* - **Sir Walter Scott**
- *"Duty - Honor - Country. Those three hallowed words reverently dictate what you ought to be, what you can be, and what you will be"* - **Gen. Douglas MacArthur**
- *"The rule is: jam tomorrow, and jam yesterday, but never jam today"* - **Lewis Carroll. Through the Looking Glass**
- *"This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning"*
- **Sir Winston Churchill**

Putting it simply if you want your message to be remembered; use threes!

1. 3 key points?
2. 3 sections?
3. Sound bites with 3 key words?

To find out how Archimedes Consulting can help you prepare to for excellent presentations coaching individuals or small groups contact enquires@archimedesconsulting.co.uk or 01727 850668