

# Presentation Dynamics — Episode 1 Companion Guide

## THE EVOLUTION OF SALES PRESENTATIONS

*From Flip Charts to Neural Persuasion*



# PRESENTATION DYNAMICS

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## EPISODE 1

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MiltyMedia

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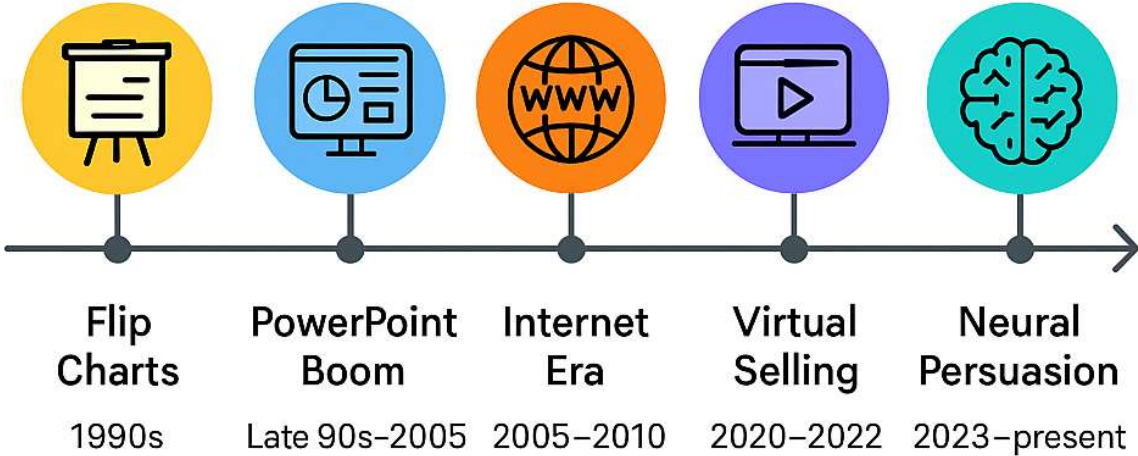
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## **SECTION 1 — INTRODUCTION**

### **Welcome to the Episode 1 companion guide!**

This PDF distills everything covered in the podcast into a structured, visual, and actionable format. Use it as a reference, a training tool, or a framework to evaluate where your own presentation style sits on the evolution timeline.

**SECTION 2 — THE EVOLUTION TIMELINE**



## **TEXT VERSION OF THE TIMELINE**

### **1990s — Flip Chart Era (Analog Age)**

Slow, structured, deliberate. Presenters owned the room and attention was high.

### **1998–2005 — PowerPoint Explosion**

Everyone became a designer, for better or worse. Overloaded slides became the norm.

### **2005–2010 — Internet Era**

Distraction skyrocketed. Attention splintered. Presentations needed speed + clarity.

### **2010–2020 — Demo Culture Dominance**

Software demos took over. Feature overload created cognitive overload.

### **2020–2022 — Virtual Shift**

COVID forced instant adaptation. Presenters lost body-language advantages. Engagement methods evolved.

### **2023–Present — Neural Persuasion**

Cognitive science becomes the foundation of effective selling.

## **SECTION 3 — ERA BREAKDOWNS**

### **Era 1: The Analog Age**

- Flip charts, transparencies, overhead projectors
- Slower pace = higher retention
- Buyers gave undivided attention
- Presenters prepared with intention

### **Era 2: PowerPoint Boom**

- Clip art, animations, slide overload
- Style overtook substance
- Illusion of competence: “Good slides = good presentation”
- Pacing increased, comprehension decreased

### **Era 3: Internet Era**

- First major attention crisis
- Emails, smartphones, and constant pings
- Information density forced presenters to simplify
- Storytelling regained power

### **Era 4: Demo Culture**

- Everything became a “demo”
- Complex software workflows overwhelmed buyers
- Feature tours replaced thoughtful narratives
- Memory and decision quality suffered

### **Era 5: Virtual Selling**

- Complete disruption of traditional communication
- No more physical presence or energy
- Buyers multitasking constantly
- Engagement became essential

## **Era 6: Neural Persuasion**

- Attention science, memory science, and emotional triggers dominate
- The Cognitive Demo emerges
- Presenters must now design with the brain in mind

## **SECTION 4 — 10 RULES FOR MODERN PRESENTERS**

- 1. Attention is earned every 4 minutes.**
- 2. Slides support you — they are not the message.**
- 3. Memory peaks at the beginning and the end.**
- 4. Emotion guides attention.**
- 5. Cognitive load determines retention.**
- 6. Stories beat explanations.**
- 7. Relevance must be immediate.**
- 8. Demos must be chunked, not streamed.**
- 9. Virtual requires more vocal variety.**
- 10. Always design for the brain, not the product.**

## **SECTION 5 — WORKSHEETS**

### **Worksheet 1 — Your Presentation Evolution**

#### **Questions:**

1. Which era does your current style resemble?
2. Which habits from your early career still influence you?
3. What has changed most about your audience over time?
4. What part of your presentation would overwhelm a 1990s buyer?
5. What part of your presentation bores a 2024 buyer?

## Worksheet 2 — Buyer Attention Audit

Rate yourself 1–5:

- My opening grabs attention
- I reduce cognitive load
- I use story intentionally
- My visuals simplify, not overwhelm
- I reset attention every few minutes
- I pace intentionally
- My closing is memorable and actionable

### Worksheet 3 — Modern Demo Checklist

- Clear narrative
- Three high-impact chunks
- No feature dumping
- Story example included
- Emotional benefit stated
- Clean visuals
- Interaction moment
- Memorable close
- Ask: “What will they remember tomorrow?”

## SECTION 6 — KEY TAKEAWAYS

- Presentations have evolved faster than presenter skillsets.
- Attention, psychology, and memory now dominate persuasion.
- Modern presentations must be brain-aligned.
- Story + structure + simplicity = winning formula.
- Neural persuasion is not the future — it's the present.

## **SECTION 7 — ABOUT THE AUTHOR**

Jeff Mildon — software demo expert, author of *The Cognitive Demo*, creator of *Presentation Dynamics*.

Jeff Mildon is an author, artist and seasoned presenter. Drawing upon three decades of expertise in software sales and training, Jeff Mildon possesses a wealth of experience, with well over 10,000 presentations performed. His extensive background encompasses the skillful development and delivery of sales presentations and product demonstrations, coupled with a talent for coaching others to achieve remarkable success rates. A seasoned speaker, Jeff is a frequent participant in industry trade show events and has contributed articles to various blogs, trade journals, and magazines.

Having debuted his inaugural book in 2013, Jeff shared his expertise and insights on public speaking and presentations. Jeff released his second book in 2020, followed by four books in 2024 and his first science fiction novel in 2025.

Outside of writing, Jeff builds elaborate Halloween and Christmas yard displays, designs cosplay costumes, and creates original artwork across a variety of media. His creative process is fueled by curiosity and a desire for exploration.