

April 2026

Dear Friends,

## Why Most Presentations Fail (And How to Fix Yours)

Happy Easter — I hope you're doing well.

This month I've been thinking about presentations. Not just slides and structure, but what actually *lands*.

Strong arguments alone aren't enough. Pure emotion without substance fades quickly. The real impact comes from winning both **hearts and minds**.

So before building any presentation, I'm trying to start with a simple question:  
**What is the goal — and what do I want people to do differently afterwards?**

Because "interesting" is nice... but *action* is better.

I'm currently preparing a talk on AI for a small conference in Scotland.

My first step isn't slides — it's the audience:

- What do they need to know?
- What would they like to know?
- And how can I make this genuinely useful for them?

It's easy to focus on numbers — attendance, scale, visibility. But even if only a handful of people show up, the impact can still be meaningful.

Rushed preparation happens — but it's not ideal.

Credibility takes time to build... and seconds to lose.

So whether it's a small session or a packed room, the responsibility is the same.

Ten people. One hour. That's ten hours of human attention — a full working day. A worthwhile investment... if you respect it.

For this talk, I'm focusing on **three key ideas** — things people might actually do differently afterwards.

I'll weave them throughout, not just list them once.

## YouTube Video of the Month



A useful concept I've been exploring:

**Three types of failure — Basic, Complex, and Intelligent.**

The aim? Move towards *intelligent failures* — controlled, low-risk experiments that help you progress.

More videos on this coming soon.

## X of the Month



A great video shared by [@Jaynit](#) on what makes a memorable talk — particularly the reminder not to end with a blank “Thank You” slide.

That final slide might stay on screen for a long time during discussion... so make it count.

## Website of the Month

<https://www.opensourcealternative.to>

*Discover free, privacy-respecting alternatives to popular software tools.*

A directory of free, privacy-friendly alternatives to popular software.

I’ve only had a brief look so far, but it’s promising — especially if you’re interested in open-source tools (software where the code is freely available and can be modified).

Some of the social platforms are early-stage, but that’s part of the appeal.

If you try anything from it, I’d be curious to hear what you discover — send me a message and let me know what you found useful.

## One Final Thought

Show up as yourself.

Focus on what matters.

And aim to leave people with something that sticks.

If you found this useful, feel free to share it with someone who might enjoy it.

Have a great month,

Chris

