



# Dynamic and Effective Presentations Dallas IIA

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November 5, 2009

# Introduction

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- Presenting is an art not a science but...
  - We can improve our chances for success through preparation and leveraging successful practices
- Every interaction is an opportunity to present and have an IMPACT on the people around you
  - Your brand / reputation
  - People's impressions
  - The value that you deliver
    - Each person has unique gifts and value to offer
    - People are genuinely interested in sharing / learning when a message is effective
  - Be there<sup>1</sup>
  - Have fun / energy<sup>1</sup>
  - Choose your attitude<sup>1</sup>
  - Make “their” day<sup>1</sup>

<sup>1</sup>Fish Video : Catch the Energy

# Overview

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- Elements of effective presentations
- Understanding your audience
- Connecting with / and engaging participants
- Leveraging multi media, visuals and hooks
- Voice, body language and movement
- Articulating key points to resonate
- Secret Power – Secret Passion
- Techniques for overcoming fear

# Elements of Effective Presentations

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- Tell the audience what you are going to say
  - State the purpose, objectives, intent, value of the presentation
- Say it
  - Deliver
- Summarize what you've said
  - Key takeaways / highest value points

# Elements of Effective Presentations

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## Materials

- The average presenter needs 2-3 minutes per slide
- Slides should be organized
  - Logic to order
  - Building themes
  - Key take away placement
- Provide key points
- Self explanatory for reference
- Limit detail
- Format should be easy to read
  - Limit font variation, color, graphics
- Proof read

# Understanding your Audience

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## Foundation for communication

- Diverse people, diverse style, diverse expectations
- Flexibility – one size does not fit all
- Openness – to different perspectives
- Curiosity – to learn from your audience
- Respect – acknowledge and value participant input



# Understanding your Audience cont.

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## Culture

- Seek advice from people familiar with the organization
  - Formal or casual
  - Interactive
  - Assertive or Passive
  - Chain of command or team oriented
  - Instructional
  - Education
  - Organization DNA - acronyms
- Align presentation with cultural norm

# Understanding your Audience cont.

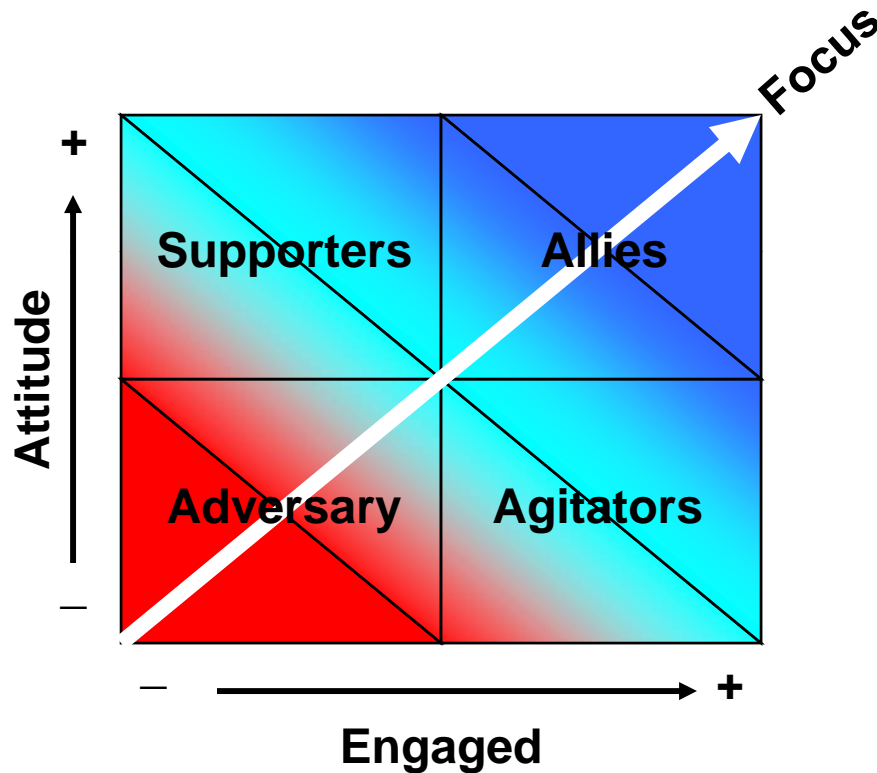
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## Stakeholders

- Status within the organization
- Politics
- Temperament
- Technical orientation
- Communication preference
- Style (dress / couture)
- Expectations

# Understanding your Audience cont.

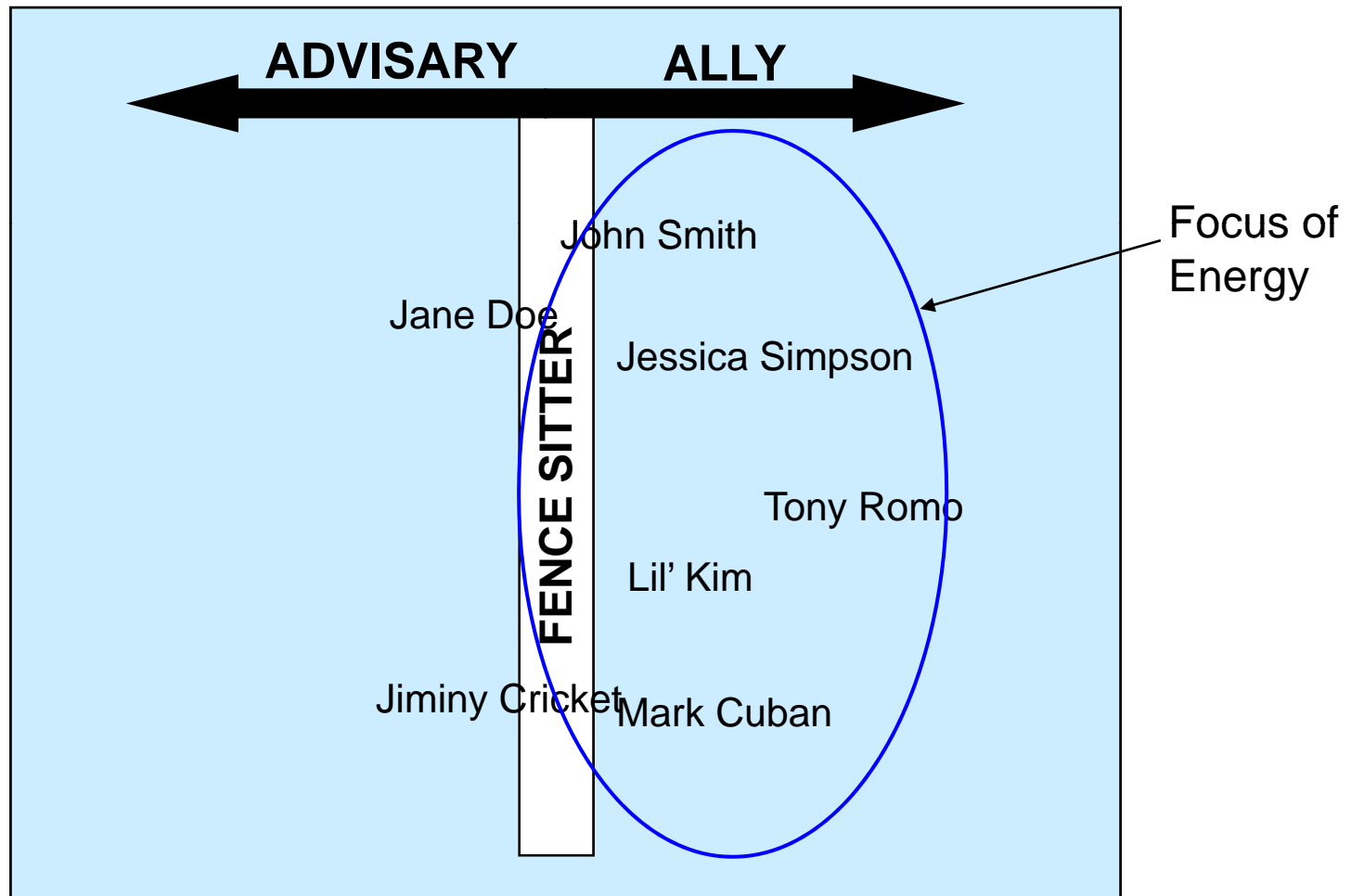
## Stakeholders - Participant Grid



- Allies**      Seek regular participation and leverage to engage other audience members
- Supporters**      Engage and ensure expectations are addressed
- Agitators**      Limit input but seek common agreement
- Adversary**      Avoid input

# Understanding your Audience cont.

## Stakeholders - Force Field Analysis



# Understanding your Audience cont.

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## Stakeholders - Unwanted Visitors

- Generalissimo - dominates
- Hurt Puppy – sensitive to criticism
- Interrupter – interrupts other people
- Repeater, Repeater – repeats ideas missed the first time
- Storyteller – takes time away from discussion to share anecdotes
- Rambler – tells stories with a convoluted message
- Wallflower – limited participation, does not engage in discussion
- Side-talker – has side conversations while the speaker is presenting
- Cowardly Lion – afraid to take risks and engage in discussion



# Understanding your Audience cont.

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## Venue

- Office
- Conference room
- Auditorium
- Stage / Arena

# Connecting and Engaging Participants

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- Your personality and audience's too
- Emotional connection
- Mirroring your audience
- Appropriate humor
  - Relate to profession, subject matter
    - What do you call an auditor who is seen talking to someone?  
-Popular
  - Clean puns can be sophisticated and thought provoking
    - An auditor for a restaurant must make sure the books are not cooked
  - Lightens the mood and relaxes the audience

# Connecting and Engaging Participants

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- **Big Bang Effect**

- Immediate, intense engagement
- Clever story telling
- Lighting manipulation, voice, visuals
- Audience participation
  - Audience stands until individuals instructed to sit
  - Round robin introductions



- **Crescendo Effect**

- Build intensity throughout a presentation
- Exceed audience initial expectations

# Leveraging multi media, visuals and hooks

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- Visual aids should enhance the audience experience
  - Video clips from recent news, events, etc
  - Charts and graphs instead of data tables –
    - “A data table is a graph waiting to happen”
  - Music
  - Artifacts
  - Lighting

# Voice, Body Language and Movement

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## Voice

- Passion / Energy
- Clarity
- Confidence and strength
- Volume
  - Use aids such as remote microphone if necessary
- Intonation
  - Lower / higher pitches for emphases of key points
  - Avoid being monotone – don't put your audience to sleep

# Voice, Body Language and Movement

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## Body language

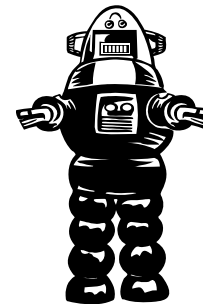
- Open arms / hands
  - Avoid crossing arms, placing hands in pockets
- Eye contact
  - Directed
    - Speak to people not the wall
  - Distributed
    - Avoid looking at only one person
  - Determined
    - Level of passion and intensity
- Face the audience
  - Minimize back to the audience

# Voice, Body Language and Movement

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## Movement

- Movement should be appropriate to the event
  - Conservative movement for formal, seated meetings
  - More substantial movement when presenting standing presentations
    - Arms, hands
    - Walking the stage
    - Strolling the audience
- Speak to the whole room
- Be authentic and natural
  - Don't force movement – the audience will notice!



# Articulating Key Points to Resonate

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- Simple powerful words and vivid language
- Message in bites
  - Speak in takeaways
  - Phrases that have impact and stand alone – quotes
  - Themes
  - Avoid excessive detail – the long winding road to a rat's nest
- Clarity
  - Well constructed expressions
  - Minimize jargon
- Repeat / Rephrase
  - Repeat the point and rephrase if necessary to cement

# Secret Power – Secret Passion (SP)<sup>2</sup>

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- What are you secretly passionate about? What motivates you in life?
  - Nature / environment
  - Family
  - Music
  - Spirituality / faith
  - Investing
  - Real estate
  - People
  - Research / academics
  - Travel
  - Volunteer / charity work



# Secret Power – Secret Passion (SP)<sup>2</sup>

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- Apply the energy from your (SP)<sup>2</sup> to your presentation
  - “Get in the zone”
  - Sports players
- Weave stories from your (SP)<sup>2</sup> into your presentation
  - Personalize the discussion
  - Make a connection
  - Gain buy in
  - Convey passion
  - Make presentations more interesting, tangible and relatable

# Techniques for Overcoming Fear

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- Practice, practice, practice!
  - Coworkers, family, friends, pets, anyone willing to listen!
  - Understand timing
    - High and low estimates for completion
  - Record your presentation and review
  - Anticipate potential questions and prepare answers
  - Malcom Gladwell, The Outliers
    - 10,000 hours to develop expertise in an area
- Preview the venue, facility, conference room, etc
  - Become familiar with layout, your expected positioning, movement within the room, lighting, capabilities
  - Arrive early for set up



# Techniques for Overcoming Fear

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- Be a super hero - wear your power suit
- Acting / performance – “play a part”
  - Step out of your day to day image
  - Play a character and free yourself
- Observe presenters and seek opportunities to practice
  - Improv clubs, repertory theater, debate clubs, campaigns
  - Toast Masters
- Own the room
  - Ego
  - This is your presentation, you are the expert, you own the room
    - Moving around can relieve nervous energy and self consciousness
    - Engage the audience – assert control



# Techniques for Overcoming Fear

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- Network before you present
  - Introduce yourself to individual audience members
    - Humanize
    - Build audience rapport and buy in
    - Personal warm up
  - Find friendly faces for focus
- Mentally prepare
  - Meditate / breath deep
  - Take a walk before delivery
  - Listen to a favorite song to relax or draw energy
  - Visualize your success and value



# Techniques for Overcoming Fear

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- Plant a friend / cheerleader
  - Plan in advance to have a supportive colleague/s in the audience
  - Collaborate on cues for support
    - Questions to initiate audience discussion
    - Input to redirect challenging questions
    - Visual signs of reassurance
  - Avoid over watering!
- Use cheat sheets / index cards for cues



# Q&A

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