Introduction

- 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
  - Have fun / energy
  - Choose your attitude
  - Make “their” day

¹Fish Video: Catch the Energy
Overview

• 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

• 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

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

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.

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.

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

Chart:
- Allies
- Supporters
- Adversary
- Agitators

Axes:
- Focus
- Attitude
- Engaged

Legend:
+ Positive
- Negative
Understanding your Audience cont.

Stakeholders - Force Field Analysis

- John Smith
- Jessica Simpson
- Tony Romo
- Lil’ Kim
- Mark Cuban

Focus of Energy

ADVISARY

ALLY

FENCE SITTER
Understanding your Audience cont.

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.

Venue

• Office
• Conference room
• Auditorium
• Stage / Arena
Connecting and Engaging Participants

• 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

• 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 multimedia, visuals and hooks

- 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

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

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
• Face the audience
  – Minimize back to the audience
Voice, Body Language and Movement

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

- 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)²

• 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)^2

• Apply the energy from your (SP)^2 to your presentation
  – “Get in the zone”
  – Sports players

• Weave stories from your (SP)^2 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

- 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

• 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

• 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

• 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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