

Powerful Presentations
Win your audience in 5 easy steps



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#WORDSOFWISDOM

"TRANSFORMATION IS
NOT AN EVENT, IT'S
CUMULATIVE. IT
REQUIRES CONSTANT
EFFORT"

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Fastest Growing Soft Skills in 2020

1. Growth Mindset
2. Creativity
3. Focus Mastery
4. Innovation
- 5. Communication Skills**
- 6. Storytelling**
7. Culture Awareness
8. Critical Thinking
9. Leadership
10. Emotional Intelligence

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#RealLife

- o 86% of corporate executives, employees and educators say that ineffective communications is a big reason for failures in the workplace. (Source: [Salesforce](#).)
- o A business with 100 employees spends an average downtime of 17 hours a week clarifying communication, translating to an annual cost of \$528,443. (Source: [Siemens](#))
- o Fill in the blank: _____ (Source: Procurement Professional)

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Presentation Obstacles

- Technical Issues
- Reading the script
- No rehearsal
- Meeting room: Too big, too small, hot, cold
- Rhetorical situation – game on, disaster, bad news, good news
- Not feeling well
- Delivery issues: pace, physical movement
- Public Speaking Anxiety – Stage Fright

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I have stage fright.



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The m/c method

Transform the way you communicate and leave your audience wanting more!

1

PEOPLE
Define your audience

2

PREPARATION
Identify your message

3

PRACTICE
Determine your rehearsal process

4

PRESENCE
Being in the moment

5

PERCEPTION
Respond to feedback

Your message is important to share with the world!

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People



“
It's not about you. It's about your audience.”

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Get to know your audience.

- 1 How many people are in the audience?
- 2 Who are they?
- 3 Is this a paying, captive, or volunteer audience?
- 4 How can you solve their problem?
- 5 What do you want them to do?
- 6 What is their level of experience?
- 7 How might they resist?



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Preparation



“Take your time to prepare. If you wing it, your audience may fly the coop.”

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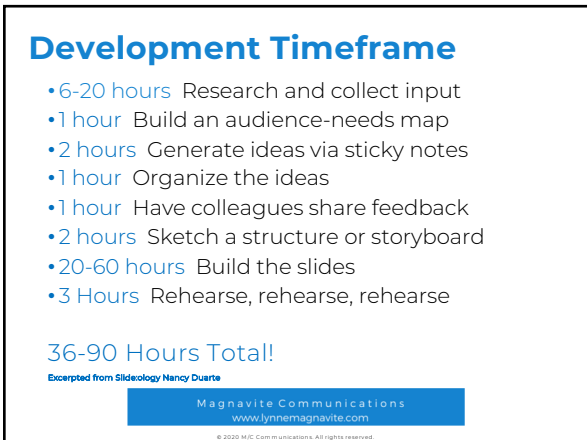


Development Timeframe

- 6-20 hours Research and collect input
- 1 hour Build an audience-needs map
- 2 hours Generate ideas via sticky notes
- 1 hour Organize the ideas
- 1 hour Have colleagues share feedback
- 2 hours Sketch a structure or storyboard
- 20-60 hours Build the slides
- 3 Hours Rehearse, rehearse, rehearse

36-90 Hours Total!

Excerpted from Slideology Nancy Duarte



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Practice



“
Try 90/10 preparation. 90% planning, 10% in-the-moment engagement.

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Rehearsal Tips

- Read the script – remember to read it with the audience in mind.
- Put it down and tell us in your own words
- Identify the main goal
- What are the points that will help reinforce the main goal.
- What is the buy-in for the audience?
- Write your own personal opening
- Work on delivery: vocal, body

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Presence

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PUBLIC SPEAKING ISN'T ABOUT PERFECTION, IT'S ABOUT CONNECTION.

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The Methods of Learning

The more you ask the audience to do, the more they retain.

<p>Doing/Experiencing Case studies, simulations</p>			<p>80%</p>
<p>Discussing/Doing Activities, group discussion</p>			<p>60-75%</p>
<p>Reading/Repeating Reading the PPT slides</p>			<p>25-30%</p>
<p>Hearing Lecture</p>			<p>20%</p>

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Perception

“

AUDIENCES RESPOND TO VULNERABILITY. DON'T BE AFRAID TO BE YOU!

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Activity!

Select only **one** of the topics below and discuss for **30** seconds.

1. What did you have for breakfast this morning?
2. Describe an interesting or unusual feature of the town in which you grew up.
3. Where would you like to go on a trip if you could go anywhere?
4. Describe your favorite season and what you like about it.

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At a minimum, do this...

- Know your audience
- Know your message
- Clear Objective
- Buy In (WIIFM)
- Engaging Open/Strong Close
- Make it your own (insert your personality)
- Include visuals as necessary to enhance your communication
- Rehearse!!

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#WORDSOFWISDOM

"PEOPLE DON'T BUY
GOODS & SERVICES,
THEY BUY
RELATIONSHIPS,
STORIES AND MAGIC."
-SETH GODIN

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