



Crafting & Delivering Compelling Messages

How to Present Successfully

Meet Your Facilitator



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- Over 45 years of experience designing and facilitating training programs for executive, managerial, and administrative professionals
- Worked with over 300 organizations in US and internationally
- Master's degree in education, certified in Myers-Briggs Type Indicator (MBTI®)


Chat Activity: What Makes You Go WOW?

Type your responses in the chat box:

- Who is the most memorable speaker you've ever heard?
- What is it about this person that makes them so outstanding?



To Give Great Presentations with Confidence, It Takes... The Two P's



P

Preparation



P

Practice

For a Great Delivery, You Need the 3 S's



**Steak
Sizzle
Style!**

Delivery: The 4 Most Important Things



Be enthusiastic



Be interesting



Be knowledgeable



Be yourself

What Do Presenters Do That Drives You Crazy?



The 10 Terrible Turn-offs

1. Monotone voice
2. Reading
3. Being boring, uninteresting
4. Verbal graffiti (ah, um, you know, right?)
5. Lack of preparation: being unorganized, rambling, side-tracked
6. Nervous habits: fidgeting, swaying, annoying body language
7. Speaking too long, going overtime
8. Death by PowerPoint: too many slides, too much on the slides
9. Not making eye contact
10. Not relating to the audience: no audience involvement, not tuned in to the audience's needs

But What If I'm Anxious?



The Magic Formula

$$\begin{aligned}
 r : \rho \left(\frac{\partial u_r}{\partial t} + u_r \frac{\partial u_r}{\partial r} + \frac{u_\phi}{r} \frac{\partial u_r}{\partial \phi} + u_z \frac{\partial u_r}{\partial z} - \frac{u_\phi^2}{r} \right) = \\
 - \frac{\partial p}{\partial r} + \mu \left[\frac{1}{r} \frac{\partial}{\partial r} \left(r \frac{\partial u_r}{\partial r} \right) + \frac{1}{r^2} \frac{\partial^2 u_r}{\partial \phi^2} + \frac{\partial^2 u_r}{\partial z^2} - \frac{u_r}{r^2} - \frac{2}{r^2} \frac{\partial u_\phi}{\partial \phi} \right] + \rho g_r \\
 \phi : \rho \left(\frac{\partial u_\phi}{\partial t} + u_r \frac{\partial u_\phi}{\partial r} + \frac{u_\phi}{r} \frac{\partial u_\phi}{\partial \phi} + u_z \frac{\partial u_\phi}{\partial z} + \frac{u_r u_\phi}{r} \right) = \\
 - \frac{1}{r} \frac{\partial p}{\partial \phi} + \mu \left[\frac{1}{r} \frac{\partial}{\partial r} \left(r \frac{\partial u_\phi}{\partial r} \right) + \frac{1}{r^2} \frac{\partial^2 u_\phi}{\partial \phi^2} + \frac{\partial^2 u_\phi}{\partial z^2} + \frac{2}{r^2} \frac{\partial u_r}{\partial \phi} - \frac{u_\phi}{r^2} \right] + \rho g_\phi \\
 z : \rho \left(\frac{\partial u_z}{\partial t} + u_r \frac{\partial u_z}{\partial r} + \frac{u_\phi}{r} \frac{\partial u_z}{\partial \phi} + u_z \frac{\partial u_z}{\partial z} \right) = \\
 - \frac{\partial p}{\partial z} + \mu \left[\frac{1}{r} \frac{\partial}{\partial r} \left(r \frac{\partial u_z}{\partial r} \right) + \frac{1}{r^2} \frac{\partial^2 u_z}{\partial \phi^2} + \frac{\partial^2 u_z}{\partial z^2} \right] + \rho g_z
 \end{aligned}$$

E+R=O

Anxiety Is Natural!



Effective ways to deal with anxiety include:

- Using the two P's: preparation and practice
- Thinking positive thoughts
- Deep breathing and relaxation exercises
- Visualizing success
- Focusing on the audience

The Drill for Preparation

1. Determine your purpose (mission)
2. Analyze your audience
3. Identify 3 key points (or less)
4. Match the message to the audience
5. Structure your content
 - Open
 - Body
 - Close
6. Prepare for questions/objections



Begin with the End in Mind: What Is Your Mission?

At the end of my presentation:

I want the audience to _____.



The Drill Step 1: Determine Your Mission/Purpose



- Why am I giving this presentation?
- What do I want to happen as a result of the presentation?
- What outcome do I want to achieve?
- What is the importance of the topic to the audience?

The Drill Step 2: Analyze Your Audience



The Drill Step 3: Identify 3 Key Points



- **Based on your purpose**
- **Based on your audience analysis**
- **Support with evidence, examples, stories, analogies**

The Drill Step 4: Remember to Tell Your Audience: WIIFY

Make

Make the connection with your audience.

How will your topic affect their everyday lives?

Tell

Tell the audience upfront the benefit to them.

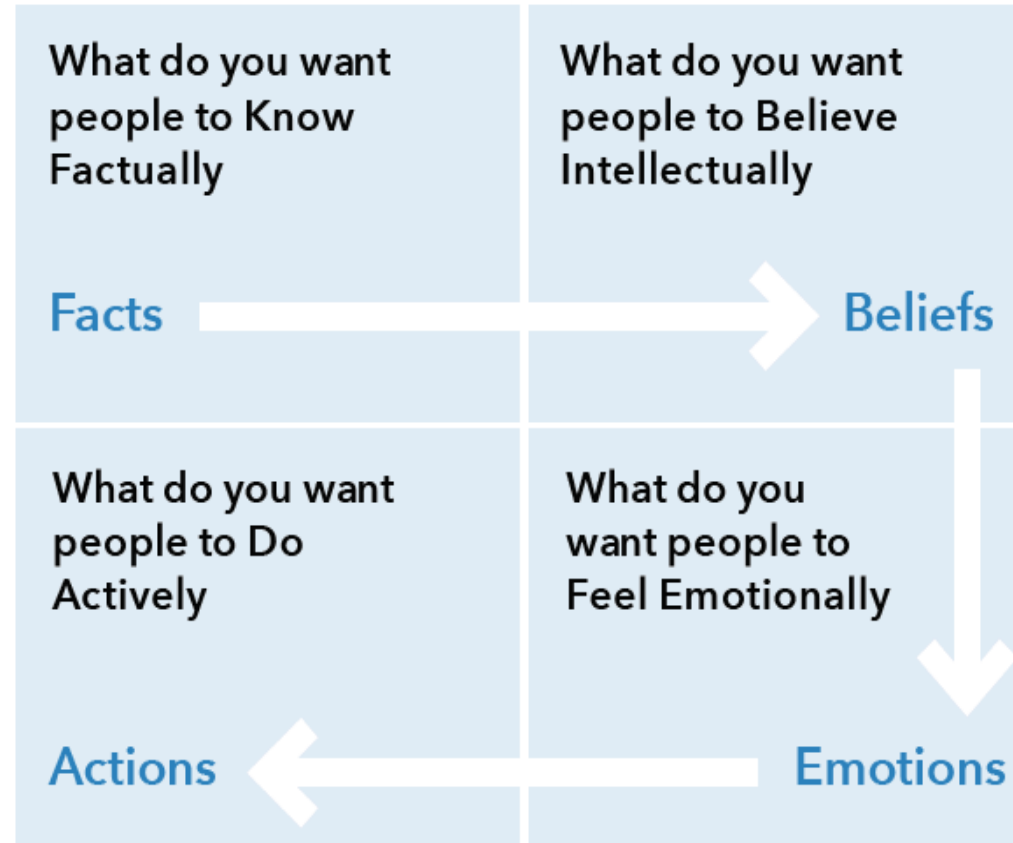
Don't leave them guessing.

Be

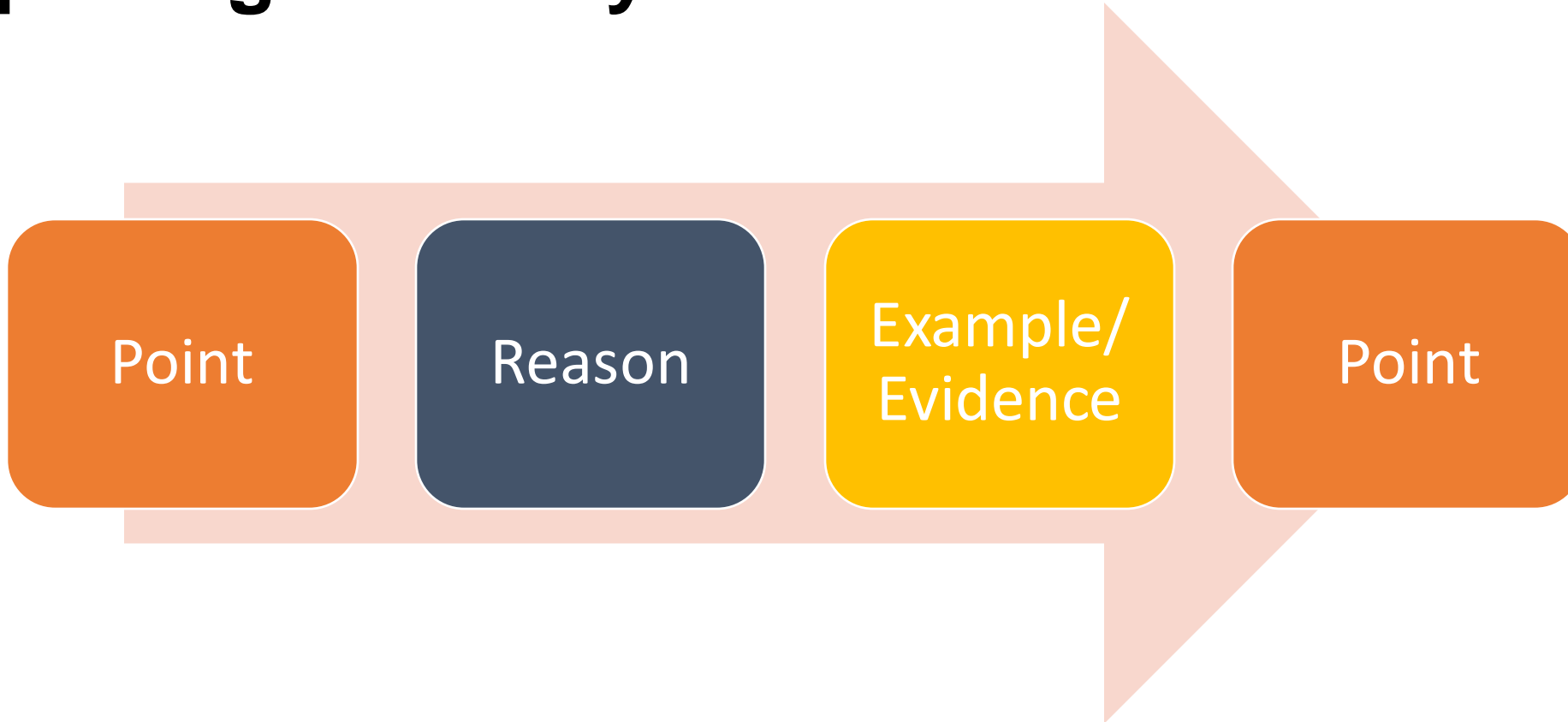
Be ready with WIIFY triggers throughout:

- "This is important to you because ..."
- "What this means to you is ..."
- "Why should you care? Because ..."

Crafting a Compelling Message for Your Audience

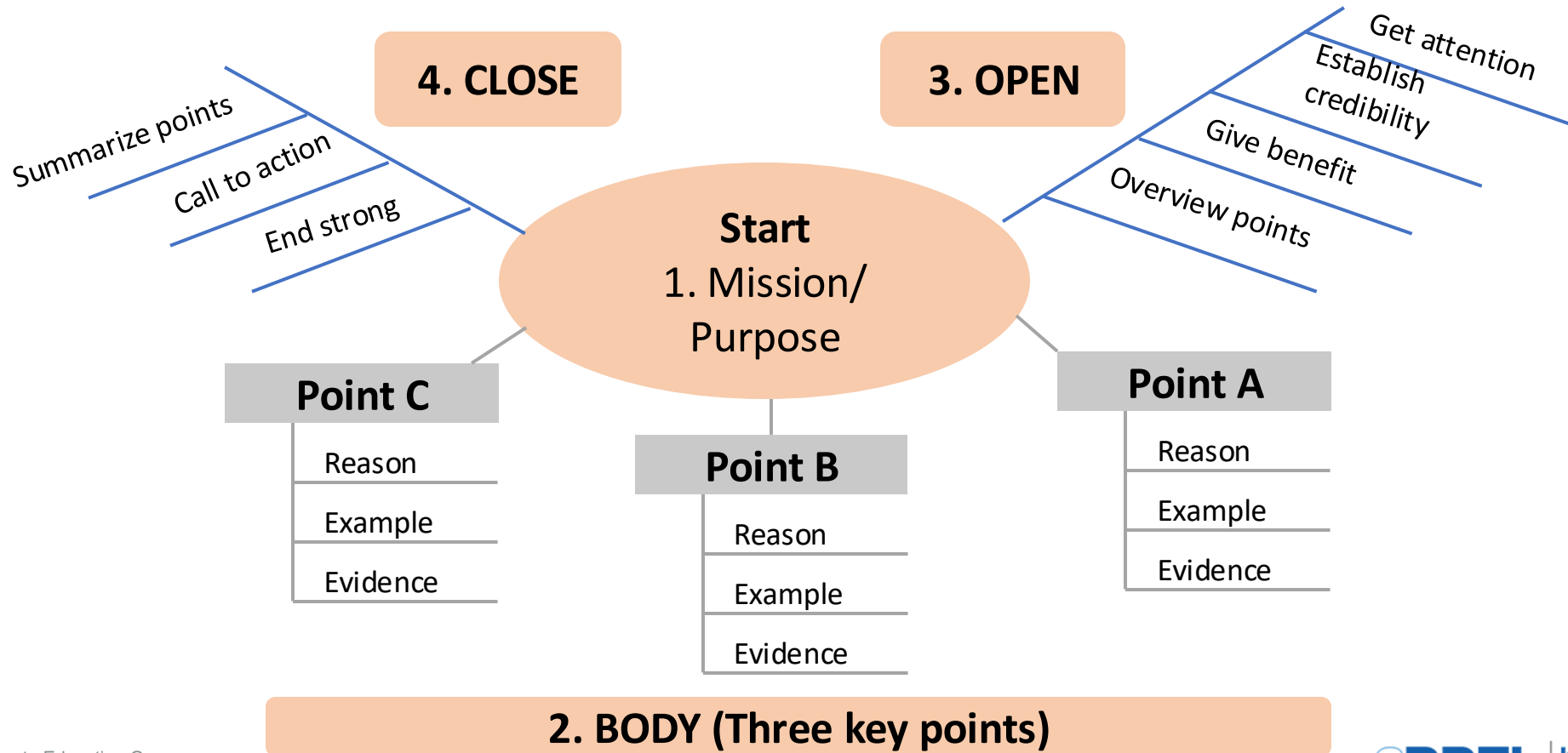


Supporting Your Key Points: Think PREP



The Drill Step 5: Structure Your Content with a Mind Map

Topic _____ Audience _____ Time _____



Open

- Get the audience's attention
- Establish credibility
- Give benefit to audience (“What’s in it for me?”)
- Overview key points



“Tell them what you are going to tell them.”

Body

- Structure using logic
- Expand on three key points
- Build in transitions
- Use supporting evidence
- Add variety

“Tell them.”



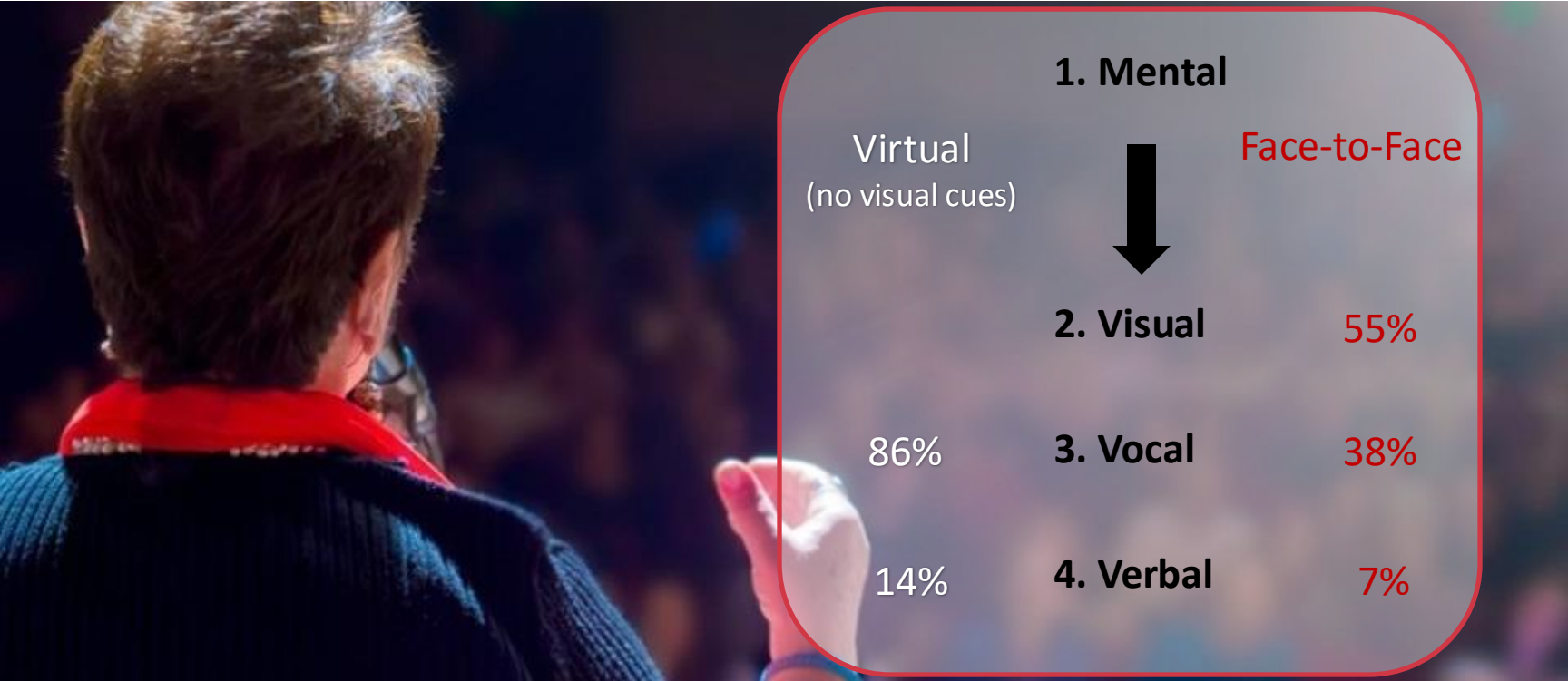
Close

- Summarize key points
- Give a strong call to action
- End with a bang!

“Tell them what you told them.”



The Four Components



Cardinal Rule #1: Never Be Boring

Where is **your** sizzle?



What Can You Do to Turn up the Sizzle?

- Tell stories
- Use a conversational tone
- Make eye contact
- Use humor
- Give relevant examples
- Use quizzes to check understanding
- Vary your voice
- Create energy through movement
- Utilize pauses
- Align visual, vocal, and verbal messages
- Ask questions
- Create scenarios using audience members
- Refer to audience members



The Formula for Positive Self-Affirmations

Self-affirmations should be:

- Positive
- Personal
- Present tense

Example:

- “I am confident and relaxed.”
- “I know my topic.”

What are some positive self-affirmations that would be most helpful to you?



Bringing the Power to Wow!

- Relax, smile, and enjoy!
- Use eye contact, pauses, and stance to project confidence
- Align gestures, facial expression, and vocals with your message
- Project and speak clearly
- Use a conversational style
- Be yourself
- Involve the audience
- Present with enthusiasm

Audience Checklist

Content

- Attention-getter
- Organized
- Major points clearly made
- Supporting evidence
- Effective close

Nonverbal Delivery

- Professional appearance
- Facial expressions
- Body language
- Eye contact
- Projecting confidence

Verbal Delivery

- Tone
- Volume
- Pace
- Variation
- Enthusiastic

Audience Interaction

- Conversational style
- Handled questions well
- Demonstrated respect
- Maintained control

Guidelines for Visual Aids

- Less is more
- Pictures, charts, and graphs are best
- Key words and bullet points

Visual aids are meant to **enhance** the presentation!



Three Steps for Visual Aids

Say It

Show It

Talk It

Handling Questions



Anticipate and prepare for questions/objections in advance.

What types of questions are difficult to answer?

Cardinal Rule #2



Guidelines for Handling Questions

- Set expectations for questions in the opening
- Invite questions
- Focus on person/listen carefully
- Repeat question and respond to whole audience
- If it is a hostile question, respond with empathy
- Be honest and credible – if you don't know, say so with confidence

What Questions Do You Have?





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Thank you for your attendance and participation



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Corporate Education Group
Learning That Powers Performance