High Impact Presentations

Participant Manual

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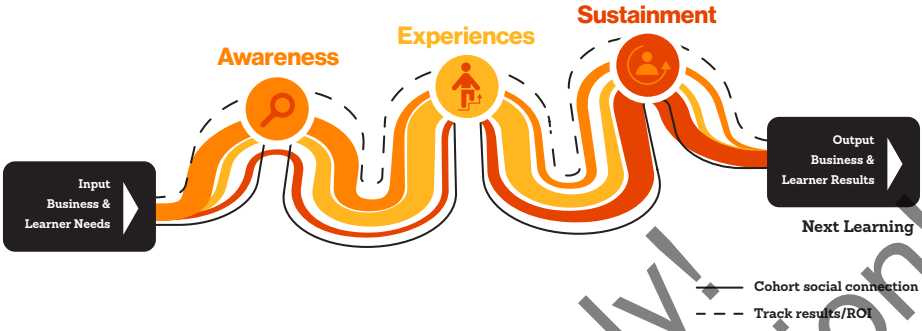
Dale Carnegie™



The Dale Carnegie® experience engages learners from the initial contact through follow-up and support to reinforce key behaviors. Our methodology supports the development of the skills and habits needed to sustain performance change. We believe that the emotional shift is as important as behavior change. That's why our Performance Change Pathway™ shows our deliberate approach to create training programs that drive improved performance.

Dale Carnegie's Performance Change Pathway™ encompasses five key components: Input, Awareness, Experience, Sustainment, and Output. We know that these components are essential to the design and delivery of our programs and they formulate a continuous learning path for participants to drive organizational results.

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The pathway provides a hands-on and collaborative process that engages the learner and key stakeholders throughout the process to give participants the tools they need to:

- Navigate individual and/or organizational needs
- Touch base regularly on progress and discuss new opportunities as they arise
- Provide in-the-moment coaching and formal feedback on observable performance
- Discuss current and future goals and how these goals might be achieved
- Continue to develop strengths and discuss areas for improvement and options for support

The Dale Carnegie Human Relations Principles help open the minds of participants to the need for and the desire to change. We believe the Performance Change Pathway™ provides participants the necessary framework to get the support and feedback they need to ensure they're acquiring relevant skills and continuously learning with every Dale Carnegie course experience.

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High Impact Presentations

Program Objectives

Plan and Organize Professional Presentations

- Develop more effective openings and closings
- Organize thoughts and materials more effectively
- Build more credibility through use of evidence and visuals

Create and Maintain Positive Impressions

- Present a pleasing appearance—voice and body language
- Build rapport with an audience
- Develop the ability to work with challenging audiences

Be More Natural and Relaxed When Making Presentations

- Communicate with an increased level of self-confidence
- Become more flexible and interesting as a presenter
- Be seen as a competent presenter

Communicate Ideas with Clarity and Force

- Speak more clearly and concisely
- Develop the ability to make written text come alive
- Speak with conviction

Sell Ideas and Inspire Others

- Motivate a group to take specific action
- Capitalize on challenging question-and-answer sessions
- Use information to sell an idea

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High Impact Presentations

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Resources

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How to Get the Most from This Training

Welcome to the Dale Carnegie® High Impact Presentations program! In this intensive program, we will participate in an exciting, demanding, and rewarding experience. The training is designed to help us develop the skills to create and deliver presentations that are vital to the success of today's professional organizations. The foundation of this program is based on the strengths of the Dale Carnegie Course® principles and methodologies, with video review of presentations.

Dale Carnegie Methods® of interactive coaching, working from strengths rather than weaknesses, dynamic interaction with audiences, active participation, and fast moving sessions, are the trademarks of this and all of our programs.

Along with the Dale Carnegie® methodology of interactive coaching comes our history of improving communications skills in the three key areas that make impact: structure, content, and delivery.

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Image Factors that Impact Influence

Presentation skills are not the only benefit to be gained in this program. Many people make great improvement in both leadership and image building skills as a result of the High Impact Presentations program.

Image and credibility are very important factors in organization career paths today. We would all like to be recognized for our professional competence. Before we can be recognized for this, people typically go through a series of stages as they get to know us. The first of these stages is based upon our appearance. Many judgements are made by our first impression.

Secondly, people quickly recognize our skills in communicating as we speak and interact with them and other people. Next, our attitude and self-control in working with others is picked up on by those around us. This takes us to the fourth stage, how we relate to people.

It is only after these first four stages have been observed that our professional competence is seen by others. This program is very effective at addressing not just the communication skills but the image and leadership factors as well.

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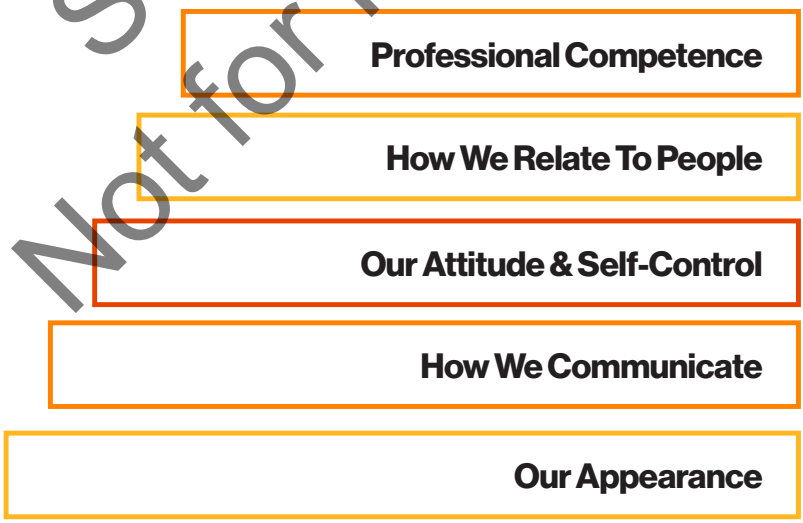

High Impact Presentations

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1

Session One

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1

Create a Positive First Impression

Topic

Introduction of yourself and your vision for yourself as a high impact presenter

Learning Objectives

- Establish a positive first impression
- Establish a personal benchmark as a presenter
- Identify personal objectives for the training
- Develop rapport with the audience
- Create a vision for yourself as a communicator with great impact

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Context

With so much at stake, it is critical that our audience sees us as real, believable, credible, professional, and trustworthy. That understanding begins immediately upon opening a presentation. In this presentation, we will work on planning and delivering an introduction. We will strive to be ourselves by being personal and natural—conveying trustworthiness and gaining the favorable interest of our audience.

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"Always have something to say. The man who has something to say and who is known never to speak unless he has, is sure to be listened to. Always know before what you mean to say. If your own mind is muddled, much more will the minds of your hearers be confused."

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Be ourselves—show our uniqueness
- Capitalize on our strengths and talents
- Relax and the audience will relax
- Focus on our training goals

Minimizing Fear

Review the "Presentation Guidelines" and consider these additional factors to minimize the fear of presenting:

- Know the role and reason for the presentation
- Get to know the audience—arrive early and meet them personally
- Have the beginning and ending well-rehearsed
- Establish and maintain eye contact with members of the audience—make the presentation a "conversation" instead of a lecture

Preparation

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Presentation Competencies

Vision

Future-oriented. Develops an exciting picture of what could and what should be, regardless of what is, for them and their organization.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Interpersonal Skills

Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

External Awareness

Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect areas of responsibility.

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Outline

Attributes:

Name:

Organization and position:

Types of presentations you give most often:

Why is it important to your organization that your presentations have high impact?

Why is it important for you?

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Positive observations about other presenters:

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Notes:

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Presentation Principles

Presentation Fundamentals

1. **Know your material so well, you feel you own it.**

2. **Have a positive feeling about the subject you are about to present.**

3. **Project to your audience the value and significance of your message.**

Presentation Guidelines

1. **Make brief notes of the interesting things you want to mention (consider 3 x 5 cards or "stacking technique").**

2. **Unless absolutely necessary (for legal reasons, etc.), don't write out your talk.**

3. **Never memorize a speech word-for-word.**

4. **Use evidence to substantiate your points.**

5. **Know far more about your subject than you can use.**

6. **Rehearse your presentation by conversing with your professional associates.**

7. **Use visual aids when appropriate.**

8. **Control "butterflies" via:**

   - A few deep breaths
   - Pep talks and "success cards"
   - Physical activity

9. **Don't imitate others; be yourself!**

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Presentation Principles

Build Rapport

1. Consider yourself honored by being asked to address an audience—and say so!
2. Give your listeners sincere appreciation.
3. Mention the names of some listeners.
4. Play yourself down—not up!
5. Say "we"—not "you."
6. Don't talk with "a scowling face and an upbraiding voice."
7. Talk in terms of your listeners' interests.
8. Have a good time delivering your talk.
9. Don't apologize.
10. Appeal to the nobler emotions of your audience.
11. Welcome criticism instead of resenting it.
12. Be "a good person skilled in speaking."

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Planning a Presentation

Begin by Addressing

- Who is the audience?
- What is the purpose?
- What is the message?

Who Is the Audience?

It is as difficult to satisfy the unknown expectations of an audience as it is to hit an unseen target. It can be done, but it is a chancy way to seek success. Part of the preparation process is the research that gathers the following information about the audience.

Knowledge

An obvious consideration about the knowledge level of the audience that concerns most presenters is the question: "Is the audience better informed than I am?" This is a less serious concern because the concern itself will stimulate adequate preparation. Therefore, the greater problem is the danger of overestimating the knowledge level of the audience. Never face an audience unprepared, but also never fall into the trap of assuming listener ignorance and talking down to the audience.

Expertise

The skill level of the audience is also important because that may determine the position on the issue that we want to take.

Experience

This consideration is not only how much experience the audience has, but also at what level and in what environment. Experience in a laboratory is significantly different from experience in the field.

Bias

If we can identify the biases of the audience, we can ascertain where they are starting from and some of the pitfalls we will need to avoid.

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Needs

In order to send the listeners home with a sense of satisfaction and feeling glad they were there, it is wise to address their needs. Theory is important when building evidence, but eventually we must "get the hay down out of the loft so the horses can eat it."

Wants

Similar to needs are the audience's wants. Wants and needs are not always the same. If we only address needs, it is difficult to satisfy an audience and move them to action.

Goals

Determine the goals of our audience and keep them in mind as we plan our presentation.

Notes:

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What Is the Purpose of Your Presentation?

Inform

One logical purpose for communicating is to present information for the enlightenment of our listeners. This format focuses on clarity and understanding. It defines the "here's what it is" or "here's how you do it."

Convince or Impress

A speaker often has the job of convincing or impressing others of the importance of something. People need to be impressed with the validity, value, or importance of a position before they will ever be convinced to change their opinions or ideas about it.

Persuade or Inspire to Action

Once convinced that something is true or it has value, listeners may be persuaded to take a specific action. Convincing usually precedes persuading. As a leader today, it is important to be effective in motivating or inspiring others to take action.

Entertain

In one sense, every presentation should entertain. For the audience to be in a favorable frame of mind and open to being convinced, enlightened, or motivated, they need to be entertained. Entertainment is not necessarily based on humor, although that can be a big part of it. In the broadest sense, to entertain an audience is to make them glad they were there and glad that we were the presenters.

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What Is the Message?

It hardly seems necessary to address the importance of having a message, but unfortunately, sometimes presentations have no message or at least no easily discovered message. They are either scheduled to fill time or there are so many messages woven into the presentation that it is impossible to identify anything significant. Know what the message is and keep it in mind throughout the preparation so that the presentation stays on track with a central theme.

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2

Session Two

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2

Increase Credibility

Topic

A statement presenting our organization in a positive light

Objectives

- Communicate with enhanced credibility
- Present a positive image of our organization
- Project enthusiasm
- Communicate competency with confidence
- Reinforce an informative message with supportive evidence

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Context

We represent our organizations all the time—in both formal and informal settings, and in a variety of scenarios. As with creating a personal, positive first impression, our clients or audiences get an impression of our organizations through our ability to present our topics. Professional audiences are reluctant to believe what is being said about an organization or product unless they believe the person delivering the message.

Professionals often make the mistake of overstating an organization's ability by making claims, thus losing their (and their organization's) credibility to perform or deliver. In this presentation, we will focus on providing unique facts about our organizations and their achievements. But even facts should never be presented to the audience without accompanying benefits. Presenting evidence in a way that is vivid, interesting, and memorable helps create or sustain a positive first impression of our organizations and is vital if we are to communicate in a way that influences or creates action.

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"No sane man would start to build a house without some sort of plan; but why will he begin to deliver a talk without the vaguest notion of what he wishes to accomplish?"

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Project a positive attitude about our message
- Open and close with impact
- Determine the main points of our message
- Use energetic body language and an upbeat tone of voice
- Select positive illustrations that support our message

The Basic Structure of a Presentation

Opening	Favorably attract immediate interest from the audience.
Message	Clearly state the message or theme.
Evidence	Establish credibility and inspire respect and confidence by using convincing evidence.
Closing	Leave the audience with a favorable, memorable impression of you and your organization.

Preparation

Describe the audience and purpose of the presentation:

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Presentation Competencies

Professionalism

Projects an image of maturity and integrity that creates credibility.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Influence

Consistently directs situations and inspires others for an all-win environment.

Attitude

Maintains a friendly, positive, and enthusiastic outlook.

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Outline

Opening:

First fact, benefit, evidence:

Second fact, benefit, evidence:

Third fact, benefit, evidence:

Closing:

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Opening a Presentation

Most airplane difficulties occur at two critical points: take-off and landing. The same is often true of presentations. A strong opening will create additional confidence, and an opportunity to make an immediate positive first impression.

Key Points

- Get favorable attention quickly
- Lead naturally into your presentation
- Build goodwill
- Create points of agreement

Techniques

- Use an exhibit
- Dramatize your ideas
- Get participation
- Cite points of agreement or common ground

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Openings

	Options	Examples	Notes
1. Captivating Statement	**Analogy**	"I remember first learning how to drive a car. I thought it was going to be very simple, but discovered how complicated it is. Learning to master the skills of driving a car is very similar to launching our strategic initiative of …"	
	Startle	"Look around the room. One in three of you will likely be out of business this time next year if you don't change two simple things you are doing right now."	
	Good news	"Yesterday we closed out the books for the past fiscal year. Great news! We hit all our financial targets. Everyone in this room is getting a bonus!"	
2. Question	**Gain information**	"Let's remember to follow these simple steps to assure consistency and save time for everyone. Step one is …"	
	Get participation	"Let's take a quick poll. How many of you have been involved with our Service with a Smile training program so far this year?"	
	Create agreement on a need or interest	"If there were a way that you could increase your billable time while, at the same time, increase your client retention, you would probably want to know about it, right?"	

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Openings (continued)

	Options	Examples	Notes
3. Incident	**Personal experience**	"My wife and I were driving home through a bad storm, late at night. Suddenly, a car coming from the other direction lost control and veered into the grass median. It was swerving, bouncing, and curving; right toward us! We barely missed each other, but there was a severe collision right behind us. I felt numb and lucky to be alive. But my wife took action. We backed up to the accident and she immediately went to help. Other cars were slamming on brakes and steering around the wreckage. She was a hero. The lesson I learned relates to why we are together today."	
	Third party	"Just last week I went into the office of our chief financial officer and he had a big smile on his face. I asked him what in the world could make him so happy and he began to tell me this story."	
	Historical	"In 49 B.C. Julius Caesar was approaching Rome with the Roman legion and stopped at the Rubicon river, the point of no return. Advancing across the river would create inevitable civil conflict. Caesar reportedly said, 'The die is cast,' and marched forward to ultimately become the undisputed master of the Roman Empire. We are facing a similar turning point ..."	

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Openings (continued)

	Options	Examples	Notes
4. Compliment	**Listeners**	"You probably don't realize the value that you create for people and organizations. You manage craftsmen who actually create value with their hands, their tools, and their skills. There is an art to your business that is disappearing. I hope you take pride in what you do, and the impact you create."	
	Organization	"Most people in this room are probably unaware that our organization was the first in the world to ..."	
	Individual	"I know that one person in this room has earned your great respect. Four years ago, she showed fortitude and vision in creating and launching a tremendously successful new product line. We are all enjoying the benefits of her determination. One thing you might not know about her is ..."	

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The Message

Once the opening has captured the attention of the audience, it is necessary to establish the theme or message of the presentation. As in a fine symphony where the composer reveals the theme and then proceeds to create variations on it, the speaker presents the message and then proceeds to develop it with facts, information, and evidence.

The opening is designed to get the attention of the audience. The message statement focuses attention on the subject. It can be a statement of intent, such as: "We are now going to examine the pros and cons of the new budget process." It can be a question such as: "What are the steps necessary to achieve ISO 9001 Certification by December 15 of next year?" Sometimes the message statement is presented as a proposal of logic such as, "If … is true, then … is also true, and … is the natural result." The message statement guides the development of the presentation and keeps it from straying away from the purpose or objective.

Note:

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The Use of Evidence

Using evidence is an essential part of an effective presentation. Questions often in the minds of audience members, even if seldom asked, are "Why should I listen to you?" "Why should I believe you?" "Who, besides you, says this?" When we need to convince others of our views, one of our primary tools is the use of evidence.

Evidence Defeats Doubt

D Demonstrations

E Examples

F Facts

E Exhibits

A Analogies

T Testimonials

S Statistics

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Notes:

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Closing a Presentation

The opening of a presentation should create a positive first impression. The closing should provide a lasting final impact.

Key Points

- Leave a positive lasting impression
- Persuade with logic
- Inspire with emotion
- Be brief
- Build to a crescendo so your last words have impact

Techniques

- Tie back to your opening or the theme of your message
- Speak on a personal level
- Dramatize ideas
- Use a visual that has great impact

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Closings

	Options	Examples	Notes
1. Purpose: To Convince or Impress	**Repeat major benefit**	"So, make these two simple changes and you can be thriving in business, two years from now, ten years, twenty years. First …"	
	Use a quotation	"It isn't what you have, or who you are, or where you are, or what you are doing that makes you happy or unhappy. It is what you think about." —Dale Carnegie	
2. Purpose: To Inform	**Repeat your key point(s)**	"Finally, remember the three most important words in real estate: location, location, location."	
	Recap the steps of a process or plan	"Let's remember to follow these simple steps to assure consistency and save time for everyone. Step one is …"	

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Closings (continued)

	Options	Examples	Notes
3. Purpose: To Persuade	**Action and benefit**	"Contact a customer today and ask why they like doing business with us and you will create champions who will help increase your sales."	
	Final Recommendation	"In conclusion, we recommend the third option discussed, which will have the greatest impact on our customers."	
4. Purpose: To Inspire	**Throw down a challenge**	"Let's cross this Rubicon together. We can do this. We should do this … for the sake of the colleagues who will follow in our footsteps."	
	Appeal to nobler motives	"Let's create a greener planet for our children and grandchildren."	

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Positive observations about other presenters:

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Notes:

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Notes:

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3

Session Three

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3

Present Complex Information Clearly

Topic

A presentation to clearly explain a technical or complicated subject

Objectives

- Develop flexibility in making complex material simple and understandable
- Communicate information in an interesting manner
- Relate to the audience at their level
- Follow a logical progression of ideas
- Develop emotional contact

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Context

We would all like to be understood when making presentations. Often, we make critical mistakes by not considering our topics from the audience's point of view. As professionals, we often make assumptions about the audience's level of understanding about a topic and fail to communicate in a way that achieves desired results. So, the first step in making any presentation is to consider what the listener will find to be complex.

In this presentation, we select a topic that we know well but that our audience might consider to be complex. Using an analogy forces us to consider the topic from a broader point of view and allows us to simplify and edit our information to only what is essential for clear understanding.

Complex presentations often include the use of electronic visuals. Unfortunately, many of these visuals actually detract from the intention of being clear in our communications. Following basic guidelines helps our visuals support our message, instead of becoming the message.

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Avoid the apology. "How often we all have heard speakers begin by calling the attention of the audience to their lack of preparation or lack of ability. If you are not prepared, the audience will probably discover it without your assistance."

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Determine the method of organization to be used
- Narrow the subject to key points or steps
- Consider the level of expertise of the audience
- Keep language simple; avoid jargon and acronyms
- Use illustrations or analogies to simplify concepts

Preparation

Describe the audience and purpose of the presentation:

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Presentation Competencies

Creative Thinking

Innovative. Incorporates existing ideas and new ideas in a unique approach to resolve issues and capitalize on opportunities.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Adaptability

Open-minded to new ideas. Demonstrates flexibility when faced with changes in work expectations and environment. Responds to situations while maintaining a positive attitude.

External Awareness

Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect areas of responsibility.

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Outline

Opening (Analogy):

Explanation of analogy:

Message:

Initial close:

Bridge to Q & A:

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Questions that could arise:

Final close:

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Question & Answer

Benefits of Question and Answer Sessions

- Clarifies the message
- Reinforces the key points
- Gets resistance out in the open
- Offers opportunities to add more evidence and examples
- Encourages audience interaction

Challenges and Risks

- Some questions are difficult to answer
- One audience member may dominate the discussion
- Time constraints may be hard to enforce
- Some audiences are non-responsive
- Some audiences are hostile

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Question & Answer Format

Set time limits

"We have ten minutes for questions and answers …"

Invite questions

"Who has the first question?"

If no one has a question, state your own prepared question and answer it

"A question I'm often asked is …"

Invite additional questions

"Who has the next question?"

Listen

Look. Listen. Focus.

Repeat or paraphrase

"The question was …" (Speak to the audience.)

Respond

"The key points are …" (Speak to the audience.)

Invite final question

"We have time for one final question; who has the final question?"

Final close

"So, in summary …"

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Setting Time Limits

Communicate clearly, in the beginning, how much time will be allotted for the question-and-answer period. This helps keep the questions and answers short and to the point.

The general guideline is to keep answers short. The short answer allows for more questions. On occasion, it is advantageous to take the liberty of a longer answer, particularly if there was not enough time to develop that point in the presentation.

Be sure someone from the audience does not use the questioning privilege to make a speech. If that begins to happen, gracefully force the person to ask a question. It is also important not to let any one person dominate the questioning period. It is our responsibility to remain in control.

If we do not know the answer to a specific question, say so. Honesty gains respect.

Opening the Question & Answer Period

Applause generally follows immediately after a presentation; then, it is simply a matter of saying, "I have _ minutes for questions and answers. Who has the first question?" Our request says that we expect questions, and now is the time for the first one.

An expectant look on our face and raising our hand shows the audience what to do next.

Look at the person asking the question. Stay focused and demonstrate good listening skills. Maintain a pleasant facial expression and welcome the question. Once we have heard and understood the question, turn to the rest of the audience, and paraphrase the question. By paraphrasing, we gain some time to gather our thoughts and make sure everyone else has heard the question. Probably most important, however, is that we remain in control and make it "our" question. Restatement of the question also gives us an opportunity to take the "sting" or the "barb" out of the question, if that was the intention of a hostile member of the audience.

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When No One Has a Question

Sometimes, after a presenter asks for questions, the audience does not respond. Most often, this simply means that our listeners are unsure of how "safe" it is to ask questions. Asking a question ourself will stimulate the audience. For instance, we could say: "A question often asked is …" and then answer the question. Then ask, "Who has the next question?" This usually sets the stage for further questions. Don't be overly afraid of a few seconds of silence. The audience wants to fill that silence as much as we do. If, however, the audience still remains silent, ask another question and answer it. Twice is enough. Thank the audience for their attention, or repeat the closing of the formal presentation.

Closing the Question & Answer Period

When we know our time is about to run out, ask, "Who has the final question?" This signals the audience that answering questions is about to come to an end. When we have answered the final question, gracefully thank the audience for their interest, or if appropriate, repeat the closing of the formal presentation.

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Positive observations about other presenters:

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Notes:

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Session Four

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4

Communicate with Greater Impact

Topic

Present material that is unfamiliar

Objectives

- Develop increased flexibility through the use of expressions, gestures, and voice modulation
- Demonstrate ownership of unfamiliar material
- Present written material in a captivating manner
- Overcome barriers that restrict flexibility

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Context

There is a good reason that presenting material can yield better results than sending an e-mail. Presenting allows full expression and lets the audience hear and see the emotional content of the message. In an age where sending e-mails is a common form of business communication, the presentation becomes an even more important way to deliver a message with impact.

Yet, where being expressive would get better results, presenters often restrict their natural expressiveness and appear dull and flat, delivering in a boring monotone. In this presentation, we will participate in an exercise designed to help us be more flexible in overcoming these natural barriers and become more dynamic presenters.

We will take material that is unfamiliar and "take ownership" of its content, as we often have to do when delivering messages that have been written by others. With this material, we will also have the opportunity to practice delivering written text at a lectern, a common situation in many professional presentations.

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Beware of the funny story. "For some lamentable reason, the novice feels that he ought to 'lighten up' his talk by telling a joke; he assumes that the mantle of Mark Twain has descended on his shoulders. Do not fall into this trap."

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Deliver with ownership and feeling
- Maintain eye contact with the audience
- Avoid being tied to a script or lectern
- Use expressions and gestures

Tips for Communicating with Greater Impact

- Word emphasis: stressing key words, phrases, and ideas
- Pauses: rests or stops that aid understanding
- Pacing: variations in the speed of delivery
- Voice modulation: variations in voice tone
- Phrasing: connection of words that express a thought
- Movement: gestures that add emphasis and are relevant to the message

Preparation

Describe the audience and purpose of the presentation:

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Presentation Competencies

Adaptability

Open-minded to new ideas. Demonstrates flexibility when faced with changes in work expectations and environment. Responds to situations while maintaining a positive attitude.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Change Management

Proactively seeks opportunities to redirect self, others, and the organization to achieve desired results.

Stress Management

Differentiates between positive and negative stress. Maintains a balance between productive and unproductive attitudes and behaviors.

Sample Only!
Not for reproduction!

Positive observations about other presenters:

Sample Only!
Not for reproduction!

Notes:

Sample Only!
Not for reproduction!

High Impact Presentations

Sample Only!
Not for reproduction!

5

Session Five

Sample Only!
Not for reproduction!

5

Motivate Others to Action

Topic

Motivate others to action by appealing to them logically and emotionally

Objectives

- Present in a results-oriented way
- Persuade an audience to take action
- Offer reliable, verifiable evidence in the form of a personal incident
- Be motivational, clear, and concise
- Communicate in a convincing manner

Sample Only!
Not for reproduction!

Context

The purpose of most professional presentations is to get action of some kind: a commitment to purchase from a customer, a clear next step in the midst of a long project, a decision to form a project team, a team decision to change direction. Even presentations that seem to be simple "updates" call for some decision or action from someone.

In preparing this communication, we will begin with the end in mind—the action we want our listeners to take—and work back from that point. Then, when we present, we begin with an example/incident, which gets attention and prepares the way for the desired action. By vividly reconstructing an incident, we can make it the basis of influencing the conduct of others. It will be the evidence that convinces the audience to act.

Finally, the way we end the presentation has been proven to be one of the best ways to motivate listeners to act. We will see that ending with the benefit—from the audience's point of view—yields favorable results.

Sample Only!
Not for reproduction!

"Naturalness is the easiest thing in the world to acquire, if you will but forget yourself—forget about the impression you are trying to make."

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Identify the action the audience is to take
- Determine how this action will benefit them
- Write out key points of the message
- Select a personal incident to substantiate the key points
- Use convincing language

Preparation

Describe the audience and purpose of the presentation:

Sample Only!
Not for reproduction!

Presentation Competencies

Influence

Consistently directs situations and inspires people for an all-win environment.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Results Oriented

Passionate about winning. Dedicated to achieving all-win solutions to situations.

Leadership

Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

Sample Only!
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Outline

Opening:

Example: (personal incident)

Suggested action to take:

Benefit the audience can expect:

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The Magic Formula

One of the most effective ways to move an audience is not by chance, but rather by "magic." Dale Carnegie called this process the "Magic Formula" because of its consistent ability to get buy-in. Dale Carnegie's time-tested Magic Formula provides the structure to capture attention, build credibility, eliminate nervousness, call others to action, and increase the likelihood that we, as the speaker, will get results.

INCIDENT + ACTION + BENEFIT = MAGIC FORMULA

INCIDENT	ACTION	BENEFIT
Relive a vivid, personal experience relevant to the point.	Call upon the audience to take a single, specific action.	Clearly emphasize the benefit to each listener in taking the recommended action.

TIME

KEYS TO AN EFFECTIVE MAGIC FORMULA

- Establish who, what, when, where, why.
- Include animation and vocal variety.
- Narrow the Action and broaden the Benefit.
- Paint a colorful picture that appeals to the five senses

Sample Only. Not for reproduction!

Positive observations about other presenters:

Sample Only!
Not for reproduction!

Notes:

Sample Only!
Not for reproduction!

High Impact Presentations

Sample Only!
Not for reproduction!

6

Session Six

Sample Only!
Not for reproduction!

6

Respond to Pressure Situations

Topic

Respond to challenging questions in high-pressure situations

Objectives

- Maintain professional composure under pressure
- Communicate clear, concise, positive messages
- Sell strategic ideas, self, and organization
- Communicate competence and confidence
- Communicate leadership ability to handle stressful situations

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Context

One of the greatest mistakes we can make in business is to lose composure when in pressure situations, especially when making critical presentations. Even if we don't falter in our actual composure, we don't even want it to appear as if we have anything but the highest confidence in our topics, our products or services, our organizations, or ourselves.

For this presentation, we will see that we can prepare for, and handle, situations where difficult or potentially embarrassing questions can be expected. As individuals in positions of influence, what we say, how we say it, and how we respond to what we deem difficult situations can have an effect on how others see our technical competence and our ability to lead.

Sample Only!
Not for reproduction!

"We must equip ourselves to deal with different kinds of worries by learning the three basic steps of problem analysis... Obvious stuff? Yes, ... You and I must use it too if we are going to solve the problems that are harassing us and turning our days and nights into veritable hells."

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Decide on key positive communication messages
- Anticipate possible questions
- Prepare supporting evidence
- Avoid appearing defensive
- Pay particular attention to grooming

Preparation

Two positive messages to communicate:

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Presentation Competencies

Conflict Resolution

Creates harmony in stressful interpersonal situations and brings people together who have been separated by their differences.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Attitude

Maintains a friendly, positive, and enthusiastic outlook.

Results Oriented

Passionate about winning. Dedicated to achieving all-win solutions to situations.

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Process for Handling Pressure Situations

Example Question and Answer

Question: "How do you justify the outrageous financial risk you are asking us to take?"

Listen → **Paraphrase** → **Cushion** → **Respond** → **Bridge** (options)

Listen

Understand the heart of the issue (always neutral)

Project cost vs. return on investment

Paraphrase

Take negativity out of the question

"The question about risk vs. reward is important."

Cushion

Find a point of agreement

"I can understand that from your position as a key stakeholder, you are interested in the long term security of our organization."

Respond

State positive side of the issue

"It is important to remember that we need to keep our current position while expanding into ..."

Bridge (options)

1. Prepared positive message
2. Test question
3. Next question
4. Final close

"And, by the way, last year's project was a huge success. We were able to ..."

"Does this sound more reasonable now?"

"Who has the next question?"

"This project will set the foundation for the long-term growth of our organization ..."

Sample Only! Not for reproduction!

Difficult questions to anticipate:

Sample Only!
Not for reproduction!

Positive observations about other presenters:

Sample Only!
Not for reproduction!

Notes:

Sample Only!
Not for reproduction!

High Impact Presentations

Sample Only!
Not for reproduction!

7

Session Seven

Sample Only!
Not for reproduction!

7

Inspire People to Embrace Change

Topic

Present to sell an idea that could be met with resistance

Objectives

- Logically and emotionally appeal to the audience
- Use structure to gain the confidence of the audience
- Be convincing when asking listeners to take action
- Provide evidence to support recommendations
- Demonstrate objectivity when presenting different solutions

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Context

People do not change easily. For this reason, any communication about change may result in a certain amount of anxiety, negativity, or resistance. To convince, persuade, and inspire people to embrace change calls upon all of our skills as leaders and presenters.

Our ability to inspire others to embrace change is largely dependent upon our ability to communicate from our listeners' points of view. Establishing the need to consider change must be accomplished quickly. To be convinced, listeners must see evidence that supports the stated need for change. The audience must not feel that they are being driven to change—they must see change as the logical option. After establishing the need for change, we illustrate both the advantages and disadvantages of each alternative.

We conclude with evidence to support what we believe are the best alternatives and clear action/benefit statements. This inspires our listeners to embrace the specific changes that will yield the desired results.

Sample Only!
Not for reproduction!

"Take a chance! All life is a chance. The man who goes furthest is generally the one who is willing to do and dare. The 'sure thing' boat never gets far from the shore."

—Dale Carnegie

Presentation Planning Sheet

Guidelines

- Be factual in the information you provide
- Be enthusiastic about the solution
- Anticipate questions the audience might have
- Organize in a clear manner
- Use a variety of forms of evidence

Preparation

Describe the audience and the purpose of the presentation:

Sample Only!
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Presentation Competencies

Change Management

Proactively seeks opportunities to redirect self, others, and the organization to achieve desired results.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Leadership

Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

Decision Making

Obtains and understands facts, weighs risks, and objectively prioritizes alternatives that result in decisive action.

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Outline

Opening:

Statement of need for change:

Example of need for change:

Three possible solutions with advantages and disadvantages:

Possible Solution 1:

Advantages:

Disadvantages:

Possible Solution 2:

Advantages:

Disadvantages:

Possible Solution 3:

Advantages:

Disadvantages:

Sample Only!
Not for reproduction!

Best solution with evidence:

Initial close (final recommendation):

Question and answer:

Final close (restate recommendation):

Sample Only!
Not for reproduction!

Positive observations about other presenters:

Sample Only!
Not for reproduction!

Notes:

Sample Only!
Not for reproduction!

High Impact Presentations

Sample Only!
Not for reproduction!

Resources

Sample Only!
Not for reproduction!

Introducing and Thanking a Speaker

Introductions

The introduction serves as a means of separating what has come before from what is about to be presented. It sets the stage for the audience to give its full attention to the person being introduced and the subject he or she will present.

The introduction also serves to identify the common ground between the speaker and audience. It prepares the audience to accept the speaker. It highlights his or her credentials and the relationship between what the speaker will offer and what the audience is interested in hearing. The introduction establishes the context of the message.

Once we know the importance of the message, the next step is to present the qualifications of the speaker. Qualifications should increase the audience's interest in the speaker and should convince the audience that he or she is the right person to present ideas on this topic. We recommend mentioning approximately three qualifications. The speaker's qualifications must be relevant to the audience.

The final step is to announce the speaker's name. This should be done with clarity, conviction, excitement, and a sense of anticipation.

Guidelines for Introducing a Speaker Using the T I Q S Method

T

Topic:
First, mention the title or topic of the presentation.

I

Importance:
Second, identify why this topic is important or of interest to the audience.

Q

Qualifications:
Third, present the qualifications of the speaker. The qualifications mentioned should establish the speaker's credibility to speak on the topic being presented.

S

Speaker Name:
Finally, announce the name of the speaker.

Sample Only!
Not for reproduction!

Preparing an Introduction

Whenever we are asked to address a group, it is best to provide the person who will be introducing you with a written introduction. Be sure it is printed or typed in large enough letters so that it can be read easily. Consider writing your name phonetically in parentheses if it is difficult to pronounce.

Present the introduction well in advance of the presentation to the person who will be giving it. Ask the person to read it over. Answer any questions that might arise. Encourage the person who will be introducing us to be brief, positive, and excited about the introduction.

Introducing Ourselves

When we must introduce ourselves, the sequence of events changes somewhat. The first item would be our name and organization or affiliation. Next is the topic of the talk and its importance to the audience. In presenting our qualifications, indicate those aspects of our background that are relevant to the topic and the occasion.

Thanking a Presenter

As a professional, we may find ourselves in a position to express appreciation to a speaker for his or her presentation. Thank the speaker by acknowledging his or her contribution or the value of the message to the audience. We are basically extending thanks on behalf of the entire group.

Guidelines for Thanking a Speaker Using the T I F Method

T

Thanks:
First, thank the presenter using his or her first or informal name, if appropriate

I

Interest:
Next, cite one specific area of interest from the presentation that has meaning to the audience.

F

Formal Thanks:
Finally, make a formal statement thanking the speaker and using his or her full name.

Sample Only!
Not for reproduction!

Presentation Planning Sheet

Preparation

Prepare an introduction for your presentation.

Outline for Introducing a Speaker (TIQS)

Topic or title of presentation:

Importance or interest to the audience:

Qualifications of the speaker in relation to the topic:

Speaker's full name:

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Not for reproduction!

Presentation Competencies

External Awareness

Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect areas of responsibility.

Communication

Advances the abilities of individuals and the organization through active listening, supported with meaningful oral and written presentation of information.

Interpersonal Skills

Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

Leadership

Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

Sample Only!
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Outline for Thanking a Speaker (TIF)

Thank you given informally on first-name basis:

Interesting point or benefit from the talk:

Formal thank you using the speaker's full name:

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Not for reproduction!

Tips on Visual Design

Less is Best

Avoid Sentences

Instead use:

- Bullet points
- Single words
- Visual

Ten Second Rule

View and understand within ten seconds

Six by Six Rule

Six words or less per line

Six lines or less per visual

Eye-Friendly Fonts

Large Fonts

44pt title

32pt text

San Serif Fonts for Easy Reading

Serif fonts can be distracting

Don't Shout

Use upper and lower case

To Increase Visibility

Avoid underline, bold, and italics

Use drop shadow

Sample Only!
Not for reproduction!

Tips on Visual Design (continued)

Transitions and Animations

- Reveal one concept at a time
- Stay consistent and simple
- Wipe in direction people read
- Indent only once per visual

Visual Appeal

- A picture is worth 1,000 words
- Bar graphs for comparing items
- Line charts for changes over time
- Pie charts for parts of a whole

Lighting Factors

Dim room lighting

Disable bulbs over screen

Bright Room

Use light background and dark text

Dark Room

Use dark background with light text

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Tips on Visual Design (continued)

Choose Colors With Care

Greatest Visibility

- Black
- Blue
- Green

Good Contrast

- Black and Blue
- Green and Black

Red Can Be Hard To Read

Don't Use Too Many Colors

General Tips

- Check visuals in presentation mode
- Document formatting sometimes changes on different computers
- Don't create competition with irrelevant or distracting visuals
- Have electronic back-up of your presentation and equipment

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Not for reproduction!

Tips on Visual Delivery

Stay Connected

- Maintain eye contact
- The computer monitor is your screen
- Paraphrase rather than read aloud
- Don't get trapped behind a lectern

Room Factors

- Check out room the day before
- Place screen in corner of room
- Check audience for lines of sight
- Use microphone for 30+ people

Minimize Distractions

- Turn projector off or to black
- Don't be a shadow puppet
- Eliminate items in your hands or pockets
- Don't let visuals become your message

Equipment

- Check power supply
- Be ready to present even if power fails
- Test equipment immediately before presenting
- Use remote to advance visuals
- Minimize laser pointer

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Tips on Visual Delivery (continued)

Keep Listener Focus

- Keep Power Position, front center of the room
- Direct listeners where to look, you or the screen
- Set up what people are about to see
- Read the audience

Be Conversational

- Congruent and expressive voice, face, and body language
- Gesture and walk with purpose
- A person's name is their badge of honor
- Customize delivery to listeners

Sample Only!
Not for reproduction!

Notes:

Sample Only!
Not for reproduction!

Presentation Support Tools: Options and Tips

High

$

Low

Video • Test equipment prior to use • Dim but do not darken room • Use video with appropriate discussion questions • The video should be less than ten minutes in length • It shouldn't be the presentation	**Wall Charts** • Protect the charts to keep them looking new • Use them to introduce a topic, summary or transition • Display continually for convenient reference • Be careful not to damage walls	**Smart Boards** • Make writing neat and large for easy information capture • Need special markers and eraser • Keep batteries charged • Capture all the ideas before erasing • Face audience when speaking
Exhibits/Models • Place exhibit where all can see • Remove it when finished with it • Do not talk while the exhibit is being examined • Face the audience, not the exhibit • It should enhance the presentation, not compete with the speaker	**Audio** • Production quality is important • Make it short enough to keep audience attention • Allow appropriate discussion time afterwards • Remember, audio provides no body language to enhance impact	**Flip Charts** • Gather discussion information and make it visible • Provide a variety of colored markers that work • Post pages when appropriate • Provide a chart to each group • Penmanship is important
Handouts • Have extras available • Organize or bind professionally • Distribute before or after talk so they don't compete with you • Make sure contact information is on the handouts if you wish to be contacted	**Electronic Visuals** • Combine text and graphics • Don't darken room too much • Ensure you have a back-up set • Ensure projector is available • Always face the audience • Allow set up and practice time • Black slide during presentation	**White Boards** • Print large enough for everyone to see • Good to use for brainstorming or group planning • Keep fresh markers available • Clean the surface immediately after each use

Low — Flexibility — High

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Presentation Support Tools: Pros & Cons

	Advantages	Disadvantages
Video	• Professional quality, look, and image • Can be used with several different types of audiences • Does not require a facilitator for this part of the presentation • Storage is easy	• Expensive to produce • Little or no audience participation • Impersonal presentation • Competes with the presenter • Equipment may be complicated and expensive
Exhibits/ Models	• Easier to understand • Can be attractive and eye catching • Can be very creative • Keep attention on the topic • Appeal to visual and kinesthetic learners	• Hard to keep looking fresh • Expensive • Can be difficult for everyone to see • Can distract from the message • Can compete with the presenter • Can be inflexible
Handouts	• Reduce the need for note-taking • Provide some permanency for important information • Ensure that the information is accurately received	• Sometimes prompt premature questions • Transporting them is difficult • If poor quality, they reflect badly on the presenter • Can compete with the presenter

Sample Only! Not for reproduction!

Presentation Support Tools: Pros & Cons (continued)

	Advantages	Disadvantages
Wall Charts	• Can be very attractive • Influence the room environment • Give a consistent message • Make effective summaries • Reinforce the program message • Keep participants focused on message	• Difficult to maintain if transported • Not always convenient to hang • Can destroy the wall surface • Completely inflexible • Passive as far as audience involvement is concerned
Audio	• Gives variety to the presentation • Can increase presenter's credibility • Adds value to listeners • Answers the question: "Who else says so besides you?" • Keeps listeners involved in presentation	• No visual aspect involved • Visual learners may not stay tuned in • Presenter is marginalized • Requires additional equipment—quality is important • Can compete with the presenter
Electronic Visuals	• High quality and professional look • Creative; appeal to visual learners • Equipment is usually fairly reliable • Presentation consistency can be controlled • Easy and quick to customize	• The room may need to be darkened when visuals are being used • Can overpower the presenter • Sometimes hard for people to see • Require laptop, data projector, and screen • Some experience is required to create

Sample Only! Not for reproduction!

Presentation Support Tools: Pros & Cons (continued)

	Advantages	Disadvantages
Smart Boards	• Can be very attractive • Influence the room environment • Give a consistent message • Make effective summaries • Reinforce the program message • Keep participants focused on message	• Require technical installation, with computer and hard wiring • Very difficult to move once installed • Relatively expensive • Can limit audience involvement • Handwriting must be clear, legible, and easy to read
Flip Charts	• The presenter maintains control • Created from information gathered from the audience • Portable • Can be used by small groups • Don't burn out or crash	• Depend upon presenter's skill and style • Penmanship, writing, and spelling are important • Difficult to make copies for everyone • 40 participants or fewer • Some stands are not easy to transport • Writing can put your back to the audience
White Boards	• Spontaneous • Semi-permanent • Identical information is provided to all • Provide constant view of information • Keep audience involved in the presentation	• Handwriting may be hard to read • Information is inconvenient to copy • Presenter's back may be turned to the audience for too long • Limited to 40 participants or less • Writing can take a great deal of time

Sample Only! Not for reproduction!

Presentation Handouts

Benefits of Handouts

- Listeners take ownership, especially when they take notes
- Builds credibility of presenter
- Appeals to visual and kinesthetic learners
- Room for additional content, references, resources, etc.
- Provides a tangible, permanent resource for participants

Challenges

- Possible problems with printing, shipping, and transporting
- Uncertainty of how many copies to produce
- Can compete with your presentation
- People read forward, shuffle pages, look for inconsistencies

Key Points

- Check in advance to determine if handouts are expected
- Check spelling, punctuation, and grammar for accuracy
- Determine best time to distribute: before, during, or after
- Announce if you intend to provide materials
- Adjust lighting levels so people can read and write
- Miniatures of electronic visuals are easiest to produce
- Print on both sides to show sensitivity to the environment
- Send electronic documents before or after the presentation
- If people ask for visuals, have them send you an e-mail request
- Distribute when you are ready for people to read, not before
- Pre-count materials by rows or table groups to make distribution quicker

Sample Only!
Not for reproduction!

Interviews

Information Before an Interview:

Topic

How in-depth or general? What level of knowledge will the interviewer have? For example: a program on the environment demands a different preparation by its product manager than chemical spills.

Media

Is it a newspaper, radio, or television interview? Prepare accordingly for the different interviews.

Length of Interview

Paradoxically, a short interview often requires more extensive preparation than a long one because we are challenged to state our position in a much shorter period of time. One or two statements is enough, and these statements must contain information of high quality.

How Many Interviewers and Interviewees?

Will we be the only one interviewed by many interviewers or one of many participating in a discussion with an interviewer?

The Angle of the Program

All topics can be discussed and illuminated from different points of view. What point of view does this program have on this topic?

Will the Interview be Taped or Live?

Recorded interviews are usually heavily edited.

Sample Only!
Not for reproduction!

Preparation for an Interview:

- Collect all information, both positive and negative, about the subject.
- Prepare two positive messages that can be communicated during the interview.
- Be aware of knowledge limits and keep within them! Prepare for questions outside these limits.
- Try to imagine what the interviewer is thinking. What questions would he or she ask? Prepare answers to these questions.
- Practice. Let a colleague or partner ask these questions. Answer each question and be aware of your attitude. Is it positive? Defensive?
- Increase self-confidence by answering tough questions that could be asked to stimulate a controversial answer during the interview.

During the Interview:

- Sit straight.
- Lean forward.
- Keep a glass of water on hand.
- Look at the interviewer.
- Make answers clear and to the point.
- Speak in a professional manner.
- Describe ideas in simple terms.
- Use analogies to help the audience understand complicated ideas.

What to Wear:

- Avoid plaids and prints, which may be emphasized on screen.
- Pastel colors are preferred over white, which may glare.
- If wearing white, add a dark jacket to cut down on glare.
- The color red may "bleed" and should be avoided.

Professional image consultants can provide advice about the colors and styles best suited for each individual. Our confidence increases when we feel attractive and appropriately dressed.

Sample Only! Not for reproduction!

Presenting While Seated

1. Consider projecting rather than using your laptop screen.
2. Test viewing ability from different chairs.
3. Be aware of your posture. Sit up straight.
4. Make eye contact with everyone at the table.
5. Keep hands above the table. Use gestures.
6. Minimize distracting movements, like swiveling or tipping your chair.
7. Choose the right chair, and the right location for your chair.
8. Be aware of what is in the line of sight behind your chair and your screen.
9. Place yourself "with" listeners, not the other side of a desk or table.
10. For team presentations, split up and sit as part of the group, not "Us and Them."
11. Use a pencil or pen as a pointer, not your finger.

Sample Only!
Not for reproduction!

Presentation Planning Template

Audience:

Topic:

Contact information:

Location:

Date:

Start/Finish:

Size of audience:

Q & A:

Introducer:

Dress code:

Visual support:

Sound support:

Other presenters:

Preparation

Purpose:

Key stakeholders:

Research sources:

Audience analysis:

Sample Only!
Not for reproduction!

Outline

Opening:

Key Point #1:

Evidence:

Key Point #2:

Evidence:

Key Point #3:

Evidence:

Anticipated Questions and Responses

Question:

Response:

Closing:

Sample Only!
Not for reproduction!

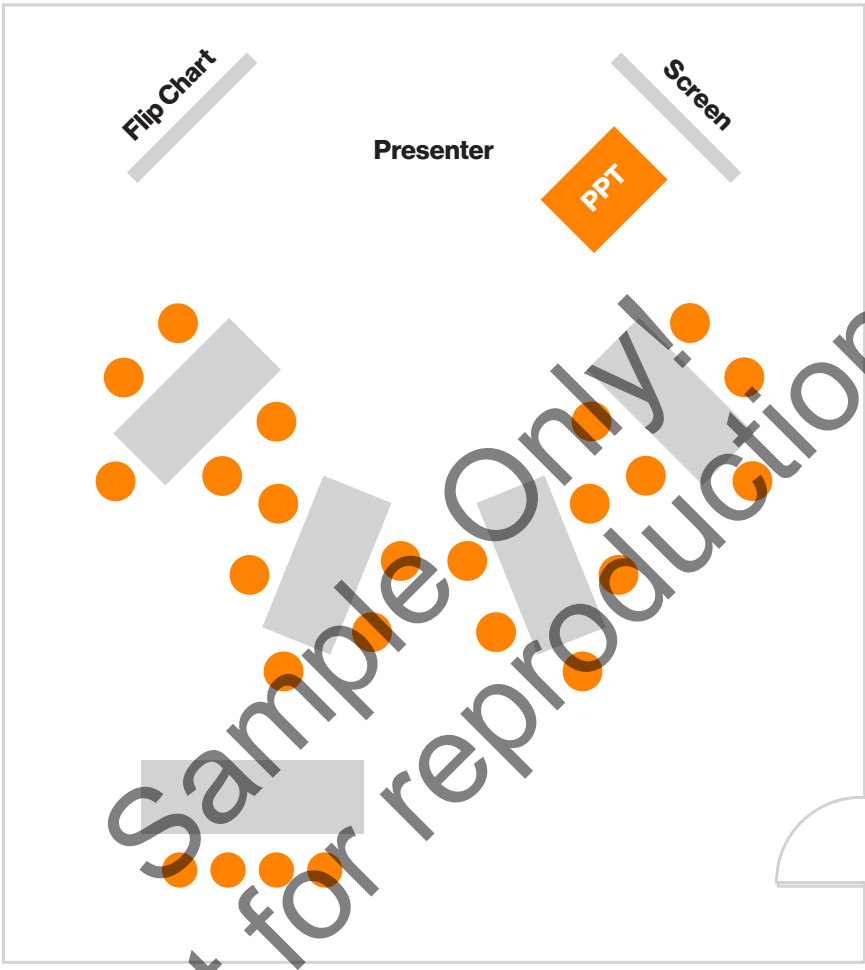
Room Setup: Rectangular Tables for 15

Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers

Room Setup: Rectangular Tables for 20

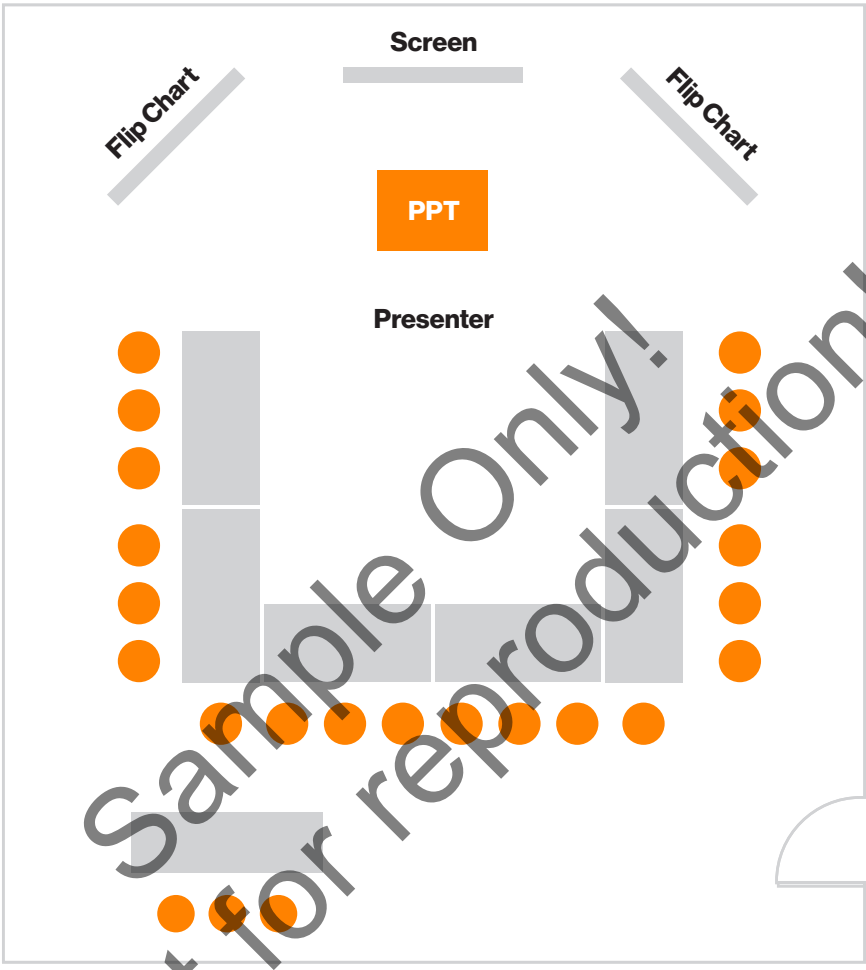


Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers

Room Setup: Rectangular Tables for 20 (Horseshoe Configuration)

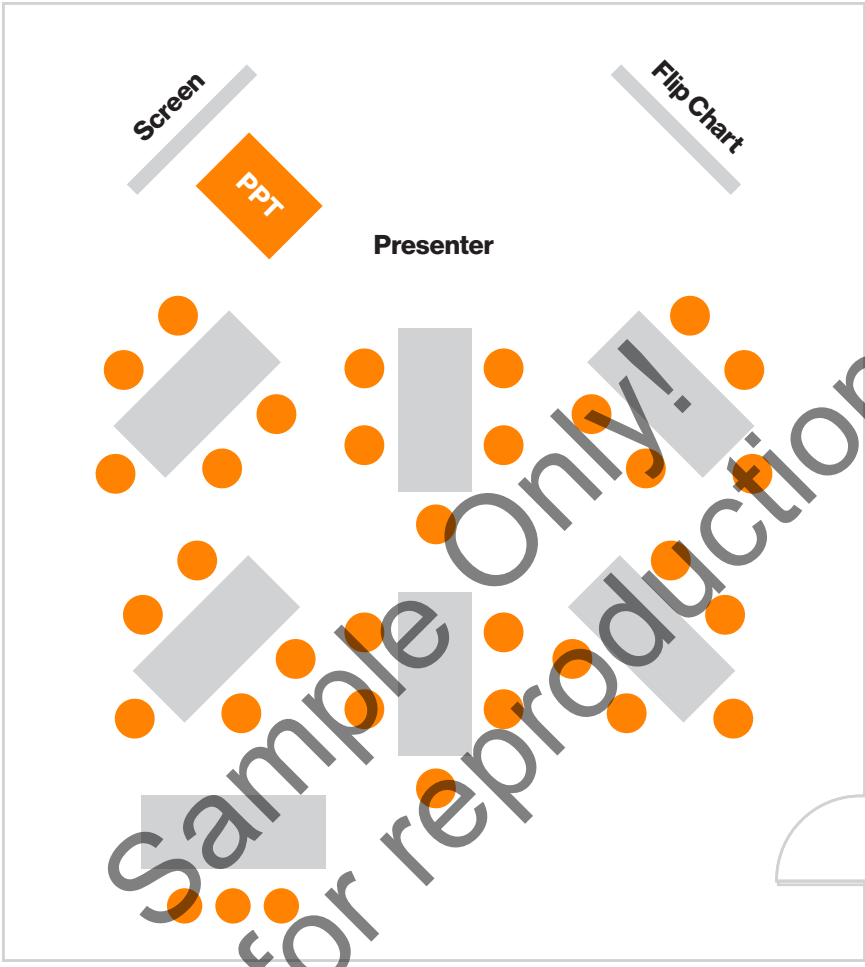


Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers

Room Setup: Rectangular Tables for 30

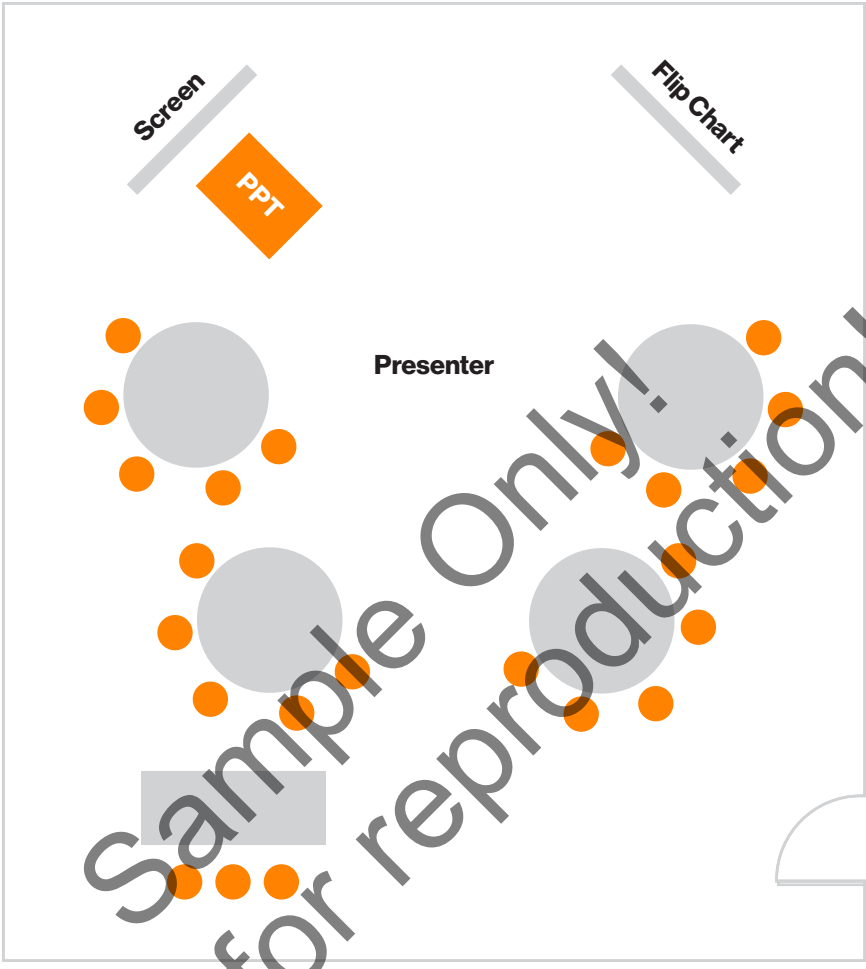


Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers

Room Setup: Round Tables for 20



Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers

Room Setup: Round Tables for 30

Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers

Room Setup: Chairs for 40 (No Tables)

Sample Only!
Not for reproduction!

Supplies

- Name Tags or Tent Cards
- Projector and Screen
- Flip Chart and Markers
- Power Strip and Extension Cord
- White Board and Markers
- Lectern

Program Glossary

Analogy—A comparison between something known and something unknown. In presentations, the "known" portion of the analogy should be common to all in the audience.

Attribute—A person's character, quality, or trait.

Breakthrough—A significant leap forward. Not based on past methods or thinking but looking into the future, asking "what's possible" or "what's impossible that I wish were possible," and then moving forward to make it happen.

Butterflies—A common way to indicate that people are nervous about their presentations. Someone might say they have "butterflies" in their stomach.

Complex Topic—In context with this program, a complex topic is a topic that the audience might find to be "complex" or unknown.

Credibility—The believability or integrity of a speaker; trustworthiness.

Embrace—An audience grabs or grasps the idea; "wraps their arms" around the idea; holds it (in their minds).

Evidence—Information that supports our position or point. Forms include demonstrations, examples, facts, exhibits, analogies, testimonials, and statistics.

Fact/Benefit—Used to create credibility. Facts are undeniable and can be proved, as opposed to "claims." Benefits are the advantages the audience will gain from the facts.

Impression—An effect, feeling, reaction, or response from an audience when listening to a speaker.

Incident—As used in speaking, describing an event where something happened; a story.

Inspire—To encourage or arouse an audience; to excite or exhilarate!

"Magic Formula"—In giving evidence and asking for action in a presentation, the "formula" is: first evidence (an incident or story), followed by action statement, and ending with benefit to the audience. Not magic at all, but very effective.

"Nobler Motive"—A motive that has benefit for many, usually involving an organization, department, group of people, or society; a cause that benefits many.

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Program Glossary (continued)

Rapport—Getting empathy and agreement with an audience; creating a bond between speaker and audience.

Rehearsal—Practicing the presentation in a surrounding or situation that most closely approximates the actual presentation to be given.

"Scowling Face and Upbraiding Voice"—A negative when trying to gain rapport with an audience. A "scowl" is a frown or grimace. An "upbraiding voice" is one that scolds, belittles, insults, or blames.

Stacking Technique—A technique used in memorizing the major content portions of a presentation by assigning visual elements or items as symbols and "stacking" or "linking" the items together. For example, Book (Introduction story), Name Badge (credibility of speaker), List (Outline/Agenda for presentation), etc.

"T I F" (Thank You, Interest, Formal Thank You)—A method of thanking a speaker after a presentation to express sincere appreciation by acknowledging his or her contribution to the audience.

"T I Q S" (Topic, Interest to Audience, Qualifications, Speaker)—A method of introducing a speaker so that both audience and speaker are inspired to hear/deliver the message.

Voice Modulation—The intonation or inflection of the voice, its tonality, or timbre, usually the pitch of the voice (high or low).

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