Roadmap

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Roadmap

Corporate presentations are notorious for being “death by slideshow” and for some reason we have just accepted it as the norm. It just comes with the territory. With the need to become more efficient in today’s business environment, this should never be acceptable. Time wasted in meetings due to a poorly prepared presentation is a direct waste of company resources. Using the excuse that you “work better under pressure” so you will just “wing it” is nothing more than an admission of laziness and also a lack of respect for the audience’s time. Corporate Ovations places the focus where it should be always... on the audience. With the roadmap from Russ Peterson Jr. and Kevin Karschnik, your presentations will be developed in less time, delivered more effectively, and ultimately save time and money.

Chapter 1: Overcoming Fear and Anxiety

- It’s perfectly normal to be nervous before delivering a presentation. Anxiety is part of being a good speaker; the key is to not allow it to distract the audience from your message. As Art Linkletter said, “You just have to get your butterflies flying in formation.”
- Feeling anxious means you care enough to want to do a good job for your audience.
- Audiences truly want you to win! Regardless of the topic or the situation, audiences want to watch a speaker who knows how to deliver an engaging message.
- There are seven methods for overcoming fear and anxiety:
  1. Know your subject.
  2. Prepare for tough questions.
  3. Take time to rehearse.
  4. Arrive early.
  5. Walk around.
  6. Take three deep breaths.
  7. Have a drink.
Chapter 2: Know your Purpose

- The most important question to ask yourself before writing your presentation is, “What is the purpose of my presentation?”
- Presentations come in three varieties:
  1. Persuasive
  2. Informative
  3. Entertaining
- You should be able to identify specifically what your audience should Know, Feel, and Do at the conclusion of your presentation.

Chapter 3: Audience Wants You to Connect

- If you don’t take the time to customize and prepare your message, you set yourself up for failure.
- It is equally important to know your subject and connect with the audience.
- Corporate Ovations occur when the speaker aligns their presentation purpose with the audience’s needs?

Chapter 4: Open with Power

- When you take the stage, your audience will collect enough information in the first few seconds to create a first impression of you and your presentation. Regardless of how quickly it occurs or how long the impression lasts, understand that you will be evaluated from the very start of your presentation.
- The formula we use for opening a presentation includes four key elements: Credibility, Attention, Body, and Audience (or CABA for short). When all four pieces are delivered to the audience, you will capture the listeners from the very beginning. These four pieces can be delivered to the audience in any order.
1. Credibility—The audience wants to know your background on this topic.
2. Attention—The technique implemented to captivate the audience from the start. There are several methods you can use:
   - Startling fact, statistic or statement
   - Quotation
   - Story
   - Illustration or metaphor
   - Question
3. Body—This is a preview of the body of your presentation.
4. Audience—From the very start of the presentation, let the audience know how the presentation will be beneficial to them.

Chapter 5: Close with Confidence

- How you close a presentation is critical because the last thing an audience hears just might be the one thing they remember. Your audience deserves more in your presentation closing than just, “Well, that’s all folks.”
- The formula we use for closing a presentation includes three key elements: Memorable, Action, and Summary (or MAS for short). These three pieces can be delivered to the audience in any order.
1. Memorable—The technique implemented to help your main message stick. There are several methods you can use:
   - Startling fact, statistic or statement
   - Quotation
   - Story
   - Illustration or metaphor
   - Question
2. Action—The component used to challenge or invite your audience to do something with the information you provided. It should align with the purpose for your presentation and tell the audience what they need to do with their new knowledge.
3. Summary—This is a review of the body of your presentation.
Chapter 6: Structure and Presentation Body

- In 350 B.C. Aristotle documented the need to appeal to an audience in three ways through ethos (credibility), pathos (emotions) and logos (logic).
- Without structure to the body of a presentation, your audience is going to be lost and will begin to search for something to reconnect to the message (or they will start to connect to friends on their smart phone).
- Delivery of thoughts in “threes” is common and it works because audiences appreciate a logical presentation and will be able to recall your content.
- How you appeal to your audience will depend on the type of presentation you are delivering:
  1. Informative—must follow a logical flow while addressing all of the pertinent information required for complete understanding.
  2. Persuasive—must be easy to follow and provide supporting evidence for each of the claims.
  3. Entertaining—tends to become much more fluid with a theme as the common structure.
- Transitions are used as signs or markers to tell the audience when you are moving on to the next key point. These can take the form of numbered steps, questions, logical compartments of information, chronological events, or spatial locations.

Chapter 7: Corporate Storytelling

- If you want to connect to your audience, don’t give them a bunch of statistics, give them the story.
- Start with these questions: “Why do you want to tell a story?” and “What is the point you want to make with your audience?”
- Everyone has stories to tell because everyone lives a story every day. Record your stories as they happen.
Selecting the right story is dependent on three critical factors:
1. How much time do you have?
2. What is the purpose for your presentation?
3. Who is your audience?

All stories have characters, action, a dilemma, and a resolved ending. The resolution provides the audience with the tension relief and a moral that can be applied to their learning.

Knowing a good story and telling a good story are two different things. Effective storytelling takes practice and rehearsal.

The characters in your stories are the main focus. Use character names to bring your story to life.

Audiences want to hear the story as if it is real dialogue; a scene unfolding in real time that we can actually picture taking place right in front of us.

One key element of how you deliver a great story is timing. When well-practiced, the right timing helps you create powerful moments with your audience?

Every leader must be prepared to tell two types of corporate stories:
1. The Company Story—The story of how the company started, where it is going, why it exists, and the company mission.
2. The “Who am I?” Story—The story of you. Not just the facts of your life, but your life story—the story that provides the audience with the insight into the real you.

Chapter 8: Say It Like You Mean It

There are three mediums we use to communicate our messages to another person:
1. What words we say (verbal)
2. How we say each word (vocal)
3. What body language we portray (visual)
• Sending congruent messages using each of the three communication channels is the best choice to avoid ambiguity and anxiety with the audience.

• The words you speak when delivering a presentation are important. Use descriptive words to paint a movie for us to watch in our mind.

• When used properly, a person’s name is the sweetest sound to their ears. Reference someone in the audience by name for attention and connection.

• Avoid weak words and phrases like: possibly, basically, maybe, kind of, sort of, and I think so.

• Strengthen your vocabulary with stronger, more confident words and phrases like: absolutely, of course, I am, we are, definitely, it will, and certainly.

• Filler words are a distraction to your audience and will reduce your credibility as a speaker. Eliminating filler words can be done in two steps:
  1. Become aware of your filler words
  2. Practice speaking with no filler words by reading out loud every day

• There is a difference between reading a speech and delivering a presentation. You are the word processor for the presentation you deliver; format the words with your voice to bring it to life!

• Variety is the key to a successful presentation. Vary the pace, volume, and vocal inflections, depending on your audience and the message you want your audience to receive.

• One of the most important tools in a speaker’s toolbox is the power of the pause! Pauses in a speech are as important as the rests in music. Three place to pause when presenting:
  1. Pause after a question
  2. Pause as a transition
  3. Pause for attention
Chapter 9: Engaging Body Language

- Your body language is the most important communication factor when speaking to an audience because it adds to their interpretation of everything you are delivering. It helps you connect with your audience in three ways:
  1. They know that their speaker is confident and in control.
  2. They know that their speaker is approachable, receptive and friendly.
  3. They know your message is trustworthy, confident and true.

- Audiences will be judging you before you start speaking. Your body language will play an essential part in their first impression.

- Your power position starts by grounding your feet inside an 18-inch radius, serving as a means to appear confident and prepared in front of your audience. If necessary, place masking tape on the floor to help your feet remain in one location.

- When you turn your eyes and nose to face a different part of the audience, it will look more natural and confident if the torso (belly button) and the feet (toes) turn to face that same direction.

- Uncontrolled movement will confuse the audience or convey a message of unprepared nervousness. Movement with purpose assists the audience in the reception and interpretation of your message.

- Markers on the floor can help you choreograph movement with purpose, including movement into the audience and transitional movements.

- Your posture and your stance will speak to your audience by sending a message about your confidence and your comfort level on the stage. Choosing the appropriate stance for your presentation will depend on you and your audience:
  1. The Formal Stance
  2. The Casual or Informal Stance
  3. The Receiving Stance
  4. The Superman® Stance
  5. The Resting or Waiting Stance
• Movement with purpose not only applies to your feet, but also your hands. In order to reinforce your message to your audience, your hand gestures should be in alignment with the message you are delivering. Four different types of gestures are:
  1. Emphatic gestures—used to bring energy and excitement to a presentation
  2. Illustrative gestures—used to demonstrate the point rather than just say it
  3. Anchoring gestures—used to anchor a topic of the presentation to a location
  4. Symbolic gestures—used to represent a word or phrase instead of speaking it
• Your facial expressions will tell a story to the audience. If they are not congruent with the message you are speaking, the audience will interpret the delivery as insincere, not confident or just plain false.
• The facial expression that conveys to your audience that you are approachable is a simple, sincere, genuine smile. A genuine smile typically lasts up to four seconds.
• Eye contact with audience members will let them know you are confident in your skills and knowledge. It connects the speaker with the audience.

Chapter 10: Using Visual Aids

• To effectively inform and ultimately persuade your audience, simply telling the audience may be the least effective and least memorable method.
• Visual aids come in many forms:
  1. A Prop
  2. Whiteboard
  3. Flip Charts
  4. You as the visual
  5. Videos
  6. Old-school overhead projectors
7. Handouts
8. Video projected slides (PowerPoint® and Keynote®)
   • You can make a great impact with a slide as a visual if you keep it simple—
     follow the Six By Six Rule; no more than six lines of six words for any slide.
   • Sometimes pictures can convey your message better than text alone.
   • Position yourself to the left of your screen. Because we read left to right,
     this is more comfortable for the audience as you gesture to the slides.
   • Blacking out the screen can be done in both PowerPoint® and Keynote®
     using the B-key on the keyboard.
   • Purchase a clicker to advance your slides to cut down on the distraction of
     moving to and from your laptop.

Chapter 11: Handling Questions
   • The question and answer section of a presentation, when handled
     effectively, can add to the speaker’s credibility.
   • When it comes to questions the audience may ask, prepare for the worst.
     Write down the tough questions they might ask you and then come up with
     your responses.
   • If you designate a specific time for answering questions, we recommend
     you take questions after the body of your presentation, but before your
     closing remarks.
   • The process for responding to questions, regardless of when an audience
     member asks the question, is:
     1. Acknowledge
     2. Repeat
     3. Respond
   • When someone asks you a question and you don’t know the answer, don’t
     fake it. Admit you don’t have the information and get back in touch with
     the participant at a later time.
• If there are no questions during a designated question and answer time, you can share questions you’ve been asked on the topic, or proceed to your prepared close.

Chapter 12: Rehearsal and Evaluation
• Many people make the excuse that they don’t have time to rehearse so they decide to just “wing it.” But the reality is rehearsal is an essential step in your presentation preparation and can be accomplished in a short period of time when you have a process to follow. The rehearsal process includes three key steps after you have constructed your presentation and your visual aids:
  1. Read the presentation out loud
  2. Stand and deliver the presentation with your notes
  3. Stand and deliver with no notes
• You need to seek feedback on the delivery of your presentation so you can consistently improve. This feedback can be done by yourself, can be provided by your peers, or can be delivered by a mentor or coach.
• Whether you evaluate your own performance or seek feedback from others, no one can improve their presentation skills without consistent reflection and continuous implementation of new skills.
Instructor-Led Training Workshops

Business Professionals
As a business professional you are asked to create and deliver messages to your peers and senior managers. These messages may be informative, such as a financial review, or they could be persuasive as in a request for a budget approval. The response from your audience will be dependent on both you and your message. In this program you will learn how to succeed at both.

Sales Professionals
As a sales professional you will be presenting your ideas to customers in a persuasive manner. In this program you will learn how to uncover the data you need to effectively design and deliver a persuasive message that inspires action from your prospect.

Leaders
If you are a manager or leader in your organization, this program is specifically designed for you. In this program you will not only learn professional methods to deliver your message, you will practice your delivery with eight video-recorded presentations. After each speaking opportunity you will receive one-on-one coaching to enhance your skills. Whether you are speaking at a weekly team meeting or to the entire corporation, this workshop is designed to develop your effectiveness as a leader.

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