



LEADER PRESENCE

Customized for



Corporate Ovations – Leader Presence™

iSpeak™ prepared this workbook for use in the area of Training and Development for continuing education. It is intended that these materials will be used to assist students in the learning process during a workshop, after the workshop for review, and continued learning as a reference guide.

ACKNOWLEDGMENTS

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Corporate Ovations Leader Presence

"Tell me and I forget. Teach me and I remember. Involve me and I learn."

- Benjamin Franklin

We have all seen, heard or know someone who can speak with expressiveness. Think about a presentation at work, a sermon at church, a political speech, or even a public seminar you attended where the speaker made an impact on you. A well-executed presentation can influence how people think and can influence the decisions they make. Presentations provide the opportunity to communicate information with impact to audience members. The ability to make a powerful, professional presentation has become a necessity at all levels of a business organization. Every time you speak, you represent yourself and your company. If you are an effective and dynamic presenter, you will cast a favorable light on virtually all your business endeavors.

Successful presentations are not only for those with a natural talent for speaking in front of people. *Corporate Ovations for Executives* will provide you with the unparalleled opportunity to gain the experience, techniques, and strategies of speaking professionals. This interactive workshop will teach you how to make confident and dynamic presentations.

Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or just listen to the facilitator.

You bring to the class the skills necessary to be a great presenter. Research shows that participants who interact during this course will gain a superior understanding of the course content over those who passively read the workbook or just listen to the facilitator. The *Corporate Ovations Leader Presence* will challenge you to step outside of your comfort zone to learn new techniques. To become a skilled communicator with Leader Presence, you will have to challenge yourself to improve these skills, and that means practice.

The *information* and *inspiration* will be provided by your facilitator, but the *implementation* is the single most important factor in your *improvement*. During the workshop and one-on-one coaching sessions, you will be asked to stand up and conduct various presentations.

Exercise: Course Expectations

What do you want to gain after completing iSpeak's *Corporate Ovations Leader Presence*?

1. _____

2. _____

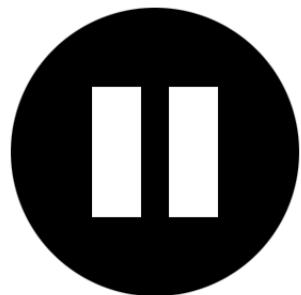
3. _____

4. _____

5. _____

Pauses

A well-timed pause is one of the most powerful tools any speaker can use. It grabs the attention of your audience and demands respect. The speaker can reach out and grab the attention of every single person in the audience by doing one thing - nothing! A pause sets a key word or sentence apart from the rest of the message; it can represent a short break that allows both the speaker and the listener to improve communication. A pause between 1-3 seconds will appear normal to your audience, but the effects can be dramatic. The benefits of pausing include:



Clarity

Proper use of pronunciation, articulation and the expression of sounds are keys to an audience's understanding of your message. When audience members have a hard time hearing or difficulty understanding, they will disengage from the speaker. A great exercise to work on clarity is to practice repeating the following tongue twisters as clearly as you can.

- _____
- _____
- _____

It is important to practice your voice clarity by reading slowly and exaggerating vowel and consonant sounds. Open your mouth wide when practicing to exaggerate the words. You can work on diction with vocal exercises that can improve your enunciation. The three key benefits from this exercise are:

- _____ *Focus on what you are saying*
- _____ *Articulate your every word*
- _____ *Connect with the audience*

Volume

Volume is the loudness or fullness of your voice and can be increased or decreased by pushing more or less air over your vocal chords. In normal conversation, people speak at a relatively constant volume, but your volume should be raised and lowered in presentations to add variety and to capture the attention of your audience members.

Punching is used to emphasize key words. Punching a word is like putting it in bold or italics. To punch a key word, you slightly raise your volume and slow down your annunciation.

Eye Contact

Eye contact is a key element of body language, as people (in general) like others to look them in the eye when they are communicating. In large audiences, you cannot make eye contact with everyone, but you should try to make direct eye contact with selected people at various points around the room. Eye contact keeps your audience involved. While speaking, try to vary your direct eye contact and your whole audience glances. Eye contact also serves as a means for feedback for the speaker.

Stance

The body position where you feel most in control is called your power stance. All purposeful movement begins and ends in your stance, a quietly confident standing position where your weight is equally balanced on your feet.

An open stance is characterized by arms or hands that are open with wrists facing upwards, eyes looking up, the chest out and feet slightly apart. This stance looks welcoming and conveys trust and acceptance. A closed stance is portrayed with crossed arms and conveys resistance, lack of acceptance, and even hostility. When you hunch your shoulders with hands together and look down at the floor, it conveys the same meaning.



Stage First Impressions

"We succeed only as we identify a single overriding objective, and make all other considerations bend to that one objective." - Dwight D. Eisenhower

Whether you realize it, or not, people are watching you... We all consider what a speaker is wearing, how they carry themselves, what time they arrive, how they sit, how they stand, what they bring with them, how talkative or quiet they are, and we make decisions about that person based on those observations. When we first meet someone, we "size them up" and begin categorizing them.

Your first impression as a speaker begins long before you take the stage.

How your audience views you will determine the impact of your presentation. The influence of the speaker on the success of a presentation has been studied for thousands of years. Aristotle, in his book *Rhetoric*, spoke of the persuasion that depends on the personal character of the speaker, their credibility, competence, integrity, likeableness, and forcefulness. According to the Graduate School of Business at N.Y.U. study by Michael Solomon, Ph.D., Social Psychologist and Chairman of the Marketing Department, people make eleven decisions about you in the first seven seconds of contact.

- Educational Level
- Economic Level
- Ethnic Background
- Trustworthiness
- Level of Sophistication
- Perceived Credibility, Believability, Competence, & Honesty
- Role Identification
- Level of Success
- Political Background
- Religious Background
- Desirability

Exercise: Ways to make a fantastic first impression

List some of the ways you can control the first impression you will make on your audience.

First Impressions

Each of the following impressions should be thought about when taking the stage. They will either send a poor message or will create a “speaker’s well” that you will forever be trying to climb out of during the presentation. Remember that when you take the stage you are setting the bar for yourself.

Apologizing When a speaker apologizes right out of the gate, the audience will immediately begin to think about how the speaker has already let them down. Even if the audience was completely unaware of the speaker being nearly late and arriving just minutes before he / she was to begin, an apology will only draw attention to the negative and set the bar of credibility lower than you want it.

A Plan Speakers are entrusted with the audience’s time. When you have an audience of 100 individuals, each investing one hour of their time, the actual expense for their time alone can reach into the tens of thousands of dollars. If a speaker wastes the audience’s time by not providing to the expectations that were set, the audience will not be pleased. For a first impression, it needs to be obvious that the audience is going to get what they came for.

Dress Code Your audience has an expectation before you take the stage, an expectation on you, your credibility, your capabilities, your intellect and your ability to communicate. How you dress should be reflective of what the audience is expecting. Give them what they want! As a first impression, anything you can do from an appearance standpoint to confirm that you are going to deliver to the expectations will help with your performance.

Stature Similar to your dress code, the audience is there to see an expert. They expect that since you are on the stage and they are not, you should be able to educate, inform or entertain at an expert level. Your command of the stage will be judged by your physical stature and posture. With chin held high, shoulders slightly back and a solid movement onto the stage, the audience will see confidence.

Energy Depending on the situation, you may want to begin your presentation with either high or low energy. If you are kicking off a concert or a sales convention, the audience will want to see a high level of energy from you as you take the stage. If you are starting an assembly of a stockholders or a discussion on serious issues, the audience may expect a lower level of energy, but still confident and solid in delivery.

Exercise: You Take the Stage!

Now that you’ve planned your entrance, let’s see it in action!

Session Summary

“The more you learn, the more you learn that you have more to learn.” - Kevin Karschnik

Effective presentation skills are imperative to communicating your ideas in an organized manner. It does not matter if your communication is face-to-face or in front of a large group, you are aspiring to inform your audience about a particular subject or influence your audience to take a particular action. Having an effective communication process will help contribute to the success of your presentation.

In this unit we learned the following:

- Research shows the verbal (words) is believed 7% of the time, the vocal (voice) 38%, and the visual (body) 55% of the time when these three channels are in contradiction.
- Speech fillers, words such as “um” and “ah”, interrupt the message and confuse the listener by creating run-on sentences and garbled messages.
- Proper use of pronunciation, articulation and the expression of sounds are keys to an audience’s understanding of your message. When audience members have a hard time hearing or difficulty understanding, they will disengage from the speaker.
- It is important to practice your voice clarity by reading slowly and exaggerating vowel and consonant sounds. A great exercise to work on clarity is to practice repeating tongue twisters as clearly as you can.
- Your body language is the most important communication factor when speaking to an audience. Use your stance, posture, facial expressions, hand gestures and other movements to your advantage.
- Eye contact keeps your audience involved. While speaking, try to vary your direct eye contact and your whole audience glances. Eye contact also serves as a means for feedback for the speaker.

Session 2

Session Two: Open & Close Your Message

“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.” - Lee Iacocca

The best way to produce an effective presentation is to choose material that best illustrates your key points while striking a familiar chord with the audience. We discussed your presentation purpose in the previous chapter. This purpose becomes the filter for choosing what details you use in your presentation. Once the foundation of your presentation has been laid, it is time to build the house - the introduction, body, and closing of your presentation. We will relate these objectives to a proven persuasive communication process to develop your presentation.

Unit Objectives

- Planning a Presentation
- Opening a Presentation
- Closing a Presentation



Planning a Presentation

"We shall neither fail nor falter; we shall not weaken or tire...give us the tools and we will finish the job." - Winston Churchill

Presentation Timings

Before deciding what information to discuss in a presentation, it is important to know how much total time you have to present. Planning the timings of your presentation will also help you in deciding how much information to cover in each of the key areas of the presentation body.

The following is an example for a 30-minute presentation.



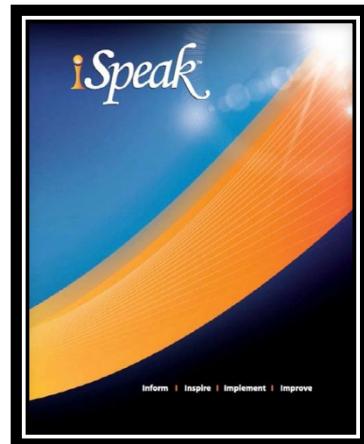
- Opening: 2 minutes
- Body Point 1: 7 minutes
- Body Point 2: 9 minutes
- Body Point 3: 10 minutes
- Closing: 2 minutes

Presentation Planner

The iSpeak Presentation Planner tool can be found online in the iSpeak Store at www.iSpeak.com/store. Use the following code to receive the document for free:

Presenting is a process that the speaker and audience go through together. The Presentation Process consists of Preparing, Developing, Delivering and Evaluating phases. The iSpeak Presentation Planner will assist you in the Preparing and Developing stages of the process, and be a guide for all your presentations. Contents include:

- Presentation Purpose
- Audience Analysis
- Closings and Openings
- Developing Key Points
- Delivery Techniques



Presentation #3 Expectations

"Positive thinking will let you do everything better than negative thinking will." - Zig Ziglar

Throughout this course, you have had the opportunity to progressively build your speaking self-confidence. In your third presentation, your objective is to incorporate MAS, while using the new delivery techniques you have learned in class and addressing the areas to improve that you learned from previous presentations. Questions to help you prepare for the third presentation:

- Did you design a message with the three components of MAS?
- How effective was your presentation delivery?
- Were the visual, vocal, and verbal in alignment?

Each audience member will evaluate your presentation on a Student Feedback Form. At the end of the course, you can take these comments with you as a reminder of your strengths and areas to change, as observed through the eyes of the audience.

Exercise: Presentation #3 Self-Evaluation

At the conclusion of your presentation, provide feedback by answering these questions.

How did you capitalize on your strengths?

What new feedback did you incorporate?

How did this compare to your first and second presentations?

Exercise: Presentation #3

In the space below, write the presentation you will deliver during your final presentation.

“All the great speakers were bad speakers at first.” - Ralph Waldo Emerson

Coaching and Feedback

“Criticize the performance, not the person.” - Russ D. Peterson, Jr.

Evaluations are essential to becoming a great presenter. It is recommended that you video record (or audio record) your presentations in order to review both positive and undesirable attributes. It is important to focus on five areas when evaluating presentations: the introduction, the body, the conclusion, the delivery style and the overall presentation.

Feedback and constructive criticism are essential for building upon success and addressing areas of improvement. Think of feedback as a compass that is guiding a hiker through the woods. The compass can reassure that you are heading in the right direction and it can also provide corrections when you are straying from the appropriate path.

SESSION TWO: OPEN & CLOSE YOUR MESSAGE

Rate the speaker on each point: 5 = Excellent 3 = Average 1 = Poor

INTRODUCTION		DELIVERY	
Captured the audience's attention	1 2 3 4 5	Timed and paced appropriately	1 2 3 4 5
Introduced topic clearly	1 2 3 4 5	Utilized eye contact with the audience	1 2 3 4 5
Related the topic to audience	1 2 3 4 5	Avoided distracting mannerisms	1 2 3 4 5
Established speaker credibility	1 2 3 4 5	Enunciated words clearly	1 2 3 4 5
Outlined the body of presentation	1 2 3 4 5	Used pauses effectively	1 2 3 4 5
BODY		Used vocal inflections for impact	1 2 3 4 5
Main points concise and effective	1 2 3 4 5	Utilized visual aids appropriately	1 2 3 4 5
Main points fully supported with data	1 2 3 4 5	Displayed energy and enthusiasm	1 2 3 4 5
Well organized delivery	1 2 3 4 5	Movement around the stage	1 2 3 4 5
Language clear and meaningful	1 2 3 4 5	OVERALL	
Appropriate use of words	1 2 3 4 5	Were the goals of the presentation met?	1 2 3 4 5
Transitions effective and memorable	1 2 3 4 5	Was the topic challenging?	1 2 3 4 5
CLOSING		Was the goal of the presentation met?	1 2 3 4 5
Summarized key points	1 2 3 4 5	Was the message adapted to the audience?	1 2 3 4 5
Memorable and motivating ending	1 2 3 4 5	Was the presentation within the time limit?	1 2 3 4 5
Provided next steps for audience	1 2 3 4 5	Was the audience captivated and moved?	1 2 3 4 5

What did the speaker do exceptionally well? _____

What should the speaker pay special attention to next time? _____

Session 3

Session Three: Developing Your Message

“You can have brilliant ideas, but if you can’t get them across, your ideas won’t get you anywhere.” - Lee Iacocca

The best way to produce an effective presentation is to choose material that best illustrates your key points while striking a familiar chord with the audience. We discussed your presentation purpose in the previous chapter. This purpose becomes the filter for choosing what details you use in your presentation. Once the foundation of your presentation has been laid, it is time to build the house - the introduction, body, and closing of your presentation. We will relate these objectives to a proven persuasive communication process to develop your presentation.

Unit Objectives

- Define the Key Points
- Develop the Body
- Supporting Material
- Corporate Storytelling

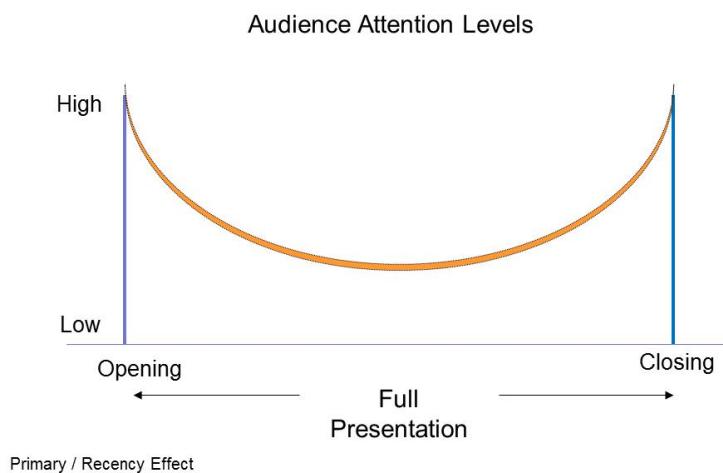


Parkinson's Law

"I have a theory about the human mind. A brain is a lot like a computer. It will only take so many facts, and then it will go on overload and blow up." - Erma Bombeck

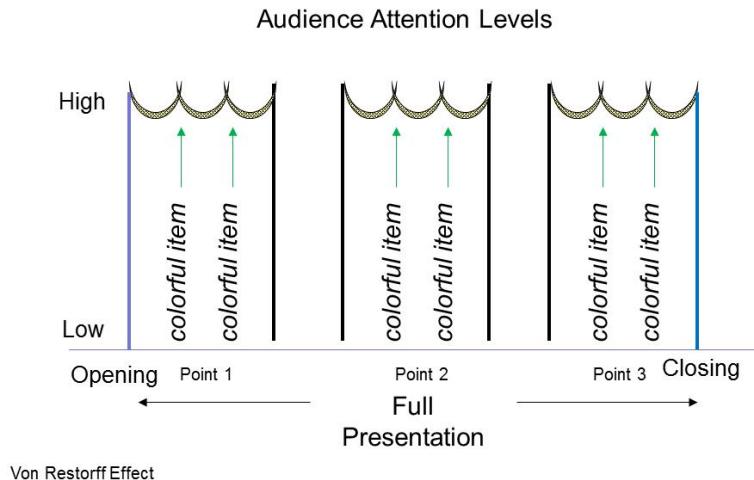
In business, we are faced with information fatigue because we are likely receiving communication from multiple channels simultaneously: texts, emails from co-workers and customers, phone calls, instant messages (or same-time communication), and people popping into our workspace unannounced. And, like it or not, most of our group communication is centered on PowerPoint. It has become the standard way to communicate in meetings. Because of this, people are experiencing overload and may tune you as a presenter out altogether.

The primary / recency effect says that we will most likely remember the first and last things spoken to us in a given time. If you are the only person presenting, that means that your opening and closing will be the most-recalled information. What if you are the second presenter from a group of three? That puts you at a distinct disadvantage because audiences are likely to remember the first and last presentations given that day.



Countering the Lull

Fortunately, research shows that there are ways you can regain the audience's attention so that they will be more likely to remember your message. Hedwig Von Restorff was a researcher who, in 1993, coined the term "Von Restorff Effect." She found that people will give more attention to items that are novel or are colorful. Building on this, researchers have found numerous ways to make material more memorable, using what we call *colorful items*.



Von Restorff Effect

“A theme is a memory aid; it helps you through the presentation just as it also provides the thread of continuity for your audience.” - Dave Carey

When a subject was quickly shown a list of animals with one animal printed in red ink, which animal do you think each person paid attention to and remembered? However, when color was overused, the memory effect was lost. Review your content for the most important points. What would you like your audience to pay close attention to and remember when the presentation is over?

One Colorful Item

Elephant
Dog
Horse
Monkey
Sheep
Chicken
Hamster

Too Many Colorful Items

Elephant
Dog
Horse
Monkey
Sheep
Chicken
Hamster

Types of Colorful Items

Facts, statistics, and examples

Uncovering evidence that will help make your case enhances the credibility and persuasiveness of your presentation. Are you asserting that American fathers should spend more time with their children? Cite a statistic that contrasts how many hours on average an American father spends with his kids versus an Australian father.

Metaphors, similes, and analogies

Sometimes, to get a realistic sense of the size or logic of a topic, it's helpful to put it into other terms. When an energy company says they have 412MM BTUs underneath the ground, you might put that number in terms of GoodYear blimps... “That's like having two Goodyear Blimps buried underneath your office building!” Or perhaps you want to show how ludicrous it is that your company has outdated compressors. You could compare it to the car industry: ‘If our company were GM, we'd be making cars today that used 1970's technology to make ignition switches!’

Stories

Stories can be true or mythical (but represent some moral or truth). You can tell a personal story or tell a story that happened to someone else. You might ask another person to give their story: in person, as a printed article, or on video (testimony).

Visual Aids

Showing is usually more powerful than telling. Think of a visual to represent or illustrate your concept: a picture or a diagram. You might go further and use a prop or model to demonstrate your concept.

Audience Involvement

Or, you might show a step-by-step demonstration of a process using real objects (such as a chef might do on a cooking show).

Functions of Stories

“Anyone can tell a story. Take some things that happen to you, dress them up, shuffle them about, add a dash of excitement, a little color, and there you have it.” - Lloyd Alexander

Some stories are only to entertain, but most stories have a purpose. Stories can:

- **Tell us who we are** – birth stories, childhood histories, family genealogies, cultural stories, and religious stories help us gain and develop our identities.
- **Explain the world** – stories that explain why something happens the way it does can give us a sense of understanding and control in our worlds. The story of Adam and Eve, Greek mythology, and histories are all ways we learn how our world works.
- **Inspire us to action** – stories of others who have put their values in action or who have taken risks can motivate us to try our own adventures as well. Stories about people living out their values can teach us how to put our values into action, too.
- **Cause us to be cautious** – cautionary tales are common, especially in childhood. The Aesop’s fable *The Boy Who Cried Wolf* is a story that teaches us not to pretend to be in trouble when we are not because when trouble truly comes, no one will believe our cries for help.

Stories versus examples

If your message is *Working dads should spend more time with their children*, then you might give an example to elaborate: “For example, Working Dads in Australia spend an average of 69 minutes a day giving their full attention to their children.”

Unlike examples, stories often include emotions and specific, colorful details: “Mark Ulrich grew up in Perth, Australia as the son of a miner. Mark remembered his dad leaving for the night shift at the mine with clean, dark blue overalls and precisely cut hair. Each morning, he would return, covered head to toe in soot. It was even in his ears. After a good scrubbing, he would enter the kitchen with a smile. Despite being bone tired, Mark’s dad cooked him eggs and toast every morning before school.”

Stories assist with retention

Storytelling boosts retention in these ways:

1. Storytelling puts flesh onto difficult concepts as we see characters demonstrating them.
2. Stories help us relate a foreign concept to something we know, and that’s how we learn.
3. Storytelling involves not just the speaker, but the listener. The audience becomes an active participant in the story and therefore becomes more involved. Higher involvement in the material equals better retention.
4. Stories are more engaging than bulleted lists, data, and procedures. What’s easier to remember? A list of telephone numbers or stories about the people who own those numbers? That’s why the Olympics and sports shows (and Dancing with the Stars!) show us background stories of the competitors!

Exercise: Corporate Stories

In the space below, document a deliberate story you remember and how the speaker applied it to you.

Story Components

“Stories are the emotional glue that connects an audience to your idea.” - Nancy Duarte

Storytellers in ancient times were the verbal historians of the society. People would gather around the fire or in the living room and the storyteller would tell of years past. They would tell the stories as they had received them from their ancestors before them.

Besides just telling history, storytellers were also asked to entertain with their stories of legendary heroes and other tall tale characters. The storytellers possessed the skills to captivate the audience. They leveraged their speaking skills such as volume, inflections, pacing, pausing, facial expressions and body language to take the audience members to another time and place. Practicing the art of storytelling can make your presentations come to life and captivate audiences.

What is the point? Every story should have a good reason for being told. Some stories are meant to be pure entertainment. Other stories are told with a moral or theme to teach a lesson. In business presentations, stories are often utilized to provide an example or to reinforce a point being made. The story serves as the supporting material for the key point.

Characters Truly engrossing stories have character development, but speakers do not have the luxury of time as in the movies. Therefore, characters are usually introduced with their title, role, or relationship. This puts the characters in context.

Body movement Stories begin to come to life when the speaker either acts out a portion of the story as if they are the participant, or they utilize hand gestures to help create the reality of the situation. “My son and I were playing catch.” That phrase would create a much better image if the speaker is moving their arm in a throwing motion. Bring the story to life!

Voices Some speakers choose to change their voice when speaking for the characters of their stories. This can make it easier for the audience to understand. It also helps bring the scene to life. Without a first person voice speaking, the story sounds more like reading about the story in the newspaper.

Length The length of stories will be dependent on the situation and the amount of time that the speaker is speaking. If the story is meant to support a single point in a 15 minute presentation, it should be no more than 1 to 2 minutes long. If story seems too long for the point that the speaker is trying to make, the audience will feel cheated. They invested too much time for too little payoff. The speaker will lose some credibility with the audience. They will also be less willing to listen to the next story.

Emotion Audiences will remember stories that touch their emotions. If you can add emotion to the story in a way that touches the audience, it can add to the impact of the message.

Counter-Argument Stories

“People have a peculiar pleasure in making converts, that is, in causing others to enjoy what they enjoy, thus finding their own likeness represented and reflected back to them.” - Johann Wolfgang Von Goethe

Sometimes the best way to head off conflict or disagreement is to anticipate the arguments your audience will offer and then proactively address them in your talk. This is called counter-arguing. You can do this by offering a story that counters the audience's objection. Begin by saying something like, "I know what you're thinking..." and then verbalize the objection. Next tell a story that shows how someone overcame that objection. For example, if you are giving are trying to persuade your team to reach a sales quota that seems impossible, you might say, "I know what you're thinking, 'That quota is impossible to reach!' I agree it is high. Let me tell you about Marta. Two years ago, she was handed a quota that was 25% higher than the month before. Our company was in jeopardy, and she knew how important it was for our department to sell enough medical monitors to reach its quota. She started by personally calling every purchasing agent on her list of 87 to inquire about their needs. Next, she planned a contest for a simple drawing: a chance to win a free flat-panel TV for any purchaser who purchased more than 5 medical monitors..."

Example of a Counter-Argument Story

Carly Fiorina. Minneapolis, Minnesota, September 26, 2001

Title: *Technology, Business and Our Way Of Life: What's Next*

“As leaders, now more than ever before, we have a responsibility to redefine the role of the corporation on a world stage - and to leverage our ability to impact individuals, companies, communities, nations—for the better.

We must remake our businesses to be far more active corporate citizens—creators not only of shareowner value, but also of social value, in ways that are systemic, and sustainable.

It becomes our job to use a profit engine to raise the capabilities, extend the hopes, and extinguish despair across the globe.

We have a chance and an imperative to improve the choices, and economic condition, and sphere of opportunity for billions more people here at home—and around the globe. It's a greater mandate—one that our customers increasingly demand of us, one that is deserved by every country in which we do business and one, I'd argue must be undertaken because it can be undertaken.

This is a mandate that started as a quiet whisper more than a decade ago and more recently could be heard more loudly in Seattle and Prague and Genoa, in the voices of protestors who declare that global companies have not lived up to their responsibilities.

What is important here is not to take sides in the globalization debate, but to look at the problem, and work toward a real solution.

Functions of Corporate Stories

"Storytelling is the most powerful way to put ideas into the world today." - Robert McKee

Occasion	Type of story to tell
<ul style="list-style-type: none"> • You are new • You have a personal flaw that needs explaining • You need to build trust • You need to explain your motives • People doubt your motives • People believe you have a hidden agenda • You have genuinely good intentions and reasonable goals 	Explain Yourself
<ul style="list-style-type: none"> • The group needs motivation to achieve a goal • The team is not united • The team is growing tired in their efforts • The team does believe they are important to the overall goal • The team sees their jobs as less important than others' jobs • The team does not feel ownership in the organization 	Paint the Future
<ul style="list-style-type: none"> • You want to bring data to life • Your group is not taking the numbers seriously (so you show them how they impact real people) • You want to show how a team's jobs affect the end-user so that the team feels a sense of pride • You want to give an example of <i>how</i> a customer uses a product or service • You want to tell a cautionary tale about what happens when a person <i>does not</i> do things correctly 	Customer or Product
<ul style="list-style-type: none"> • You suspect that there will be objections to your proposal • You want to show that you are savvy and have anticipated the audience's doubts and fears 	Counter-Argument

What's Your Corporate Story?

Exercise: Identify your Story

Using the 'Functions of Corporate Storytelling' chart, identify the issue you might be having with your audience. Write it in the space below and then deliver it to the class.

Story for this situation



Session Four: Delivering Your Message

“You persuade a man only insofar as you can talk his language by speech, gesture, tonality, order, image, attitude, idea, identifying your ways with his.”

- Kenneth Burke

A successful presentation starts with preparation of your message and ends with the delivery of that message. *How* you say it is just as important as *what* you say. An effective delivery is comprised of multiple items, starting with your preparation, setting up the facility, making a great first impression, connecting with the audience, using visual aids, answering participant questions, and ending with the effect you leave on the audience.

Unit Objectives

- Energy Factor
- Handling Questions
- The Four Levels of Visual Aids
- Developing Slides
- Using PowerPoint



Power of the Pause

“Silence is the ultimate weapon of power.” - Charles de Gaulle

Some of the most powerful and engaging speeches and presentations are most memorable for what is not spoken. It is the pause that creates the engaging nature of the presentation. It has also been said that without pauses, there would be no such thing as music. Often, silence feels uncomfortable.

According to The Social Issues Research Center in the United Kingdom, the length of the average pause during speech is only 0.807 seconds.

Effective speakers must become comfortable with all eyes on them as they maintain silence for the effect that they want. The power of the pause is also important for the anticipation it builds. Long pauses, also known as pregnant pauses, are pauses lasting more than three seconds. Jack Benny said it best, “It’s not so much knowing when to speak, but when to pause.” Appropriate places to pause include:

- Pause as a transition to a new topic
- Pause to regain their attention
- Pause to make the other person feel uncomfortable
- Pause for emphasis
- Pause to touch their emotions
- Pause to allow reflection on a rhetorical question

Exercise: Using a pause in your presentation

Standing at your chair, deliver a line from presentation #1 and incorporate a suspenseful pause.

Vocal Power

“Don’t Make Assumptions. Find the courage to ask questions and to express what you really want. Communicate with others as clearly as you can to avoid misunderstandings.” - Miguel Angel Ruiz

Your voice is often the most overlooked and underrated communication tool we possess in terms of getting the attention of your audience. Vocal Power is a presenter’s secret advantage for influencing and persuading audiences.

Punching Key Words

Pauses are used clear the noise away from key concepts and to let ideas sink in. Punching is used to emphasize key words. Punching a word is like putting it in bold or italicizing it. To punch a key word, you can slightly raise your volume, slow down your annunciation, and add a gesture. Punching and pausing should be used together to increase your vocal power.

Tips on using your voice include:

- | | |
|--------------------------|--|
| Warm up | Make sure to speak out loud any names, tricky word combinations, or complex phrases before you stand to speak. Practicing increases the likelihood that these hard-to-say phrases will roll off your tongue when it counts. |
| Drink | Drinking room temperature or slightly warm liquids will soothe the throat and prepare it for a work out. The worst liquids you can apply are ice cold and / or carbonated drinks. |
| Let gestures help | If you typically have a flat or monotone vocal delivery, deliberately incorporate emphatic gestures when you speak key words and phrases. You will naturally emphasize and punch the words delivered simultaneously with a gesture. |
| Microphones | If you have practiced your delivery without a microphone and PA system, but the actual presentation will be delivered with a PA system, the delivery may have to be toned down. Practicing with the microphone, if possible, will always be the desired form of rehearsal. |
| Avoid “preaching” | When speaking to a large crowd, some speakers feel the need to raise their volume even when they are utilizing microphones and they hold that level of volume throughout the speech. This can be interpreted by the audience as if you are “preaching” to them. When the tone is brought up and down throughout the speech, it is interpreted more as a conversational tone. |

Exercise: Using Vocal Power

Standing at your chair, deliver a line from presentation #1 and purposefully punch a key word or phrase and add an emphatic gesture.

Four Levels of Visual Aids

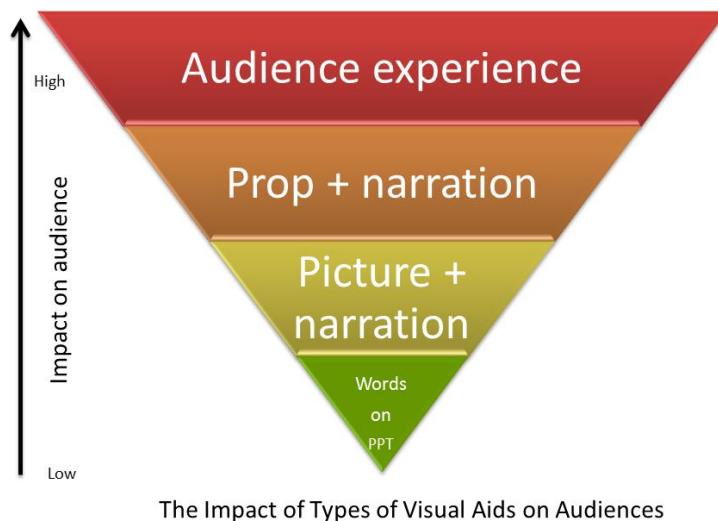
“A picture is worth a thousand words.” - Napoleon Bonaparte

A presentation with visual aids is more persuasive, as you can see from the two studies below.

- Researchers at the University of Pennsylvania, Wharton School of Business found that presenters who used visual aids were rated by listeners as: better prepared, more professional, more persuasive, more credible and more interesting
- Statistics from the University of Minnesota show that when a speaker stands up to give a presentation and uses visual aids, the audience is 43 percent more likely to be persuaded and will pay 26 percent more for a product or service.

As much as visual aids can make you more credible, they can also quickly drop your credibility. As a warning, other studies and research show that if listeners or audience members think that visual aids are poor, their confidence in the speaker declines.

Levels of Visual Aids



Redundancy Principle

Have you ever watched a foreign movie with captions in your own language at the bottom? Or, maybe you've accidentally turned on captions on your TV even though the show was in your native language. It's distracting, isn't it? It is a challenge to read the captions, listen to the dialog, and watch the actor's on the screen all at the same time. The same is true in PowerPoint.

Visual + Narration is better than Text + Narration or Text + Pictures + Narration because when you are speaking AND there is much to be read on your slides, it's redundant. People can only attend to one message at a time, and by narrating what you have written, you are opening two channels of verbal communication.

Types of Visual Aids

“A visual image is a simple thing, a picture that enters the eyes.” - Roy H. Williams

Photographs	Photographs have a high degree of realism and are excellent for proving points.
Objects or Models	An object can be a piece of equipment. A model is a representation of an object.
Drawings	Drawings can illustrate points that are hard to explain in words.
Graphs	Graphs help audiences understand and retain statistical data. Bar, pie and line graphs are the most popular.
Charts	Charts provide information in a compact, easily digested form.
Videos or DVDs	This form of media can transport your audience to any corner of the world.
Volunteers	Using yourself as a visual aid, you can demonstrate yoga positions, judo holds, Karate chops and stretching exercises, which will encourage audience participation.
Handouts	Paper handouts continue to be the most popular format used in business and professional presentations. They are easy to prepare, easily updated at the last moment and provide a permanent document that listeners can take with them when they leave a presentation.
Flipcharts	A flip chart is a giant writing pad whose pages are glued or wired together at the top. It can be mounted on an easel. When you are through with each page, you can tear it off or flip it over the back of the easel. While high-tech presentations get all the attention, the flip chart continues to be the most effective presentation media.
White Board	Also known as dry-erase or “white” boards, they have a white surface on which the presenter writes with a variety of dry-erase marker colors.
PowerPoint	An electronic presentation involves visual aids that are run through a computer. Microsoft PowerPoint is the most popular program used in corporate America.
Props	Anything with mass and texture that is relevant in illustrating your point. Models, objects, technology, equipment, and people can all be used as props.

Pecha Kucha is a presentation format that is based on a simple idea: 20 images x 20 seconds. It's a format that makes visual presentations concise, and keeps things moving at a rapid pace.

iSpeak After the Class

"We shall neither fail nor falter; we shall not weaken or tire... give us the tools and we will finish the job." - Winston Churchill



iSpeak University

At iSpeak University we are always adding videos, downloads and tools for you! iSpeak developers continually enhance our curriculum with modern tools and job aids. As the tools and videos are created, they are added to the iSpeak University site. If you want a refresher on any of the iSpeak content, you will find it available at iSpeak University!

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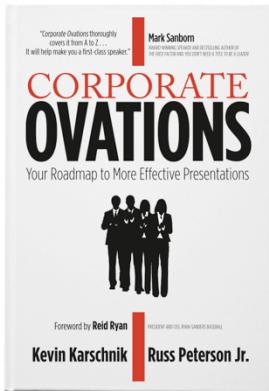
iSpeak YouTube Channel

Informative videos (and some just for fun!) of our instructors are placed on our YouTube channel. You can view a sample of some of our instructors to get a feel for the energy they bring to the classroom. Each of our instructors has a unique style they love to share with the students.

<http://www.youtube.com/ispeakdotcom>

Corporate Ovations

"I only wish I had met them earlier in my career." - Hernan Lopez, President, FOX International



Who made the rule that all business presentations given in a corporate environment must be long, detailed and just plain boring? *Corporate Ovations* is the book to change all that. Without connecting to the audience, your presentations will never be their best.

In this book the authors teach you how to construct powerful and engaging presentations. Whether you are asked to speak for nine minutes on a project update or asked to deliver a keynote speech at the next industry trade show, you can prepare with this winning methodology. Don't let your presentations end with a feeling of relief from your audience... learn how to end your presentations with a Corporate Ovation! Order your copy of *Corporate Ovations* today at www.iSpeak.com/store.

About the Authors

Russ Peterson Jr. and Kevin Karschnik have been professionally speaking since 1991. Kevin and Russ have founded two successful companies and also experienced success working in the corporate world.

Their workshops have been attended by thousands of students from around the world, ranging from Account Executives to Corporate Executives. Now, in a culmination of their career experience and their success in the classroom, the boardroom, and on the stage, these two experts share their secrets to take your presentations from receiving obligatory applause to receiving *Corporate Ovations*.



"This program was great – the best I've had - a day well spent! Kevin was excellent – would love for him to be my speaking coach. Very thorough content. Should be mandatory for all sales people." – **Trina Maull, Champion Technologies**

"Russ is a fantastic presenter, everything from presentation skills, voice inflection, stories, supporting points, and anecdotes. Overall, he knows his stuff!"

– **Scott Knoespel, Bimbo Bakeries USA**

iSpeak Programs

“Many people give presentations, but rarely do people have this kind of thorough training for doing so. Corporate Ovations is a great way to get intensive training in public speaking and improve your skills to succeed.” – Jan Gunter, The Ronald McDonald House

Presentation skills for today's business professionals need to be customized to the individuals and their role. Our workshops are designed and delivered for maximum impact and behavioral change. iSpeak provides presentation skills training and tools for Sales professionals, Leaders and Individual Contributors. Whether you are an executive casting a vision for your company or a sales professional communicating to potential customers, we can help you prepare, develop and deliver that message.

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. This class covers writing and delivering a presentation from beginning to end, with a focus on how to write engaging openings and powerful closings. Students leave class with an SD card containing their classroom presentations.

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. This class provides an opportunity for you to practice communication and questioning techniques by understanding a customer's decision criteria, develop a presentation to meet their needs, and practice methods of persuasion. Students leave class with an SD card containing their sales presentations in various customer settings.

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 team meeting or to the entire corporation, this workshop is designed to develop your effectiveness as a leader.



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