



SPONTANEOUS
PRESENTATIONS

Spontaneous Presentations

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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Welcome to Spontaneous Presentations

“Improvisation is too good to leave to chance.” - Paul Simon

We have all seen, heard or know someone who can speak without much preparation, and they made a tremendous impression on us. Think about a time when a co-worker or friend delivered a concise, relevant, heartfelt message even though he or she was asked to stand and speak without time to plan.

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.

Speaking extemporaneously is not only for those with a natural talent for speaking in front of people. *Spontaneous Presentations* will provide you with the unparalleled opportunity to gain the experience, techniques, and strategies to improvise and create a presentation on the spot.

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. *Spontaneous Presentations* will challenge you to step outside of your comfort zone to learn new techniques. To become a skilled communicator, 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 class, you will be asked to stand up and conduct various presentations.

Exercise: Course Expectations

What do you want to gain after completing the iSpeak *Spontaneous Presentations* course?

1. _____

2. _____

3. _____

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Presentation #2 Expectations

“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

Exercise: Presentation

Provide a 2-3 minute structured response to one of the following situations. You are seated at a department meeting in the conference room with 10 participants.

- Tell us about your department and your role
- Provide an update on a current project
- Tell us about your plans for next quarter

Exercise: Seated Presentation

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

What new feedback did you incorporate?

How did this presentation compare to your previous presentation?

What will you do differently in your next presentation?

Responding to Questions

“I wish I had an answer to that because I’m tired of answering that question.” – Yogi Berra

Prepare

If you plan to answer questions during your presentation, you need to prepare for the types of questions your participants may have. You cannot prepare for every question, but you can anticipate most of the questions that might arise. It would also be beneficial to have someone observe your presentation and express the questions they might ask if seated in the audience. It is best to practice answering these questions out loud, so when they surface during the Q&A session, you’ll be able to answer them with ease.

Counter-arguing

You can uncover your audience’s likely arguments by asking yourself which parts of the idea you would question yourself, reviewing the ideas with another manager, or meeting with an audience member before a presentation to see what they might object to. Consider these questions:

- What would be the hardest-to-answer question or doubt that might be asked?
- Is there anything about your logic or process that is questionable?
- Would anyone have issues with you or your team?
- Are there specific people in the room who will have individual concerns?

Once you’ve identified the most likely arguments, write out your responses. Answer the doubt the best you can and note all the benefits of going forward in the way you’ve proposed. Talk about what could be gained and what losses might be avoided if the group cooperates.

Exercise: Preparing for Questions

What questions might be asked by audience members during your presentation?

Types of Questions

Questions can be broadly classified as open ended or closed ended questions. Socrates is well known for contributing knowledge in the aspect of questioning. There are four types of Socratic questions:

- _____
- _____
- _____
- _____

Question Response Process

Utilizing a three step process for responding to questions can help the presenter maintain control and credibility as a speaker.

- 1) **Acknowledge** When a question is asked, the speaker should acknowledge the question from the audience member. The speaker can say, “Thank you for the question.” Avoid saying, “great question” every time because it appears as if you are grading the questions from the audience.
- 2) **Repeat** In a larger audience, repeating the question for the benefit of all who could not hear is appropriate. In smaller groups and one-on-one situations, the speaker can repeat just to clarify the understanding of the question.
- 3) **Respond** Finally, provide your response to the question. Look first at the person who asked the question, then step back and answer the question by making eye contact with all of the audience as you finish the response to the question.

When You Don’t Know the Answer

Always tell the truth. You never want to attempt to answer a question that you don’t know. It is okay to tell a participant, *“Thank you for that question. I don’t have that information. I can certainly research it and get back to you.”*

Exercise: Processing your Answer

What techniques can be used to contemplate your answer to a question?

Defusing Difficult Questions

“Whenever you’re in conflict with someone, there is one factor that can make the difference between damaging your relationship and deepening it. That factor is attitude.” - William James

Responsive acknowledgement is used when an audience member asks you a difficult question or brings a complaint to your attention. Our tendency is to jump right in to answer, argue, or defend the point instead of truly offering empathy. It’s challenging to discuss an issue when emotions are running high. If those emotions are not defused, people in conflict tend to be irrational and unwilling to listen openly to each other’s side. The first step of Acknowledgement can help defuse that anger, anxiety, or resentment so that both parties can focus on the topic at hand or the task of managing the situation.

The Formula

1. Acknowledge (use the words ‘understand’ and ‘because’)
2. Transition (use ‘and’ or ‘pause’)
3. Respond with a question or the explanation

Acknowledge

- “I understand where you are coming from BECAUSE...”
- “I appreciate your point of view BECAUSE...”
- “I can see why you think that BECAUSE...”
- “I don’t blame you BECAUSE ...”
- “I hear what you’re saying BECAUSE...”

Transition

- “... AND ...”
- “... (PAUSE) ...”

Respond...two choices:

- Ask questions to further understand the situation:
 - “Let me ask you a few questions to understand the situation better.”
- Explain the big picture and the reason why the situation is the way it is.
 - “Let me show you why that is happening...”
 - “Let me explain why we made that decision...”
 - “Let me give you the details on the process...”



Implement to Improve

“Knowing is not enough; we must apply. Willing is not enough; we must do.”
- Johann Goethe

In business, to be a successful, you must have a plan. This iSpeak course has provided you with the *information* and the *inspiration* to improve yourself towards personal success. The final step is up to you - you must *implement* what you have learned and that will lead to *improvement*.

While the implementation phase can be the most trying, it is also the most significant. Without implementing the new knowledge and skills that you have gained, improvement will be impossible. To assist you in the transition from classroom to real world experience, iSpeak offers this section to record how you will implement what you have learned in this course.



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 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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<http://www.ispeak.com/news.asp>



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>

Kaizen

“There is no best, there is always a better.” - Kevin Karschnik

Kaizen is a Japanese term that refers to a philosophy of continuous improvement. “Kai” means change and “Zen” means good. The term kaizen translated at its fullest means “the willingness to constantly pursue improvement one small step at a time.”

Throughout this iSpeak program you documented “Satori Moments” - information you indicated was important. The next step is to take this information, combine it with inspiration, and implement these techniques in the workplace and in your home life. This can be done in the form of a commitment you make to yourself – a promise to take action on what you have learned. Focus on only one or two commitments at a time. Trying to implement too many changes at once can be overwhelming, decreasing your efficiency and creating anxiety.



Exercise: Workshop Commitments

What positive changes do you want to implement from this workshop?

1. _____

2. _____

Signature

Date

21-day Habit

“If you create an act, you create a habit. If you create a habit, you create a character. If you create a character, you create destiny.” - Andre Maurois

The sky is the limit when it comes to your presentation skills when you apply the psycho-cybernetics 21-day technique for personal growth and success. This concept was developed by Dr. Maxwell Maltz, author of *The Power of Psycho-cybernetics*. As a plastic surgeon, Dr. Maltz noticed that it took 21 days for amputees to cease feeling phantom sensations in the amputated limb. From that somewhat obscure beginning, the 21-day phenomenon has evolved into a staple of self-change literature. This means that you must persist in performing a new behavior for at least 21 days before a new behavior becomes automatic.

Take the **21 Day Challenge** and experience the powerful difference it can make in your personal and professional life.

Forming new habits is hard work. To change any habit takes practice—framing, forming, and molding our minds to do certain physical behaviors that are repeated over and over again. The following are three steps in defining and mastering a new habit.

Decide exactly what you want to do.

The first step is to decide what you want to do and why. Then you must write it down and review it daily. Use SMART objectives when finalizing your goal to ensure that it is Specific, Measurable, Attainable, Realistic and Timely.

Practice what you want to do.

The implementation phase can sometimes be the hardest. Remember, it takes 21 days to form a new habit, so dedication plays an important role in your success. You need to schedule out 21 days on your calendar and consistently practice your new habit daily. There are no excuses for not practicing your new habit. If you miss even one day on your schedule, start over and schedule another 21 days. Don't give up!

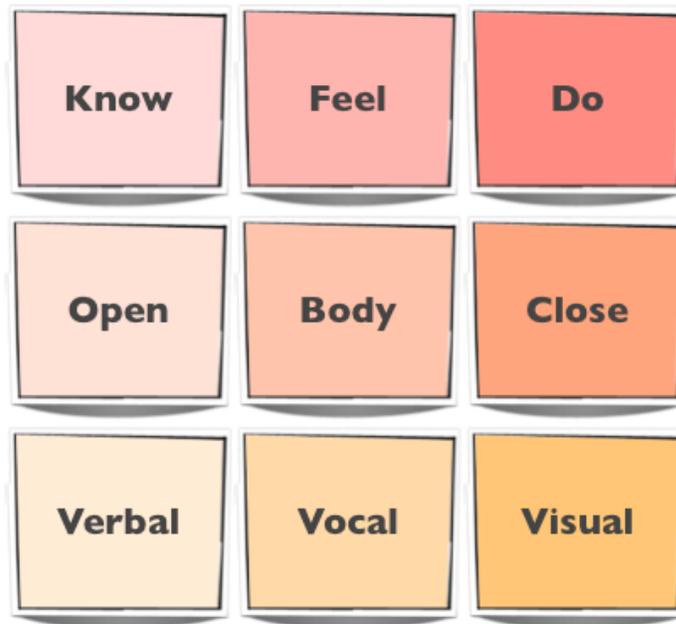
Mastery of what you want to do.

Your new habit can become natural or automatic in only 21 days. However, once accomplished, you must be sure not to let your bad habit creep back in. You can do this with continued practice. Only with continued practice can you reach a level of true improvement. Also, don't forget to schedule new goals every 21 days. This technique is powerful and can be used in all aspects of your personal and professional life.

Prepare – Develop – Deliver

“I know that you believe you understand what you think I said, but I’m not sure you realize that what you heard is not what I meant.” - Robert McCloskey

By studying successful presentations, a common theme will develop; presenting is a process. By following a proven process, you can deliver presentations that are consistently of high quality. In this workshop you will learn methods for enhancing your core skills, as well as tools and insights to assist in the navigation of the presentation process. The process for creating consistent, high-quality presentations is to Prepare, Develop, and Deliver.



Prepare Focus on determining the purpose, objective and audience’s motivation to listen.

Develop Focus on the introduction, body points, and how you will close your presentation.

Deliver Focus on first impressions, words, using your voice, and managing body language.

Exercise: What are your current initiatives?

In preparation for an upcoming presentation, document your top initiatives for the upcoming quarter.

Define your Purpose

Every effective presentation has a clear purpose. You should be able to identify specifically what your audience should *Know*, *Feel*, or *Do* at the conclusion of your presentation. It should be a concise, but detailed, statement that describes what you want from your audience. Anything that does not relate to, or further your objective, should not be included in your presentation.

Know your Audience

What does your audience want from your presentation? Audience analysis is the process of examining information about the listeners who will hear your presentation. An awareness of your audience should guide you through the composition of your presentation. Some general audience analysis categories that you should include in your presentation preparation include: status, commonalities, expertise, interest, and concerns.

Open with Power

Your audience will evaluate you in the first few seconds to create a first impression of you and your presentation. A dynamic opening is critical to giving the audience a great first impression. Developing the introduction before the body of your presentation ensures that it is aligned with the overall objective for your presentation because you identify your three key points in your opening. Your presentation purpose and audience analysis should be your guide in writing the presentation opening.

Structured Body and Supporting data

The body of your presentation is where you present the data that supports your introduction. A typical presentation body is divided into three main points. If you have more than three points, consider grouping your material into themes or related chunks of information. It is important that the body is well organized so that the audience can follow the progression of your ideas. You want to present the facts, backup information, arguments and other necessary information that will ultimately bring the audience to the intended goal of your presentation.

Close with Confidence

The last thing you say just might be the most remembered; therefore, the closing is a crucial part of a presentation. You want to conclude your presentation with style and confidence, leaving the audience with a lasting impression. If your closing is poor, it can affect the audience's impression of your entire presentation. It is a good idea to have your closing memorized. A good closing summarizes what you presented and can be extracted from your presentation objective. Your presentation purpose and audience analysis should be your guide in writing the presentation closing. Once you have completed your presentation opening and closing, it makes developing and supporting the body points much easier.

The Presentation Planner tool can be found online at the iSpeak website at URL www.iSpeak.com/store using code **PRPL2011**

Recommended Reading List

“What we become depends on what we read after all of the professors have finished with us. The greatest university of all is a collection of books.” - Thomas Carlyle

Presentation Skills

You’ve got to be Believed to be Heard, Bert Decker, St. Martin’s Press, 1992

Presentation Zen: Simple Ideas on Presentation Design and Delivery, Garr Reynolds, New-Riders, 2008

Secrets of Successful Speakers: How you can Motivate, Captivate & Persuade, Lilly Walters, McGraw-Hill, 1993

Corporate Ovations: Your Roadmap To More Effective Presentations, Russ Peterson Jr. and Kevin Karschnik, Discovery Tree Press, 2013

Speaking Secrets of the Masters, Speakers Roundtable, Executive Books/Life Management, 1995

The Articulate Executive, Granville Toogood, McGraw-Hill, 1996

Success Secrets of the Motivational Superstars, Michael Jeffreys, Prima, 1996

Communication

Everyone Communicates, Few Connect, John C. Maxwell, Thomas Nelson, 2010

Crucial Conversations: Tools for Talking When Stakes Are High, Kerry Patterson, Joseph Grenny, Ron McMillan, and Al Switzler, McGraw-Hill, 2002

Conversational Magic, Les Donaldson, Prentice Hall, 1981

Made to Stick: Why Some Ideas Survive and Others Die, Chip Heath and Dan Heath, Random House, 2007

Messages: The Communication Skills Book, Matthew McKay & Martha Davis & Patrick Fanning, New Harbinger Publications, 1995

Sales

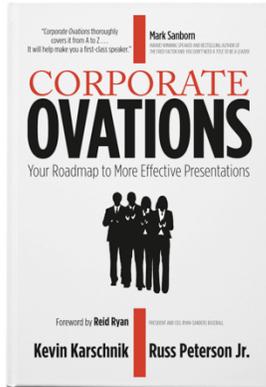
Cut the C.R.A.P. and Make the Sale, Russ Peterson, DC Press, 2003

SPIN Selling, Neil Rackham, McGraw-Hill, 1998

To Sell Is Human: The Surprising Truth About Moving Others, Daniel Pink, Riverhead Hardcover, 2012

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 Mauli, 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 Workshops

“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 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 these programs you will learn how to succeed at both. These classes cover writing and delivering a presentation from beginning to end, with a focus on powerful openings, confident closings, and engaging supporting data. Students leave class with an SD card containing their classroom presentations.

**CORPORATE
OVATIONS
MESSAGE
BUILDER**

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.

**SALES
DISCOVERY**

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.

**LEADER
PRESENCE**