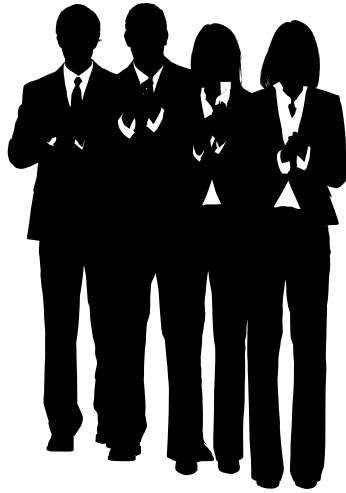


CORPORATE OVATIONS

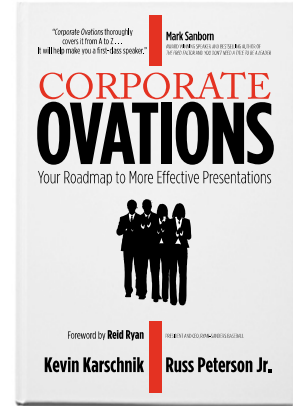


Quotes

www.CorporateOvations.com

Quotes from Corporate Ovations

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

The human brain starts working the moment you are born and it never stops until you stand up to speak in public. - George Jessel, Actor and Producer

You just have to get your butterflies flying in formation. - Art Linkletter, Radio and Television Personality and Author

Do the thing you fear and the death of fear is certain. - Ralph Waldo Emerson, Poet and Lecturer

It’s Okay to Feel Anxious. If you feel something moving around in your gut... that’s good! It means you care. – Russ Peterson Jr.

The audience truly wants you to win! – Kevin Karschnik

Your goal is not to be the smartest person in the room. Speaking is not an IQ test. – Russ Peterson Jr.

Stage fright can be reduced by 75 percent through simple preparation and rehearsal. - Lilly Walters, Professional Speaker and Co-Author of Speak and Grow Rich

Do the thing you fear... that is the quickest and surest way ever yet discovered to conquer fear. - Dale Carnegie, Speaker, Teacher, and Author of The Quick and Easy Way to Effective Speaking

The energy you bring to a presentation is contagious. – Kevin Karschnik

Breathing control gives a person strength, vitality, inspiration and magic powers. - Chuang Tzu, Chinese Philosopher

If you want to calm your nerves, drink warm water with a twist of lemon or a shot of honey before your presentation. – Russ Peterson Jr.

Chapter 2: Know your Purpose

If you don't know where you're going, you'll probably end up someplace else.”
- Yogi Berra, Hall of Fame Catcher, New York Yankees

When you fail to prepare, you are preparing to fail. - Coach John Wooden, Hall of Fame NCAA Basketball Coach

Expect the best, plan for the worst, and prepare to be surprised. - Denis Waitley, Motivational Speaker and Best-selling Author

Speech is power: speech is to persuade, to convert, to compel. - Ralph Waldo Emerson, American essayist, lecturer, and poet

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, Philosopher

We succeed only as we identify a single overriding objective, and make all other considerations bend to that one objective. - Dwight D. Eisenhower, Former President of the United States

I went to a bookstore and asked the saleswoman, 'Where's the self-help section?' She said if she told me, it would defeat the purpose. - George Carlin, Comedian and Actor

Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could. - Steve Jobs, Co-Founder of Apple

The measure of a great teacher isn't what he or she knows; it's what the students know. - John C. Maxwell, Leadership Expert, Speaker, Coach, and Author

Luck is what happens when preparation meets opportunity. - Seneca, Roman Stoic Philosopher

Chapter 3: Audience Wants You to Connect

Connecting with people begins with knowing people. If you don't have clarity concerning your listeners, your message will be muddy. - John C. Maxwell, Leadership Expert, Speaker, Coach, and Author

Speakers connect with audiences by serving them. – Russ Peterson Jr.

I try to bring the audience's own drama - tears and laughter they know about - to them. - Judy Garland, Actress and Singer

Proper preparation for speaking takes place in three key areas: your subject matter, your audience and your purpose. – Kevin Karschnik

Anytime you aren't sure about how to bridge the communication gap, don't start the process by telling people about yourself. Begin with moving to where they are and seeing things from their perspective. Adapt to them - don't expect them to adapt to you. - John C. Maxwell, Leadership Expert, Speaker, Coach, and Author

If a speaker does not prepare her subject matter properly, the audience will not retain the true meaning of the information. – Kevin Karschnik

Don't try to be perfect. Try to be effective. – Russ Peterson Jr.

If you're not prepared to be wrong, you'll never come up with anything creative. - Sir Ken Robinson, Teacher on Innovation and Author

It's not what you say that's important, it's what they hear. – Russ Peterson Jr.

Audiences are constantly asking themselves, 'What's in it for me?'
– Kevin Karschnik

The success of your presentation will be judged not by the knowledge you send but by what the listener receives. - Lilly Walters, Professional Speaker and Co-Author of Speak and Grow Rich

Audiences know when you are speaking to last week's audience.
– Russ Peterson Jr.

Chapter 4: Open with Power

Politics is just like show business - you have a great opening, you coast for a while, you have a great close.
- Ronald Reagan, Former President of the United States

We don't know where our first impressions come from, or precisely what they mean, so we don't always appreciate their fragility. - Malcolm Gladwell, Author of Blink, The Tipping Point and Outliers

Your audience will evaluate you in the first few seconds to create a first impression of you and your presentation. – Russ Peterson Jr.

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere. - Lee Iacocca, Former CEO of Chrysler and Author

The four ingredients of CABA (Credibility, Attention, Body, and Audience) can be delivered to the audience in any order. – Kevin Karschnik

Human behavior flows from three main sources: desire, emotion and knowledge. - Plato, Greek Philosopher and Teacher

What you choose grab the audience's attention must be in alignment with your purpose (goal) for the presentation, your audience and also with you and your style. – Kevin Karschnik

Audience members won't do anything unless they feel something.
- Russ Peterson Jr.

Everyone loves a good story, but not all the time - you must always consider the audience and your purpose. – Russ Peterson Jr.

Stories need to have a point and they need to be related to the topic at hand.
– Kevin Karschnik

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, Author

After you ask the thought-provoking question, you must pause for about two seconds to actually provoke the thought. – Russ Peterson Jr.

If there are no stupid questions, then what kind of questions do stupid people ask? Do they get smart just in time to ask questions?
- Scott Adams, Creator of the Dilbert Comic Strip and Author

Tell 'em what you're gonna tell 'em, then tell 'em, then tell 'em what you told 'em." - Dale Carnegie, Speaker, Teacher, and Author of How to Win Friends and Influence People

The audience wants to know from the very start of the presentation if it will be beneficial to them. – Kevin Karschnik

Don't tell people everything you know. Tell them what THEY need to know.
- Jerry Weissman, Presentations Coach and Author

One method for relating to an audience is to use 'we' statements.
– Russ Peterson Jr.

The first few seconds of your presentation should be considered prime real estate. – Russ Peterson Jr.

Chapter 5: Close with Confidence

Make sure you have finished speaking before your audience has finished listening. - Dorothy Sarnoff, Actress and Speech Coach

All that matters is the ending; it's the most important part.
- Johnny Depp, Actor and Film Producer

If you want to receive a Corporate Ovation, you need to carefully construct and deliver an effective and impactful presentation close. – Kevin Karschnik

The formula used by professional speakers includes three key elements—Memorable, Action, and Summary. We call it MAS. - Russ Peterson, Jr.

The secret of a good sermon is to have a good beginning and a good ending, then having the two as close together as possible.
- George F. Burns, Comedian, Actor, and Writer

The three ingredients of MAS (Memorable, Action, and Summary) can be delivered to the audience in any order. - Russ Peterson, Jr.

When crafting the memorable portion of your close, you can use a startling fact or statistic, quotation, story, illustration or metaphor, or a question.
– Kevin Karschnik

It's not about how to achieve your dreams. It's about how to lead your life. If you lead your life the right way, the karma will take care of itself. The dreams will come to you. - Randy Pausch, Author of The Last Lecture

The method you choose for framing your action in the close will depend on your style, your audience, and your purpose. - Russ Peterson, Jr.

The MAS formula is not intended to be dramatic; it is intended to be effective. And the best method for being effective is to gain the attention of your audience. – Kevin Karschnik

Chapter 6: Structure and Presentation Body

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, Motivational Speaker, Consultant and Author

If you are to provide any theory in this forum for our consideration, you must provide three forms of proof to substantiate your theory and observations.
– Aristotle, Greek philosopher

No one can remember more than three points.
- Philip Crosby, Businessman and Author

The biggest mistake we see from presenters is the speaker's perceived need to overpopulate the body of the presentation. – Kevin Karschnik

Sorry for the letter, I didn't have time to write a postcard.
- George Bernard Shaw, Irish Playwright

We have found that nine minutes is an ideal length for delivering a presentation targeting a basic understanding for the audience.
– Russ Peterson, Jr.

Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to re-create the incident as it happened and to picture it for the audience. - Dale Carnegie, Speaker, Teacher, and Author of The Quick and Easy Way to Effective Speaking

If your audience does not connect with something in your message, they will check out of the presentation and proceed to connect elsewhere, usually with their smart phone. – Russ Peterson Jr.

Example is not the main thing in influencing others' it's the only thing.
- Albert Schweitzer, German Theologian and Philosopher

The body of the persuasive presentation must be easy to follow and provide supporting evidence for each claim. – Russ Peterson Jr.

Your audience gives you everything you need. They tell you. There is no director who can direct you like an audience.

- Fanny Brice, Comedian and Actress

Presentations must follow a logical flow while addressing all of the pertinent information required for complete understanding. – Russ Peterson Jr.

Nearly 42 percent of all statistics are made up. – Kevin Karschnik

Just like a road sign, for transitions to be effective they must be easy to see.

– Russ Peterson, Jr.

Transitions must work well with the structure of the content and they must be easy to see. – Kevin Karschnik

Chapter 7: Corporate Storytelling

Those who tell the stories rule the world. - Plato, Greek Philosopher

If you want to change the world, you need to change your story.

- Michael Margolis, Speaker, Coach, and Author

If you want to connect to your audience, don't just give them a bunch of statistics, give them the story. – Kevin Karschnik

In a corporate environment, the higher you rise in an organization, the more you need to be skilled at storytelling. – Russ Peterson Jr.

Storytelling is the most powerful way to put ideas into the world today.
- Robert McAfee Brown, Theologian, Activist, and Author

One of the most important things to keep in mind using stories in organizations is to get clear, and stay clear, on the purpose for which the story is being used. - Steve Denning, Leadership Expert and Author

When you provide a story, the audience will process and store it for later even if they don't remember all the words you specifically used in the story.
– Russ Peterson Jr.

Stories are the emotional glue that connects an audience to your idea.
- Nancy Duarte, Writer and Graphic Designer

We live in story like a fish lives in water. We cannot think without language; we cannot process experience without story. - Christina Baldwin, Teacher, Facilitator, and Author

We learn more about a person when we hear their story, not just the facts of their life. – Kevin Karschnik

The human species thinks in metaphors and learns through stories.
- Mary Catherine Bateson, Anthropologist and Author

Knowing a good story and telling a good story are two different things.
– Russ Peterson Jr.

A story has its purpose and its path. It must be told correctly for it to be understood. - Marcus Sedgwick, Illustrator, Musician, and Author

Drama and dialogue unfolding in real time can differentiate between telling a good story and telling a great one. – Russ Peterson Jr.

Consider what your hands, posture, feet and face are saying to the audience when you deliver a story. – Kevin Karschnik

A story develops and grows in the mind of your listener. If it is a good story, you don't have to keep it alive by yourself. It is automatically retold or replayed in the minds of your listeners. - Annette Simmons, Speaker, Trainer, and Author

I realized the importance of having a story today is what really separates companies. People don't just wear our shoes; they tell our story.
- Blake Mycoskie, CEO, Tom's Shoes

Leaders must see the vision and then cast that vision. Casting the vision means they must tell the company story. - Russ Peterson Jr.

Stories are the single most powerful weapon in a leader's arsenal.
- Howard Gardner, Harvard University Professor

Always be respectful of how much time you have - not everyone needs to tell a Tom Clancy story to create an interesting dialog. – Kevin Karschnik

Over the years I have become convinced that we learn best—and change—from hearing stories that strike a chord within us. Those in leadership positions who fail to grasp or use the power of stories risk failure for their companies and for themselves. - John Kotter, Harvard Business School Professor and Author

Everyone loves stories when they are told well. Stories are not just for entertainment. Stories are the fabric of our lives. How we stitch the fabric together becomes the tapestry that is our life. – Russ Peterson Jr.

Chapter 8: Say It Like You Mean It

Talking is like playing on the harp; there is as much in laying the hands on the strings to stop their vibration as in twanging them to bring out their music.

- Oliver Wendell Holmes, Sr., Physician, Professor and Author

Communicating effectively involves what words we say (verbal), how we say each word (vocal), and what we visually portray when we deliver the message (visual). – Kevin Karschnik

When you are communicating about important emotional topics, or while you attempt to persuade your audience of something, your voice, gestures, postures and movements take on extreme importance. - Dr. Albert Mehrabian, UCLA Professor Emeritus of Psychology

Effective communication is 20 percent what you know and 80 percent how you feel about what you know. - Jim Rohn, Entrepreneur, Motivational Speaker, and Author

It is important for you to calibrate your three channels (visual, vocal, and verbal) as you present to your audience. – Russ Peterson Jr.

The difference between the right word and the almost right word is the difference between lightning and the lightning bug.

- Mark Twain, Humorist and Author

It is important to use people's names, but it is most important to use them properly! – Kevin Karschnik

It isn't what I say, but how I say it, and how I look when I do it and say it.
- Mae West, Actress and Screenwriter

Some words can increase the credibility of a speaker; other words can definitely take it away. Filler words add nothing to your presentation; they only take away! – Russ Peterson Jr.

All the fun is in how you say a thing. - Robert Frost, Poet and Author

Just like the word processor can format text many different ways to draw your attention, different speakers will choose to highlight their words differently depending on their style. – Kevin Karschnik

The trouble with talking too fast is you may say something you haven't thought of yet. - Ann Landers, Advice Columnist, Chicago Sun-Times

If you don't believe what you're saying, why should the audience believe you?
– Russ Peterson Jr.

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, Illustrator and Author

It's not so much knowing when to speak, but when to pause.
- Jack Benny, Comedian and Actor

A lack of confidence in a speaker's own ability will cause an abnormal fear of being silent when on the stage. – Kevin Karschnik

Pauses in speech are as important as the rests in music. – Russ Peterson Jr.

Your pause after a question should be long enough for you to mentally answer the question in your head.

- Craig Valentine, professional speaker and speech coach

The right word may be effective, but no word was ever as effective as a rightly timed pause. - Mark Twain, Author and Humorist

Chapter 9: Engaging Body Language

The most important thing in communication is to hear what isn't being said.

- Peter Drucker, Austrian Writer, Management Consultant and Author

The single biggest problem with communication . . . is the illusion that it has been accomplished. - George Bernard Shaw, Irish Playwright

What you bring to the stage is contagious—whether it's boredom or energy.

– Kevin Karschnik

What you do speaks so loud I cannot hear what you say.

- Ralph Waldo Emerson, Essayist, Lecturer, and Poet

Every audience wants to know that their speaker is confident and in control, while being seen as approachable, receptive and friendly. – Russ Peterson Jr.

Confidence Communicates Competence; approachability Communicates Connection With Audience. – Kevin Karschnik

The human brain receives communication primarily through three channels - the visual, the verbal and the vocal. When all three channels send the same message, it's called congruent communication. – Russ Peterson, Jr.

If you make it hard on your audience to follow, they will quit trying. – Kevin Karschnik

Hand gestures around helps you recall your talking points - the gestures help you access memory and language. - Russ Peterson, Jr.

Actions speak louder than words, and a smile says, 'I like you. You make me happy. I am glad to see you.'" - Dale Carnegie, Speaker, Teacher, and Author of The Quick and Easy Way to Effective Speaking

A smile is the shortest distance between two people. - Victor Borge, Danish Comedian and Pianist

Chapter 10: Using Visual Aids

Create your own visual style, let it be unique for yourself and yet identifiable for others. - Orson Welles, Actor, Director, Writer, and Author

Slides are slides. Documents are documents. They aren't the same. Attempts to merge them result in Slideuments. - Garr Reynolds, Communications Expert and Author

Visuals should be used to enhance an audience's understanding of a concept, not used as cue cards. - William Krieger, Professional Speaker and Author

If you want to effectively inform and ultimately persuade your audience, simply telling the audience may be the least effective and least memorable method. – Russ Peterson Jr.

If you have to explain a visual aid, you're working backwards. A picture is supposed to be worth a thousand words, not generate another thousand words. - Alan Weiss, Professional Speaker and Author

A rule to remember for text on a slide is the Six By Six Rule; this means no more than six lines of six words for any slide. – Kevin Karschnik

Don't underestimate the power of a simple overhead projector and a marker. – Russ Peterson Jr.

Don't commit a presentation homicide when you present. – Kevin Karschnik

Never forget that the slides are meant to support you, not the other way around! - Russ Peterson Jr.

Simplicity is the ultimate sophistication. - Leonardo da Vinci, Artist, Scientist, Inventor, and Writer

Less is more when it comes to designing slides. – Kevin Karschnik

When you overload your slides with words or pictures or diagrams, you get lost in the clutter. – Russ Peterson Jr.

When you want your audience to focus on you, black out the screen using the B-key on the keyboard. – Kevin Karschnik

Don't let your visual aids become the presentation. *You* are the presentation. – Russ Peterson Jr.

Chapter 11: Handling Questions

I wish I had an answer to that because I'm tired of answering that question. - Yogi Berra, Hall of Fame Catcher, New York Yankees

It is better to ask some of the questions than to know all the answers. - James Thurber, Cartoonist and Author

When it comes to taking questions from the audience, always prepare for the worst, but expect the best. - Kevin Karschnik

There are no stupid questions; just obvious answers, or overlooked questions, or badly worded questions. - Daniella Kessler, Poet and Author

I don't pretend to have all the answers. I don't pretend to even know what the questions are. Hey, where am I? - Jack Handey, Humorist and Author

No question is so difficult to answer as that which the answer is obvious. - George Bernard Shaw, Irish Playwright

The question and answer time of any presentation can make or break the speaker's credibility. – Russ Peterson Jr.

Chapter 12: Rehearsal and Evaluation

Stop acting as if life is a rehearsal. Live this day as if it were your last. The past is over and gone. The future is not guaranteed. - Wayne Dyer, Motivational Speaker and Author

Rehearsal increases your chances of connecting with the audience.
– Kevin Karschnik

Just because you know the content of a presentation does not guarantee that you'll nail the delivery in front of your audience. – Russ Peterson Jr.

Just because you have no fear of speaking in front of others does not mean you are a great presenter. – Kevin Karschnik

Rehearsal is the planning and preparation to successfully deliver the content to the audience. – Russ Peterson Jr.

There are always three speeches for every one you actually gave: The one you practiced, the one you gave, and the one you wish you gave. - Dale Carnegie, Speaker, Teacher, and Author of The Quick and Easy Way to Effective Speaking

The first and last thing you say just might be the most remembered part of your presentation. - Russ Peterson Jr.

It is the nature of man to rise to greatness if greatness is expected of him.
- John Steinbeck, Pulitzer Prize-winning Author of The Grapes of Wrath, East of Eden, and Of Mice and Men

“In fact, researchers have settled on what they believe is the magic number for true expertise: ten thousand hours.” - Malcolm Gladwell, Author of Blink, The Tipping Point and Outliers

Evaluate what you want - because what gets measured gets produced.
- James A. Belasco, Speaker, Consultant, and Author

There is no best; there's always a better. – Kevin Karschnik

A great presenter understands that there is no such thing as a best speaker, because there's always room to get better. – Russ Peterson, Jr.

Implement to Improve

You are only an attitude away from success. - John C. Maxwell, Leadership Expert, Speaker, Coach, and Author

Perfection is a direction, not a destination. – Russ Peterson, Jr.

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

Practice does not make perfect. Only perfect practice makes perfect.
- Vince Lombardi, Hall of Fame Football Coach, Green Bay Packers

Create a definite plan for carrying out your desire and begin at once, whether you are ready or not, to put this plan into action. - Napoleon Hill, Author of Think and Grow Rich and The Law of Success

Everything is difficult, until it isn't. - Kevin Karschnik

Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it. - Lou Holtz, Hall of Fame College Football Coach, Sportscaster, Motivational Speaker, and Author

When you give the audience what they want, when your message has satisfied their needs, when you have truly connected with your audience, they will respond with genuine thanks and more than just hearty applause. They will respond with *Corporate Ovations!* – Russ Peterson Jr.

Praise for Corporate Ovations

The class that Russ Peterson delivered was the most impressive training I have ever attended in my 17 years in telecom. I have recommended his workshop to several businesses and customer contacts.

- Aaron Vorwald, XO Communications

Kevin really knows his stuff—he was eloquent, diplomatic, professional, engaging, inspiring, and very astute to the dynamics of the class. I hope to one day be as good as him! Superior training! - Gail Webb, AMD

Russ and Kevin share powerful principles for delivering outstanding presentations. When you read this book, you'll never approach presentations the same way. I highly recommend it!

- Jon Gordon, Best-selling author of The Energy Bus and The Seed

Corporate Ovations thoroughly covers it from A to Z if you want to learn to give an effective presentation. You'll find lots of great ideas to make you a more powerful communicator. It will teach you to put the audience first and that will help make you a first-class speaker.

- Mark Sanborn, Award winning speaker and bestselling author of *The Fred Factor* and *You Don't Need a Title to be a Leader*

10 years and 3 corporations later, I am still bringing Russ and Kevin to my workforce... they never let us down... I can show ROI on this stuff!

- Lacey Neef-Hedrick, Talent Development Advisor, Champion Technologies

Stop winging your presentations! Great, engaging presentations don't just happen. Corporate Ovations delivers proven methods to prepare your message, engage your audience, and leave a lasting impression. The tools in this book will help you think and prepare differently for your next business meeting or speaking engagement.

- Heather Trotter, National Account Sales Director, Coca-Cola

One of the best books on communication that I have ever read. It is simple, practical and provides extremely useful advice. A must read!

- Marcela Martin, Executive Vice President & CFO, Fox International Channels

Karschnik and Peterson have created a great tool that is helpful for anyone who speaks in any kind of public setting. They have found a way to convey the energy, message and tips of the 'live' educational sessions into an easy to read, easy to implement guide for speakers of all levels of experience. There's something in here for everyone and the quotes are wonderful nuggets of wisdom that helps the message sink in to the reader.

- Ann Jerome, Chief Operating Officer, Ronald McDonald House Charities

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.

PROFESSIONALS



SALES



LEADERS



For more information: www.iSpeak.com, 512.671.6711, or info@ispeak.com