



PRESENTATION
SKILL DEVELOPMENT

GUIDE

Effective and Efficient
Presentations and Meetings

Laying the Foundation

The 3 C's

Building the Materials

The Delivery

Our Objective

Provide effective and efficient strategies focused on:

- Developing long-term, mutually beneficial business relationships
- Engaging with your audience
- Positively impacting business results

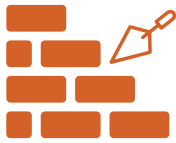
Your Objectives

SO WHAT?

Why do we discuss your objectives?

- We will focus on What's In It For You during this session
- When you leave you will have the effective and efficient strategies to use in any communication

Where will we go today?



1) Laying the Foundation page 3

- Stages of Learning
- What's In It For Them
- The Elusive 600 and Unplugging
- Your Audience and What's In It For Them



2) The 3 C's of Effective Communication page 9

- Conversation
- Connections
- Choreography



3) Choreographing and Building the Materials page 10

- My Repeatable, Retainable, Return on Relationship Message
- Planning Ahead
- Motivating Change

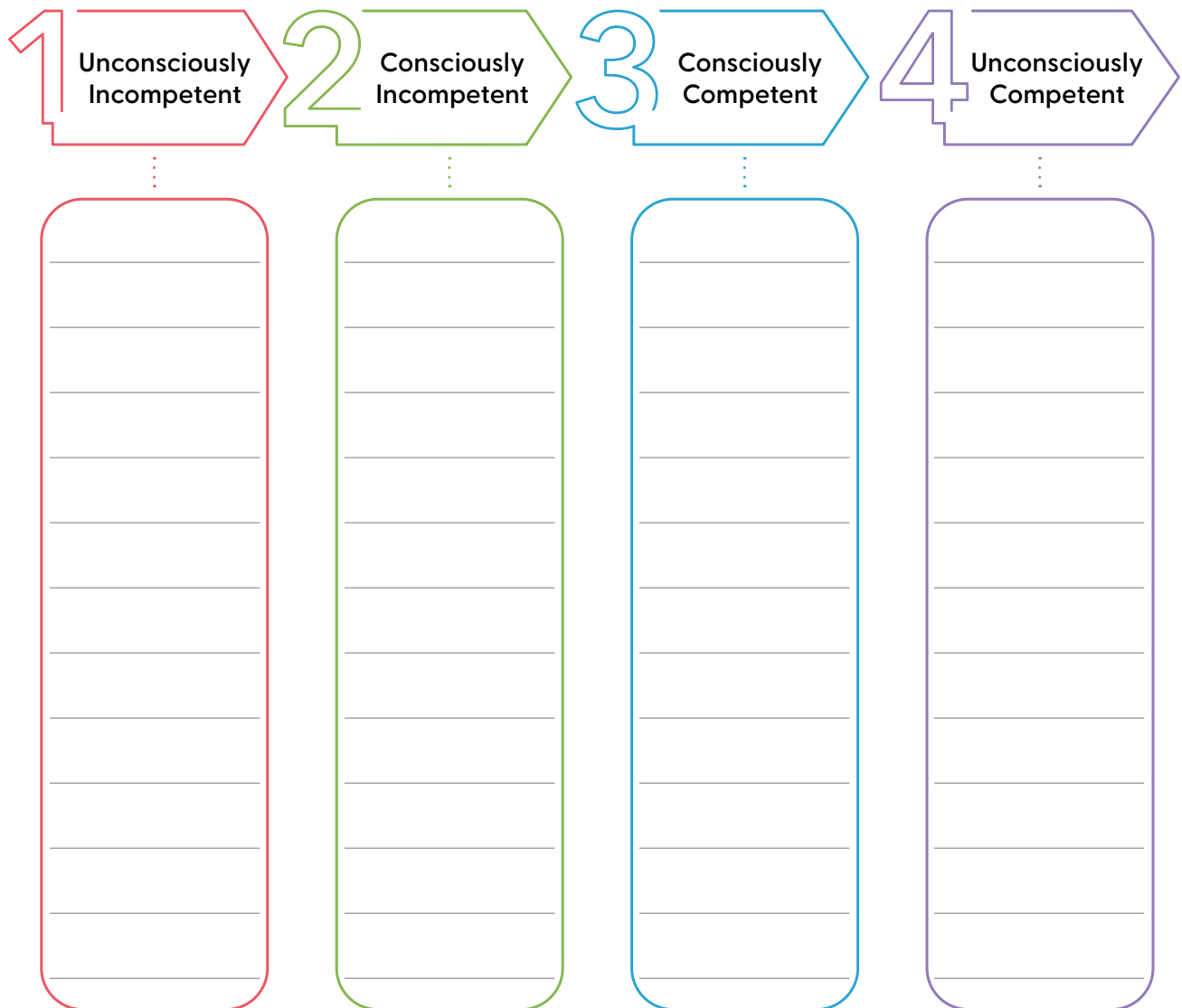


4) The Delivery.....page 15

- Opening, Content, Close
- The Power of Tone
- Body Language

Laying the Foundation

4 Stages of Learning



SO WHY?

Anytime that we are introduced to something new, we go through the 4 stages of learning.

Please keep the four stages in mind for today and our future audiences!

An audience can be all sizes- from meetings with one individual to presentations in front of thousands.



W _____ I _____ I _____ F _____ T _____
 R _____ O _____ R _____

SO WHAT?

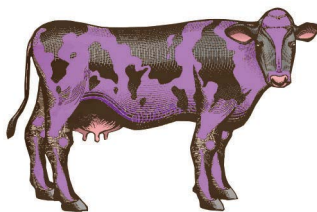
- WIIFT answers the question “So What?”
- If you focus on WIIFT, it will result in What’s Is In It for **YOU!**

Forget about you and focus on your audience.

Be where your audience needs you to be.

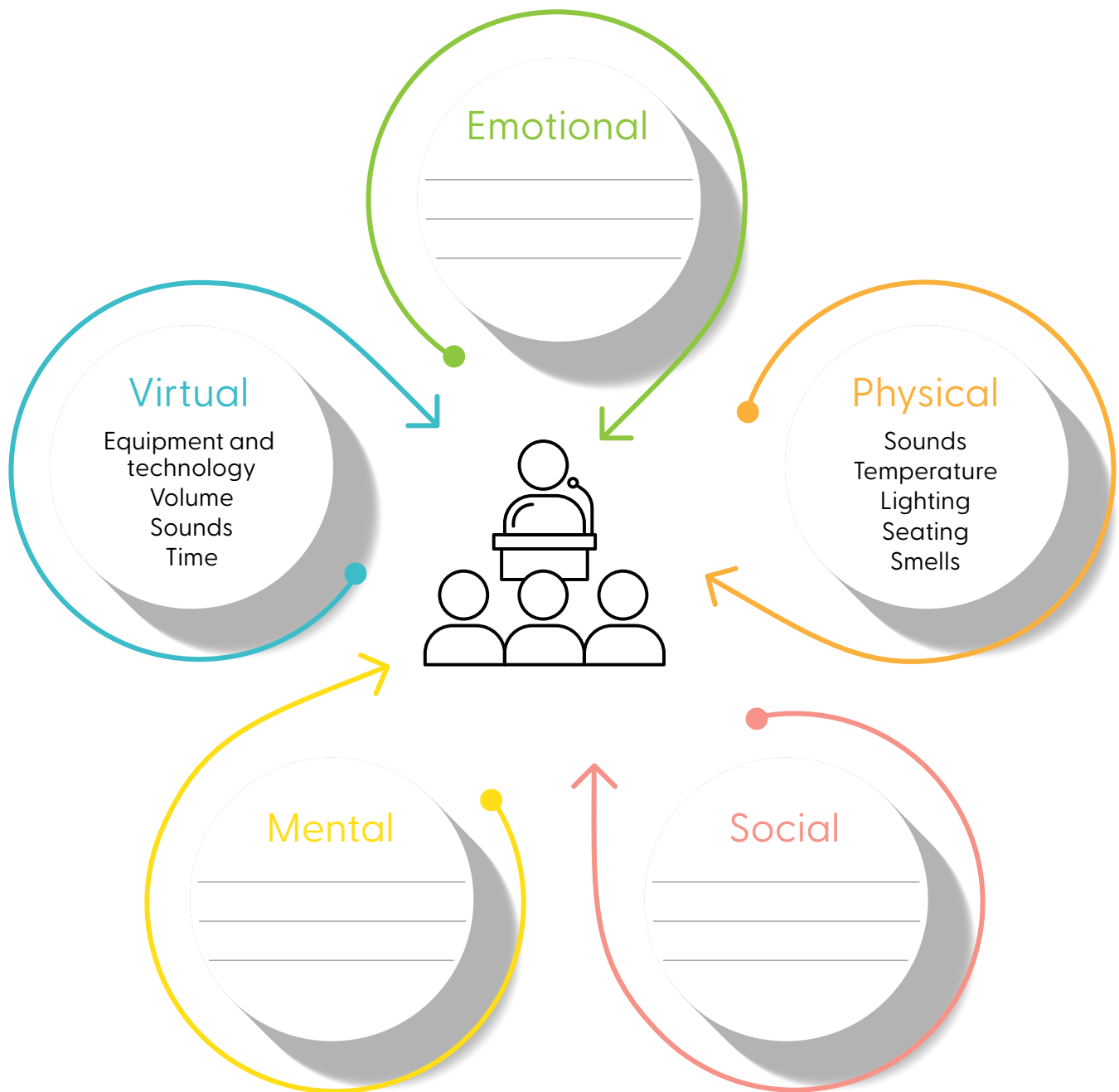
In one or two sentences, what do you want them to take away?

What is the memorable message?



Use stories and pictures to help your audience understand and remember.

The Characteristics of Your Audience



Words Per Minute Factor



We mentally process

_____ words per minute



We verbally speak

_____ words per minute



The Elusive 600

SO WHEN?

When is the Elusive 600 a challenge?

- When your audience's Elusive 600 becomes a barrier to listening
- When your Elusive 600 causes you to say something out loud that you didn't intend or neglected to run through the audience filter before you said it.

Listening for Fun

How many months?

Describe your line

How old is the bus driver?

Unplugging

SO HOW?

How do you address the Elusive 600 – by UNPLUGGING.

What is unplugging? Unplugging is saying aloud what may be in the audiences' Elusive 600.

- Being proactive
- “You may be wondering....”
- “Now you’re probably thinking...”



What can you do to grab the audience's attention?

- 1) _____
- 2) _____
- 3) _____
- 4) _____

What can you do to keep your Elusive 600 appropriately engaged?

- 1) _____
- 2) _____
- 3) _____

SO WHEN?

When there are any barriers to hearing your message (physical characteristics, virtual characteristics, distractions, etc.) you can use an Unplug.

When you are thinking about the audience and like the audience, this is easy!

The What's In It For Them (WIIFT) Factor Can

Makes or saves _____

Is _____

Be easy to _____

Provides world-class _____

Advances _____

Makes them _____

WIIFT Breakout

Consider your typical audience. What is important to them. You may have only one What, one So What, and one WIIFT per box.

So What transition examples: What this means to you is..., how this is going to positively impact your bottom line is..., what this means for your client is.....

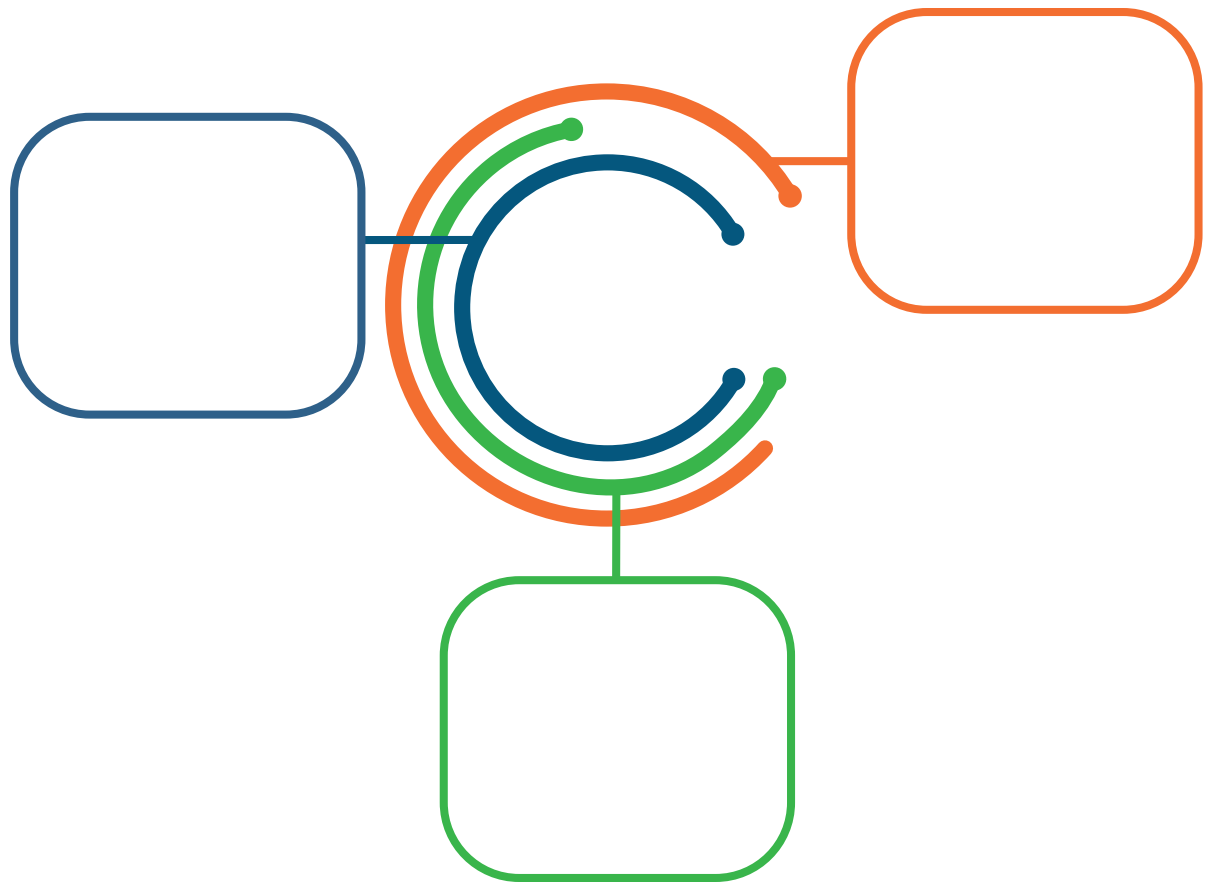
WHAT (Feature)	SO WHAT (Transition to the WIIFT)	WIIFT (Benefit)

WHAT (Feature)	SO WHAT (Transition to the WIIFT)	WIIFT (Benefit)

WHAT (Feature)	SO WHAT (Transition to the WIIFT)	WIIFT (Benefit)



The 3 C's of Effective Communication



SO
HOW?

Con conversationally make the **Connections** that you have **Choreographed** or are ready to re-**Choreograph** depending on where the **Conversation** takes you and your audience.

Use the Preparation Guide on the next page to make this happen!



Presentation or Meeting Preparation Guide

GOALS: What are my presentation/meeting goals?

Educate, inform or update - about what?

Sell or convince - what do you want them to buy?

Change or alter - what and by when? (refer to page 14)

Motivate or persuade - to do what?

Deter - from doing what?

ROR MESSAGE: In a sentence or two, what do you want the audience to take away?

My Repeatable, Retainable, ROR (Return On Relationship) and WIIFT (What's In It For Them)

Questions to motivate engagement and interaction of the audience (if applicable)

AUDIENCE: Who is in it?

Organization

Attendees and positions

☐ Friends ☐ Foes ☐ Skeptics ☐ Neutral ☐ Other (can be all)

Attendee's experience level with your topic

Attendee's experience level with your company, service, solution

Presenter:

What is the message of your presentation or meeting?

AUDIENCE PAIN/NEED:

What are the existing pain points?

Does this audience feel the pain? ☐ Yes ☐ No ☐ Unsure

How severe is the pain? ☐ Slight ☐ Moderate ☐ Significant

BARRIERS: What are the barriers to taking action?

Experience level with product, service and company

Any biases (timing, pricing, complexity)

E600:

What might be in the audience's unspoken thoughts (Elusive 600)

And yours?

How will you utilize strategic unplugs?

ANTICIPATED QUESTIONS:

What questions might the audience ask?

What does the audience want or need to know about you?

What connections can you make with/for them?

Choreographing the Connections of Your Conversation



Credibility and Connection Building

Your introduction to create credibility with anyone in the audience who does not know you or to make a connection to an audience you have worked with in the past.

YOUR PLAN

Slide #



Repeatable, Retainable, ROR (Return on Relationship)

In 1-2 sentences what do you want your audience to know when they leave your presentation.

YOUR PLAN

Slide #



Gather Information, Initial Engagement*

Strategic questions to engage the audience. This could be a straw poll or questions you are relatively certain you know the answers to.

YOUR PLAN

Slide #



Getting on the Same Page*

Provide a historical perspective, communicate trends, or compare and contrast.

YOUR PLAN

Slide #

*Developing Pain Points is crucial during these choreographed steps.

 **Other Meaningful Content***

YOUR PLAN

Slide #

 **Recapping**
Restate key points.

YOUR PLAN

Slide #

 **Answering Final Questions**
Allow the audience to empty their Elusive 600 before you leave them with your power close.

YOUR PLAN

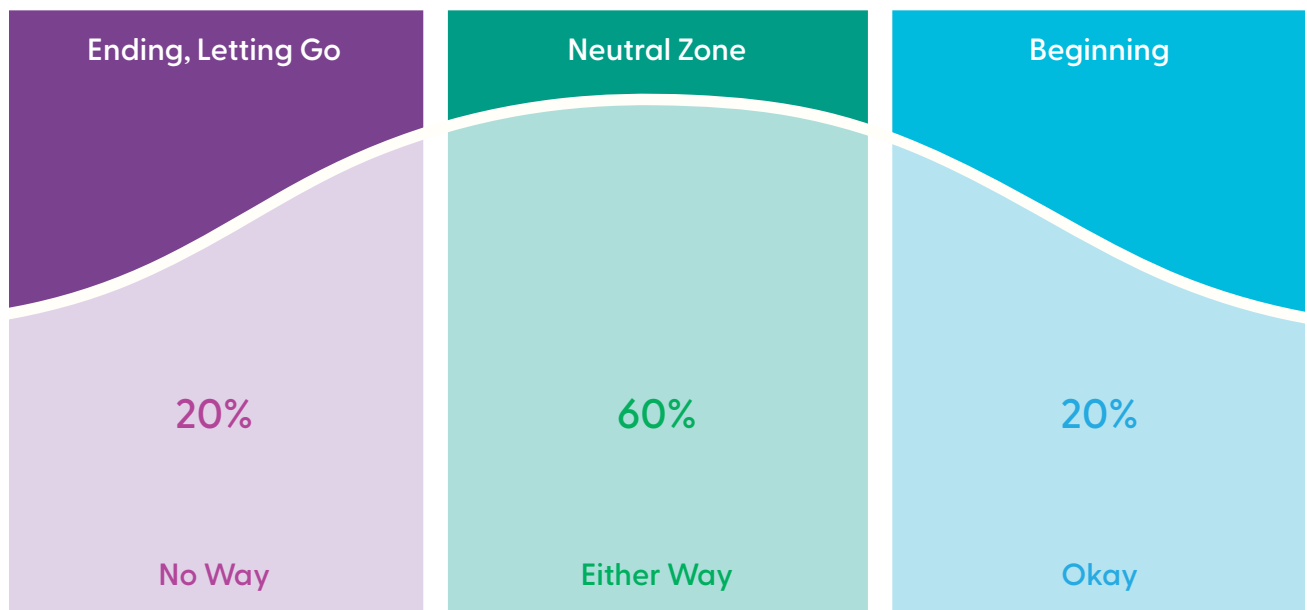
Slide #

 **Power Close, Your Purple Cow**
The power close is the ROR repeated in a final fashion (call-to-action, an impactful quote, a memorable picture, a staggering statistic).

YOUR PLAN

Slide #

Selling, Changing, Motivating, Deterring



SO HOW?

So how do we help our audience buy something new, change a procedure, be motivated to a new way of thinking, or be deterred from doing something?

First, we need to figure out our audience's gap between:

- What is being done today AND
- What we want/need to be done

Once we figure out where our audience is, we can help them move through the change and get them all to "okay".

- We need to design our messages to help them navigate the gap
- We want to fill our message with unplugs to acknowledge the barriers
- We want to include an unlimited amount of WIIFTs to convince

How Do You Process Information?



SO WHY?

Why do we want to think about how information is processed?

Because there is no right or wrong way to process information it is the speaker's responsibility to appeal to the diverse ways that audiences take information in.

We typically communicate based on our own preferences. Our audience may not share those preference(s).

This means that we need to utilize a variety of strategies to be where the audience needs us to be.

We Tend to Remember



_____ % of what we read



_____ % of what we hear and see



_____ % of what we say when we do it



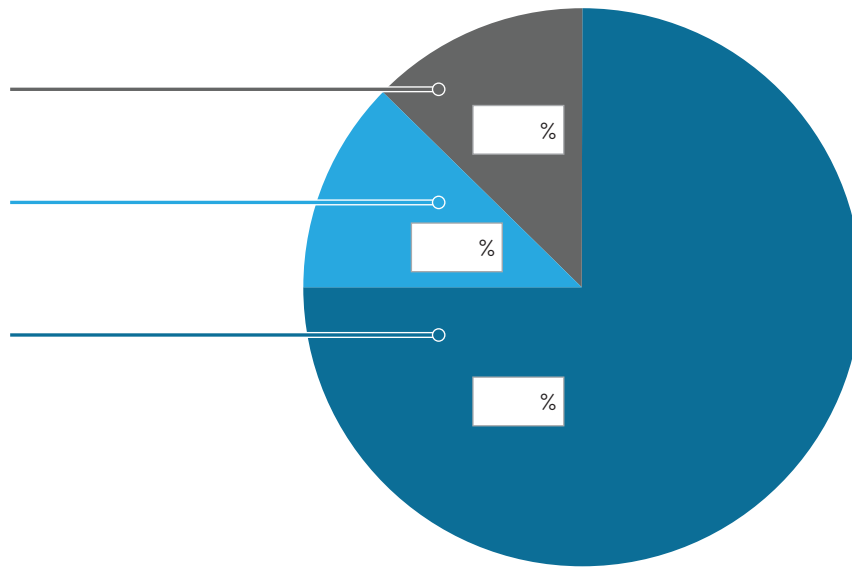
_____ % of what we hear



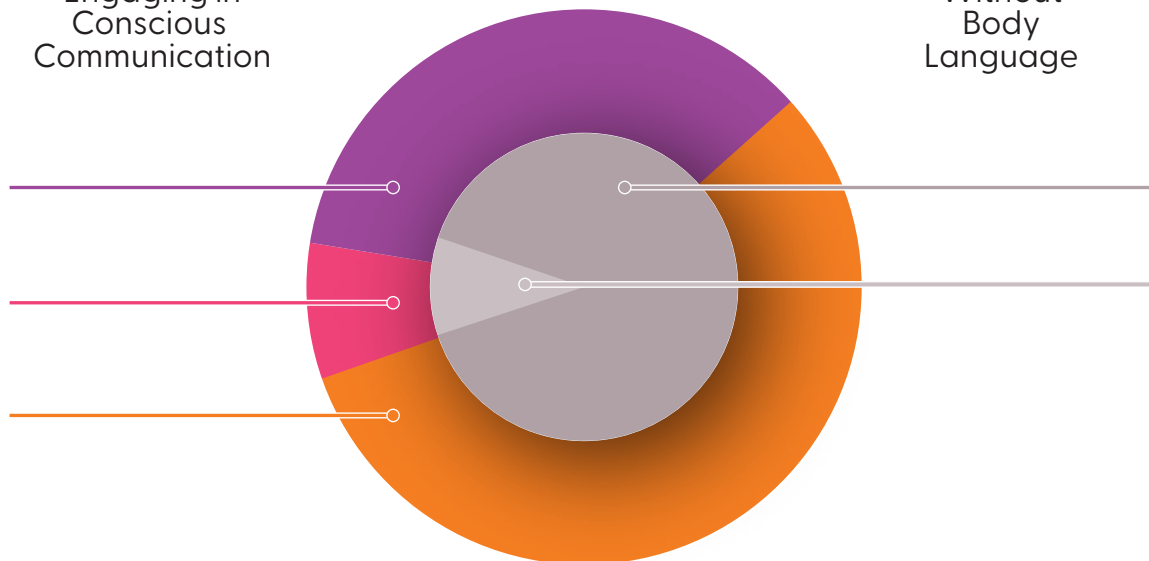
_____ % of what we discuss

Key Delivery Considerations

Your Planning



Engaging in
Conscious
Communication



Without
Body
Language

SO
WHAT?

When we communicate unconsciously, we are unaware of how the audience is receiving us and the information we are sharing.

We want to consciously communicate.

Comfort Words and **Confident Words**

I feel → _____
I hope → _____
I'll try → _____
Sort of → _____
You guys → _____
Uh mm → _____

SO HOW?

How can I deliver the best message?

Watch Your Tone

- Articulate
- Fluctuate rate
- Vary pitch where appropriate
- Project your voice
- Emphasize
- Pause

Watch Your Body Language

- Maintain good posture
- Make eye contact
- Be aware of facial expressions, yours and theirs
- Use confident and purposeful body language, gestures and movement
- Ensure your appearance is appropriate for the audience and setting

Action Items

- Review your workbook for the concepts to make your presentation a success.
- Utilize the presentation Preparation Guide to draft your presentation utilizing RT concepts.
- Pre-assess your presentation with the Presentation Success Tool on the next page. After your presentation, engage in a post assessment.
- Remember, be where your audience needs you to be. Make your message memorable.

REFERENCE MATERIAL

Bridges, W. (1988). *Bridges Transition Model*. William Bridges Associates. <https://wmbridges.com/about/what-is-transition/>

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Presentation or Meeting Success Tool

How are they demonstrating the RT strategies?

OPENING

Established credibility (competence, background, rapport-building, professionalism).

Established connection with the audience, conversationally; established appropriate Law of Reciprocity (energy and tone).

CONVERSATION

Engaged the audience or used effective questions to probe audience's needs.

Successfully re-engaged audience, if necessary, with an open-ended question in an appropriate manner.

Recognized potential Elusive 600s and successfully Unplugged to prevent a barrier from developing or to re-engage the audience.

Used conversational tone. Presentation or meeting looked and felt customized to the audience and not scripted and over-rehearsed. Was not simply reading the information from the slide.

CONNECTIONS

Connected company messages, solutions, and/or services to audience's identified needs in a WIIFT manner. Told the story of the slide making the connections to the audience.

Repeated question if appropriate. Acknowledged the question or point made by the audience member.

Used client's name appropriately when making connections to their questions or concerns.

CHOREOGRAPH

Used appropriate timing to make connections; did not appear scripted.

Successfully managed any difficult conversations with the use of an effective and appropriate Unplug or WIIFT.

Presented an effective initial and power close or call-to-action.

Accomplished purpose of presentation or meeting.

Exceptional: Consistent, clear and conscious demonstration throughout.

Effective: Successful demonstration in an audience focused manner.

Emerging: Inconsistent use or missed opportunities.

N/A: Not at all or not applicable.

Exceptional	Effective	Emerging	N/A
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐
			☐



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DELIVERY

Exceptional	Effective	Emerging	N/A
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Maintained appropriate eye contact. Focused on the audience more than the materials.

Voice volume, pace, and tone were appropriate. Communication punctuation was appropriate (no sentence up-tick).

Articulation and pronunciation were easy to understand.

Body language and gestures were confident and comfortable. Nothing served as a distraction to the audience.

Effectively used pauses, pace variations, and focus directives to place emphasis on the important elements of the message.

Was confident in the delivery of the message.

Avoided use of weak or comfort word choices.

Strengths:

Opportunities for development:

Final note:



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