

connection

CRASHERS

WORDS

- Filler words
- Jokes
- Sarcasm
- Disparaging (throwing under the bus)
- Dilutionary language: *sort of, kind of, actually, just*
- Acronyms
- Jargon

PHRASES

- Yes or Yes
- *This won't take long...*
- *I'm super nervous...*
- *I'm between you and lunch...*
- *I'm nowhere near as engaging as the last presenter...*
- *I'm going to be vulnerable/transparent/ etc.*
- Apologizing for anything (unless that's the point)

ACTIONS

- Making the audience perform:
 - Clap
 - Yell "Good Morning!"
 - Touch each other
- Dance*
- Going over time

VERBALS & NON-VERBALS

- Vocal fry
- Upspeak
- Having your back to the audience
- Swaying
- Lion pacing
- Nervous ticks and gestures

OPENINGS

- "Thank you, thank you..." Thanking the audience, sponsors, and everyone they know
- "I'm so nervous, and I'm not that good of a speaker..."
- "My name is..." Reintroducing yourself and who you are
- "About me..." Sharing random facts, personal issues not relevant to the story
- "I don't know why so and so thought it would be a good idea for me to come..."



WELCOME IN.

Presenting with
IMPACT



The FOUR P's of Presenting

PLAN • PREPARE • PRACTICE • PRESENT

Plan

- ✓ Need
- ✓ Purpose
- ✓ Audience
- ✓ Intention
- ✓ Engagement
- ✓ Timing
- ✓ Room Setup
- ✓ Pre-Event Communications

Prepare

- ✓ Format
 - Meeting, Round Table, Panel, Presentation...
 -
- ✓ Outline
- ✓ Agenda
- ✓ Participant Information
 - Presenters' Bios
 - Sponsor Information
 - Who is in the room?
- ✓ Timing
- ✓ Materials
 - Workbooks
 - Visual Aids
 - Flip Charts...
 -
 -
- ✓ Outfit

Introductions with *Authority* SCRIPT

Let me begin with a few questions.

- ✓ Question 1
- ✓ Question 2
- ✓ Question 3

[Transition Line]:

- ✓ If you answered "yes" to any of those questions, you are in the right place.

[Outline credentials in 3 to 4 lines.]

- ✓ Credentials 1 – 4...

[Personal facts]:

- ✓ When she/he/they are not ____, she/he/they are _____.
- ✓ Please join me in welcoming from [*name company or location*], [*two titles and the twist*],
- ✓ presenter's name.

Introductions with *Authority*

- ✓ Way to establish the presenter's authority
- ✓ Builds buy-in and relatability to them and their message
- ✓ Sparks interest and curiosity while informing

GATHERING CREDENTIALS & RELATABLES

PURPOSE, PROBLEM, or RESULT	How can you pique the participant's interest by referencing the purpose of their talk, the problem the speaker is addressing, or the result they are leading people to?	Ask three questions that will get the audience to say "yes!" Prompts: <i>Have you ever... Do you wish... Could you use... Are you ready...</i>
		State the purpose or result immediately before stating their name
CREDENTIALS	Define or describe 3 to 4 credentials that are relevant to the person's experience, topic, and position.	Examples might include: <ul style="list-style-type: none"> • Certifications • Academic institutions • Notable work/academic accomplishments • Client names • Awards • Quantifiable statistics: profits earned, clients reached, mountains climbed.
PERSONAL FACTS	Include personal facts to make them relatable.	<ul style="list-style-type: none"> • Hobbies • Family facts (e.g., a dad to two high school swimmers) • Interests • Personal accomplishments
TITLES & a TWIST	How does that person describe themselves in a professional setting?	Titles <ul style="list-style-type: none"> • Job titles • Job responsibilities
	What is a fun fact that would pique curiosity or inform?	Twist A connector , e.g., speaker, consultant, and self-professed lover of Hallmark Movies... Self-deprecating , e.g., speaker, consultant, and speed limit violator...

Practice

- ✓ Stage Presence
 - Blocking
 - Anchoring
 - Gestures
 - Vocal Variety
- ✓ Pace and Timing
- ✓ Visual Outline
- ✓ Using A/V and visual aids
- ✓ Refrain from memorizing
- ✓ Record and playback with sound, without sound
- ✓ Seek feedback from a trusted source

Present

- ✓ Pre-Game Ritual
 - Eat
 - Drink
 - Music
 - Meditate
 - Move your body
 - Sleep
- ✓ Tech Check
 - Check microphone
 - Slides
 - Video playback
- ✓ Be in conversation
- ✓ Be of service

How to Run an *Effective* Q&A SESSION

TIMING

- ✓ When to do it
- ✓ How long should it be
- ✓ When to let them know

SET UP

- ✓ Question prep
- ✓ Clear on instructions. Define:
 - What to ask
 - How to ask it

EXECUTION

- ✓ Curious listening
- ✓ Rephrase the question
- ✓ Restate the question

STRUCTURING *your* PRESENTATION

STARTS	STRONG STARTS	Begin with a grabber	Ask a question
			Tell a story
			Share a statistic
		Connection before content	
STARTS	CONNECTION CRASHERS	Thanking the room	
		Saying you're nervous, unsure, or unable to follow the previous presenter	
		Beginning with logistics or housekeeping	
CENTERS	CLEAR CENTERS	Define your intention: what do you want them to do, think, know, and feel?	
		2-3 points to support your message	
		Use quotes, data, stories, metaphors	
		Flexing your style	
CENTERS	CONNECTION CRASHERS	Too much content	
		Too many slides	
		Either too heart or too head-focused	
CLOSES	CONCRETE CLOSES	Call to action	
		Ask a powerful question	
		New possibility, new vision	
		Integration and reflection	
		CONNECTION CRASHERS	Going over time