

**Effective Presentations
Slides and Summary Notes**

**AGA Seminar - May 2011
Presented by ExecuTrain of Utah**

Slide 1

Effective Presentations

Dale Byrd
ExecuTrain Corporation

Slide 2

About Myself...

- ◆ Training 20+ years
- ◆ Instructed for:
 - Dun and Bradstreet Business Education Services
 - Productivity Point International
 - ExecuTrain of Utah
- ◆ Background: Sales, Management, Training
- ◆ Sample Courses: Productivity Software, Business Problem Solving, Leadership, Sales, Customer Service

2

Slide 3

Agenda

- ◆ Persuasive Presentations

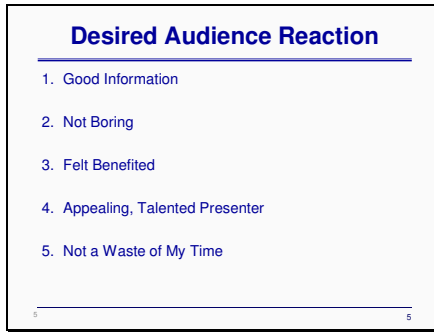
- ◆ Question and Answer Sessions

3

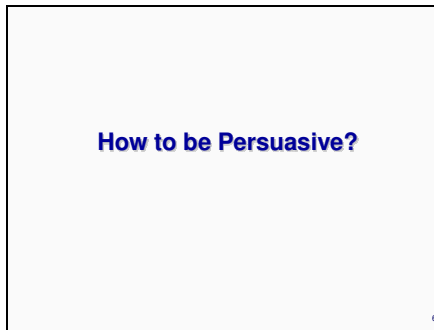
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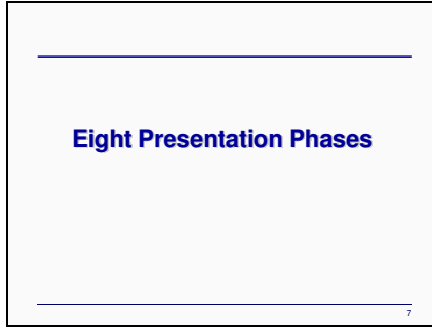
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Slide 6



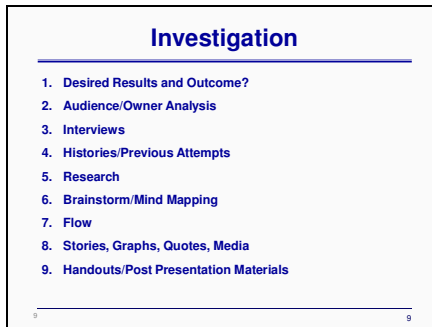
Slide 7



Slide 8



Slide 9



Slide 10

Desired Outcome?

1. Buy something?
2. Learn something?
3. Change beliefs or persuasions?
4. Take an action?
5. Be inspired / motivated?

10

Slide 11

Audience Analysis

1. Formal or Informal?
2. Angry, Supportive, Neutral, Mixed?
3. Want or Forced to be there?
4. Past Experiences?
5. Current Problems?
6. Expectations?
7. Their Desired Outcome?

11

Slide 12

Ask Yourself...

1. Do these people know what I am talking about?
2. What will I need to explain versus what is already known?
3. What do these people want to get out of this meeting?
4. What position are these people coming from?

12

Slide 13

Audience Questions

1. Why do I need to know this?
2. Why should I become excited about this?
3. What's in it for me?

13 13

Slide 14

Owner Analysis

Same as Audience?

14

Slide 15

Phase 2 Planning

- ◆ Writing to the Bones
- ◆ Mind Mapping
- ◆ Brainstorming

15

Slide 16

Phase 6 Delivery: Material

1. Take Off
2. Body
3. Conclusion
4. Q/A Session
5. Post Seminar Involvement

16

Slide 17

Take Off

1. First Impression
2. Fast
3. Hooks/Super Hooks
4. Introductions
5. Housekeeping Items
6. Disclaimers
7. Connection!

17

Slide 18

Body

1. 95% of Allotted Time
2. Message Delivery
3. Keep People Engaged!
4. Maintain Certain Level of Energy
5. Read Audience and Adjust

18

Slide 19

Conclusion

1. Announce!
2. Review
3. Did we meet agenda?

4. Connect the Dots
5. Call to Action (What Now?)

6. Post Event Information
7. Re-Hook Summary
8. Thank you

19

Slide 20

Phase 7 Delivery: Presenter

1. Style
2. Energy

3. Genuine vs. Plastic
4. Mannerisms

5. Communication Skills
6. Enthusiasm

20

Slide 21

What makes a great Presenter?

21

Slide 22

Audience: Nine Attitudes

1. Don't try to impress me with complication.
2. I need new info to be simple, concise and worth it.
3. I don't care who you know.
4. You can be somewhat funny, but don't waste my time with entertainment.

22 22

Slide 23

Audience: Nine Attitudes

5. This meeting is costing us time and money.
6. If you don't know, please don't try to fake it.
7. Address why this is important and beneficial to me.
8. What is obvious to you may not be obvious to me.
9. Help me be happy to be here.

23 23

Slide 24

**What do Audiences
Expect of you?**

24

Slide 25

What Audiences Expect of You

1. Naturally happy to be here.
2. Enjoying giving this presentation.
3. Know what you are talking about.
4. Prepared for this.
5. Confident, not arrogant.
6. Pleasant and calm.
7. Unshaken.
8. Upbeat without being annoying.

25 25

Slide 26

Audience to Presenter

1. We don't expect you to be the expert.
2. We don't want cussing, politics or offensive discussion.
3. Again, if you don't know, just say so.
4. Pretend you are presenting to third graders.
5. Read us! If we look lost, bored, miserable, we are!
6. Don't ramble, laugh for no reason, mumble.
7. Don't stall. If out of material, don't drag us along.
8. Connect with us or else it's just a "data dump".

26 26

Slide 27

A Key Factor

Presenter is genuinely happy to be here!

27

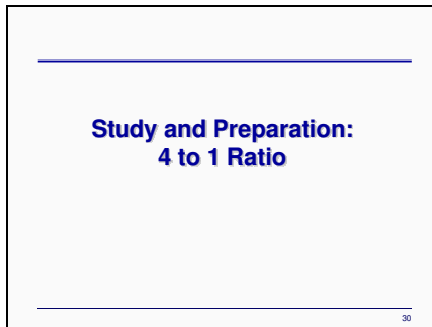
Slide 28



Slide 29



Slide 30



Slide 31

Question

What does the term
"Reading the Audience"
mean to you?

31

Slide 32

Reading the Audience

1. Bored
2. Tired
3. Confused
4. Distracted
5. Angry
6. Displeased
7. Unresponsive

32

Slide 33

10 to 1 Questioning

1. Ask review questions to members who know
2. Questions should be fairly easy
3. Ask entire group review questions

Anyone who did not get it realizes the rest did!

33

Slide 34

Key to Mistakes

**I Don't Care, We'll Be Fine
= Audience Doesn't Care!**

34

Slide 35

**Question and Answer
Sessions**

35

Slide 36

Our Agenda

1. Fundamentals of presentation
2. Audience analysis and supporting material
3. Building presentations
4. Presentation mechanics
5. Presentation process
6. Question-and-answer session
7. Fundamentals of persuasion

36

Slide 37

Handle questions effectively

- ◆ **Prepare to answer effectively**
 - Thoroughly analyze your audience
 - Take time to make a list of questions
 - Plan answers
 - Practice your presentation with colleagues
- ◆ **When to take questions**
 - Just before concluding your presentation

37 37

Slide 38

Benefits: Question-and-answer session

1. Valuable Addition to Presentation
2. Opportunity to clarify information
3. Involves audience
4. Increases the level of attention

38 38

Slide 39

Responsibilities

- ◆ **Answer as well as you can**
- ◆ **Do not waste the time of the audience**
 1. Regulate the session
 2. Make information relevant and useful
 3. Keep interests of the audience in mind
 4. Avoid unrelated topics
 5. Do not let one issue/attendee dominate

39 39

Slide 40

Tips to approach

1. **Positive Reception of the Question**
2. **Appreciation of the question**
3. **Unafraid of Question**

40

Slide 41

Process to answer a question


1. **Listen**
2. **Acknowledge**
3. **Clarify/Repeat**
 - "Tell me more..."
4. **Answer**

41

Slide 42

Condoleezza Rice

- ◆ **Senate Hearings on 9/11**
 - That is a very good question
 - Thank you for asking that question
 - I'm glad you asked that question
 - That is a very good question and I'm glad you asked...
- ◆ **Burned Up Time**
- ◆ **Stalled**
- ◆ **Thinking of how to respond**



42

Slide 43

Handle challenging questions

◆ **Challenging questions**

- Unanswerable questions
- Imprecise questions
- Suggestions?

43 43

Slide 44

Challenging Questions

1. "I'm not sure but I can find out" vs. "I don't know"
2. Branch into other presentation that explains
3. Defer to other person who has that information
4. Find out and have way to communicate the answer after the presentation
5. Allow them to ask question on email privately
6. If out of scope of show, handle to the side

Proactive Preparation is key

44 44

Slide 45

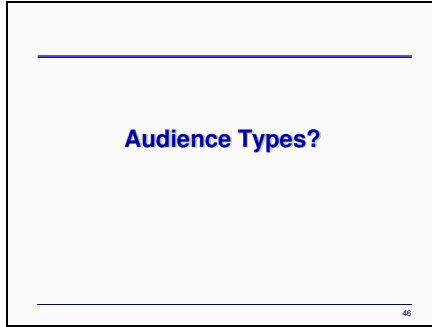
Handle challenging audience

◆ **Challenging audience**

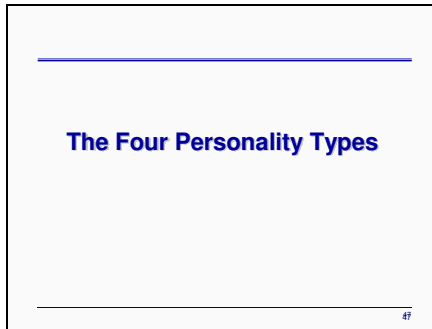
- Hostile individuals
- Rambling individuals
- Individuals with personal agendas

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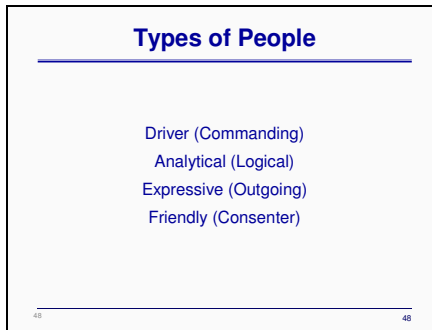
Slide 46



Slide 47



Slide 48



Slide 49

Types of People

- ◆ Driver
 - Task Vital, Casualties Expected
- ◆ Analytical/Logical
 - Thinking, Analysis, Excellence
- ◆ Expressive
 - Sales, Fun and Play
- ◆ Friendly
 - Relationships, Passivity, Avoid Confrontation

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Slide 50

Types of People

	Control Vital	
Logical		Driver
Ask		Tell
Watches Listens Planned Action Low Risk Needs Appreciation Makes Suggestions Responds	Friendly	Expressive
	Emotions Vital	

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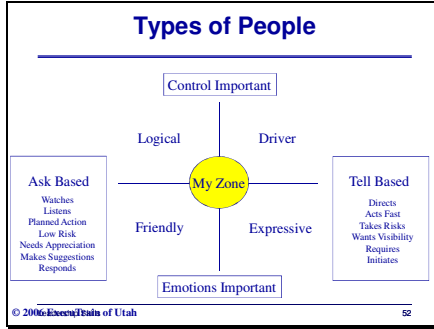
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Types of People

	Control	
Walt Disney Logical Spock		Vince Lombardi Driver Patton
Ask Based		Tell Based
Watches Listens Planned Action Low Risk Needs Appreciation Makes Suggestions Responds	Jimmy Carter Friendly Red Skelton	Bill Clinton Expressive Jerry Lewis
	Emotions	

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Slide 52



Slide 53

	Logical	Friendly	Driver	Expressive
Description:	Systematic	Supportive	Controlling	Motivating
Growth-Need to:	Act	Initiate	Listen	Check Self
They Value:	Respect	Approval	Power	Recognition
Reaction:	Avoid	Acquiescing	Oppression	Attacking
Best Climate:	Describes	Processes	Responds	Collaboration
Save:	Face	Concern	Time	Effort
They Desire:	Accurate	Cooperative	Efficient	Interesting
Make Decisions:	Evidence	Assurance	Options	Quality
Support their:	Principles	Feelings	Decisions	Visions
Attribute:	Thinking	Relationship	Actions	Intuition
	Loyalty	Concern	Results	Team Work
	Factual			

53

Slide 54

- ### Four Personalities To Address
- ◆ Driver
 - Efficiency/Time/Money Benefits
 - ◆ Analytical
 - Facts/Figures/Evidence/Stats
 - ◆ Expressive
 - Quality/Effort Saving/Ease
 - ◆ Friendly
 - Assurance/Guarantees/Safe
- 54

Slide 55

Why Important?

- ◆ People respond when you speak **their** language
- ◆ Knowing what to say
- ◆ Understanding their strengths and weaknesses
- ◆ Conflict Management and Resolution
- ◆ Gaining objectives via addressing their styles

55

Slide 56

The Five Love Languages
Dr. Gary Chapman

- ◆ Words of Affirmation
- ◆ Quality Time
- ◆ Gifts
- ◆ Acts of Service
- ◆ Physical Touch

56

Slide 57

Persuasion Presentations?

57

Slide 58

Monroe's motivated sequence

- ◆ Attention
 - Open with information that captures attention of the audience
- ◆ Need
 - Illustrate and emphasize the need for a change in policy
- ◆ Satisfaction
 - Satisfy the need for change
- ◆ Visualization
 - Visualize the positive effects
- ◆ Action
 - Share the steps the audience needs to take to support your plan

58

Slide 59

Four Styles Persuasion

Driver	Analytical	Expressive	Friendly
Bottom Line	Facts	Quality	Assurance
Effectiveness	Logical Reasoning	Effort Saving	Safety
To the Point		Motivating	
Let me chose from options		Great Idea	

59

Slide 60

Persuasion Steps

- ◆ State Problem
- ◆ Review Common Ground
- ◆ Review History
- ◆ State Criteria to Meet
- ◆ Explain Possibilities Explored
- ◆ Give Solution / Recommend Solution
- ◆ Facts, Benefits, Assurance, Effectiveness
- ◆ How it scores with criteria

Compare Solutions to Criteria, Not Each Other

60

Slide 61

Emotional appeal

- ◆ Effective way to persuade an audience
- ◆ Changes attitudes and behavior
- ◆ Uses a vivid, active, and colorful language
- ◆ Makes words and speaking style correspond with the emotions

61

Slide 62

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62

Slide 63

Example of a Switchboard

▶ What Is...	▶ Persuasion
▶ Phases	▶ Four Personalities
▶ Presenter	▶ Visual Aids
▶ Fear	▶ PowerPoint
▶ Dry and Boring	▶ Good/Bad Slides
▶ Q/A Sessions	
▶ Audience Types	

63