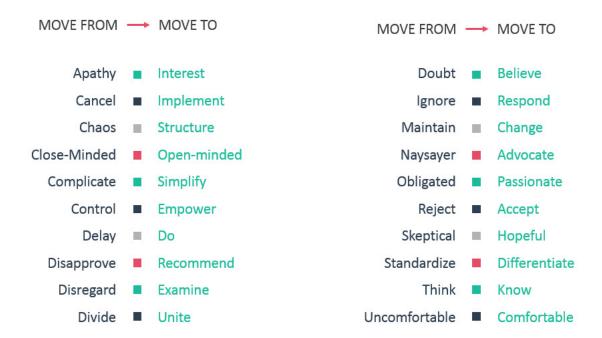


FIRST THINGS FIRST, DON'T WASTE MY TIME

- The goal of a presentation is to TRANSFORM the audience
- Reports inform, stories are designed to entertain
- Reports should be distributed and stories should be told
- Blending the two creates a perfect world where facts and stories are layered like a cake
- One of the first things to include is a call to adventure a gap between what is and what could be; when effectively constructed an imbalance is created and the audience will want your presentation to resolve this imbalance

Examples of transforming audiences



STORIES, BUT ONLY IF YOU WANT THEM TO PAY ATTENTION

- It's not the information itself that is important but the emotional impact of the information; the difference between an ordinary presentation and a captivating presentation is EMOTION
- Why use stories?
 - We are hardwired to learn lessons from observing change in others
 - People like to follow leaders who have survived challenges
 - When we listen to a story, the chemicals in our body actually change and our minds become transfixed; rendered motionless either with terror or amazement
 - Here's a BIG one: Stories are easy to repeat
 - Because I said so! (I snuck that one in)
- Great stories show growth and transformation, known in the movies as the character arc



YOUR ROLE: BE A MENTOR

- Remember it is not all about you; presentations are not to show how smart you are...this will alienate your audience
- It is the responsibility of the presenter to do more than sift through a bunch of data and "pass it on"; we must help our audience gain the insight
- If you are trying to influence during you presentation, help your audience see themselves as the hero of the story
- Your role as the presenter is to be a MENTOR
 - The mentor gives the hero guidance, confidence and tools
 - The change/idea you are requesting may come with a struggle for the hero (the audience) and you should acknowledge that
 - As the mentor, your presentation should prepare them for what they can expect for the rest of the journey
 - Every audience will persist in a state of rest unless they are compelled to change YOU must compel them

Questions to ask yourself as the mentor:

	GUIDANCE	CONFIDENCE	TOOLS
What You Give Them	What insights and knowledge will help them navigate their journey?	How can you bolster their confidence so they aren't reluctant?	What tools, skills or magical gifts do they gain from YOU on their journey?
			——
	SHARED EXPERIENCES	COMMON GOALS	QUALIFICATIONS
How You	What from your past do	Where are you headed in	Why are you uniquely

How You Connect with Them

What from your past do you have in common: memories, historical events, interests?

Where are you headed in the future? What types of outcomes are mutually desired?

Why are you uniquely qualified to be their guide? What similar journey have you gone on with a positive outcome?

DESTINATION, DESTINATION, DESTINATION

- Presentations should have a destination; if you don't map out where you want the audience to be when they leave; guess what, THEY WON'T GET THERE
- Start by creating an outline
- EVERY BIT of content you share should propel the audience towards that destination; otherwise it is just NOISE
- Ask yourself:
 - What is the first thing you want your audience to experience?
 - What is the first impression you want them to have?



CONTRAST IS YOUR FRIEND

- If you do not have contrast then your presentation will be BORING
- Three types of contrast
 - Content move between what is and what could be
 - Emotion move between analytical and emotional content
 - Delivery move between traditional and non-traditional delivery

TRADITIONAL VS. NONTRADITIONAL

Stage

Be the main event Share the main event

Hide behind the podium Be free to roam

Use stage as-is Use stage as a setting

Style

Serious business tone Humor and enthusiasm

Monotone Vocal and pace variety

Visuals

Read slides Minimize slides

Talk about your product Show them your product

Interaction

Minimize disruptions Plan disruptions

Resist live feedback

Embrace real-time feedback

Request silence Encourage exchanges

Content

Familiarity with features Wonderment and awe at features

Flawless knowledge Self-depreciating humanness

Long-winded downloads Memorable, headline-sized sound bites

Involvement

One-way delivery Interactive aspects throughout

EXERCISE RESTRAINT, SOME IDEAS MUST DIE

- Although you may feel that all the ideas you generated are insightfully riveting they need to be sorted, organized and some ideas must die...EXERCISE A LITTLE RESTRAINT PEOPLE
- Filtering is important because you don't want to make your audience discern what is most important
- Audiences are screaming "make it clear" not "cram more in"
- Some tips:
 - Each topic/big idea should be turned into a message...Why? Because topics are neutral messages are emotionally charged
 - Include the meaningful and exclude the obvious; the way that our brains work, it is actually BETTER to intentionally leave out missing pieces
 - Leave them wanting more...enough said



DESIGN LIKE YOU MEAN IT

- One idea/message per slide
- Slides are free so why are we cramming?
- The audience visually re-engages every time you advance a slide
- Audiences lose interest approx every three minutes so you should be advancing the slide at least this often or you will lose them
- Slides should serve as a backdrop YOU, not the slide delivers the message
- People can only process one inbound message at a time; they will either listen to you or read your slides they can NOT do both
- Move as much text as possible off of the slide to the note-pages (for you) and an audience handout (Yeess! Just like this hand-out you're getting it, now!)
- Unfamiliar approaches grab more attention
- Avoid cliché images, why? Because they are familiar and boring
- Images can evoke a full range of emotions all by themselves (and remember, emotions are important)

FINAL THOUGHTS: STAND OUT

- Create a handful of succinct, clear sound bites planted throughout the presentation
- An audience's interest is directly proportionate to the presenters preparation
- Yes, it takes a lot of time: if it were easy, everyone would do it! That's the point STAND OUT!
- The Bland Leading the Bland: It feels safer and easier to conform to the well-worn groove of sameness than to stand out and be vulnerable, but being buried in a sea of sameness does not yield greatness or solve big problems
- Change your world, one presentation at a time! Make an impact!

