

Make Your Case: Present with Impact

Name: _____



Exec|Comm

What's your message to the world?

Your Exec|Comm Experience



Our Services

Founded in 1982, Exec|Comm is a premier communication skills training firm, with offices in New York and San Francisco. We coach professionals around the world to communicate expertly through customized group programs and private one-on-one sessions.

Focus on Others

Our driving philosophy is that professionals most powerfully impact the world by focusing more on others and less on themselves. Take away the technical aspects of any role – competency and knowledge to do the job – and successes come from how well a professional builds relationships and communicates ideas. By better considering the needs, concerns and responses of those with whom we communicate, we can more positively influence our professional world.

Our skill areas include:

Presenting

- Formal and informal talks
- Executive presence
- Personal branding

Leading

- Motivating and delegating
- Coaching and counseling
- Conducting performance appraisals

Meeting

- Communicating with influence
- Leading meetings
- Managing virtual meetings

Selling

- Relationship building
- Consultative selling
- Negotiation skills

Writing

- Business documents
- Speech writing
- Proposals

Responding

- Managing the media
- Community dialoging
- Crisis communication

Exercise Topics

1. Hero

Tell a story about when you were a hero or when you did something well.

For example, you:

- Won a person's thanks
- Helped your team win the game
- Cooked something well
- Helped someone
- Solved a work problem
- Fixed something

Physical Presence – Summary

▪ Eyes

- Avoid scanning: it causes a ‘fight or flight’ response
- Focus your eyes: one thought – one person
- Transition to the next person in silence
- Benefits:
 - Decrease nervousness
 - Avoid distraction
 - Minimize filler language such as “um”, “eh”, “so”
 - Pace yourself appropriately
 - Relate to others

▪ Hands

- Use specific gestures to reinforce your message
- Hold gestures for emphasis

Physical Presence – Summary

▪ Face

- Match your facial expressions to your message
- Focus your eyes; complete your thought

▪ Voice

- Vary your volume, tone, pitch, and pace to engage the listener
- Pause for emphasis either just before or just after a key point

▪ Posture

- Standing: take a solid stance, feet hip width apart
 - Gesture naturally within the gesture zone
 - Move only with a purpose
- Seated: sit upright from the waist, feet anchored to the floor
 - Keep your hands apart
 - Use your arms and hands in the gesture zone
 - Avoid slouching or twisting in your chair

Deliver Your Deck with Impact – Summary

When presenting text

Read and comment:

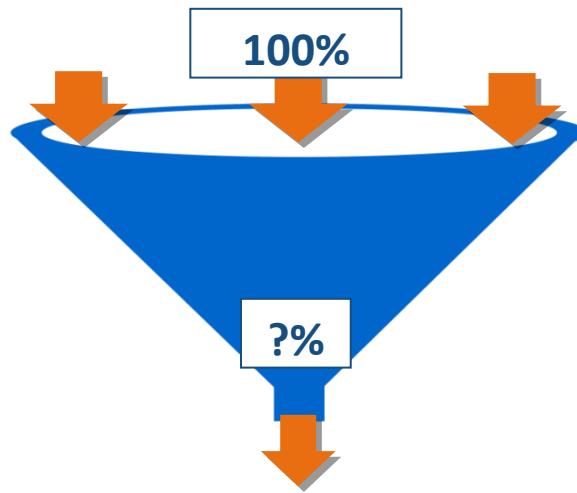
- For slides with three main bullets or fewer:
 - Read each bullet aloud (ignore sub-bullets)
 - Re-read and discuss each bullet or sub-bullet
 - Try to make your added value brief but important
- For slides with four or more main bullets:
 - Read the first bullet aloud, then give brief value-add
 - Repeat for the remaining bullets, as necessary

When presenting visual information, data and graphics

Preview and explain:

- Preview the visual and tell the audience what they see
- Explain the significance of the data
- Finish with why your audience should care or what you think the data means

Preparing & Using an Outline



Be Organized

- Place your content down the center of the page.
- Use plenty of white space – two-inch margins on each side, double and triple space content.
- Reduce your content and divide it into major topic headings. Use larger font and underline the topic headings.

Be Conversational – Read & Comment

- Follow the Arc of Silence delivery process:
 - Look down and see the “anchor” word phrase. Hold that thought.
 - Look up – focus your eyes and state the anchor word phrase.
 - Comment on what you just said and add value.
- Repeat this process for each anchor word phrase.

Spot Word Example

Our weekly staff meetings

Too long

Boring

Unproductive

Recommendation

Reduce meeting time

Benefits

More productive

Better reputation

More enjoyable

General Presentation Considerations

1. How many people will there be?

2. How much time will I have?

3. When will the audience ask questions?

4. Will they receive a copy of my presentation deck before, during, or after the presentation?

Develop Your Approach

Getting Started:

What is your topic?

What is your purpose?

- ☐ Persuade
- ☐ Inform

Analyze your audience:

1. How do they feel about this topic?

2. What are their priorities with respect to this topic?

3. What are their concerns about this topic?

4. What are the pros and cons for them?

Develop Your Approach – Continued

5. How will they react to what you tell them?

6. What questions might they have?

7. What additional suggestions might they make?

8. What pushback might they have?

9. What do they need to know?

10. After analyzing your audience, how will you approach this presentation differently?

Create Your Core Message

Key Message

- Brief, 10 words or fewer
- Plain language
- Specific
- Listener directed
- Memorable & repeatable

Examples:

Persuasive:

- Increase 2017 budget by 10%
- Reduce project delivery to three weeks
- Hire two new staff members

Informative:

- Our business grew 15% in 2015
- Productivity increased 5% last quarter
- New software is helping us operate more efficiently

Create your message:

Support Your Core Message

Sub-Messages

- Are sub-sets of key message
- Address critical elements
- Use same parameters
- Keep to three if you can

Examples:

Persuasive – ‘Hire two new staff members’:

- Improve productivity
- Enhance team morale
- Increase competitiveness

Informative – ‘Our business grew 15% in 2015’:

- Faced fewer competitors
- Launched new department
- Enhanced client service efficiency

Create your sub-messages:

Support Your Core Message - Continued

Supporting Evidence

- Facts
- Statistics
- Examples
- Analogies
- Stories
- Judgments

Examples:

Persuasive

Message: 'Hire Two New Staff Members'

Sub Message: 'Enhance Team Morale'

- Team members working until 11pm nightly (FACT)
- Prolonged stress reduces workplace motivation by 15% (STATISTIC)
- Joe hospitalized last week due to exhaustion (STORY)

Informative

Message: 'Our business grew 15% in 2015'

Sub-Message: 'Faced Fewer Competitors'

- Our technology initiatives made others less competitive (FACT)
- Client experience ratings increased 10% (STATISTIC)
- XYZ firm contracted (EXAMPLE)

Review your supporting evidence, and assign to each sub-message:

Support Your Core Message – Continued

For each sub-message assess:

1. What is the order of importance of the supporting points?
2. Do I have a variety of different types of supporting points?
3. What, if anything, is missing?

For each supporting point assess:

1. Does it add enough strength to my sub-message to include it?
2. Does my audience need to know this supporting point?

Create & Support Your Core Message – Summary

- Start with your overall message:
 - Brief, 10 words or fewer
 - Plain language
 - Specific
 - Listener directed
 - Memorable & repeatable
- Next, identify your sub-messages:
 - Are sub-sets of key message
 - Address critical elements
 - Use same parameters
 - Keep to three if you can
- Validate your sub-messages with supporting evidence:
 - Facts
 - Statistics
 - Examples
 - Analogies
 - Stories

Persuasive Talk Outline

Context or Hook

Recommendation/Message

Benefits

Prove Recommendation/Benefit

Prove Recommendation/Benefit

Prove Recommendation/Benefit

Summarize Recommendation/Benefits

Next Steps

Informative Talk Outline

Context or Hook

Agenda

Topic A

Topic B

Topic C

Explain Topic A

Explain Topic B

Explain Topic C

Summarize

Topic A

Topic B

Topic C

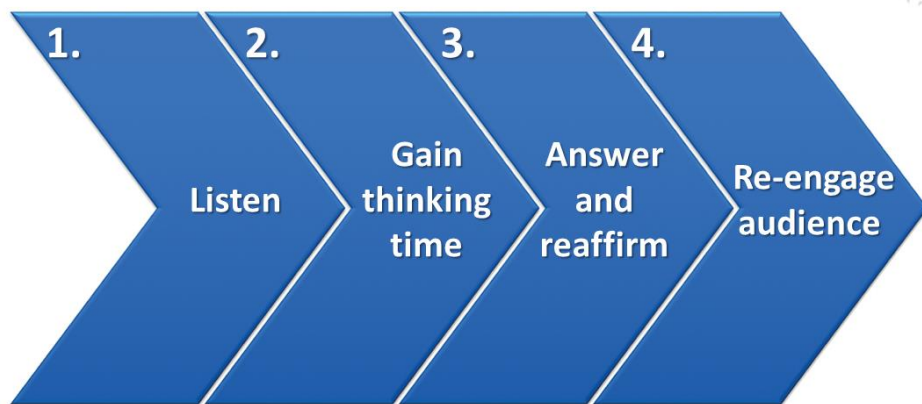
Tell Next Steps

Presentation Design Essentials

- Communicate one key message per slide
- Lead with heading: topic title or message title
- Use text sparingly, no more than 50% pure text slides
- Write only key word phrases; eliminate sentences
- Apply 7 x 7 guideline
- Use modern, dynamic, clean fonts Illustrate ideas with pictures and visual data
- Highlight key phrases when slides have dense text
- Contrast colors for high impact
- Simplify graphs and charts; try to limit to one per slide

Control Questions and Answers – Summary

Process:



Gain thinking time:

- Repeat or rephrase question
- Use lead-ins

Control non-verbal cues:

- Stay physically open
- Keep a strong stance
- Focus eyes
- Consider “The Look away”

Answer and reaffirm:

- Respond with 2-3 sentences
- Reaffirm key messages

Gain Thinking Time

Write lead-ins you might use:

1.

2.

3.

4.

5.

Presentation Questions

Write questions your audience might ask you about your presentation:

1.

2.

3.

4. Emotional question or statement:

Exec|Comm's Presentation Skills Checklist

Your Professional Self ▪ Connect with your eyes: one thought - one person ▪ Sit upright with feet on the floor or stand with feet hip-width apart ▪ Face your audience squarely ▪ Gesture naturally so that your hands reinforce your points ▪ Use a conversational voice and facial expressions	 
Your Information ▪ Analyze your audience and identify your purpose ▪ Use a roadmap to organize your content ▪ Identify your main message ▪ Remain silent when advancing your visuals ▪ Maintain the Arc of Silence – see it, save it, say it: read information silently, turn to your audience, focus, then speak ▪ As you deliver, read or describe only what is on the screen or in your outline, then comment or explain	  
Your Audience ▪ Listen completely with your eyes on the questioner ▪ Gain thinking time by using repeat/rephrase and lead-ins ▪ Answer briefly and reinforce your message if appropriate ▪ Re-engage the audience: <i>“What other questions could I answer?”</i> ▪ When interrupted: gain thinking time, answer briefly, and return to presentation	  

Reinforcement Tools

Sustain your new skills at work and keep them top of mind with the following resources.

Online Course Content – ECLearn

In addition to your classroom experience, you will receive access to our learning website. To register, use the following web address and course ID:

- <http://exec-comm.force.com/register>
- Course ID: **nalp-04a10104**

After you register, you will receive an email with login instructions. Your course code is valid for 60 days after your seminar.

ECLearn offers a variety of content, tools, and resources to reinforce your skills. You'll find information on the following topics to view online or download:

- | | |
|-------------------------------------|-------------------------------------|
| ▪ Introduction | ▪ Controlling Questions and Answers |
| ▪ Presenting Your Professional Self | ▪ Creating Your Message |
| ▪ Visualizing Your Presentation | ▪ Storytelling |
| ▪ Developing Your Presentation | ▪ Delivering from Notes |

Thank you for attending! We look forward to working with you again in the future.