

Preparing to Prepare

- I. Understand your audience
 - a. Who are they?
 - i. Level(s) of experience/seniority; how diverse/homogenous
 - ii. Degree(s) of familiarity with topic/content; likely perspectives
 - b. What will be the setting/context? How does this impact presentation?
 - c. What will they want to get out of this presentation? What do “hosts” expect”?
- II. Read bios, LinkedIn, articles of your panelists
 - a. Read bio, LinkedIn, articles. How do they differ? What do you need to learn?
- III. Sketch out initial goals for presentation
 - a. What are the 3-4 things you would like the presentation to accomplish?
 - i. Learning goals/core message(s)
 - ii. Experiential goal(s) (eg. interactive, motivating, informational, etc.)
- IV. What would you like to convey about *you*? Would do your panelists want to convey?
- V. Ask yourself: why is this a panel? What do I hope to achieve with 3+ people that could not be achieved by 1 or 2 talking heads?

Preparing the Panel

- I. Prepare outline of discussion (list of topics/areas to cover)
 - i. Suggest multiple possible questions for each topic
 - ii. Have more questions than you will need
- b. Circulate questions to panelist before first call
 - i. Get email discussion started if possible (or necessary)
- c. Circulate any literature/handouts you think might help panelists (or you think you might want to share with audience)
- II. Get information in advance on layout of room, set up – then share with the panelists so they know what to expect
- III. Schedule calls before presentation*
 - a. First call: clarify goals of presentation, surface and sharpen content, sketch out roles and timing
 - i. At least 3 weeks before (when possible)
 - ii. Surface areas of agreement, difference
 1. Where there is agreement, determine person to take lead (and avoid having multiple people say same thing)
 2. Where there is difference, determine how important it is and plan discussion accordingly (if small or unimportant avoid difference being time waster/diverting focus from key goals)
 - iii. Surface contentious issues and agree how to address at presentation
 - iv. Refine presentation goals. Finalize topic areas, questions, roles, timing

1. Decide on best questions to achieve goals
 2. Agree on who will take lead answering each question (and whether/to what extent others will follow up)
 3. Set specific time limits for each topic and length of answers
 - v. Outline introductions – what should each panelist share up front? Why?
 - vi. Describe role you as moderator will take
 - vii. Take copious notes that can translate into a script – so you create questions with transitions (and they know how to anticipate their cues)
 - viii. Within a week, send panelist updated outline/questions
- NOTE:** If you are panelist and the above isn't happening, make it happen!
- b. Second Call: primary goal is to confirm roles and timing, refresh content
 - i. If you cannot do a call, email panelists the *week of* the presentation
 - ii. Remind everyone of the audience, agreed goals, questions each will cover, key points, timing (per topic for sure, per question/answer if possible)
 - c. Other calls, if needed and if possible

Developing your Presentation Chops: List of Tips!

1. Prepare an outline, not a memorized script (exception: very time specific speeches)
2. Visualize vs. memorize a presentation
3. Know your audience – adapt your presentation as needed
4. Have a hook – grab the audience's attention to start
5. Project confidence – prep with a superman pose in a private place for 30-45 seconds
6. Interweave stories into your presentations to help people connect to your message
7. Make your message clear – all topics should support the message (stay on message)
8. Do NOT apologize during a presentation
9. Avoid filler words like “um,” “basically,” and “well”
10. Find a friendly face in the audience
11. Plant a volunteer if needed (always good to have a backup)
12. Visit the room in advance –adapt to the space or adapt the space to you

Additional Resources

Books:

Quiet: The Power of Introverts in a World That Can't Stop Talking, by Susan Cain
 Public Speaking for Success: The Complete Program, by Dale Carnegie
 Public Speaking: Concepts and Skills for a Diverse Society, by Clella Jaffe (textbook)
 Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds, by Carmine Gallo

Websites:

Toast Masters: <https://www.toastmasters.org/Resources/Public-Speaking-Tips>
 Mind Tools: <https://www.mindtools.com/CommSkill/PublicSpeaking.htm>

	Limited Experience	Seasoned Speaker
<i>Hesitant</i>	<u>Strengths</u> - Open to learn from others - Fully engages in preparation <u>Struggles</u> - Nerves - Projecting confidence	<u>Strength</u> - Focused on substance, take-aways - Focused on improvement <u>Struggles</u> -Projecting comfort/ease -Projecting authority
<i>Comfortable</i>	<u>Strengths</u> - Can command a room - Will seek out opportunities <u>Struggles</u> - Reacting to room - Performance over substance	<u>Strengths</u> - Aware of core message, audience - Reads the room and flexes <u>Struggles</u> - Winging it - Flexing style to situation

REFLECTIVE ACTIVITY: Take a minute to consider where you plot on this chart. Write down one thing you would like to become more comfortable with or improve when it comes to public speaking/presentations (this can be anything from a team meeting, introductions at events, to individual presentation – or panels.)