Platform Power: How to Electrify Every Meeting, Every Time

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Executive Coach

I. Powerful Presentations
• Presentation Structure Model
• Death By PowerPoint

II. Psychology of the Platform
• Control Anxiety
• Know Your Audience

III. Inspire Action and Buy In
• Voice and Body Language
• Dealing with negativity and opposition
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Presentation Delivery

Opening/Hook

#1 Key Point ➔ #2 Key Point ➔ #3 Key Point

Detail for #1 ➔ Detail for #2 ➔ Detail for #3

#1 Summary ➔ #2 Summary ➔ #3 Summary

Close ➔ Q & A

Presentation Structure Model

Opening/Hook

#1 Key Point ➔ #2 Key Point ➔ #3 Key Point

Detail for #1 ➔ Detail for #2 ➔ Detail for #3

#1 Summary ➔ #2 Summary ➔ #3 Summary

Do, Think, Feel? ➔ Q & A
What is Your Hook?

• Startling statistic
  • Quote –
    www.BrainyQuote.com
  • Challenge
    • Humor
    • Story

250 words = one minute

Flesch-Kincaid Reading Level

• Office Button
• Word Options
• Proofing Tab
• Correcting Spelling and Grammar Button
• Show Readability Statistics
• Check OK to SAVE

Link: goo.gl/W7Wb81
Effective Q & A:

△ Repeat
  • Validate
  • Everyone hears it
  • Time to think

△ Audience Involvement

*Use the “Fogging Technique”*

Where Would You Begin Planning?

___ Opening/Hook

___ Key point 1  ___ Key point 2  ___ Key point 3

___ Detail 1  ___ Detail 2  ___ Detail 3
  •
  •
  •
  •
  •

___ Summary 1  ___ Summary 2  ___ Summary 3

___ Do, Think, Feel
Presentation Structure Model - Example

New Policy or Service

Feature
Benefit
Outcome

Feature Details
•
•
•

Benefit Details
•
•
•

Outcome Details
•
•
•

Feature Summary
Benefit Summary
Outcome Summary

Action

Presentation Structure Model - Example

Staff meeting

Projects
Actions
Resources

Project Details
•
•
•

Action Details
•
•
•

Resource Details
•
•
•

Project Summary
Action Summary
Res. Summary

Expected Outcomes
Presentation Structure Model - Example

Firm Retreat

Mission/Vision  Growth  Financials

M/V Details
•
•
•

Growth Details
•
•

Financial Details
•

M/V Summary  Growth Summary  Financial Summary

Individual commitment

Presentation Structure Model - Example

People Helping People

Firm Vision  Retention  Business Support

Firm Vision Details
•
•

Retention Details
•

Support Details
•

Firm Vision Summary  Retention Summary  Support Summary

Tools you need enjoy the job, add fun and make succeed

Tools you need enjoy the job, add fun and make succeed
Death by PowerPoint

- Focus on the audience, not the screen
- Stay square to the audience
- Practice with your Visual Aids
- Have a back up plan
Death by PowerPoint

Maximize the Power:

\[ \Delta \textbf{Serif vs. Sanserif} \]
Maximize the Power:

\[ \Delta \text{Serif vs. Sanserif} \]

\[ \Delta \text{Reverse type} \]
Maximize the Power:

△ Serif vs. Sanserif
△ Reverse type
△ ALL CAPS
Find out the age of the oldest person in your audience and divide it by two. That's your optimal font size.

--Guy Kawasaki

Death by PowerPoint

Maximize the Power:

△ Serif vs. Sanserif
△ Reverse type
△ ALL CAPS
△ Minimum 24 point type
Transitions

Use a Black Blank Slide

Death by PowerPoint

Maximize the Power:

△ 1 point per page
△ 3 - 4 colors
△ 40% white space
△ Bullet points
△ ‘Revelation’
Customize and Personalize

Beware!

The Rainbow Effect
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Psychology of the Platform

First Brain - Filter
   The gate keeper - perception, filter.

First Impressions

New Brain - Intelligence
   Right - creative, non linear.
   Left - strategic, focused, language.

Lasting Impressions
Perception

Psychology of the Platform

How do you want to be perceived?
The Psychology of the Platform

1. Rehearse
   - Minimize 75% of anxiety
2. Record
   - Would you listen?
3. Retain
   - Notes or Presenters Tools

1. Rehearse

   - Environment
   - LB/NT (Liked Best, Next Time)
   - Watch your timing

All the real work is done in the rehearsal period.
– Donald Pleasence
Actor in Halloween 1919 - 1995
2. Record – would you listen?

Listen for:

△ Appropriate volume

△ Clarity

△ Pace

△ Enunciation

△ Energy
3. Retain

- Notes
- Cards
- TelePrompTer
- PowerPoint Presentation
Presenter View:

△ Apple
- Slide Show
- View Presenters Tools
- Set-up Show
- Display (don’t mirror)
  Link: goo.gl/gmz7we

Presenters View:

△ PC PP 2010
- Slide Show
- Monitors
  • Display settings
  • This is my monitor
- Presenters Views
how to set up presenters view on pc
PowerPoint  Link: goo.gl/64lIVx
Eliminate Anxiety

1. Breathe 6, 6, 6, 6
2. Shift to the left brain

“"I’m glad I’m here. I’m glad you’re here. I care about you. I know what I know."
77% 

Use the “Freeze Frame” and change negative self-talk
Self Talk

Imposter Phenomenon
Consider a Success Journal

Know Your Audience

<table>
<thead>
<tr>
<th>Style Cheat Sheet</th>
<th>People People</th>
<th>Party People</th>
<th>Planner People</th>
<th>Point People</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pattern:</strong></td>
<td>Open/Indirect</td>
<td>Open/Direct</td>
<td>Guarded/Indirect</td>
<td>Guarded/Direct</td>
</tr>
<tr>
<td><strong>Fear:</strong></td>
<td>Conflict</td>
<td>Loss of prestige</td>
<td>Embarrassment</td>
<td>Loss of control</td>
</tr>
<tr>
<td><strong>Stressed they will:</strong></td>
<td>Acquiesce and submit</td>
<td>Be sarcastic and attack</td>
<td>Avoid you and withdraw</td>
<td>Show aggression and dictate</td>
</tr>
<tr>
<td><strong>Aggravated by:</strong></td>
<td>Insensitivity</td>
<td>Routine</td>
<td>Surprises</td>
<td>Indecision</td>
</tr>
<tr>
<td><strong>Makes decisions by:</strong></td>
<td>Considering options</td>
<td>Spontaneity</td>
<td>Deliberate action</td>
<td>Decisiveness</td>
</tr>
<tr>
<td><strong>Decisions are:</strong></td>
<td>Careful</td>
<td>Impulsive</td>
<td>Planned</td>
<td>Steadfast</td>
</tr>
<tr>
<td><strong>Measures success by:</strong></td>
<td>Compatibility, depth of relationships</td>
<td>Recognition, applause, compliments</td>
<td>Precision, accuracy, activity</td>
<td>Results, track record, progress</td>
</tr>
<tr>
<td><strong>You need to:</strong></td>
<td>Be pleasant</td>
<td>Hear their ideas</td>
<td>Provide information</td>
<td>Get to the point</td>
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<tr>
<td><strong>Listen to their:</strong></td>
<td>Feelings, thoughts</td>
<td>Ideas, creativity</td>
<td>Suggestions, detail</td>
<td>Goals, expectations</td>
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<tr>
<td><strong>Let them know:</strong></td>
<td>How anything affects their personal situation</td>
<td>Who else uses it and how it helps them</td>
<td>How it works and what it costs</td>
<td>What it does, by when and cost</td>
</tr>
<tr>
<td><strong>Build their trust by:</strong></td>
<td>Developing a close relationship</td>
<td>Being Flexible, fun and approachable</td>
<td>Being prepared and task oriented</td>
<td>Being productive and quick</td>
</tr>
<tr>
<td><strong>Help them:</strong></td>
<td>Get attention</td>
<td>Be recognized</td>
<td>Have accurate work</td>
<td>Stay focused</td>
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I’m not crazy. I’m just not you.

1. People People - personal
2. Party People - humor
3. Planning People - data
4. Point People - bottom line

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<td>Pace and Orientation:</td>
<td>Slower/People oriented</td>
<td>Faster/People oriented</td>
<td>Slower/Task oriented</td>
<td>Faster/Task oriented</td>
</tr>
<tr>
<td>Their Goal:</td>
<td>Steadiness</td>
<td>Influencing others</td>
<td>Compliance</td>
<td>Dominance</td>
</tr>
<tr>
<td>Work Area:</td>
<td>Casual, conforming</td>
<td>Stylish, interesting</td>
<td>Formal, functional</td>
<td>Busy, structured</td>
</tr>
<tr>
<td>Wants to:</td>
<td>Build and maintain relationships</td>
<td>Interact and be recognized</td>
<td>Gather information and know process</td>
<td>Get to bottom line and decide quickly</td>
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<tr>
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<td>Liked</td>
<td>Admired</td>
<td>Correct</td>
<td>In charge</td>
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Inspire Action and Buy In

1. Confirm the want, need, issue, problem, question, etc.

2. Use “I” language

3. Provide two alternatives and let them choose (when possible)
Assertive Communication and Listening

250 WPM

They hear less than 25%

450 WPM

700 - 800 WPM

Assertive Communication and Listening

1. Tuned In
2. Skimming
3. Tuned Out
Autobiographical

Empathetic

Feed Their Emotional Bank Account
Voice and Body Language

1. Keep a log
2. Match important points with a story
3. Practice!
4. Don’t try to be perfect
5. Use Presentation Planning Structure
6. Keep example and story in the context of presentation

Clear Concise Stories
Voice and Body Language

1. Appearance and Dress
2. Tonality and Speech
3. Audience Involvement
4. Humor and Interest

---

Voice and Body Language

- **Lectern** (stand behind)
- **Table**
- **Podium/Stage** (stand on)
- **Equipment**
Keep the Group Engaged

Eliminate M.E.G.O

Voice and Body Language

1. Lean “in”
2. Third the audience
3. Use the real estate
4. Eye contact
Other Considerations

1. Distance to audience – 3’

2. Lighting – should be on YOU

3. Sound system – test the microphone

Voice and Body Language

1. Vocal interference

2. Industry jargon

3. Vocabulary

4. Structural noise

5. Emotional noise
Dealing with negativity and opposition

Fogging . . .

AI, you may be right. Help me understand where you’re coming from.
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What will you Change?

Thank you!
Marsha

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Your opinion matters! Please take a moment now to evaluate this session. Thank You!