**Presentation Skills Workshop**

**A Partners in Professional Development Course**

**Facilitated by Michelle Barry Franco of**

**MBF Professional Development & Consulting**

**All books, videos, resources and handouts referenced in this workshop can be found on this password protected page, created specially for you:**

**http://www.michellebarryfranco.com/**

**partners/**

**Password: justbereal**

**Turn Anxiety into Useful Energy (and feel *way* less nervous!)!**

**Feeling anxious is both normal and useful in the Public Speaking context. Just remember, the aroused state can actually be used to your advantage, providing you with the energy to deliver an interesting and dynamic presentation.**

**The best approach is not to expect to rid yourself of anxiety, but to “manage” the anxiety and channel it into an energetic presentation.**

Here are some ideas for ways to manage that “anxiety” and use it as productive energy:

* **Breathe**: Big, deep belly breaths – three in a row. Slowly, with intention.
* **Exercise**: run, bike, take a brisk walk, or dance around your house or room. Burn that energy!
* **Relaxation Imagery**: imagine yourself at the ocean, quietly contemplating the breaking waves, or on a soft blanket in the center of a warm, maize colored field of wheat or beautiful flowers.
* **Positive visualization**: imagine yourself presenting your speech well. Imagine the audience nodding, smiling, and enjoying your presentation. Imagine their applause. Remember this when you are speaking.
* **Say nice things to yourself**: before, during and after your presentation, your self-talk will have a LOT to do with how you feel about your presentation, and your feelings on public speaking in general. Be honest with yourself—and be fair and encouraging.
* **Muscular relaxation**: tense and relax muscles systematically from your toes to your head. Notice the difference in your body between the tightened (anxiety provoking) state and the relaxed one. See if you can make them relax even more than you think you can!
* **Practice, practice, practice!:** The most important technique for dealing with public speaking anxiety is preparation and practice. It is infinitely easier to go up and speak when you are certain you have done everything you can to ensure an effective and engaging presentation.
* **Practice your speech in the same room in which you will deliver the final speech**: knowing the “view” will help desensitize you to the situation. You will be less surprised by the new experience.
* **Take a moment to look at your audience before you begin speaking**: if possible, get acquainted with the new view of your audience while they are still setting up for your speech. Whether this is possible or not, take a moment when you first stand for your presentation to just look at your audience and become acquainted with them visually.
* **Smile!**: When you smile, others smile back at you. You will find this comforting. Smiling also makes you feel good, physiologically, which always helps!
* **Use eye contact**: while presenting, speak to individuals in the audience. Stay with one person when you make a point, then move onto someone else for your next statement or point. This will make it feel more like a “conversation”. This is engaging to your audience as well.
* **Use *your* best style of speaking**: it can be very useful to watch and learn from great expert speakers. In the end, however, your best presentation comes from within *you* and is of *your natural style*! Don’t try to emulate speakers that have styles different than yours. There are many ways to be a great speaker.

**Remember, your audience wants you to succeed! If you have prepared specific points, crafted illustrative and engaging examples, spent some time easing your anxiety, and, practiced, practiced, practiced, there is no reason why you can’t and won’t deliver a great speech!!**

**And have fun! If you do, it is very likely your audience will, too!**

**Audience Analysis – What’s In It for Them?**

Why is this group gathering today? (for real, not just because it’s their regular meeting. What else inspires them to show up?):

Who is in this group? Describe them in terms of role in the company, leadership type, business focus.

What interests beyond the topic of this gathering do group members have?

What keeps them up at night overall? What keeps them up at night related to your topic?

How does your message help them solve their problem?

Creating Rapport & Credibility

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| **Rapport Creating Idea:** | **Why this will work:** |
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| **Credibility Creating Idea:** | **Why this will work:** |
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Presentation Outline Template

**Introduction** - Attention grabber: (elevator speech, engaging story, participatory exercise with audience)

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Purpose/Goal for speaking \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Benefit to audience for listening\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Credibility – who are you and why should I listen to you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thesis: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Preview of main points**

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3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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## Body of Your Presentation (Engaging detail and intrigue abound…)

Main point 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Support a (story, example, statistic)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Support b (story, example, statistic)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Main point 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Main point 3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Support b (story, example, statistic\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Conclusion (summarize purpose and main points)

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Impactful close (statement, rhetorical question, quote, request)

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Presentation Prep Worksheet

Goal for speaking: (Why are you speaking?)

How will you know you have succeeded in this goal?

Write out your point of your presentation in one sentence. What is your thesis for this presentation?

Does your thesis have one central idea? Y N

Does it encompass ALL main points? Y N

Presentation Title:

**Introduction** - Attention grabber: (elevator speech, engaging story, participatory exercise with audience)

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Thesis: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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## Body of Your Presentation (Engaging detail and intrigue abound…)

**Main point 1.**

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Support a (story, example, statistic)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Main point 2.**

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**Main point 3.**

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Conclusion (summarize purpose and main points)

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Impactful close (statement, rhetorical question, quote, request)

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**Is Your Message Sticky?**

S imple – one main idea, straightforward, 88-year-old Grandma check.

U nexpected – bold, surprise element, a new angle on an old idea, a twist.

C oncrete – can we picture it, is it repeatable, analogous to something we know.

C redible – are you believable?, impressive references, logical argument.

E motional – current events, powerful images, shocking statistics we relate to.

S tory-filled – our neighbor, a person our age, details that put us there.

s (just for the acronym)

*Many thanks to Chip & Dan Heath’s book, Made to Stick, for this information.*

**Mining Your Stories**

What is your topic?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What experiences have you had that relate to this topic? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What stories have you heard from others about this topic? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_What is your favorite book on this topic? Are there stories in that book that impacted you in relation to this topic?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Have you read any stories about this topic in the newspaper or magazines? If so, where and what was the story?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Where could you go to get more stories on this topic? (search engine, academic databases, ask friends, facebook groups, LinkedIn, other social media outlets…)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**How to Use the Presentation Outlining Template**

Whether you like to write out your entire speech as you prepare, or you prefer to use “bullet points” to drive your content, you must organize your ideas clearly for your audience to follow along with you and remember what you say.

This outline format attached – which likely looks very familiar to you from high school writing class – is the clearest, simplest way to organize your ideas in your presentation.

**Some guidelines for filling in this form:**

* **Before you write anything on this form, do at least 10 minutes of true brainstorming** so that you are pulling from a large pool of information you could cover on your particular topic. The first three main points that come to your mind may not be the best three main points for your goal of this presentation.
* **Write your Attention Grabber last**. It should relate to everything you have in your presentation and be the very best way to magnetize their attention in a way that also meets your presentation goals.
* **Your purpose for speaking = your outcome goals for this presentation**. What do you want from your audience?
* **The benefit to your audience is never “they will know more about [my topic.]”** We are all on information overload. Ask yourself, “How will their life be better because they listened to you today?”
* **It is perfectly okay for your transition to sound like, “Now that we’ve talked about [point one], let’s explore [point 2.]”** Yes, ideally you will add some spice to this formula over time, but remember always: Clarity over cleverness.
* **Vary your support points between data, research findings (always cite sources for your research), and stories**. Most audiences – most people, individually, even – need a mix of these types of information to be compelled to action. They need to *care* as well as “get it.”
* **Remind them as you close what you want from them**. What, precisely, are you wanting them to do, think, feel? Say it clearly. Give them tools to make it happen (a timeline, a project plan, access info for a workgroup area, a fun cartoon image that reinforces the inspiration to take action.)
* **Close with *real* impact**. Make your close at least as powerful as your opening, possibly even more so, depending on your goals. Stories, rhetorical questions, shocking statistics are some ways to close with impact.

**Presentation Style Exploration**

Three words I would use to describe myself when I am communicating authentically and powerfully:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Even better words:

|  |  |  |
| --- | --- | --- |
| Instead of: | Instead of: | Instead of: |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Circle your favorites. Now write each of these words at the top of the next chart. Under each word, write at few ideas for ways you will express that style in your presentations:

|  |  |  |
| --- | --- | --- |
| **Style word #1** | **Style word #2** | **Style word #3** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**14 Ways to Make Your Virtual Presentation More Awesome** (aka Effective)

1. **Send them a “Let’s do this one right” email with expectations**, prep work and enthusiastic invitation to do great work together
2. **Prepare an Agenda and stick to it.** It’s easy to get derailed by an outlier question or someone who didn’t do their homework. Head that off early (and kindly) by pointing them to the place in the prep packet where they can get caught up after the session.
3. **Do not ask everyone to introduce themselves.** This just takes too much time for most purposes. Use the chat room function if you feel it is helpful for everyone to get more acquainted. Tell them specifically what to post, e.g name and role in organization.
4. **Use all of the great Presentation Skills techniques you use in live presentations.** Clear structure, great stories, excellent examples, preparation and practice, compelling and relevant visuals, and dynamic delivery are all just as important (maybe even more so) in virtual presentations as live ones.
5. **Begin your meeting with a delightful Captivation Technique** (e.g. story, relevant participation question, exciting visual) to get their attention and set the expectation that this will be an engaging session.
6. **Ask them before you dig in what they most want out of this session** then explicitly state when you are answering a particular question, using the questioner’s name when possible.
7. **Tell them explicitly at the start that you have planned this session for interaction and that you expect responses** so that you can give them the information they want and need most. (Of course, do this with care in your voice, otherwise it can come across negatively.)
8. **Build in participation:**
   * Ideas:
     + Ask them to login to the software being demonstrated ahead of time so they can try things along with you.
     + Give them time to try things and ask questions.
     + Ask them to draw something, stand up and stretch halfway through, or say “Hello” or “Goodbye” all at once at the start and end of the call.
9. **Build mystery to keep their attention**.
   * Ideas:
     + Lead them to a dilemma point and then ask them to guess what will happen next (when you click a button, for example).
     + Tell them the backstory and then, at the peak of the story have them guess what happened next.
     + Give them all they need to know to try something but leave them wondering what will happen when they go try it.
     + Have a contest or other way of having participants share what happened in an open forum.

**14 Ways to Make Your Virtual Presentation More Awesome** (aka Effective) pg 2

1. **Tell stories as a way to share examples, teach and provide inspiration**. Even something as simple as, “When I first opened this new program I spent a full hour just trying to figure out how to start a new project! I don’t want that to happen to you.,” makes a stronger connection with your audience. Encase your example in a real life story to give it more life and energy. Keep your stories short and very relevant.
2. **Be aware of your attendees at all times.** Stay over with them as you speak. Consider what they might be wondering or thinking. Ask them for feedback if you aren’t sure. Check email, the chat room and any other communication area in case you have people trying to reach you who cannot or who prefer not to speak up.
3. **Keep your voice flowing confidently and smoothly.** If you are multi-tasking (for example, trying to trouble shoot a technical issue behind the scenes) they will hear the halting flow in your voice and wonder what’s going on. Just tell them what’s happening – be honest. This isn’t about you being perfect; it’s about being useful to them with this information. If you’re lucky, one of them may even know how to help solve the problem! Similarly, if you need a moment to think before answering a question, just tell them that. Again, because they can’t see the nonverbal signs that would show them you are thinking it over, this stops them from getting distracted with thoughts and speculation about what you may be doing in the silence.
4. **Tell them what’s happening and what’s coming.** Share with them what’s happening behind the scenes as much as possible. If you are using a “right click” or writing down details on a piece of paper so that you have them for an upcoming part of the meeting, be sure to mention that as you go so they can do the same if appropriate. Also, remind them where you are in the process and what will be coming next. Again, because they have little non-verbal information from you, all of this helps minimize distractions that come from uncertainty.
5. **Fully embrace your enthusiasm and confidence in your expertise!** They will enjoy this training so much more if you do, too! Practice and prepare so that you feel confidence and ease when you share the information. And remember, being useful to others does not require perfection or knowing everything anyone could ever ask. Sometimes the most confident and expert thing you can do is say, “*Great question. I don’t know the answer. Let me find out. Send me a quick email, will you, and I’ll respond by [whenever you can be sure you will follow through on the promise].”*

**How to Create an Image-based Slide**

Once you are clear what your driving message is for your slide, come up with a concept that would best represent the idea. **Write down a few key terms to describe the concept. For example: Boring Presentations – “sleeping in meeting”, “hazy room”, “boring business.”**

Go to your favorite image source **(e.g. istockphoto.com, flickr.com, fotolio.com)** and search your terms.

If you have no budget for images, you can use www.flickr.com **(there are others, but none with as many options, I’ve found)**. **Use this url: www.flickr.com/creativecommons to get the images you are free to use commercially. You will find millions of images that others have offered for your use simply by giving attribution (citing their Flickr name\*) with varying levels of additional requirements, such as no modification of the image.**

**I like to choose the** “Attribution License” option **(click where it says, “see more”) because it has the least restriction on how I use the image. When you get into the “Attribution License” area by clicking “see more”, you can search those key terms you jotted down earlier.**

When you find the image you would like to use, click “actions” then “view all sizes” and choose the size you would like to download. **Large is good for a slide project.**

Download the image to a folder you will be able to access later.

Now, you have two options for filling your slide with an image: background or picture. **If you do not care to link your image to anything (like a url), then right click on your slide and choose “format background.” Choose “picture” and then “choose a picture” to browse to the image you’d like to cover your slide.**

If you do want the image to link to something**, you will need to insert a picture then create a link.** Go back to your blank PowerPoint slide and, at the top PowerPoint menu, click “Insert” then “picture” then browse to the image you downloaded. **Crop, stretch or otherwise manipulate that picture to fit the screen as you wish.**

If you’d like to add text to a full-image slide, click “Insert” then “text box”. **Select the entire text box and click on a color in the formatting palette that will fill that box. Then type your text into the text box so that the text box and its text will lay over your image.**

Voila! You have a visually powerful, “story rich”, emotion-inspiring slide!

***\*To give appropriate attribution to the artist who shot or created the image, add a small text box in a discreet but visible location and add:*** *Image credit [artist name]****, then create a Thank You page at the end of your presentation which lists all of the image credits again.***

**10 Ways to Make Your Presentation Slides More Awesome** (aka Effective)

1. **Make only one point on each slide:** most slides should actually be split into 2-3 slides. It is way better to have more slides than to cram a bunch of information onto one slide, which confuses everyone.
2. **Add a picture or other visual element where possible:** our brains love pictures! If you can add a picture to support the point you are making, you will help your listener remember the information.
3. **Remove as many words as possible:** You are the source of the words. The slide is only to reinforce the key point. Words on a slide can actually confuse listeners’ brains.
4. **Use a header that reinforces the point you are making:** many slide headers state the general topic of the slide. Don’t waste this precious visual opportunity! Reinforce the point you are making in the header by clearly stating it, e.g. Birthday Cake Sales dropped BIG in Q4
5. **Choose the best visual display for the information:** pie charts are great to show percentages, but not shifts over time. Line charts are great to show shifts over time but not to compare quantities (usually). An image is a beautiful reinforcement for a story you tell.
6. **Use color and bold font to focus attention on one thing:** Use a bright color to call attention to the bar, line or area you want them to note. Choose more muted colors for the others for more contrast. Make the powerful statistic large, bolded and bright (considering removing all other statistics as well).
7. **Decrease animation, bright backgrounds and other distractions:** If it doesn’t help make your point, get rid of it. The slide unexpectedly coming in from the left with a trail of sparkled may be a cool and exciting feature, but it actually distracts from the point you are making (unless you are talking about astronomy or magical fairies). Use a simple background with high contrast for your text and images. It’s hard to anticipate how the background will show up with different projectors and screens.
8. **Remove irrelevant information:** The table that holds your raw data, the grid lines in the background, and the labels for things unrelated to the point you are making are all visual distractions. Just remove them. You’ll immediately feel the difference!
9. **Does this slide really help your audience get it?** If not, remove it. Use handouts, interactive exercises, audio and video. Delight them with a refreshingly relevant and effective non-slide amplifying aid!
10. **Remember, you are the source of information. The slide is your assistant.**

**Final Presentation Prep Checklist**

* What is my main idea?
* Is it JUST ONE IDEA?
* Why should they care?
* Why should they listen to me about this?
* What do I want them to do as a result of this presentation?
* Do I have 3 to 4 main points?
* Do I have a clear introduction that previews my main points?
* Do I cover each main point in the order I stated in the intro?
* Do I have a conclusion that includes a review of the main idea or the main points specifically?
* Do I end with a bang: specific request, powerful story, rhetorical question, something that allows them to take immediate action like a sign up form?
* Do my amplifying aids truly add to the presentation?
* Am I using my slides as a way to help the audience remember my points (NOT as my notes for the presentation)?
* Have I designed the presentation for maximum connection between me and the audience (*their focus on me, my focus on them*.)
* Did I leave them with contact information to reach me later with questions?
* How is the time I spend creating this presentation – and the time the audience spends listening to it – going to make life better for them (and me… and the world)?
* Is this the shortest presentation I can possibly do really well on this topic?

**Brilliant Presentation Skills Resources**

Speaking Skills/Content

Made to Stick by Chip Heath & Dan Heath

**Oh so many good stories in here to illustrate the difference between messages that stick with the listener and those that just pass through consciousness like the cackling witch swooshing across the moon image on a hokey Halloween show.**

Brain Rules: 12 Principles for Surviving and Thriving at Work, Home and School by John Medina

**The cool stuff I learned in this book about the way our brain works has changed my own presentations dramatically. This book teaches you neuroscience in a way that feels like you’re indulging in a delicious afternoon tryst with a fabulous novel.**

Confessions of a Public Speaker by Scott Berkun

**Fun read with many anecdotes from Scott’s years as a professional speaker. Plenty of practical advice you can use right away.**

Resonate: Present Visual Stories that Transform Audiences by Nancy Duarte

**No other book in the presentation world gives as deep and powerful treatment to the nuances of great stories. You will learn about the rhythms of great presentations and new tools for finding great stories for your presentations as well. I love this book.**

Presentation Secrets of Steve Jobs by Carmine Gallo

**Since Steve Jobs is a living, breathing magician on stage, he makes for abundant examples of great speaking techniques that inspire a roomful of people.**

Presenting to Win: The art of telling your story by Jerry Weissman

**Jerry Weissman has coached many heavy-hitters in venture capital and other parts of the business world and facilitated many big-money deals as a result. This book encapsulates the highly successful process he takes clients through.**

Start with Why by Simon Sinek

**Simon says (tee hee) that people aren’t persuaded by your “what” (product, service, opportunity), they are inspired to take action based on your “why.” This book is about how to get to your *real* why then express it in a way that inspires others to join in.**

Compelling People: The Hidden Qualities that Make Us Influential by John Neffinger and Matthew Kohut

**The combination of strength and warmth is a powerful elixir for influence and leadership overall. This book is a compelling teacher for how to step into our own most compelling way of being.**

Talk like TED: The 9 Public-speaking Secrets of the World’s Top Minds by Carmine Gallo

**Written by the same smart guy who wrote Presentation Secrets of Steve Jobs, this book shares the 9 secrets (just as the tagline promises) that TED Talk speakers use to captivate and inspire audiences over and over again. If you want to be a truly extraordinary speaker, you want to know these 9 (not all that surprising but still absolutely critical) secrets!**

Switch by Chip Heath & Dan Heath

**Chip & Dan are brilliant students and teachers of powerful, effective communication. This book is about how to harness the emotional and rational mind to evoke meaningful change in yourself and others.**

Transformational Speaking by Gail Larsen

**Highly spiritual and heart-centered, Gail’s approach to speaking – and especially speech anxiety – is fascinating and useful for those who connect powerfully with soulful messages. An unusual lens into speaking that is worth exploring if businessy type books don’t “speak your language. “**

Amplifying Aids

Presentation Zen by Garr Reynolds

**The golden treasure of all presentation slide books! If you take Garr’s advice to heart, you will create beautiful and wonderfully effective slides – and they don’t require a lot of design skill. His techniques are simple. *You must read this before you do any presenting with slides.***

Presentation Zen Design by Garr Reynolds

**The technical follow-up to Presentation Zen for those who want to take their slide creation skills to the next level of precision. A beautiful visual experience, just like Presentation Zen.**

Slide:ology: The art and science of creating great presentations by Nancy Duarte

**Nancy generously shares her tips and techniques for building highly effective slide decks for powerhouses like Al Gore and Google. Great content tips as well as visual design guidance.**

The Back of the Napkin by Dan Roam

**The coolness of the advice in this book goes way beyond presentation design. Use drawings to help you think through your content, explore topics, clarify concepts for yourself as well as for your audience. And definitely explore the idea of using hand drawings as Visual Aids in your presentations. The real-time nature of them is pretty powerful, used well.**

And then there’s this book I wrote…

Soul Power to Your Message: A Presentation Skills Guide to Making a Real Impact with Your Life-changing Message by Michelle Barry Franco

**I wrote this book because we needed a crystal clear, simple yet powerful guide to the nuts and bolts (plus the pizzazz and style) of crafting and delivering messages that make a difference. It’s a workshop style book, to be used as you create the presentation real time.**

**Implementation of Presentation Skills Training**

**My Plan**

I will use these three new strategies when I create my next presentation:

(circle *at least* three)

|  |  |  |
| --- | --- | --- |
| Three main points – no more, no less | Conduct a thorough audience analysis | Simplify my charts by using color to enhance data needing attention |
| Add images to slides | Review my content for “BusinessSpeak” and rewrite for simplicity | Remove all unnecessary labels from charts and graphs |
| Practice all the way through THREE times | Walk away from my computer for the planning part of my presentation | Minimize content on each slide as much as possible |
| Create a pdf handout to go with my simpler slide deck so I meet the need for content documentation while keeping my slide show effective | Tell at least one compelling, related story | Use an amplifying aid OTHER THAN a slide (music, an actual item, a 3D model…) |
| Invite audience participation – Q&A, an exercise, have them imagine a scenario… | Practice with a real live audience | Use an analogy to help explain a complex concept |
| Other: |  |  |
|  |  |  |
|  |  |  |