# How to Present Effectively in a Meeting

ACCU 2017
Dirk Haun
@dirkhaun

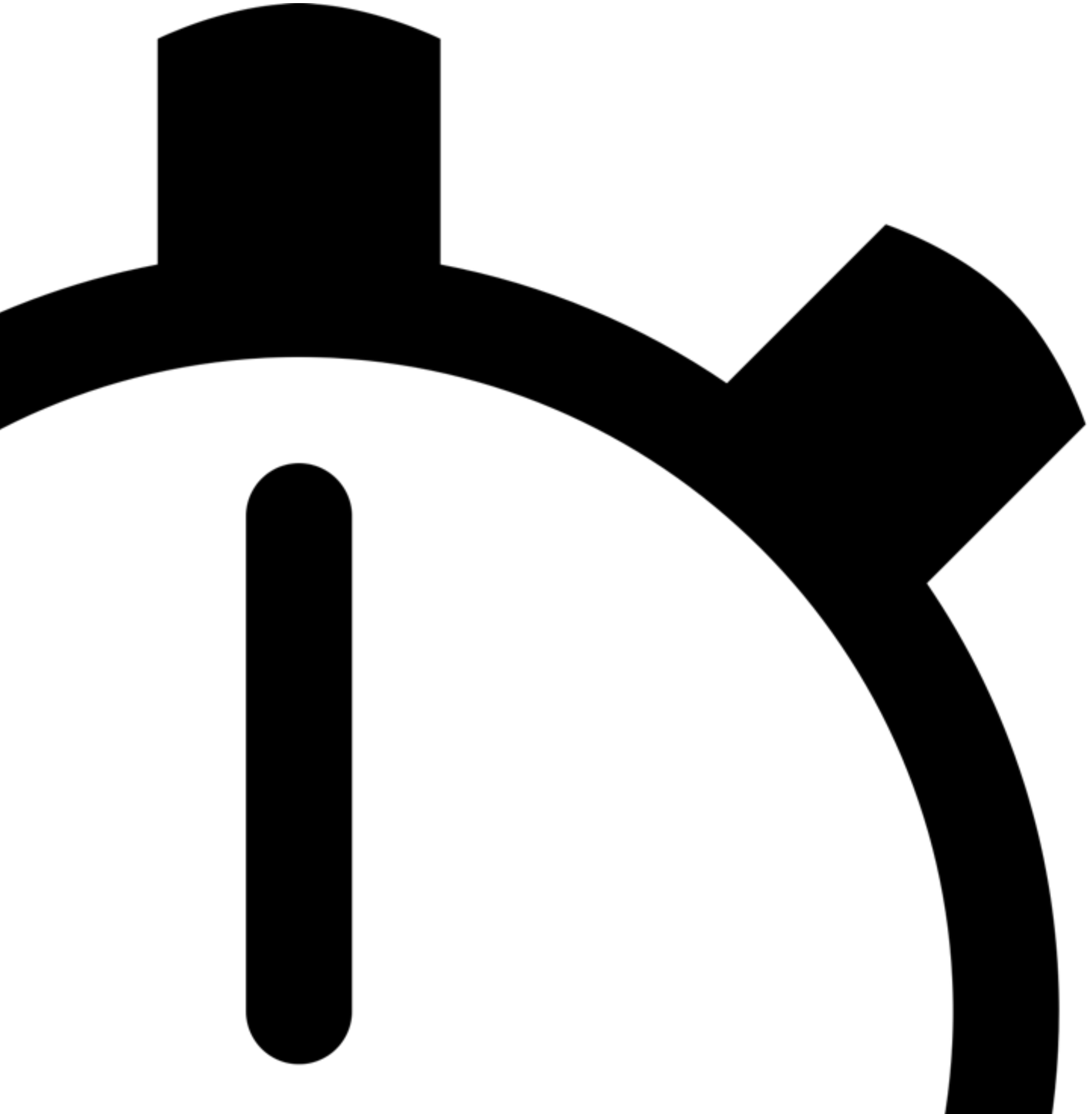
# MOST PRESENTATIONS SUCK

MOST MEETINGS SUCK

# PRESENTATIONS IN MEETINGS

Don’t be a lemming.

*Joey Asher*



# 15 minutes

## including Q&A

Your audience

Here's a promise.
If you don't know your audience's
key business challenge,
then your presentation will stink!
Guaranteed.

*Joey Asher*

Attention Span

Goldfish: 9 seconds

Human: 8.5 seconds
(supposedly)

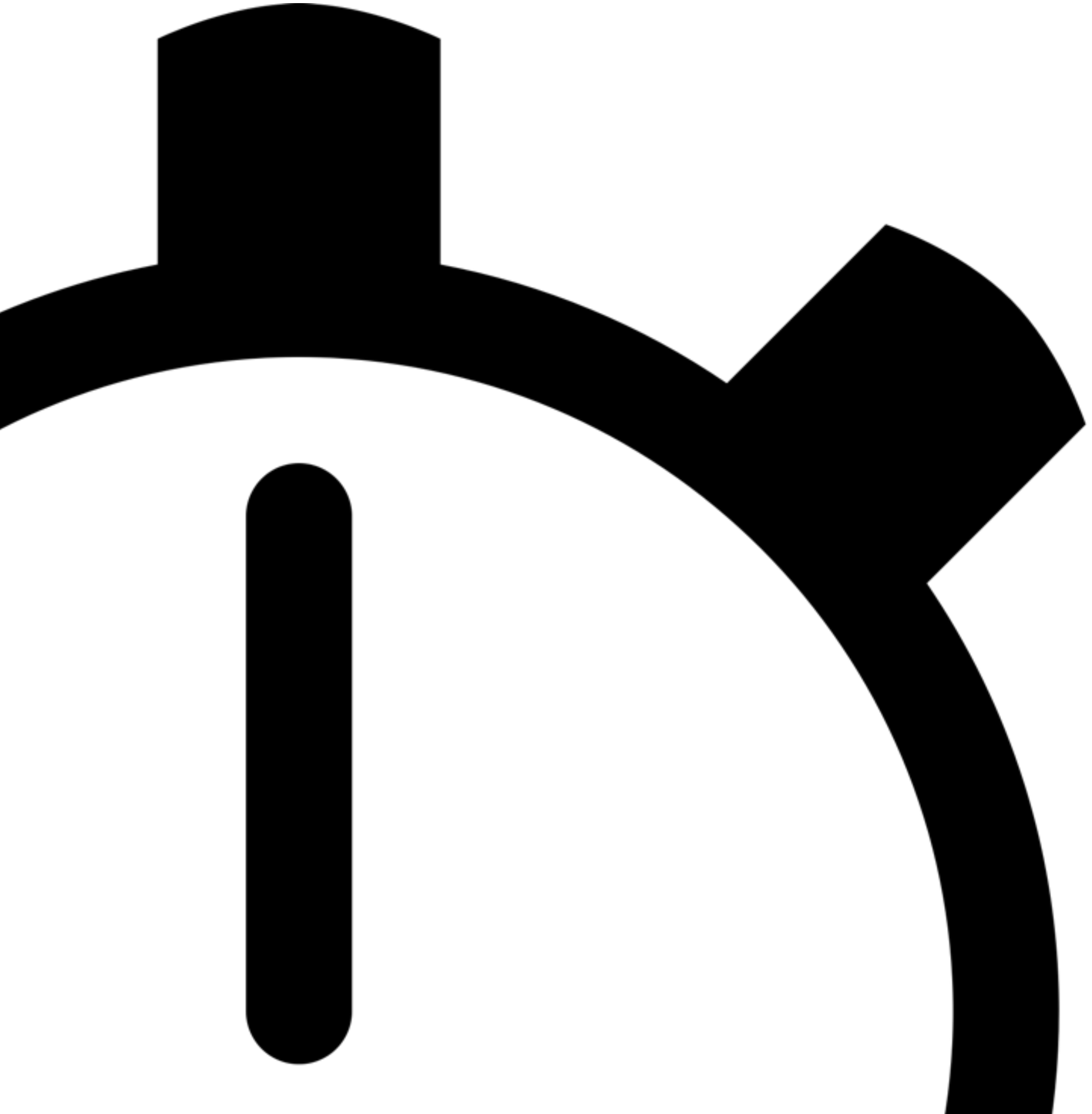
Attention Span

Goldfish: 9 seconds

Human: 8.5 seconds
(supposedly)

SUSTAINED ATTENTION

20 MINUTES



# 15 minutes

## including Q&A

Presentation: 7 min

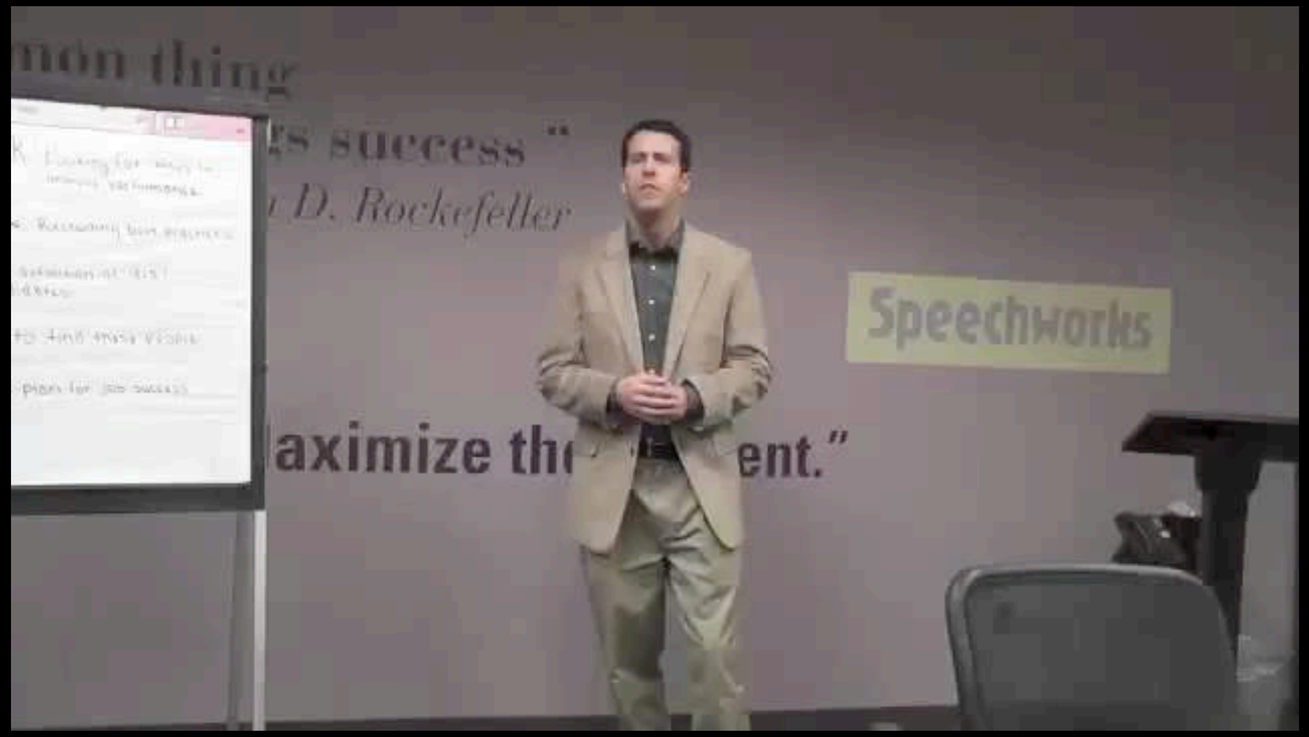
Q&A: 8 min

# Part 1: The Presentation

| | | |
|---|---|---|
| 1. | Hook | 30 seconds |
| 2. | Preview | 30 seconds |
| 3. | Main Part | 5 minutes |
| 4. | Recap | 30 seconds |
| 5. | Call to Action | 30 seconds |

# Hook

30 seconds


mon thing
s success "
D. Rockefeller
Speechworks
aximize th ent."

This isn’t about eloquence.
It’s about being effective.

*Joey Asher*

# Preview

## 30 seconds

# Preview

30 seconds

# Main Part

5 minutes

```
foreach key_msg:
    provide explanation
    provide evidence
```

# Recap

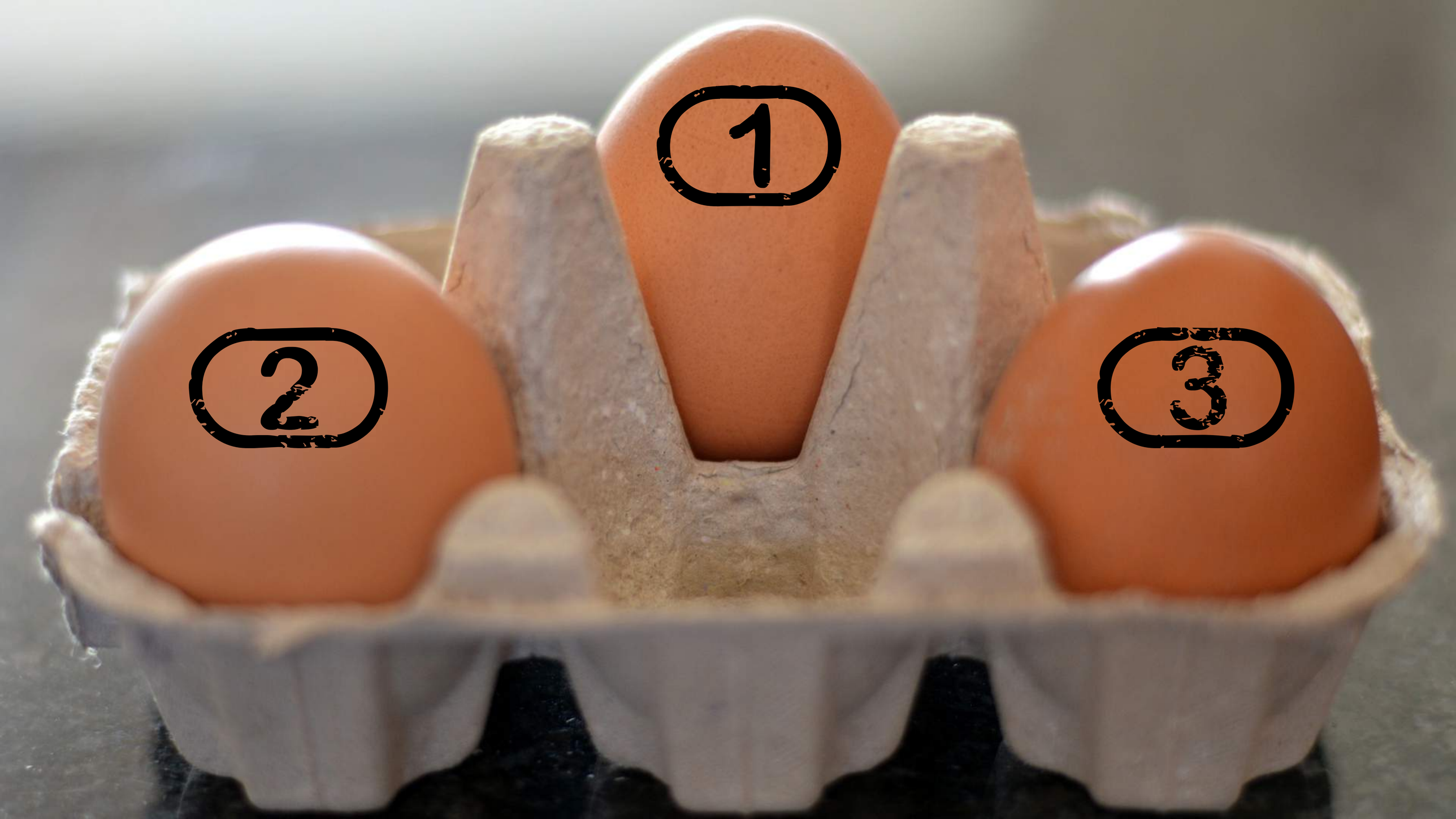
## 30 seconds

# Call to Action

30 seconds

# The Presentation

| | |
|---|---|
| 1. Hook | 30 seconds |
| 2. Preview | 30 seconds |
| 3. Main Part | 5 minutes |
| 4. Recap | 30 seconds |
| 5. Call to Action | 30 seconds |


1
2
3

**Background:**
Hardware company, building our own hardware.
Next new product still under development (nearly done, but not quite).

**Situation:**
Manufacturer of a key component announced to discontinue that component by mid-year.

Possible replacements are not compatible.

SHIPPING OF PRODUCT X IS AT RISK

**Possible solution 1:**
Switch manufacturer for the component.

**Cons:**
Needs additional development,
hence will delay shipping.
Additional development costs.
Loss of projected revenue.

**Pros:**
New component more future-proof & versatile.
May actually save cost in the long term.

**Possible solution 2:**
Buy all the remaining stock of said component.

**Cons:**
Additional upfront cost.
Fewer units sold (due to lack of components).
Move forward development of version 2.

**Pros:**
Move forward development of version 2.
Does not affect shipping plan for version 1.

# Storytelling

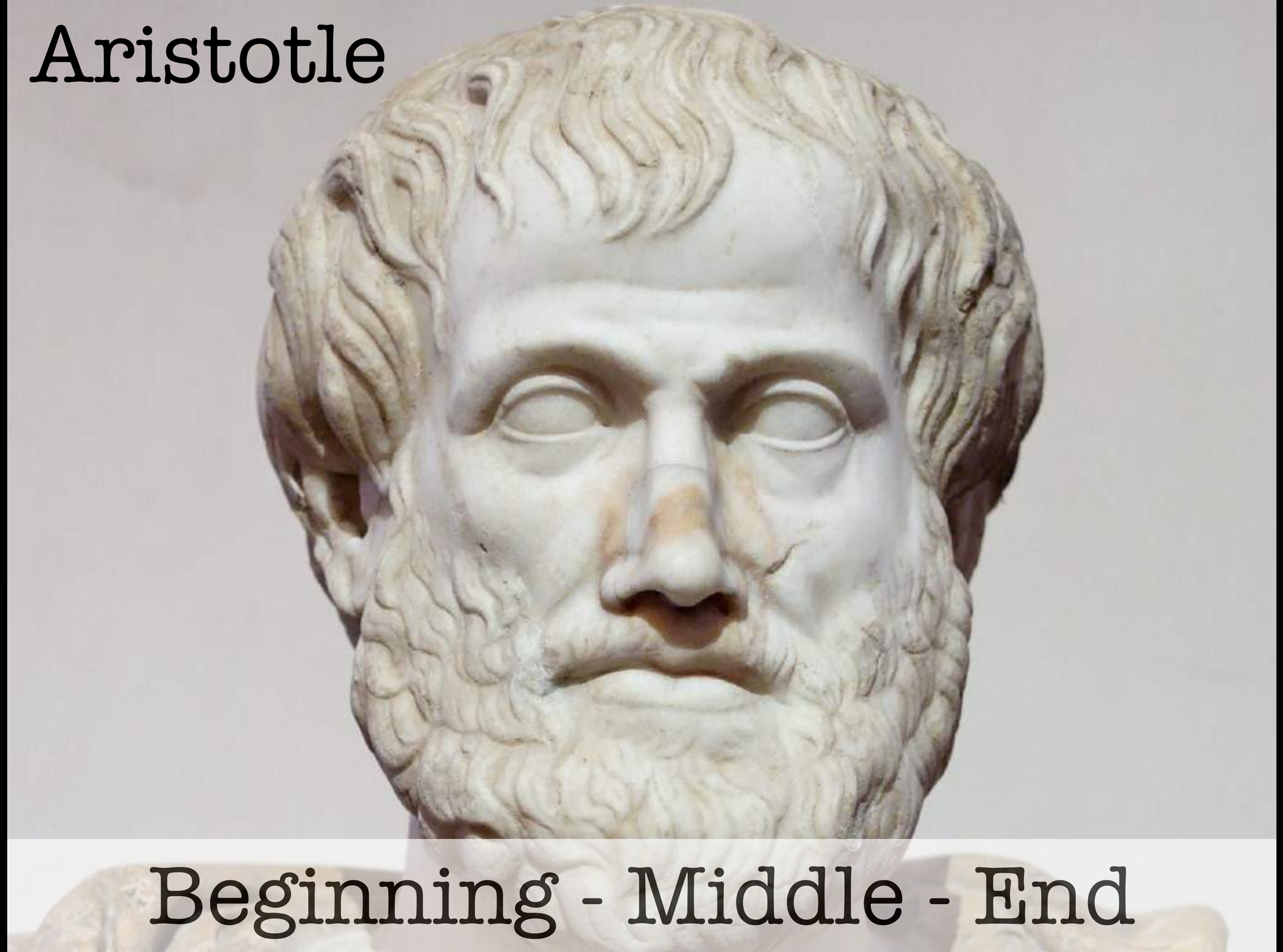
# Storytelling

## - Does it really work?

Stories
approx. 20000 years

Stories
approx. 20000 years
Writing
approx. 6000 years

Aristotle

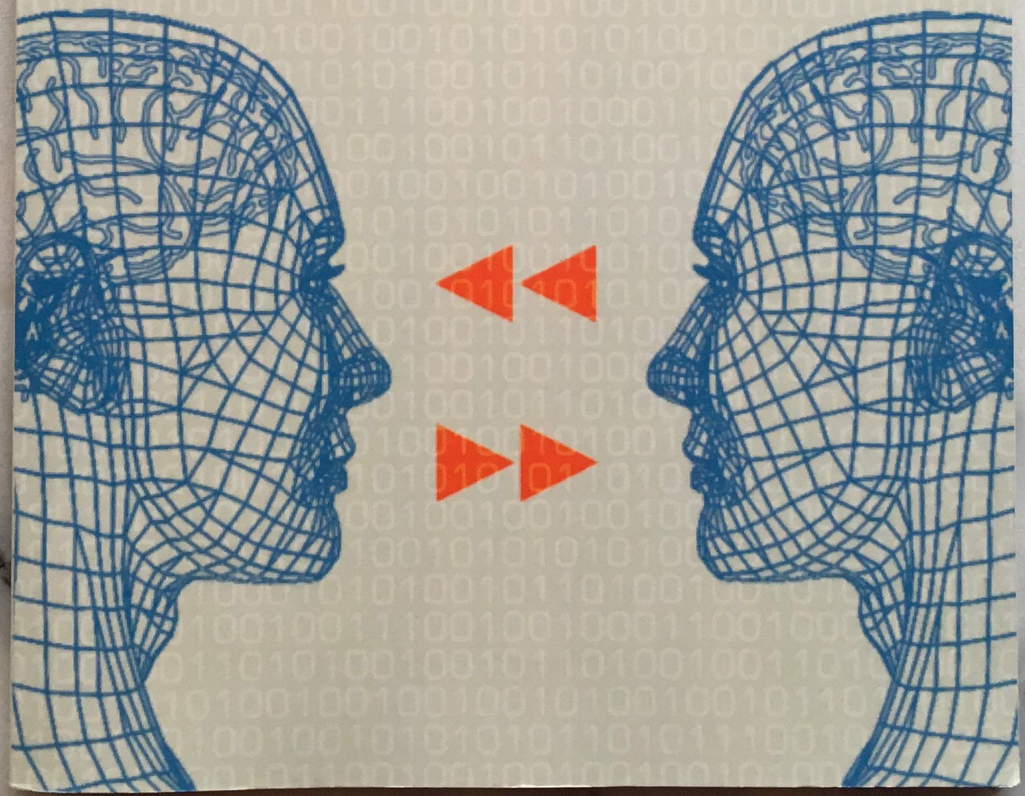


Beginning - Middle - End

# Story Proof

KENDALL HAVEN

the science behind
the startling power of story



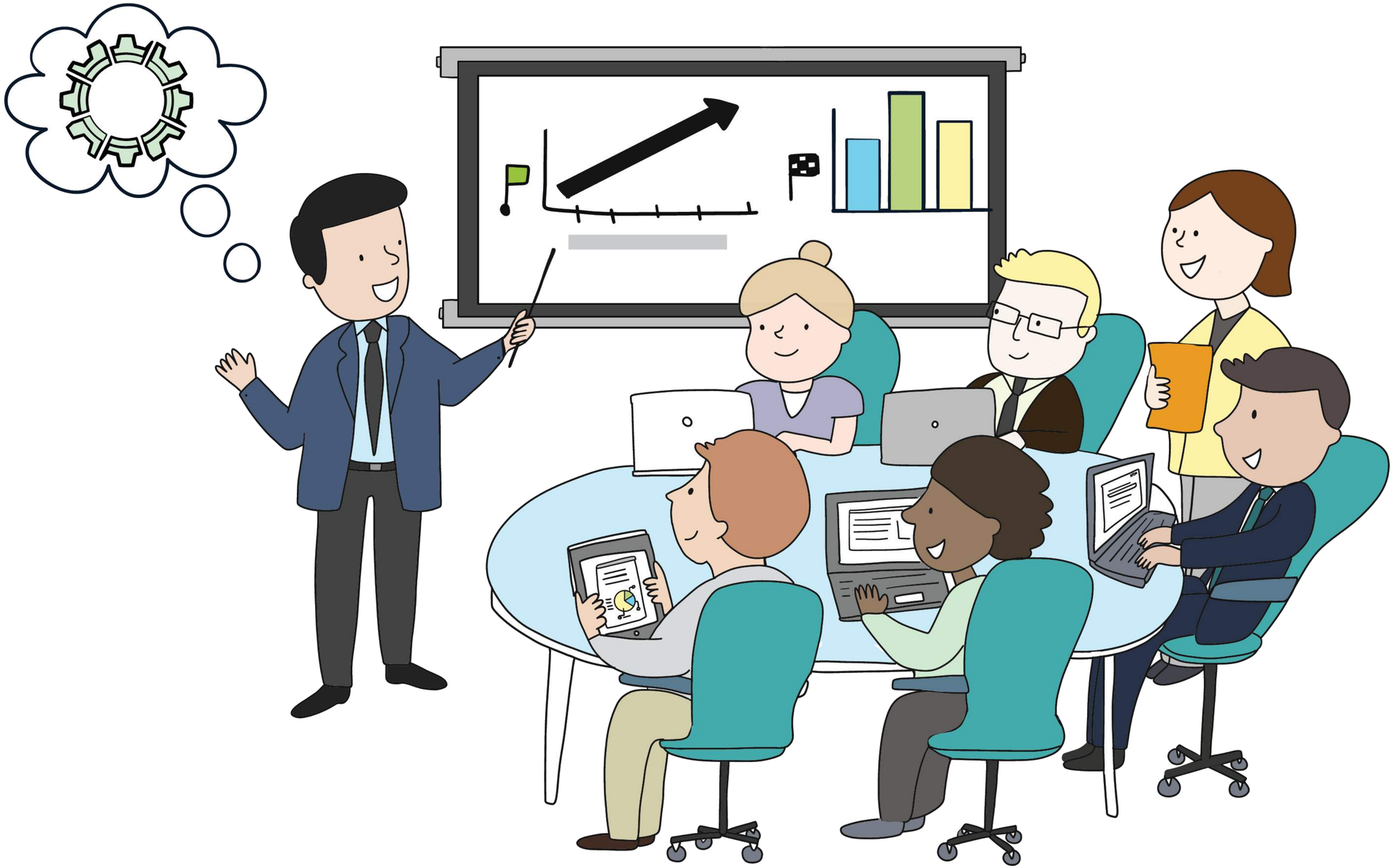
Struggle

Beginning - Middle - End

(according to Kendall Haven)

Beginning - Struggle - End

# Problem - Struggle - Solution



# Part 2: Q&A

# Q&A

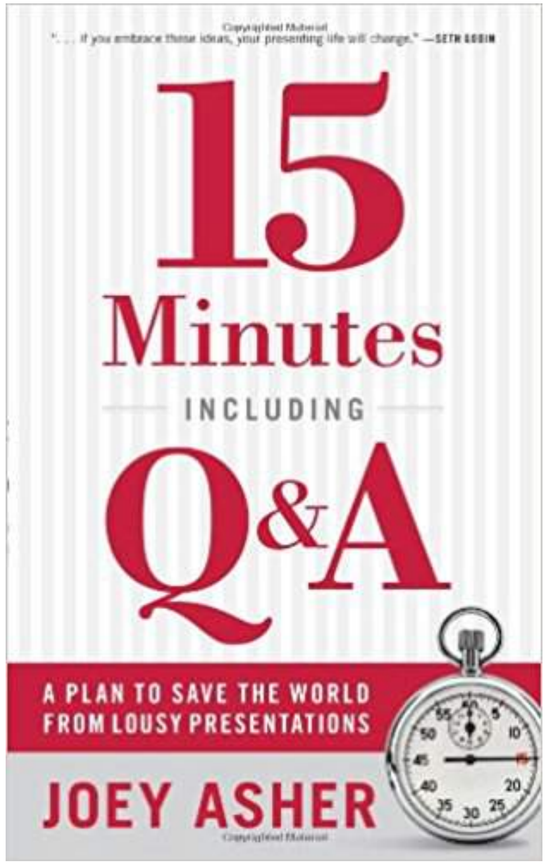
8 minutes

```
foreach question:
    start with a short answer
    give a little explanation
    then stop
```

Your goal isn't to tell everything you did.
It's to help your listeners with their lives.

*Joey Asher*

# Thank you


". . . if you embrace these ideas, your presenting life will change." —SETH GODIN
15
Minutes
INCLUDING
Q&A
A PLAN TO SAVE THE WORLD
FROM LOUSY PRESENTATIONS
JOEY ASHER

# Credits

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