

# ***SOUTHEAST LEADERSHIP***



*Development Conference*

**August 31 - September 2, 2022**

**The Grand Hotel Golf Resort & Spa  
Point Clear, AL**







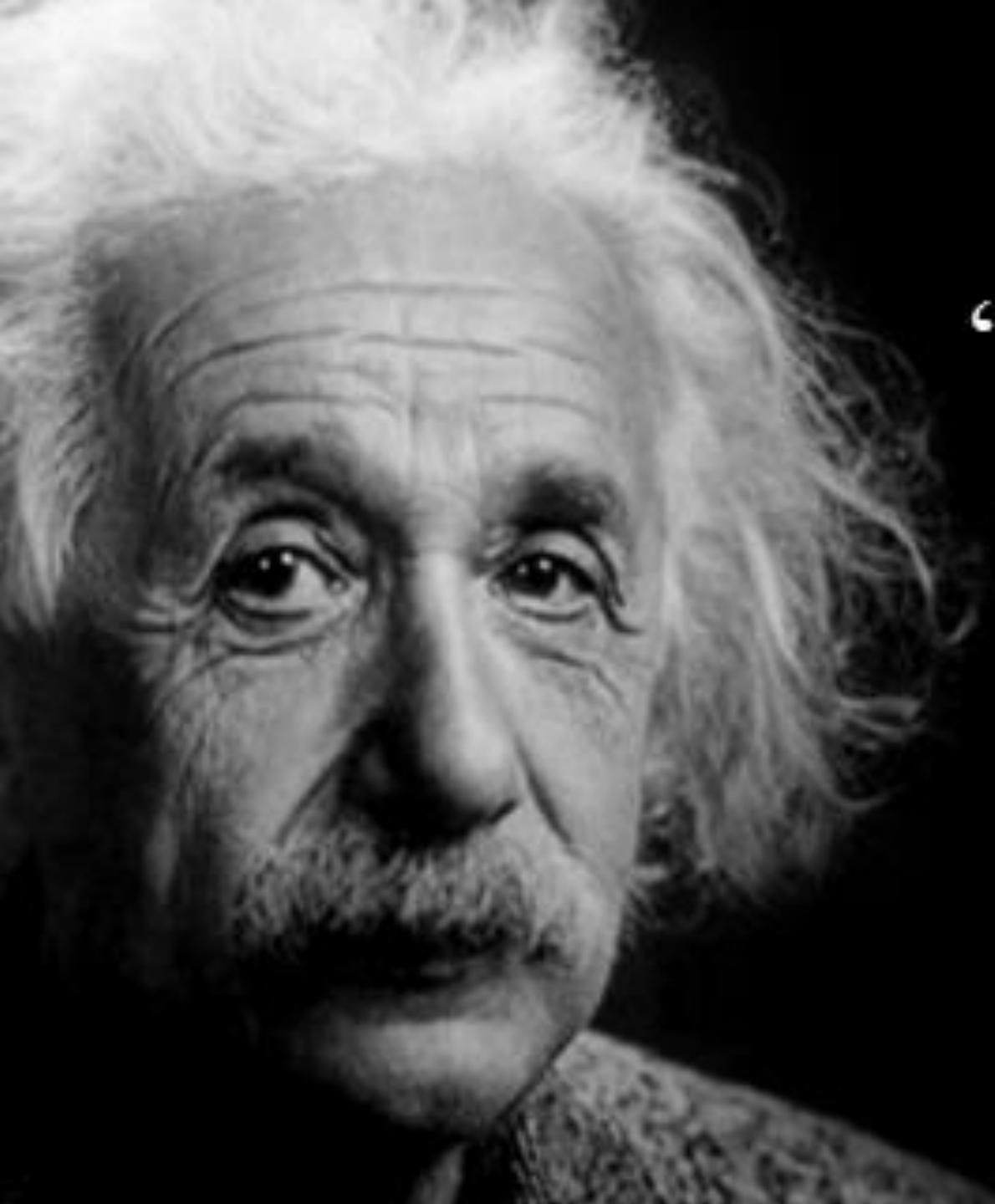
# **Get to the Point: How to Identify, Sharpen, and Champion Your Most Important Ideas**

August 31, 2022

# Just Who Do You Think You Are?

- Your name
- Your job
- Your biggest public speaking challenge





“If you can't explain  
it simply, you don't  
understand it well  
enough.”

# Know Your Point



A point is a proposition you can make a case for, defend, and illustrate, not a topic or subject, title or theme

## To Get to Your Point

1. Use the “**I Believe That**” Test
2. Use the “**Truism Test**” – Does it have a feasible counterpoint?

# Sharpen Your Point



- Did I attach my **biggest value proposition**?
  - Is this impacting PEOPLE and SOCIETY or ENTITIES and THINGS?
- Did I rely on “**Badjectives**”
- Do I have **split ends**?

# Deliver Your Point

- Know your point before you say it
- Don't get attached to the words
- Your point cannot be overstated or too often repeated.
- Your only job: Deliver your point.
- Know when you're done.

## TRANSITIONS TO POINT:

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- “My point is this...”
- “Here's the thing”
- “Here's the idea to remember”

# Evolution of a Point

You should donate to public radio

Donating to public radio is important

Donating to public radio supports quality  
programming

**Donating to public radio creates a more  
informed public**





# Evolution of a Point

Sunnyvale Credit Union has been in business  
since 2003

You should partner with Sunnyvale Credit  
Union

Sunnyvale Credit Union is a valuable financial  
partner

**Sunnyvale Credit Union helps people  
achieve their financial goals.**



# Why Volume is Valuable

Raise your volume to the point where you think you're too loud. You're not.

A higher volume...

- Keeps you from ending with question marks
- Controls your speed
- Eliminates mumbling
- Keeps you from talking too softly
- Makes you sound more confident and credible



# Pause for Perfection

There's **nothing wrong with pausing to** capture a thought  
(as opposed to ahhh or ummm).

- Pausing creates suspense
- Pausing creates time for precision
- Audiences love to watch you think
- No one remembers pauses

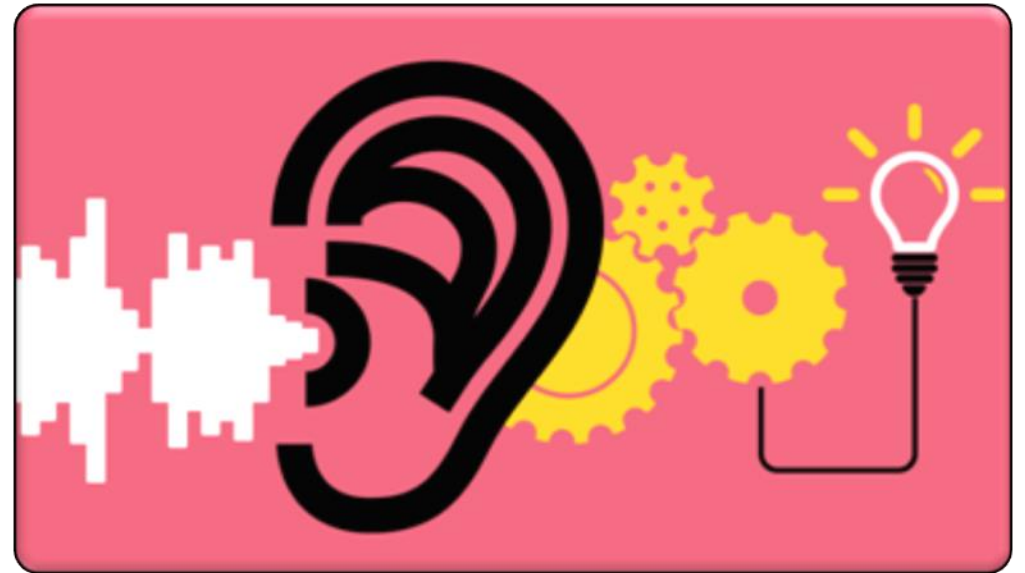


# Pause for Comprehension

**It takes twice as long for your audience to receive your point as you need to say it.**

Audience needs to hear, digest, understand, consider, and apply.

**This should give you pause.**





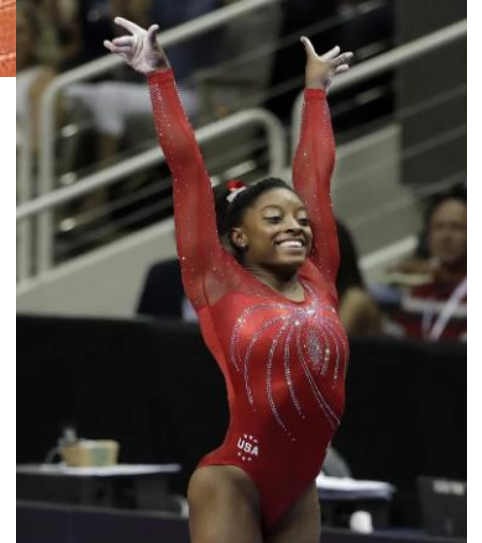
# Nail the Start, Stick the Landing

## STARTING

- Audiences will assess you within 20 seconds, so memorize if you can
- Establish (1) who you are (2) what your point is and (3) why that point is relevant.
- Know your first word **and make it your first word.**

## ENDING

- End with your point
- Put a chapter break between your last word and meeting business
- Don't end with some variation of "So that's my last slide"
- Don't end with simply the last bit of data



# Describing vs. Selling



| Table of Contents   |  | Page |
|---|--|------|
| Acknowledgements .....                                    |  | i    |
| Abstract .....  |  | ii   |
| Table of Contents .....                                   |  | iii  |
| List of Tables .....                                      |  | iv   |
| List of Figures .....                                     |  | v    |
| Nomenclatures .....                                       |  | vi   |
| 1. Introduction .....                                     |  | 1    |
| 2. Literature Sur .....                                   |  | 2    |
| 3. Chapter ONE: Introduction Preference .....             |  | 4    |
| 4. Chapter TWO: The Concept of Intermodel Transport ..... |  | 14   |
| 4.1 Transport .....                                       |  | 24   |
| 4.2 Various Types of Ocean Transport .....                |  | 26   |
| 4.3 The Intermodel Concept .....                          |  | 30   |
| 5. Chapter THREE: The Development of Intermodel           |  |      |





# Describing vs. Selling



# Describing vs. Selling

~~“I want to talk a little about...”~~

“I recommend...”

“I propose...”

“I suggest...”



# Use PowerPoint Powerfully

- Use bullets to cut useless verbiage
- Every slide should contain one clear point, and every bullet should support that point
- If the audience can't instantly read it, lose it
- Don't let PowerPoint upstage you
- The slide isn't relevant until you make it so



# Use PowerPoint Powerfully

- Use bullets frequently to separate ideas and thoughts and keep them in the right order.
- Break up compound sentences. Too many thoughts on each bullet will make it hard for the audience to immediately understand the content
- Cut useless verbiage and extraneous details from your bullets and your pages. It's important to be as concise and word-economical as possible
- Every slide should contain one clear point. Know what that point is and organize the content on the page to constantly illustrate or prove that point.
- Each and every bullet should support the point the page is trying to establish. If it isn't, try to change the way it's presented so it can serve that purpose.
- If the audience can't instantly read your graphs or charts, don't use them, or just show parts of them that are relevant



# Graveyard of Pointless Slide Titles



Research

Looking Ahead

Our Partnerships

Why?

The Challenge

Why This Matters

History

“Topic”

The Data

Examples

Background

Industry Analysis

Our Approach

By the Numbers

# Make Your Story Matter

- Pick a story that clearly illustrates your point, not just details in your point
- Explicitly make the connection between your story and your point: *“This story illustrates how our service...”*
- Make your story relevant, not just riveting





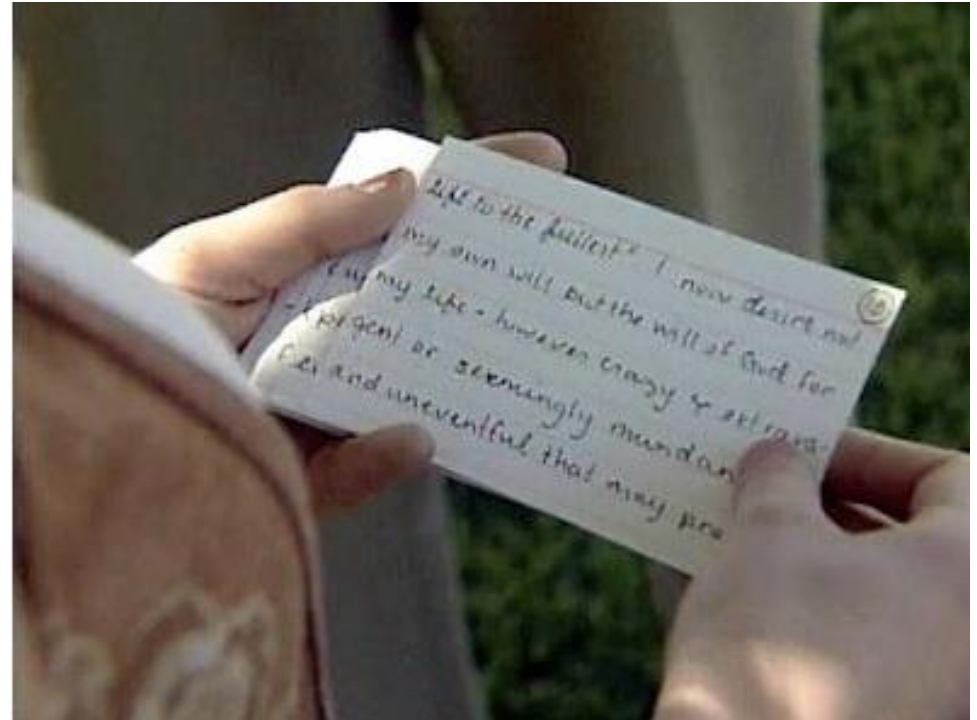
# Thou Shall Not Read or Write Thy Speech

IX  
THOU SHALT NOT READ THY SPEECH.



# Use Effective Notes Instead

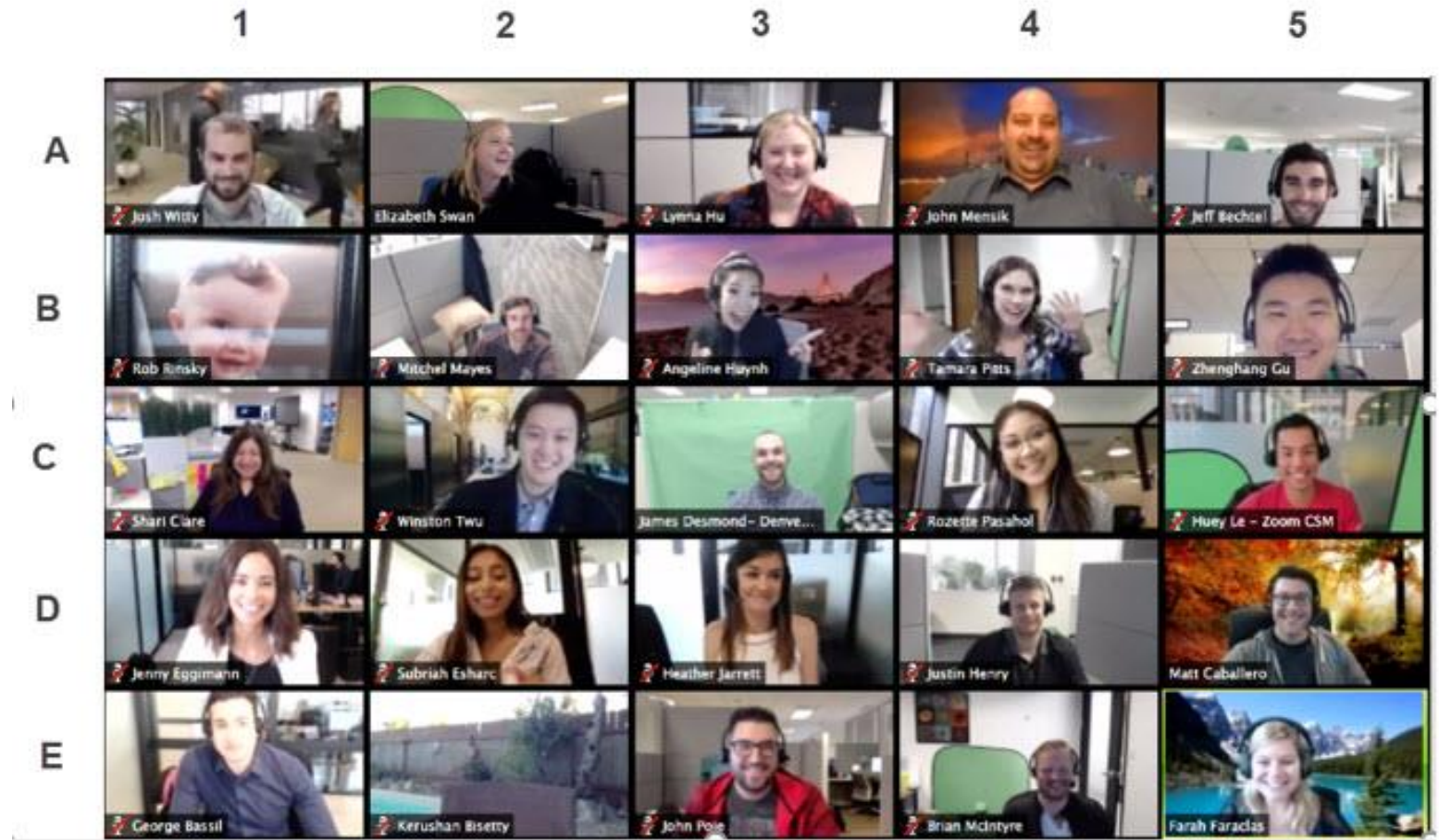
- Do not write or read your speech.
- Notes are your “set list”
- Only write down those things you need to remember, not things you already know.
- Use no more than one note card or one sheet of paper.
- Put the notes down, not between you and your audience.



# Making Points in Video Conferencing

## Who Framed Themselves Best?

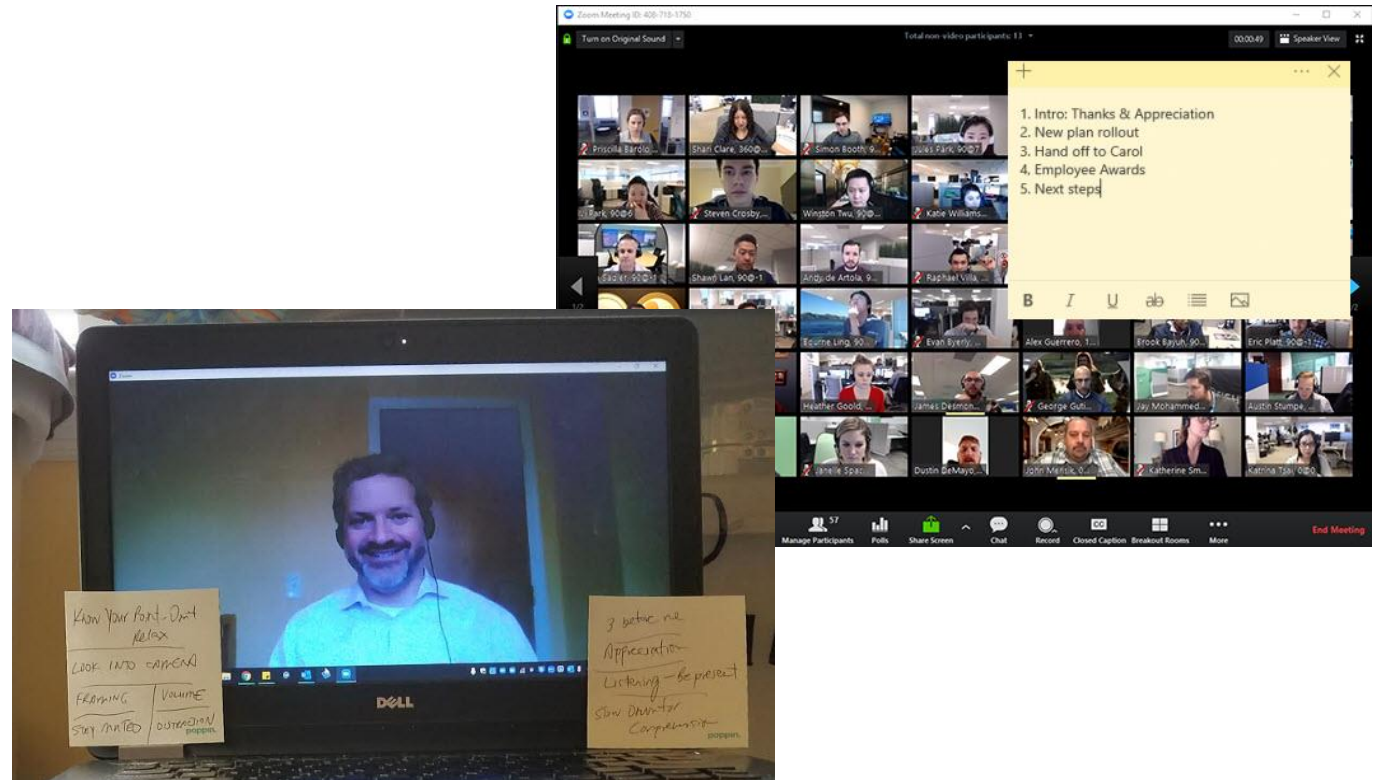
- Frame yourself to elevate your presence
- Look into the camera as much as possible
- Close other programs, stay present





# Making Points in Video Conferencing

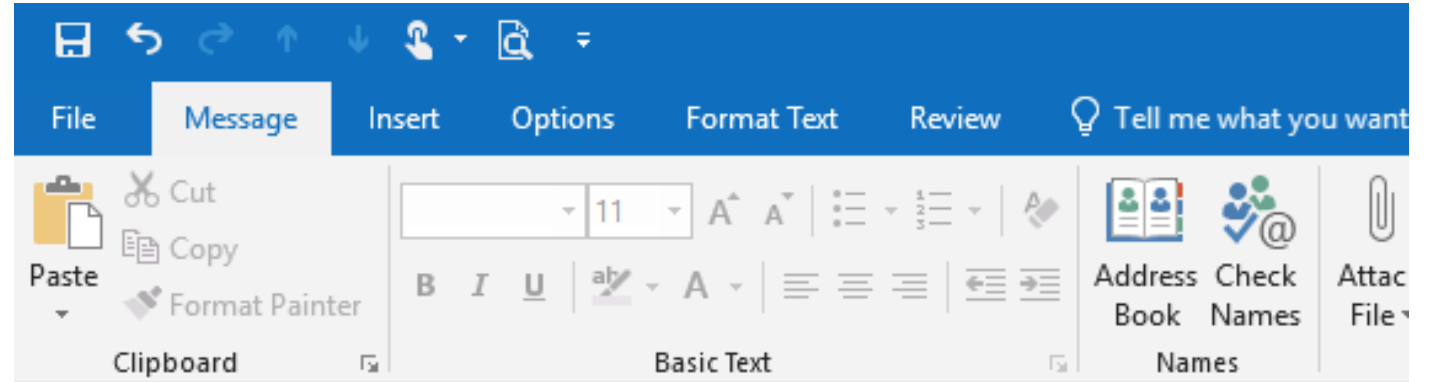
- Put notes around or close to your screen. Think: **Clear** and **Near**
- Use a full voice, don't slip into a conversational voice
- Prepare and make strong points






# Making Points in Email

- Is my point in the subject line?
- Do I have paragraphs longer than three sentences?
- Could this be better explained in bullets?
- Are my facts and grammar correct?
- Did I include a suggestion, a recommendation, or a proposal?



|   |         |   |
|---|---------|---|
| <br>Send | To...   | <a href="#">All Staff;</a>                            |
|   | Cc...   |   |
|   | Subject | Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Wednesday |
|   |         |   |

# How to Practice

- **Don't** mumble
- **Don't** memorize
- **Don't** feel like you need a person, a mirror, or a camera
- **Do say it out loud. Practice is about training your mind and your mouth to work together.**



# Overcoming Glossophobia

- Know the voice in your head is lying
- Know what your point is.
- Know what your job is, and what it's not. Hint: It's not about you.
- Turn "Nervous" into "Excited"
- Know your notes will save you (and so will your practice!)



## ROY

**You're screwing up!**  
**You're embarrassing yourself!**  
**You're a fraud...**  
**They can see how nervous you are!**


## YOU

**"I'm so nervous"**  
**"I didn't really prepare for this"**  
**"Don't expect too much"**  
**"I'm sorry."**  
**"Excuse me."**

# What Will You Work On?





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