



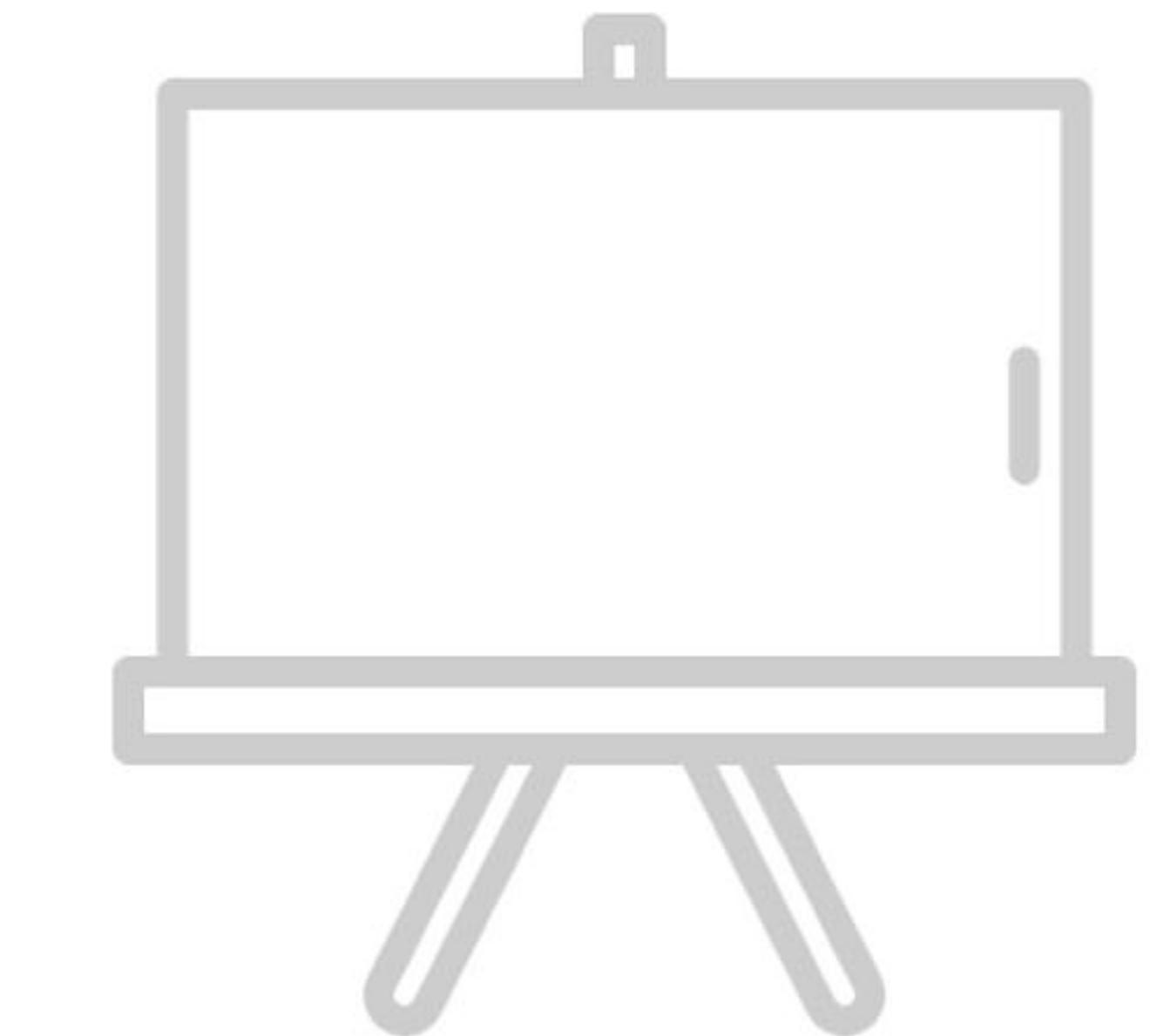
HOW TO GIVE GREAT **PRESENTATIONS**

using the **P.O.W.E.R.F.U.L.** approach

DR. CURTIS NEWBOLD

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COURSE OVERVIEW

Who It's For | What we'll Learn | Roadmap

WHO THIS COURSE IS FOR

Individuals

Who Share and Pitch Ideas

- Report Information and Data
- Pitch Ideas and Solutions
- Teach Fellow Employees
- Showcase Work and Happenings



Managers

Who Persuade, Teach, and Train

- Encourage Employees
- Teach New Processes and Concepts
- Express Goals and Plans
- Discuss Policies and Procedures

Leaders

Who Motivate and Inspire to Act

- Lead Retreats and Seminars
- Inspire New Visions and Direction
- Showcase New Products and Concepts to Public or Investors

WHO HAVE

Some Familiarity with Speaking

- Knows how to use programs like PowerPoint or KeyNote
- Is generally aware of what speaking in front of groups entails

BASICALLY,

Most will Benefit from This Course

- A Gmail account is fine
- Need to access Google Drive



FOUR FACTS ABOUT SPEAKING...



FACT #1

Being asked to speak causes a range of emotions, from **anxiety and fear** to **excitement and exhilaration**.

FACT #2

Most people **don't like to speak** (but 10% - 20% do).

FACT #3

Most are capable, but about **25%** have high anxieties.

FACT #4

Enjoying speaking doesn't mean you're good at it. Good presentations require awareness and practice.



POLL QUESTION #1

HOW WOULD YOU DESCRIBE YOURSELF, WHEN IT COMES TO PRESENTING?

[**I love it and I usually have no fear.** Speaking is my jam and I could do it every day if I had to.]

[**I enjoy it, but I get nervous.** It's like a creative challenge; fun and exciting, and a little stressful, but the good kind of stress.]

[**I don't like it, but I can make it through it.** It's like going to the dentist—I rarely enjoy it, I'm nervous about the pain, but I'll suffer through it.]

[**I loathe it.** If I can avoid it, I absolutely will. Speaking kind of freaks me out. That said, if I must, I can usually survive it.]

[**It's paralyzing.** There are few things in life I hate more, I'm absolutely terrified to do it, and my mind seems to totally freeze up when I try.]



A STORY ABOUT A JOSHUA TREE



Once you can name something, you're conscious of it. You have power over it. You're in control.

Robin Williams, *Non-Designer's Design Book*

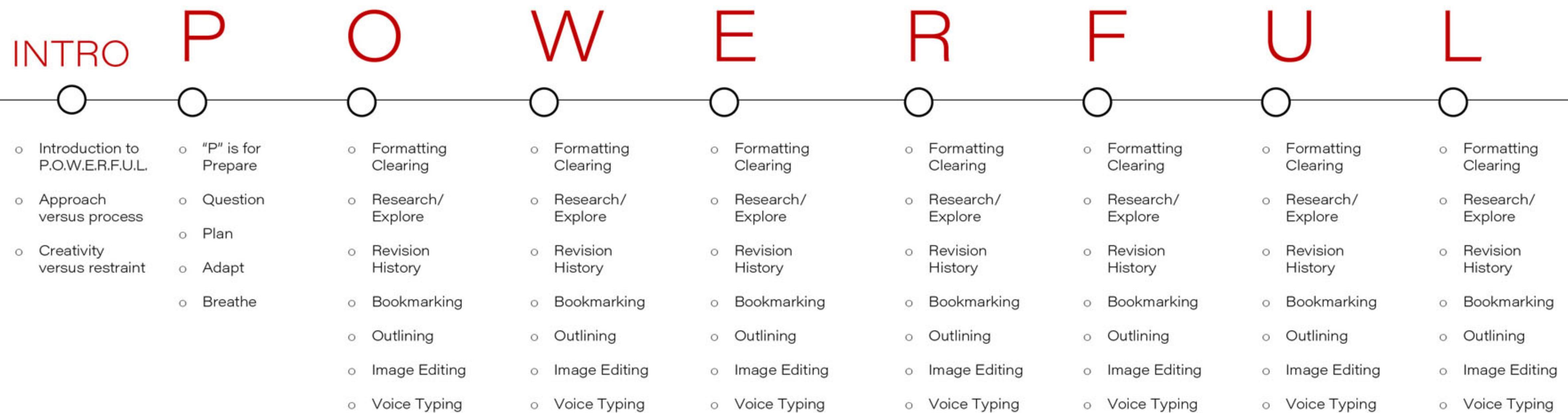


DISCUSSION/QUESTIONS

If you had to create a formula for what makes the best presentations, what would your ingredients be?
Use four terms to fill in the blank:

_____ + _____ + _____ - _____ = Great Presentation





INTRODUCTION TO P.O.W.E.R.F.U.L.

What makes for "POWERFUL"? | Approach vs. Process | Creativity vs. Restraint

"P" IS FOR PREPARE

"O" IS FOR OPEN

"W" IS FOR WEAVE

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COURSE REVIEW



A POWERFUL PRESENTATION IS...

Persuasive. It's a strategically designed, thoughtfully planned, creatively executed communication channel framed specifically to help people get on board with your perspective. As Seth Godin, author of *Really Bad PowerPoint* has said,

Communication is about getting others to adopt your point of view, to help them understand why you're excited (or sad, or optimistic, or whatever else you are). If all you want to do is create a file of facts and figures, then cancel the [presentation] and send in a report.

Seth Godin, *Really Bad PowerPoint*



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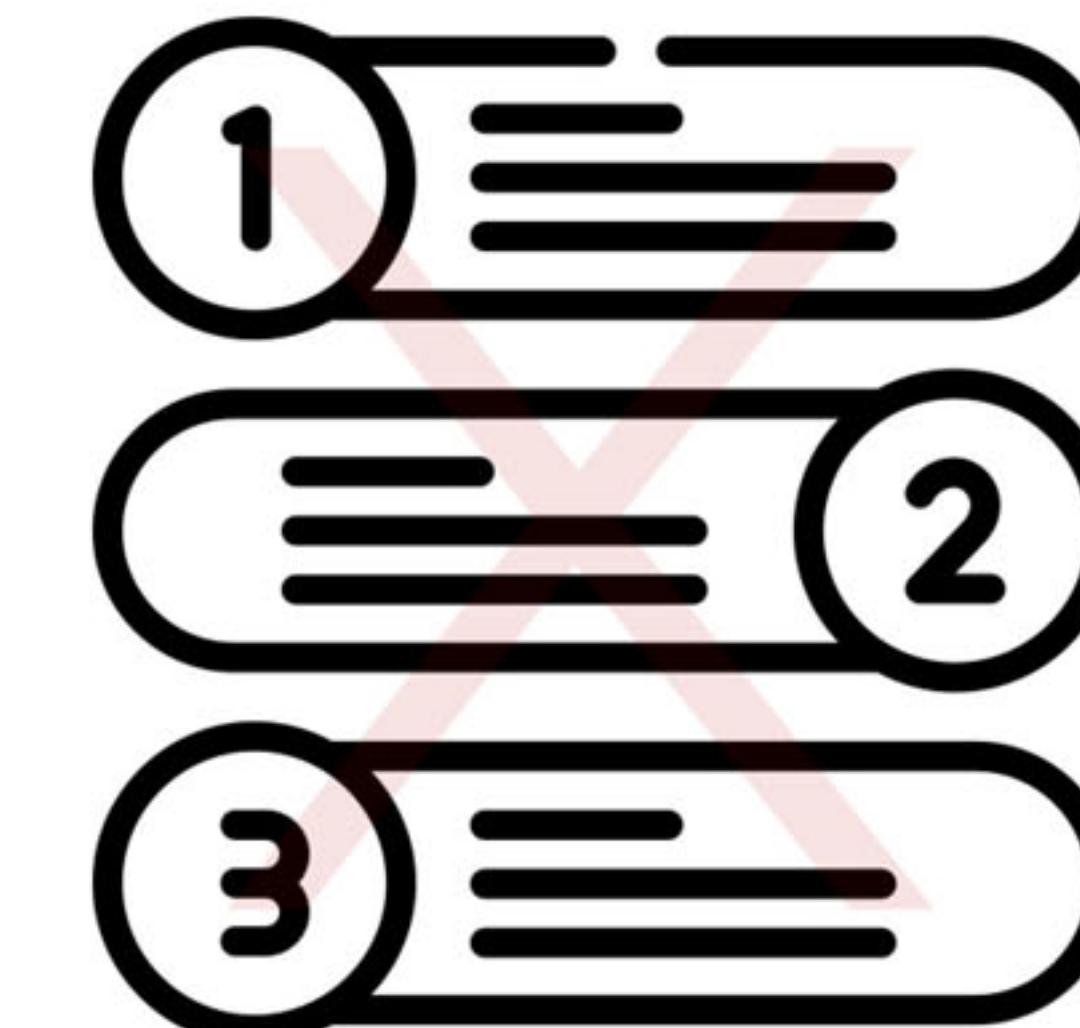
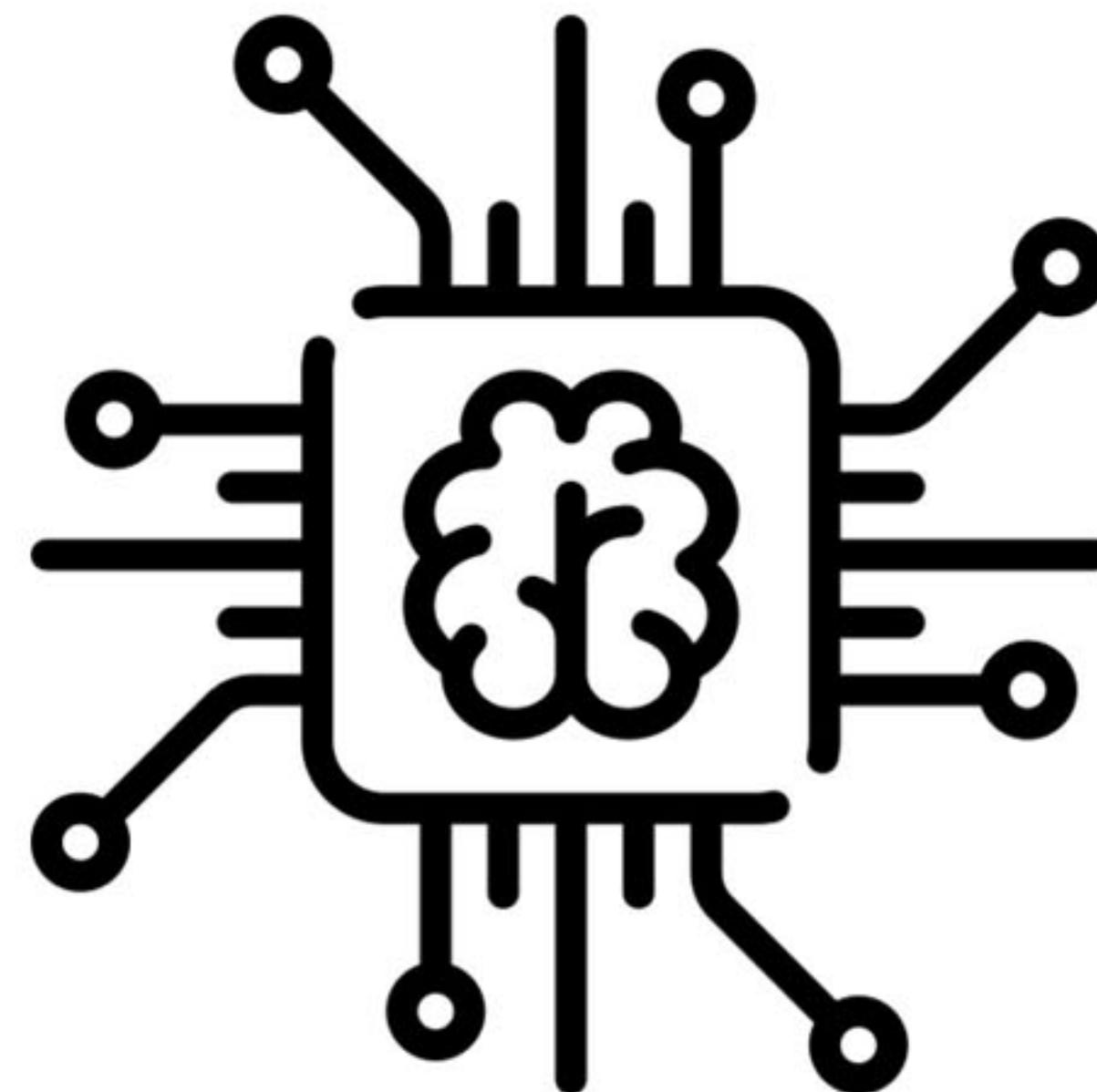
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COURSE REVIEW

AN APPROACH, NOT A PROCESS



Approaches are

- Conceptual
- Flexible
- Adaptable
- Organic
- But...strategic

Processes are

- Ordered
- Linear
- Rigid
- Formulaic



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COURSE REVIEW

CREATIVE, BUT RESTRAINED



Powerful presentations are

Creative...

(beyond the bullet)

- Passionate
- Unique
- Authentic
- Imaginative
- Designed

...but Restrained

(within the boundaries)

- Strategic
- Organized
- Relevant
- Simple
- Planned
- Purposeful
- Practiced



"P" IS FOR **PREPARE**

Question | Plan | Adapt | Breathe

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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Question



The Most Important Questions

- What's my point?
- Why would they care?

Questions that Matter

- Who will be in the audience?
- What's their state of mind?
- What will they expect?
- How much do they know?
- How much do they need?
- How much time do I have?
- What will the room look like?

Questions that Distract (until later)

- What pictures should I use?
- How many slides should I create?
- Is there a rule on how many bullets?
- Does this jacket make me look professional?



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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Determine the Purpose



Informative

Demonstrative

Persuasive

Motivational



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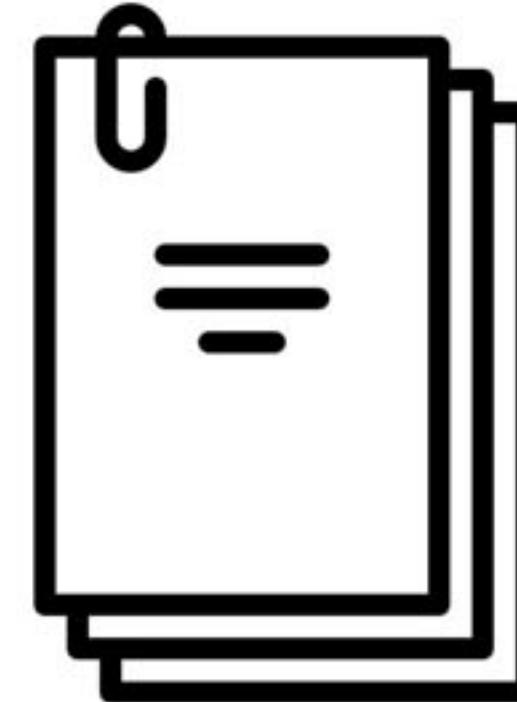
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COURSE REVIEW

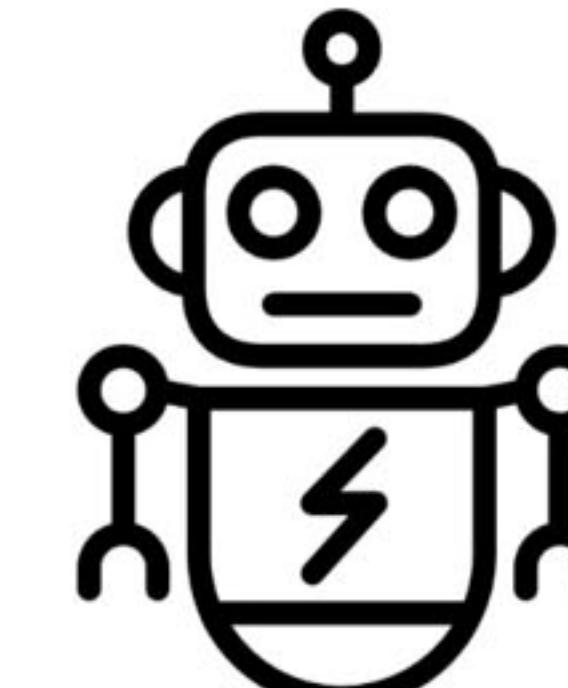
PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Pick Your Type



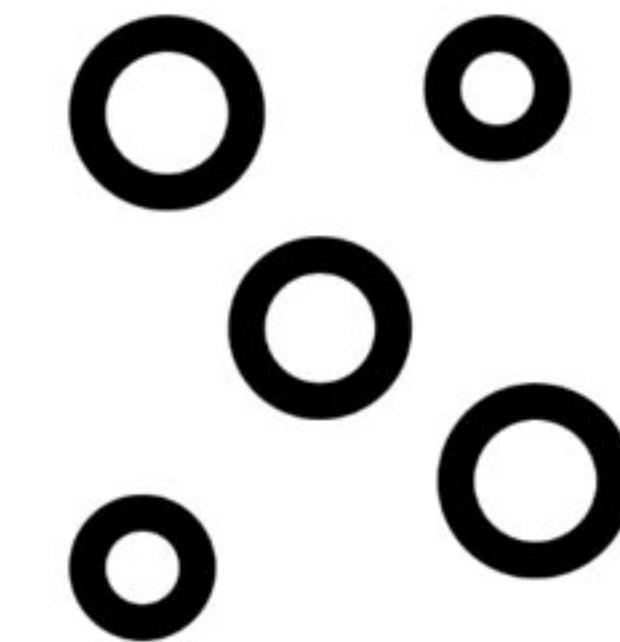
SCRIPTED



MEMORIZED



EXTEMPOREANOUS



IMPROPTU



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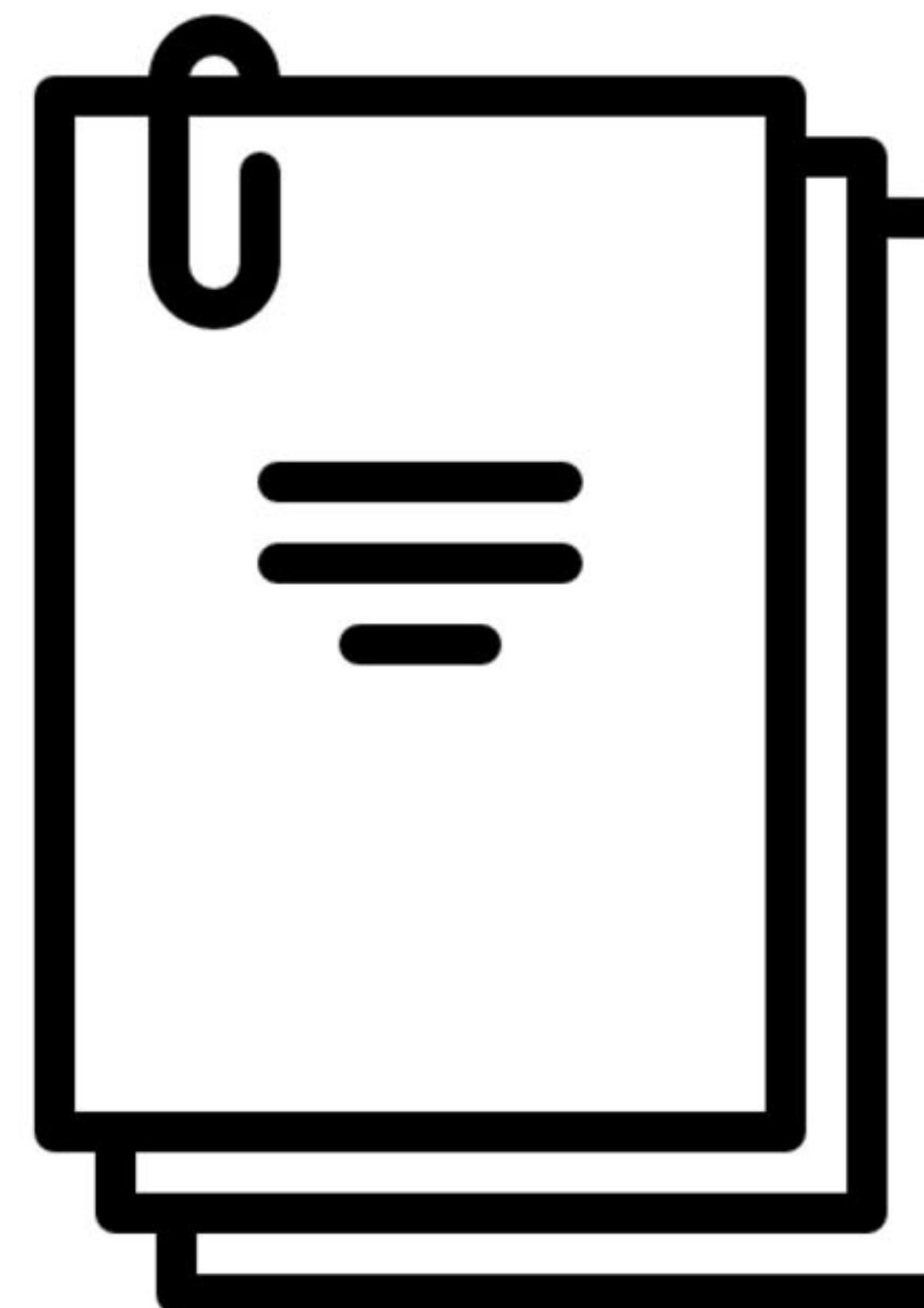
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COURSE REVIEW



PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Pick Your Type

SCRIPTED

WHAT IT IS

Scripted speeches are written in their entirety and are typically read verbatim (or close to verbatim) from a podium using a printed copy, a teleprompter, or a mobile device.

BENEFITS

- Easy to stay organized
- You can say what you want
- Easy to time
- Requires little rehearsing
- Can make you appear intelligent

DRAWBACKS

- Can be difficult to engage with audience
- Eye contact is limited
- Can sound boring and static

WHEN TO USE IT

- When exact wording and structure matters
- When you have little time to rehearse
- When making political statements
- When presenting to potentially hostile crowds
- When you don't feel comfortable with your material



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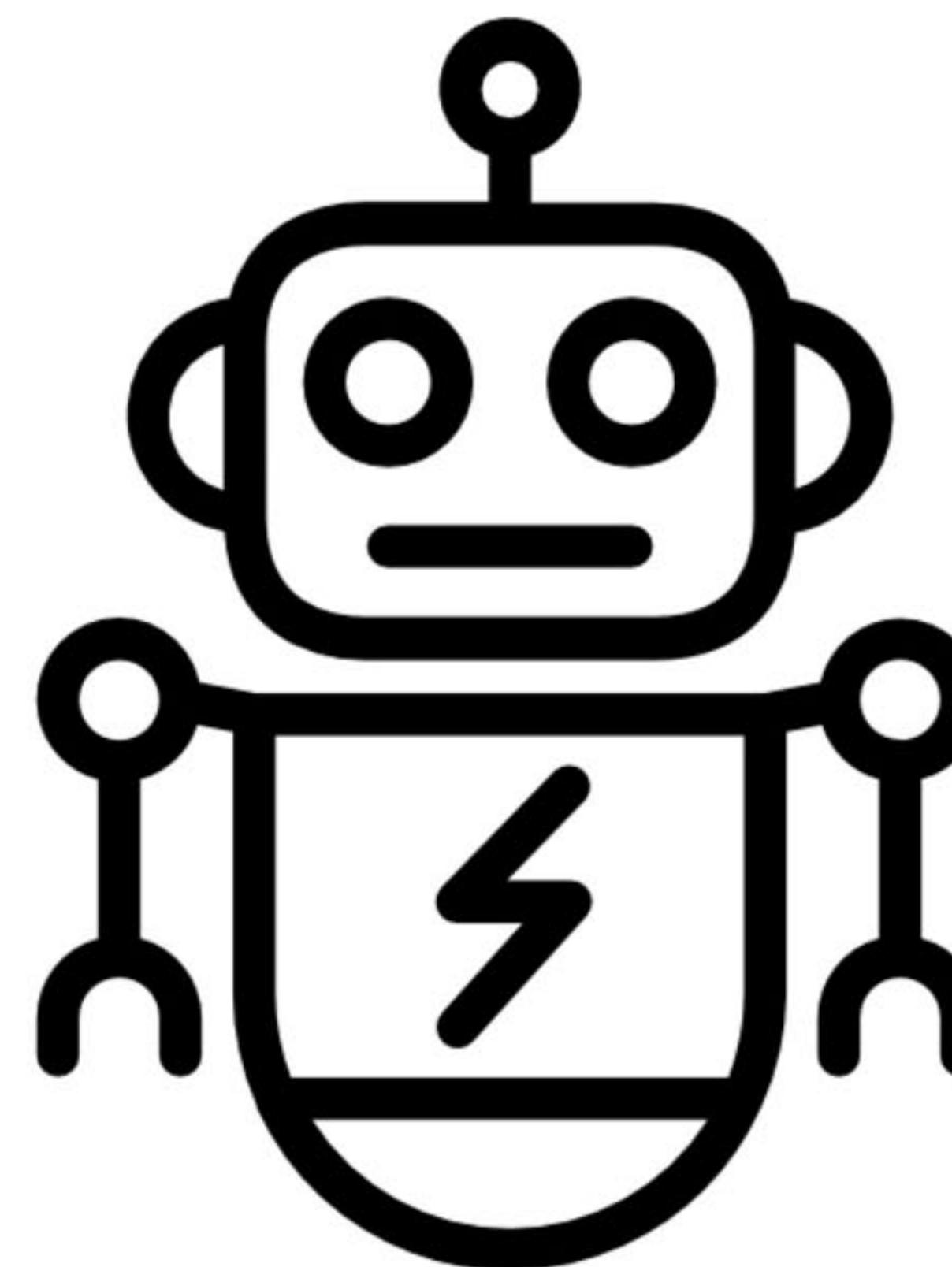
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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Pick Your Type



MEMORIZED

WHAT IT IS

Memorized speeches are speeches that have been written out entirely, but that you have memorized word-for-word and give without notes or scripts.

BENEFITS

- If done well, shows preparation
- Can make for strong calls to action
- Easier to make eye contact than with a scripted speech but maintains exact wording

DRAWBACKS

- Rehearsal time can take very long
- High potential for forgetting and freezing
- Can sound robotic and very nervous

WHEN TO USE IT

- Rarely
- If you need exact wording but you don't have a podium to stand behind or read
- If your presentation is really short
- Typically, you can just memorize small parts of your presentation, like a short story, a joke, or a call to action



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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Pick Your Type



EXTEMPOREANEOUS

WHAT IT IS

Extemporaneous speeches are well-rehearsed but are not written in their entirety and are not memorized. Notes may be occasionally referenced, but the speaker generally follows a clear and organized outline but does not read the speech.

BENEFITS

- If done well, shows preparation and professionalism
- Best approach for engaging audiences and making eye contact
- Easier to adapt if something goes wrong
- Feels more natural than scripted and memorized speeches
- It's organized and structured but not robotic

DRAWBACKS

Requires a good deal of rehearsing

WHEN TO USE IT

- Most often (this is the best speech type for most business and professional settings)
- When engagement with your audience is important
- When exact wording isn't necessary
- When you feel confident about your material



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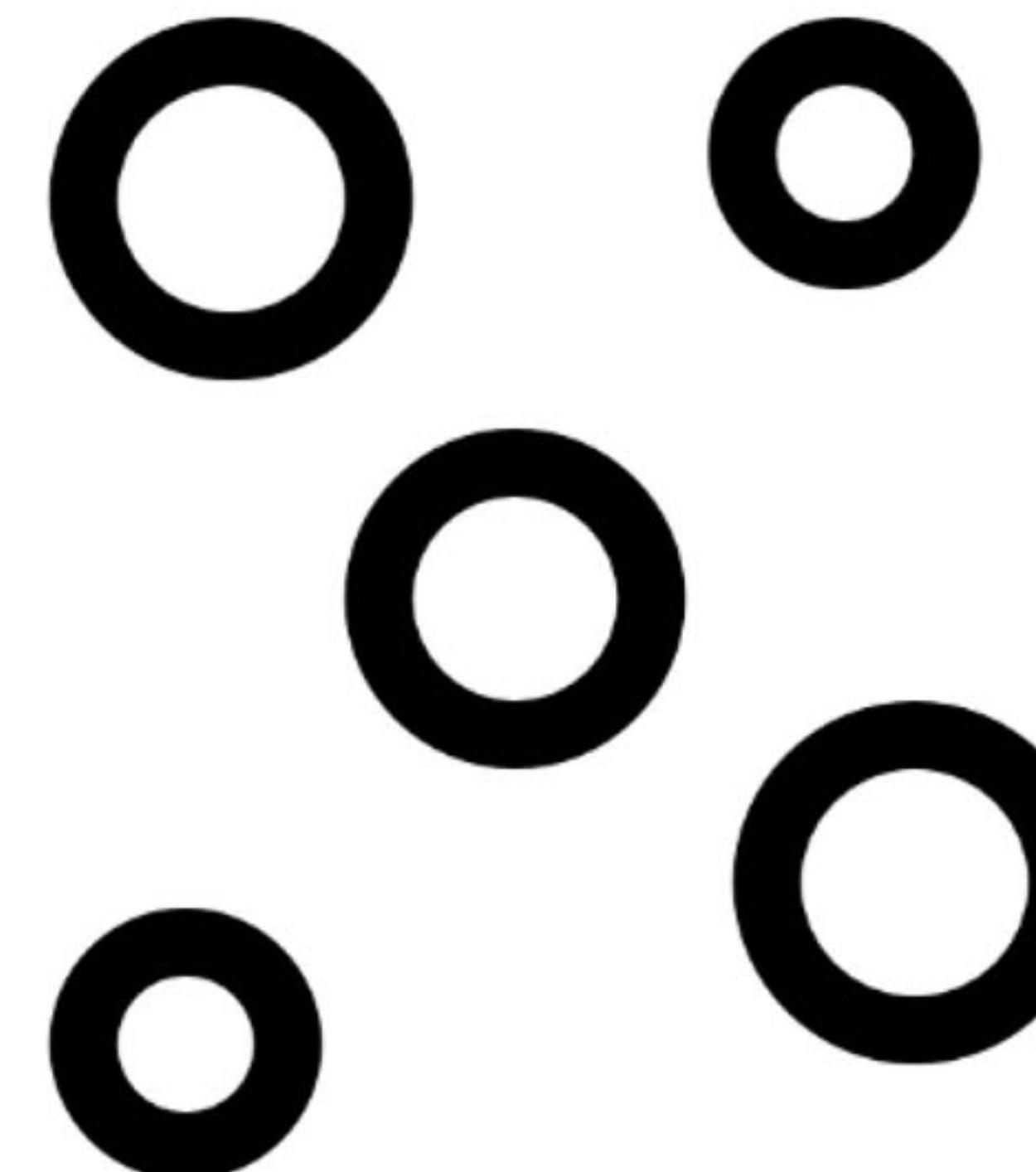
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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Pick Your Type



IMPROVPTU

WHAT IT IS

Impromptu presentations are speeches that have not been written out or rehearsed, but rather are given without notice or preparation.

BENEFITS

With the right personality, this can be easiest to engage with audience
Doesn't require any preparation

DRAWBACKS

Can be very easy to get off track
Difficult to stay organized and stay to an allotted time
Most important messages can be easily lost if the speech doesn't make a concerted flow and progression of ideas
Can feel disorganized and make you look unprofessional

WHEN TO USE IT

When you have no time to prepare
When you understand the material at a very high level
When you feel confident about the material and the setting



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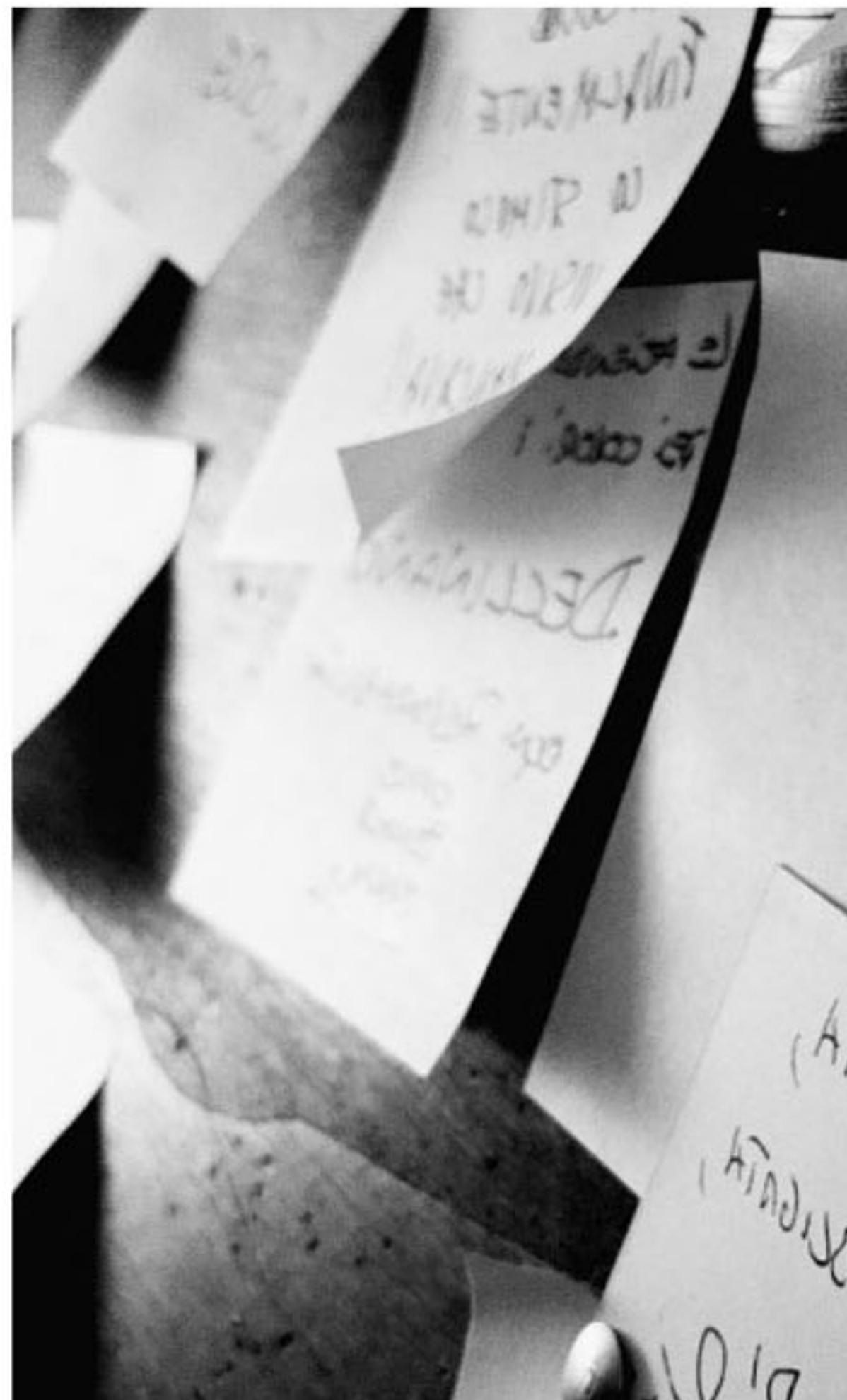
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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Plan: Assemble Ideas



Be Creative

- You're creating something. Own it.
- Be passionate. Find the joy in communication.
- Explore ideas.
- Be an artist-designer.
- Keep it relevant.

Ditch the Software (for now)

- Avoid computers.
- Use post-its, whiteboards, and pencils.
- Pull out the paper and markers.
- Draw pictures, scribble outlines.
- Brainstorm with peers.



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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Adapt



Adapt to the Audience

- Speak on their level.
- Meet their needs.
- Give them what they want (you're here for them, not you).
- Put yourself in their shoes.
- Respect their time.

Adapt to the Setting

- Visit in advance.
- Verify your space to move and interact.
- Test the equipment.
- Check the lighting.
- Project your voice (determine if you need a mic).
- Plan for two different computers (if using a slide deck).



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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Find Your Fear



In almost every case the fear [of public speaking] has nothing to do with the speaker's ability to talk clearly and fluidly or even to feel comfortable in front of a group. It's usually connected to some other fear or past wound...a worry that colleagues will think you aren't polished enough, or concern that you don't have encyclopedic knowledge about your topic. Sometimes the fear stems from the fact that you don't like your job, but haven't yet grappled with that issue.



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PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Kick the Tic



Scale of Seriousness ↑
↓

- Shake voice
- Speed speech (mild)
- Sweat
- Stutter and fumble words
- Flood with fillers and qualifiers
- Develop a physical tic
- Look at screen and notes
- Speed speech (excessive)
- Freeze and forget
- Apologize frequently
- Get angry or frustrated
- Cry
- Freak out
- Storm out of the room



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COURSE REVIEW

PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Kick the Tic

FAST SPEECH

I'mfeelingnervoussol'mgonnasaythisfast
andsitdownasquicklyasIcan

THE PROBLEM

- Distracting
- Hard to understand and follow
- Can make you appear less confident

THE FIX

1. Practice while timing yourself.
2. Record yourself and watch.
3. Take occasional deep breaths.
4. Remember that audience prefers slow, articulate speech.



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PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Kick the Tic

FILLERS & QUALIFIERS

"um" | "so" | "you know" | "like" | "uh"

"really" | "literally" | "basically" | "right?" | "sorta" | "kind of"

THE PROBLEM

- Distracting
- Sounds unprepared
- Hints at a lack of knowledge

THE FIX

1. Identify your filler (record yourself)
2. Replace with intentional pause
3. Practice

(It's okay to have a filler word here and there, because they're natural. They should be limited, though).



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PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Kick the Tic

PHYSICAL TICS

touching face | playing with hair | hands in pockets
| swaying | shifting hips | pacing | scratching |
leaning | shrugging | folding/unfolding arms

THE PROBLEM

- Distracting
- Annoying
- Shows nerves to audience
- Makes you look less confident

THE FIX

1. Identify your tic (record yourself)
2. Practice natural hand motions
(loose prayer position when not using them)
3. Learn to move a little bit (avoid robot), but don't repeat the same motion over and over.



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PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Kick the Tic

VOCAL FRY

Dropping volume or speaking with a raspy or shaky voice, often as a result of not having enough air to project.

THE PROBLEM

- Annoying
- Hard to hear, sounds like trailing off
- Undermines vocal power and message
- Sounds just like anxiety

THE FIX

1. Add more breath (try this: blow out all breath, then say "hello, how are you?" Now...take a deep breath and say it again. Hear the difference?)
2. Say shorter sentences or take more breaths.
3. Raise the pitch of your voice.



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PREPARE FOR YOUR MOMENT

Question | Plan | Adapt | Breathe

Breathe: Meditate



Take a Mental Breath

- Expect mistakes. Perfection isn't necessary.
- Don't apologize.
- Get to know your audience. Break that ice!

Take a Physical Breath

- Meditate or do breathing exercises
- Take deep breaths (before and during)
- Lightly exercise



DISCUSSION/QUESTIONS

Any questions about **PREPARE?** Question, Plan, Adapt, and Breathe?



"O" IS FOR **OPEN**

Introduce | Grab Attention | Orient

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COURSE REVIEW

OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Introduce: Yourself, Your Topic



How

1. Smile (or acknowledge mood)
2. Thank your audience
3. Share your name, role, affiliation
4. Label your topic
5. State the purpose of the presentation
6. If unclear, state how long presentation will be

Why

- Breaks the ice. Puts you and audience at ease.
- Sets the stage. First impressions!
- Puts everyone on the same page, both in purpose and mood.
- Clarifies relevancy to your audience (why they should care).

Example

Welcome everyone! [Smile] So great to be with you today and I'm thrilled you're here. I'm Richard Steffensen, Director of Packaging Science & Design at Haywater Institute. My topic today, as you can see on the screen, is "Placement/Design: The Power of Positioning and Shape to Attract Customers." Basically, I'm here to get you excited about taking your new products to the next level through a sophisticated—and really cool—packaging positioning and display process.



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COURSE REVIEW

OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Grab Attention



How

- ✓ Tell a story or anecdote.
- ✓ Use impressive statistics or provocative statements.
- ✓ Tell a *relevant* joke or develop an imaginative scenario.
- ✓ Pull out an object or do a demonstration.
- ✓ Share a quote or ask a question.

Why

- Audience will decide within the first minute whether they want to **listen** or not.
- Attention-grabbers make the topic relevant, timely, and **meaningful**.
- **Attention span** can last for seven minutes—start them off right.
- Good attention-grabbers significantly improve **recall**.



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OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Grab Attention: Stories & Anecdotes

The Six Magic Words for Grabbing Attention:

“Let me tell you a story.”



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OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Grab Attention: Statistics & Provocation

Statistics should be

- Impressive
- Meaningful
- Relevant

There was a 13% drop in automobile-related deaths this year.

Per capita, fewer people lost their lives by automobile accidents this year than any other year since 1964.

Provocative statements should be

- Thought-provoking
- Relevant
- Non-offensive

Steve Jobs
(Stanford Commencement Speech):



“After six months, I couldn’t see the value in [college]. I had no idea what I wanted to do in my life and no idea how college was gonna help me figure it out. ...So I decided to drop out. ...Looking back, it was one of the best decisions I ever made.”



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OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Grab Attention: Jokes & Scenarios

Jokes should be

- Funny (trust me on this)
- Non-offensive
- Relevant segue towards topic



Pamela Meyer (TED Talk):

“Okay, now I don’t want to alarm anybody in this room, but it’s just come to my attention that the person to your right is a liar.”

Photo by Gene X. Hwang via Wikimedia Commons

Scenarios should be

- Engaging
- Meaningful and relatable
- Devoid of uncomfortable “close-your-eyes” requests



Ric Elias (TED Talk):

“Imagine a big explosion as you climb through 3,000 ft. Imagine a play full of smok. Image an engine going clack, clack, clack. It sounds scary. Well I had a unique seat that day. I was sitting in 1D.”



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OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Grab Attention: Objects & Demonstrations

Objects should be

- Unique and interesting OR viewed in a new way
- Good for metaphors
- Relatable
- Appropriate segue into topic



“Okay, now I want you to look at this bottle...”

Demonstrations should be

- Interesting to watch (skilled or unique)
- Relevant or metaphorical
- Relatable or out-of-the-ordinary
- Appropriate segue into topic



“The pace and precision of a chef’s cut is critical to achieving safety, quality, and speed.”



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OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Grab Attention: Quote or Question

Quotes should be

- Thought-provoking
- Real (or, at least applicable)
- Relevant and relatable
- Segue into topic

“Information is a lot like water; it’s hard to hold on to, and hard to keep from leaking away.”

—Ruth Ozeki, *A Tale for the Time Being*

“If we were to one day encounter a form of life more powerful and intelligent than our own, and it regarded us as we regard fish, what would be our argument against being eaten?”

—Jonathan Safran Foer, *Eating Animals*

Question

- Inviting and interesting
- Participatory
- Thought-provoking
- Segue into topic

“How many of you would say that you love public speaking?” (Few hands raised)

“How many of you go out of your way to volunteer to deliver presentations?” (Few hands raised)

“How many of you believe your careers would be elevated if you could walk into a room and deliver a knock-out presentation to leadership, clients, and investors?”



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"W" IS FOR WEAVE

"E" IS FOR EXPRESS

"R" IS FOR RELATE

"F" IS FOR FRAME

"U" IS FOR UNIFY

"L" IS FOR LEAVE

COURSE REVIEW

OPEN WITH VIGOR

Introduce | Grab Attention | Orient

Orient



Tell them what you're going to tell them

- Let them know what you're going to be covering.
- Briefly outline the key topics.
- If appropriate, let them know how long your presentation will be.
- Be sure to follow the same order throughout your presentation as you pitch in the roadmap. No detours or out-of-order stops!



DISCUSSION/QUESTIONS

OPENING with vigor—meaning you effectively set the mood, grab attention, and give a roadmap—matters for most all presentations, regardless of your subject matter.

What do you feel like you struggle with the most when opening?



“W” IS FOR **WEAVE** (stories)

Structure | Relate | Weave

INTRO TO POWERFUL

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COURSE REVIEW

WEAVE IN THE STORIES

Structure | Relate | Weave

Story: Structure



Five Components

- ✓ **Character(s):** (Robin Williams)
- ✓ **Setting:** (Home in California, Christmastime)
- ✓ **Plot:** (Returns home, opens gift, identifies trees)
- ✓ **Conflict:** (Doesn't believe she's seen the tree, only to realize they're everywhere. World rocked.)
- ✓ **Resolution:** (Determines tree finding is a lot like graphic design. We see it everywhere, but until we know the principles, it's hard to get better at it.)

Three Parts

- ✓ **Act I:** Set up story: characters, relationships, protagonist's unfulfilled desire.
- ✓ **Act II:** Present the conflict. Describe obstacles or issues that prevent the character from reaching their desire or raise a new desire to their awareness.
- ✓ **Act III:** Resolve the conflict in some way: a new learning, a solution, an ending or result.



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COURSE REVIEW

WEAVE IN THE STORIES

Structure | Relate | Weave

Story: Structure (Sample)



In 1985, mechanical engineer Roger Boisjoly was working for Morton-Thiokol, the manufacturer of the solid rocket boosters for the Space Shuttle Challenger program. He had been conducting research on O-rings and determined that if a space shuttle were to launch in cold weather, it could harden the rubber enough to potentially fail, thus causing a catastrophic disaster.

He sent several memos to his managers over the next year, but was apparently ignored. When NASA announced the launch was to be on January 28, 1986, Boisjoly tried to stop the flight. Temperatures were predicted to be -1 C (30 F) overnight, which Boisjoly predicted would be too cold for the rubber o-rings and that they would fail upon launch. Morton-Thiokol discussed the matter and determined to notify NASA to postpone the launch.

NASA officials strongly questioned the recommendations and pressured Morton-Thiokol to reverse the recommendation. Morton-Thiokol management held a meeting where they deliberately did not invite the engineers, including Boisjoly. The management team then decided to advise NASA that their data was inconclusive; when NASA asked if there were objections, none was given.

NASA decided to launch the mission which, as you most likely know, ended in NASA's worst disaster, killing all seven crew members.



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COURSE REVIEW



WEAVE IN THE STORIES

Structure | Relate | Weave

Story: Structure (Template)

PURPOSE

What is your reason for telling this story? How does it relate to your broader message?

AUDIENCE

Can your audience relate to this story? Would they even care?

TAKEAWAYS

What will your audience be left thinking? Is there any kind of impact or memorable moment?

CHARACTER(S)

SETTING

PLOT

CONFLICT

RESOLUTION

Style and Tone

How will you tell this story? With energy? Humor? Seriousness?



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COURSE REVIEW

WEAVE IN THE STORIES

Structure | Relate | Weave

Story: Relate (topic, language, allegory)

It was at the annual county fair, and farmers from **far and near** had come to exhibit their harvest and to engage **hired hands** for the next year. One prosperous farmer came across **a husky lad** and asked: "What can you do?"

The answer: "I can sleep when the wind blows."

With such an answer the farmer turned and started to walk away, perturbed at the **impudence** of the man. But he turned again and asked, "What did you say?" "I can sleep when the wind blows." "Well," said the farmer, "I don't know what that means, but I'm desperate, so going to hire you anyway."

Winter came, followed by the usual spring, and the new **hired hand** didn't show any obvious or particular signs of extra work, but filled the duties of his **calling** as most others would have done. And then one night in early summer the farmer noticed a strong wind rising. He dashed to the **hired hand's quarters** to **arouse** him to see that all the stock was properly cared for. There he found the **hired hand** asleep. Angry, he was about to awaken him, when he remembered the boy's strange statement. He went to his barns and there found all his animals in their places, and the doors and windows securely locked. He found the haystack had been crisscrossed with heavy wires, anticipating such a night, and that it would weather the storm.

Then the farmer then knew what his **hired man** meant when he gave as his only qualification, "I can sleep when the wind blows."



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COURSE REVIEW

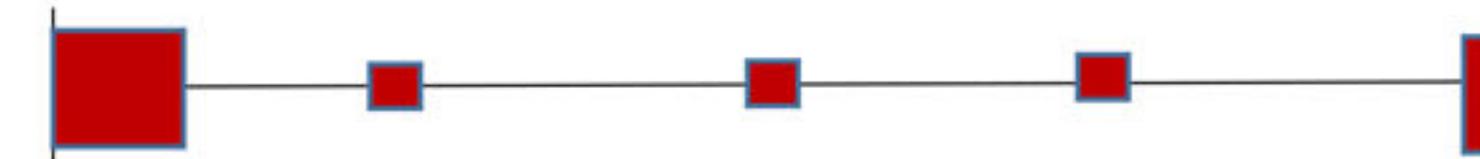
WEAVE IN THE STORIES

Structure | Relate | Weave

Story: Weave

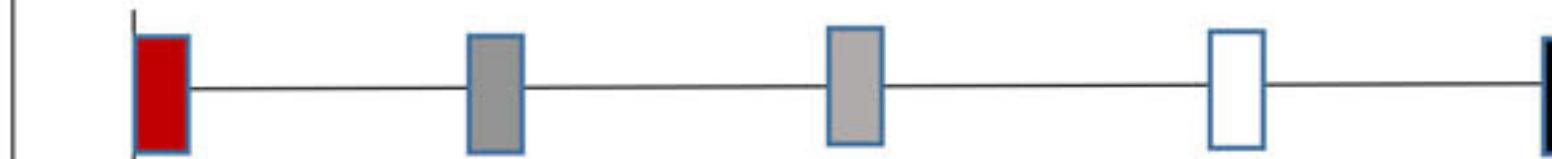
7 – 10 minutes is the sweet spot for referencing or adding new stories.

Option 1: Start & Summary



- ✓ One story
- ✓ Revisit at end, possibly mention throughout
- ✓ Good for short presentations

Option 2: Small Multiples



- ✓ Several short, relevant stories
- ✓ Periodic to pull attention back in
- ✓ Good for longer or complex presentations

Option 3: Stack & Combine



- ✓ Multiple disparate stories
- ✓ Combined for a powerful connection
- ✓ Summarized together at the end
- ✓ Good for motivational speeches

Option 4: Cliffhanger



- ✓ One story
- ✓ Resolution is left open until the end
- ✓ Presentation wraps up with story resolution
- ✓ Good with appropriate topic. Be careful not to tease the audience.



DISCUSSION/QUESTIONS

What questions, thoughts, or ideas do you have about **WEAVE**?



"E" IS FOR **EXPRESS** (with visuals)

Visualize | Organize | Avoid | Enhance

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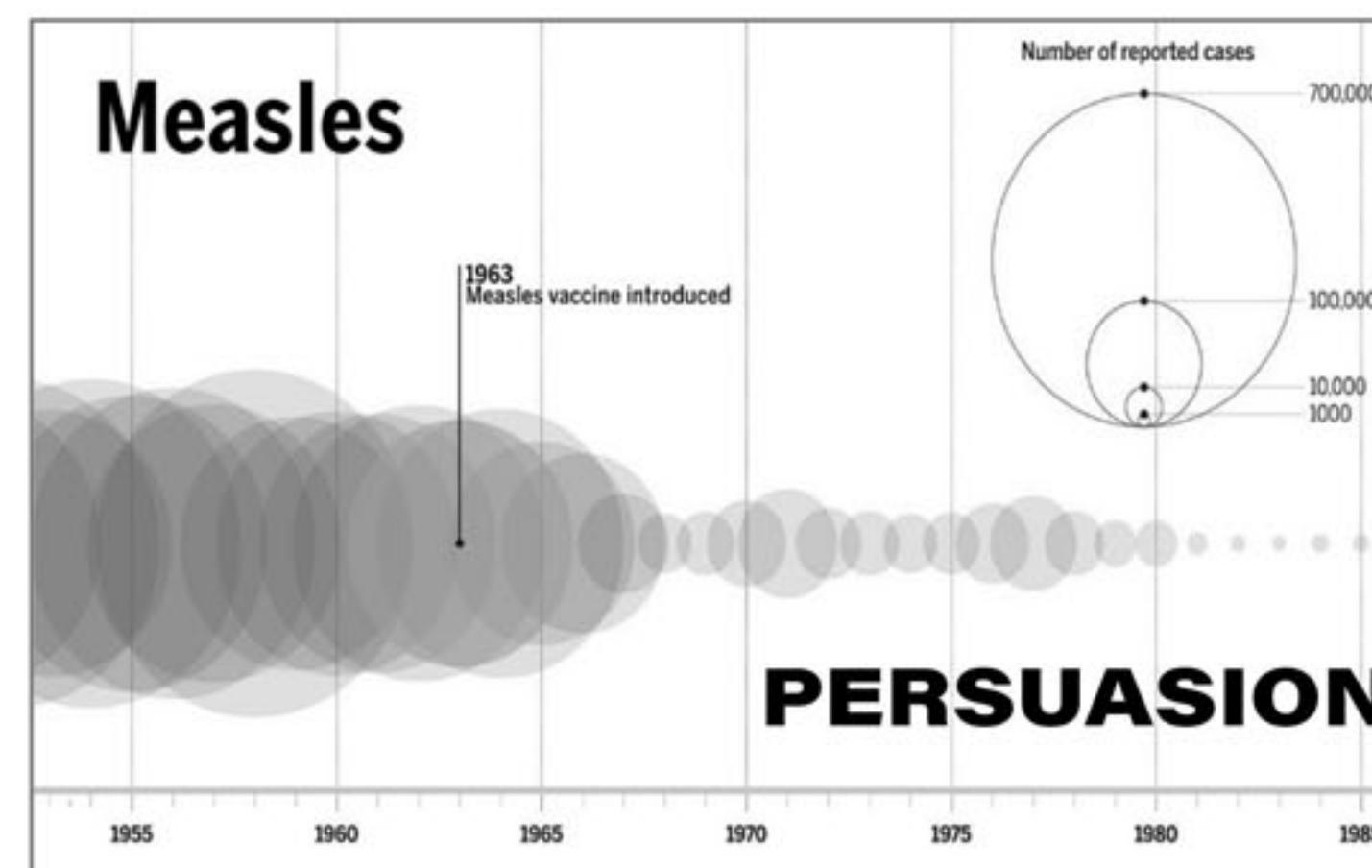
"L" IS FOR LEAVE

COURSE REVIEW

EXPRESS WITH VISUALS

Visualize | Organize | Avoid | Enhance

Visualize Your Slides



Pictures and graphics...

- ✓ Are faster to process.
- ✓ Are easier to understand.
- ✓ Attract attention more.
- ✓ Have greater influence than words and text.
- ✓ Are more trusted (when designed well).
- ✓ Are remembered and recalled better.



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COURSE REVIEW

EXPRESS WITH VISUALS

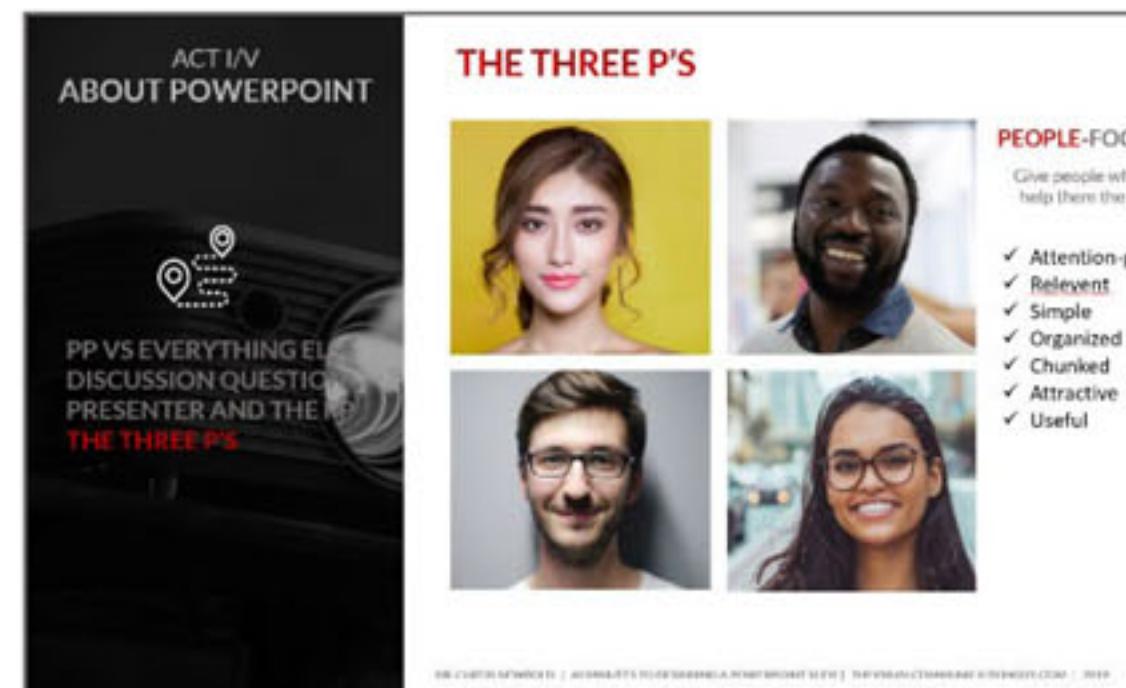
Visualize | Organize | Avoid | Enhance

Organize & Format

Structure into
three, four, or five
slide types.



Title



Body



Callout



Section/Signpost



Closing



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COURSE REVIEW

EXPRESS WITH VISUALS

Visualize | Organize | Avoid | Enhance

Avoid the Faux Pas (Text)

2012 Marketing Goals

- Increase ROI
- Double conversion rates
- Improve webinar attendance
- **TRACK GOALS WEEKLY**
- what does this say?
- *Organize Summit*

2012 Marketing Goals

- Increase ROI by 24%
- Double conversion rates
- Improve webinar attendance
- Track goals weekly
- Attempt three new channels
- Increase ROI by 24%
- Double conversion rates
- Improve webinar attendance
- Track goals weekly
- Attempt three new channels

I AM NOT BOUND TO WIN, BUT I AM BOUND TO BE TRUE. I AM NOT BOUND TO SUCCEED, BUT I AM BOUND TO LIVE BY THE LIGHT THAT I HAVE. I MUST STAND WITH ANYBODY THAT STANDS RIGHT, AND STAND WITH HIM WHILE HE IS RIGHT, AND PART WITH HIM WHEN HE GOES WRONG.

The oldest person in the world was born with a completely different set of humans.



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COURSE REVIEW

EXPRESS WITH VISUALS

Visualize | Organize | Avoid | Enhance

Avoid the Faux Pas (Color)

**HOW TO GET
A HEADACHE
IN LESS
THAN 30
SECONDS**

**Conflicting
saturated
colors on top
of each
other
creates a
vibrating
effect**

2012 Marketing Goals

- Increase ROI
- Double conversion rates
- Improve webinar attendance
- Track goals weekly

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do."

-Mark Twain

"Let us always meet each other with a smile, for the smile is the beginning of love."

-Mother Theresa



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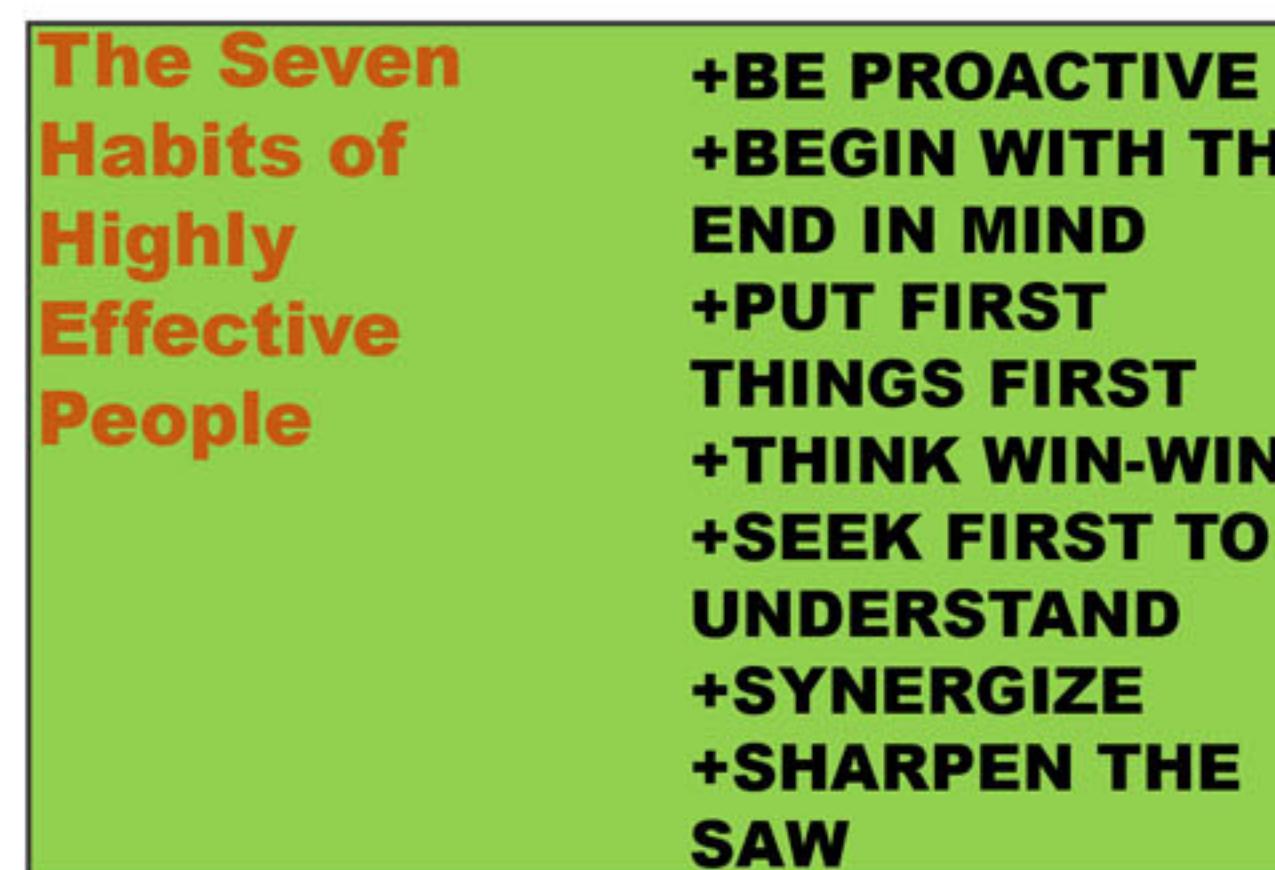
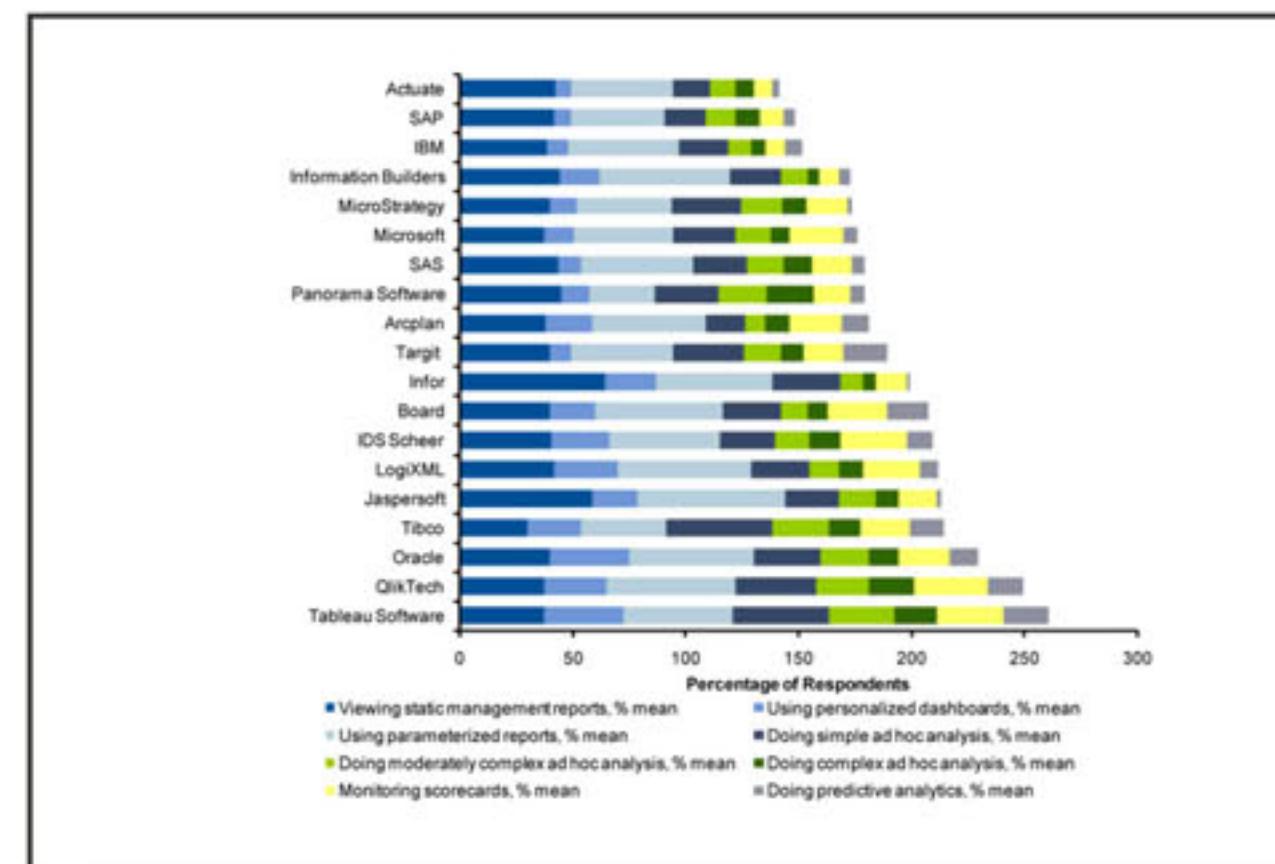
"L" IS FOR LEAVE

COURSE REVIEW

EXPRESS WITH VISUALS

Visualize | Organize | Avoid | Enhance

Avoid the Faux Pas (Busyness)



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COURSE REVIEW

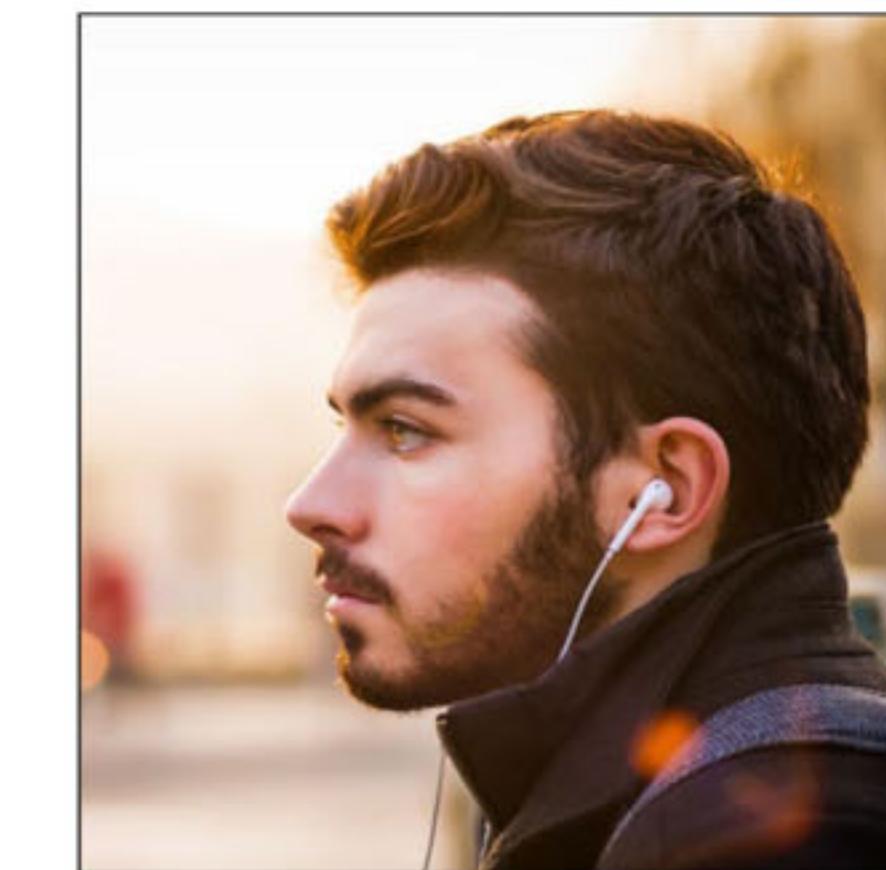
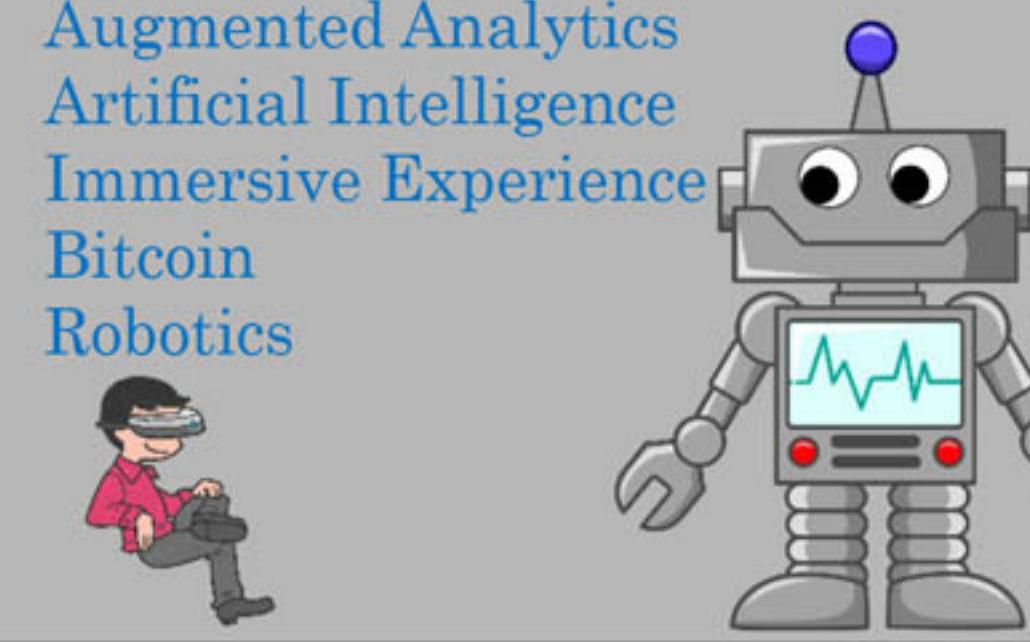
EXPRESS WITH VISUALS

Visualize | Organize | Avoid | Enhance

Avoid the Faux Pas (Photos)

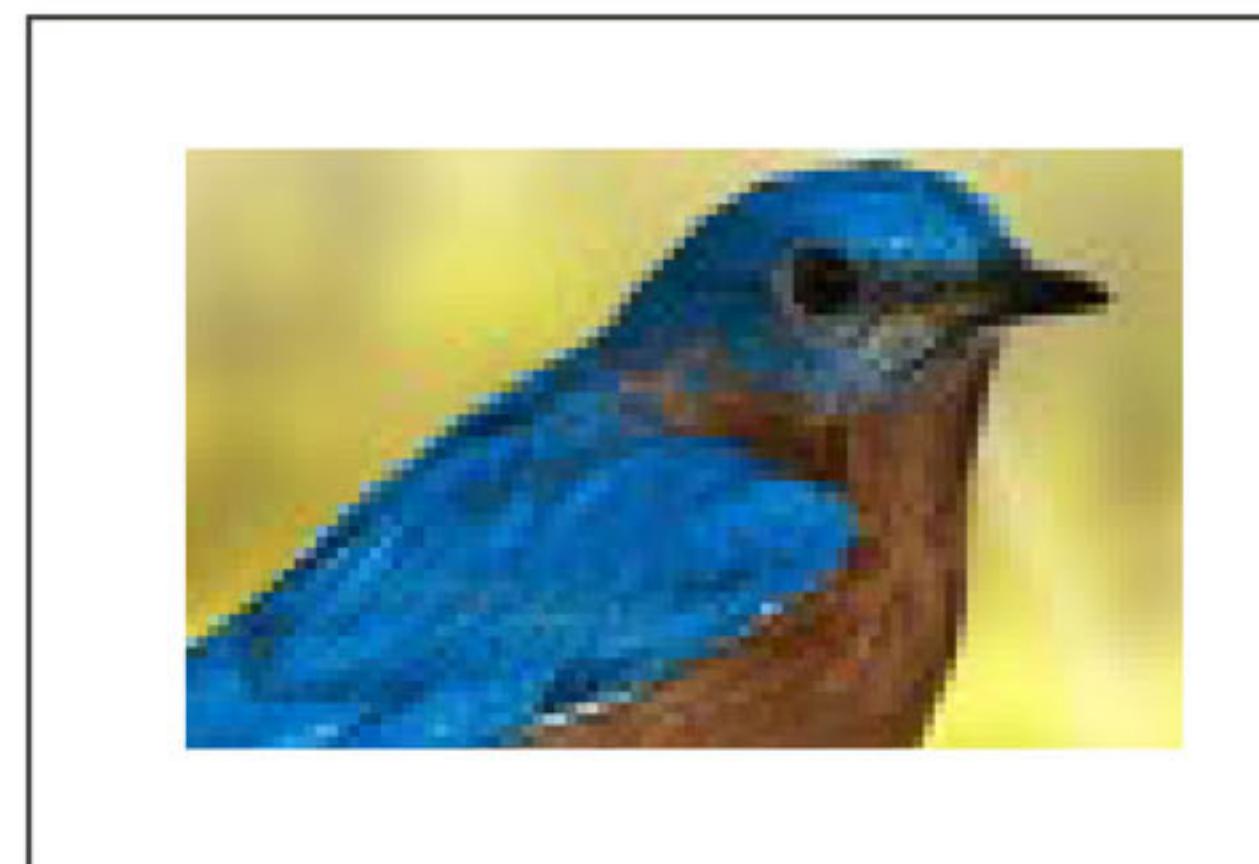
Technology Trends 2019

- Augmented Analytics
- Artificial Intelligence
- Immersive Experience
- Bitcoin
- Robotics



Generation Z

Less focused
Better multitaskers
Bargain-seekers
Entrepreneurial
High expectations
Global



TIPS TO BEING HEALTHY



Drink Water



Eat Fruits



Exercise



Sleep



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COURSE REVIEW

EXPRESS WITH VISUALS

Visualize | Organize | Avoid | Enhance

Enhance (but don't go wild)

WHO WE ARE



BRAND POSITIONING
For the adventurer, the lover of the outdoors, Parku is the outfitter that best combines quality, responsibility, and enthusiasm.

SALES



quarterly data shows an increase in camping sales during the winter months.

Category	Sales Data
SHOES	Low
APPARREL	Medium-Low
ACCESSORIES	Medium-High
CAMPING	High

SHOES	APPARREL	CAMPING	ACCESSORIES
timeless invincible comfortable	free loud happy	durable safe fluid	current bold adaptable



quarterly data shows an increase in camping sales during the winter months.



Category	Sales Data
SHOES	Low
APPARREL	Medium-Low
ACCESSORIES	Medium-High
CAMPING	High



DISCUSSION/QUESTIONS

What questions, thoughts, or ideas do you have about **EXPRESS**?



"R" IS FOR **RELATE** (with delivery)

Converse | Engage | Move

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COURSE REVIEW

RELATE WITH YOUR AUDIENCE

Converse | Engage | Move



“Preparation is obviously important, but at some point, you must stop preparing content and start preparing mind-set. You have to shift from what you’ll say to how you’ll say it.”

-Amy Cuddy, social psychologist and "power posing" guru



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COURSE REVIEW

RELATE WITH YOUR AUDIENCE

Converse | Engage | Move

Converse: Language & Tone



PRE-COMMUNICATION MESSAGE

- ✓ Create a clear, precise title: What will audience get out of it?
- ✓ Set expectation, then deliver.
- ✓ Use tone-setting, revealing visuals.

PRESENTATION ENVIRONMENT

- ✓ Bright: Casual, or unprofessional?
- ✓ Dark: Formal or sleepy?
- ✓ Refreshments: Welcoming or weird?
- ✓ Props and music: Useful or distracting?

LANGUAGE & APPROACH

- ✓ Humor: Casual
- ✓ Jargon: Serious
- ✓ Acronyms: Specialized
- ✓ Slang: Conversational

Meet expectations or pleasantly surprise.
Don't confuse or offend.



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COURSE REVIEW

RELATE WITH YOUR AUDIENCE

Converse | Engage | Move

Engage: Eyes and Emotion



- ✓ Meet your audience before the presentation.
- ✓ Look at all parts of the room.
- ✓ Make brief contact with different people throughout.
- ✓ Don't look at screen, notes, floor, ceiling, or elsewhere.
- ✓ Be passionate.
- ✓ Intonate your voice.
- ✓ Don't be a robot.



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COURSE REVIEW

RELATE WITH YOUR AUDIENCE

Converse | Engage | Move

Engage: Body & Posture



BODY LANGUAGE MATTERS

- ✓ Confidence
- ✓ Poise
- ✓ Connection
- ✓ Passion
- ✓ Interest

- X Nerves
- X Boredom
- X Disinterest
- X Lack of knowledge

“Don’t fake it ‘til you make it. Fake it ‘til you become.”

-Amy Cuddy



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COURSE REVIEW

RELATE WITH YOUR AUDIENCE

Converse | Engage | Move

Move: Why and Why Not



MOVEMENT CAN...

- ✓ Accentuate or augment your message
- ✓ Build authentic delivery
- ✓ Increase audience connection
- ✓ Allow you to command the stage (show confidence)
- ✓ Reduce tics (if controlled), releasing nervous energy
- ✓ Improve intonation, moving away from robotic gestures and monotonous tone

BUT MOVEMENT CAN ALSO DISTRACT.

AVOID...

- X Pacing
- X Swaying
- X Rocking hips
- X Lifting and lowering feet
- X Oscillating between screen
- X Revealing yourself



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COURSE REVIEW

RELATE WITH YOUR AUDIENCE

Converse | Engage | Move

Move: Tips



- ✓ **Move between transitions**
- ✓ **Step/lean forward for key points**
- ✓ **Balance left and right**
- ✓ **Avoid "PowerPoint Forehead"**
- ✓ **Mute screen when not needed (use "B" key in PowerPoint slideshow mode)**
- ✓ **Walk to and Point on Screen when Audience needs to look at something specific**
- ✓ **Move away from lectern**



DISCUSSION/QUESTIONS

What questions, thoughts, or ideas do you have about **RELATE**? What makes relating so challenging?



“F” IS FOR **FRAME** (the message)

Structure | Guide (roadmap) | Climb

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COURSE REVIEW

FRAME THE MESSAGE

Structure | Guide | Climb

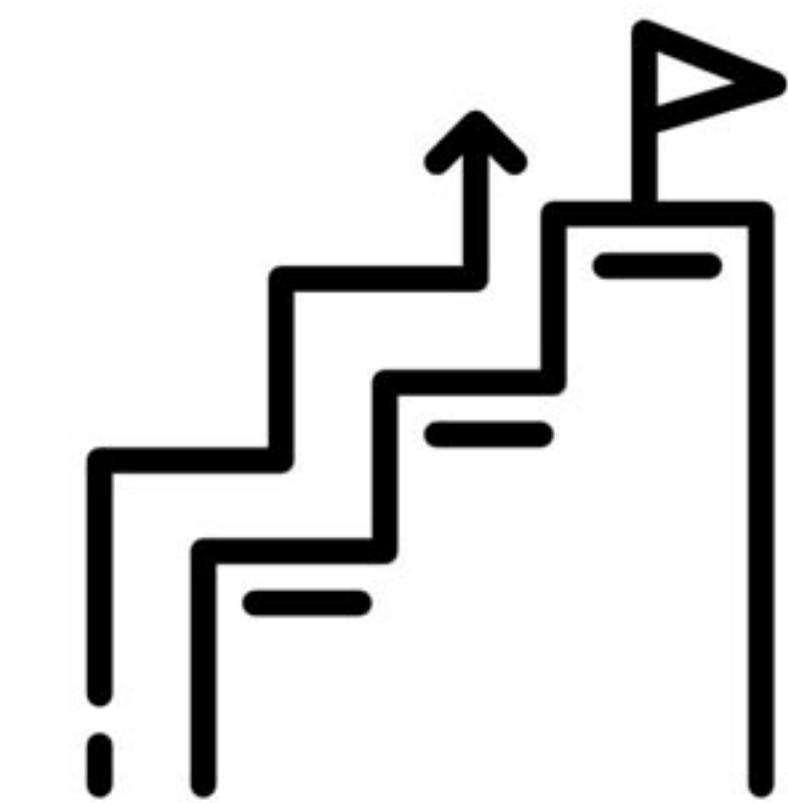
You're the tour guide. Make the journey seamless.



Start. Travel. Arrive.



Develop Street Signs.



Climb to Destination.



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COURSE REVIEW

FRAME THE MESSAGE

Structure | Guide | Climb

Structure: Beginning, Middle, and End



BEGINNING

- ✓ Intro
- ✓ Attention-grabber
- ✓ Roadmap



MIDDLE

- ✓ Organized Content
- ✓ Signposts
- ✓ Transitions



END

- ✓ Summary
- ✓ Conclusion
- ✓ Call-to-action

Tell them what you're going to tell them.

Then tell them.

Then, tell them what you told them.



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COURSE REVIEW

FRAME THE MESSAGE

Structure | Guide | Climb

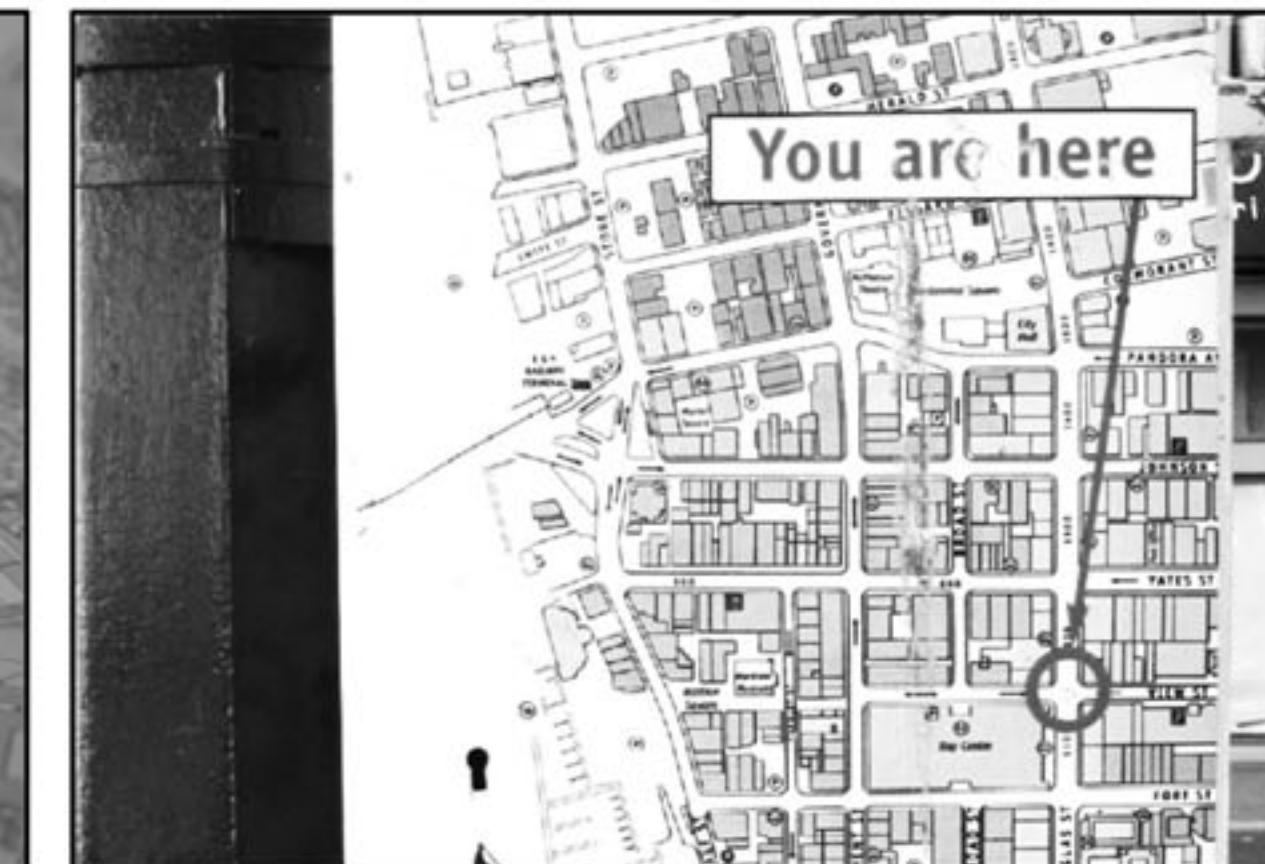
Guide: Stay on the Path



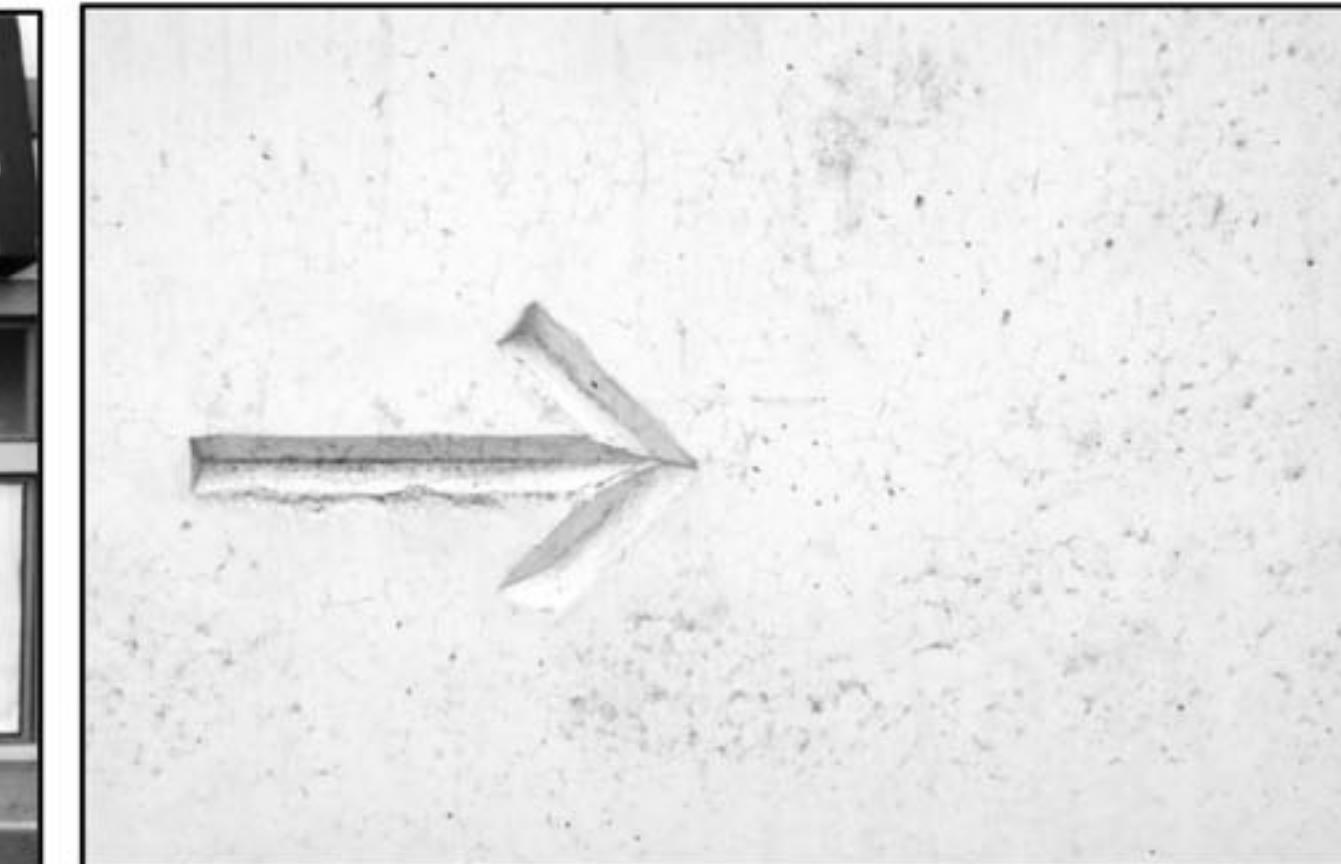
ROADMAP



SIGNPOSTS



TRANSITIONS



- ✓ What to expect
- ✓ Where you're headed
- ✓ Clear path

- ✓ "You Are Here" Indicators
- ✓ Brief Statements
- ✓ Visual Cues
- ✓ Especially valuable for long or complex presentations

- ✓ Seamless move between ideas
- ✓ Clear change of direction or segue
- ✓ "We've covered A, B, and C, now..."



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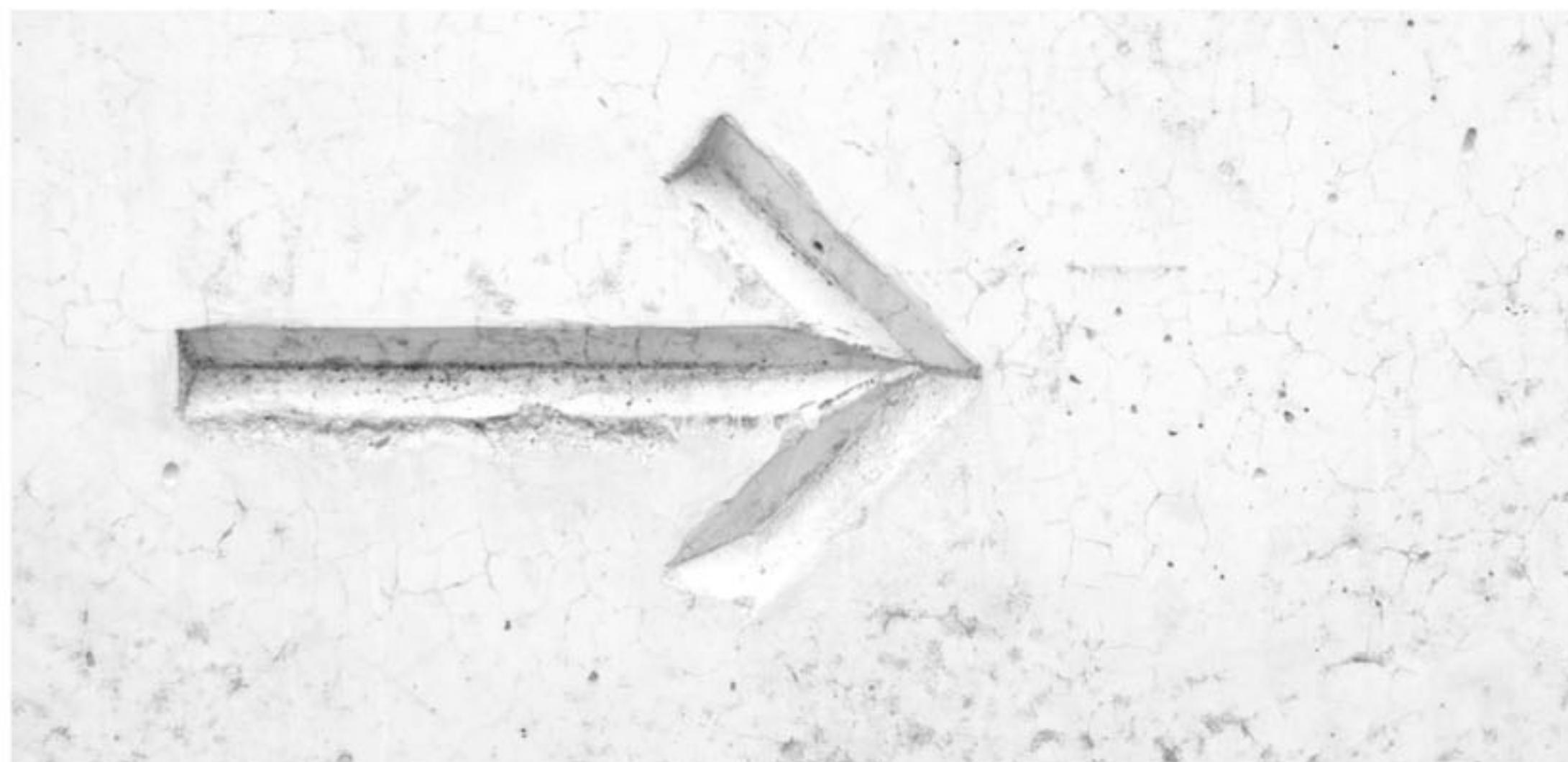
COURSE REVIEW



FRAME THE MESSAGE

Structure | Guide | Climb

Guide: Transitional Statements



PREVIOUS POINT

- ✓ "As you'll recall..."
- ✓ "Now let's go back to..."
- ✓ "We briefly talked about X, now let's..."



INTERNAL SUMMARY

- ✓ "In the first part, I was talking about..."
- ✓ "Now we're going to go into the final phase..."

MOVE TO KEY POINT

- ✓ "What all this comes down to is..."
- ✓ "The critical thing to consider..."
- ✓ "So, at the most basic level..."



CRONOLOGICAL PROCESS

- ✓ "First, we want to..."
- ✓ "The second phase is to..."
- ✓ "Third, we will..."
- ✓ "Lastly, it's critical to..."



INTRO TO FIRST POINT

- ✓ "To get started..."
- ✓ "Now that we're on the same page, let's begin..."



MOVE TO SIMILAR POINT

- ✓ "In the same way..."
- ✓ "Just like with that, ..."
- ✓ "This is similar to..."



CHANGE IN DIRECTION

- ✓ "Despite that fact, ..."
- ✓ "On the other hand, ..."
- ✓ "But it's important we consider..."

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FRAME THE MESSAGE

Structure | Guide | Climb

Climb towards a Finish



Every step should be leading your audience toward a destination. You're building an experience where a big "aha!" awaits.



DISCUSSION/QUESTIONS

What questions, thoughts, or ideas do you have about **FRAME**?



"U" IS FOR **UNIFY** (the parts)

Summarize | Connect

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COURSE REVIEW

UNIFY THE PARTS

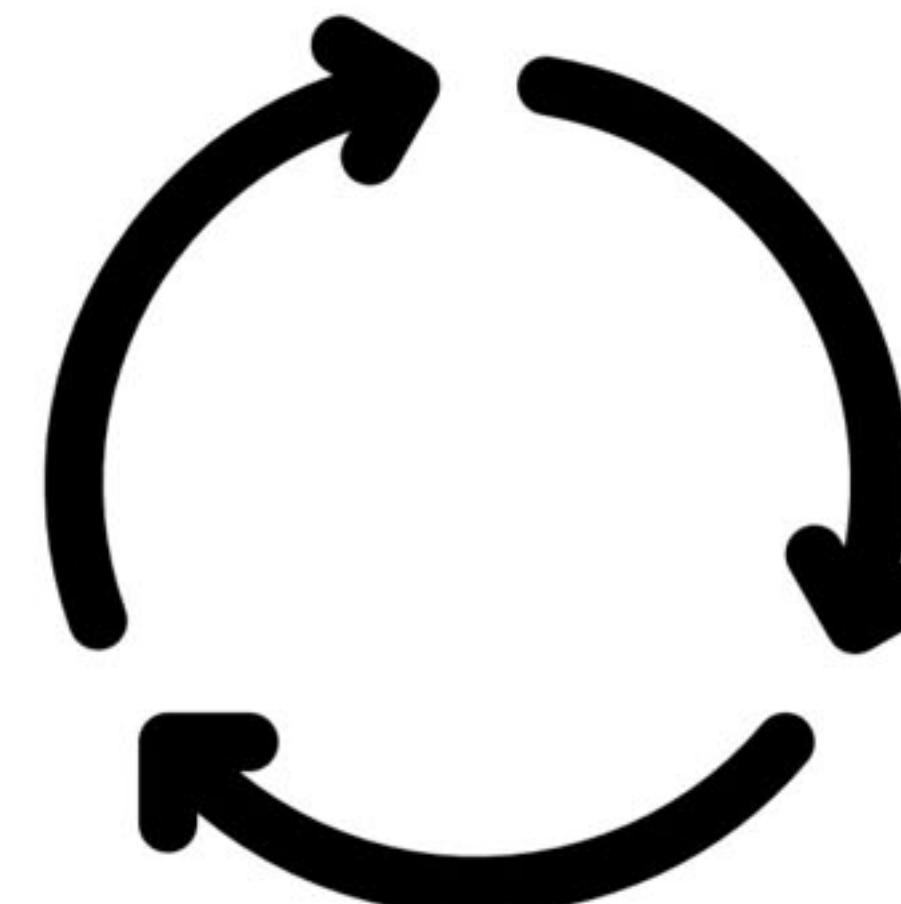
Summarize | Connect

Summarize & Connect



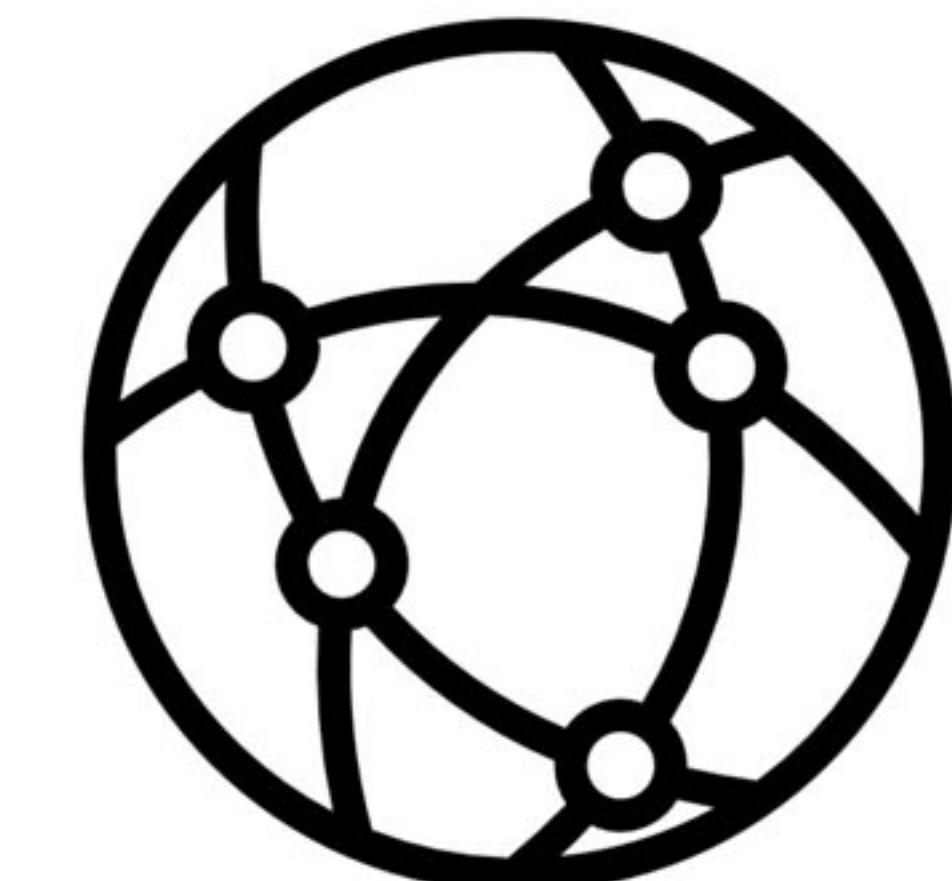
SUMMARIZE KEY POINTS

- ✓ Simplify presentation into primary messages



BRING THE BEGINNING BACK

- ✓ Come full circle
- ✓ Emphasize key purpose of presentation
- ✓ Close any cliffhangers or unfinished stories



CONNECT THE DOTS

- ✓ Leave nothing unanswered
- ✓ Close stories, research, and findings.



“L” IS FOR **LEAVE** (with a punch)

Wrap Up | Call to Action

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COURSE REVIEW

LEAVE WITH A PUNCH

Create the Aha! | Call to Action

Create the Aha!



Make it complete.
Make it all make sense.
Make it memorable.
Make it stick.

CONSIDER...

- ✓ A powerful statement: "We didn't get here alone. We got here through _____, _____, and _____."
- ✓ A pithy quote: "Remember: 'Real knowledge is to know the extent of one's ignorance'" (Confucious)
- ✓ Another (short) story: "To conclude, consider this last story of a little girl..."
- ✓ A contrast: "We can continue _____, or we can _____!"

Make sure there's a conclusion!



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COURSE REVIEW

LEAVE WITH A PUNCH

Create the Aha! | Call to Action

Call to Action



Use the words that resonate with your audience types.

DOERS

(Worker Bees, Who Get Things Done)

"Assemble," "Gather," "Attempt,"
"Respond," "Act."

SUPPLIERS

(Those with Money and Materials)

"Acquire," "Fund," "Support," "Provide,"
"Give," "Share"

INFLUENCERS

(Leaders, Who People Listen To)

"Empower," "Convert," "Promote,"
"Influence"

INNOVATORS

(Creatives, the Ideas People)

"Invent," "Discover," "Pioneer," "Create"



DISCUSSION/QUESTIONS

What questions, thoughts, or ideas do you have about **UNIFY** or **LEAVE**?



REVIEW

What We Learned, In a Nutshell

INTRO TO POWERFUL

"P" IS FOR PREPARE

"O" IS FOR OPEN

"W" IS FOR WEAVE

"E" IS FOR EXPRESS

"R" IS FOR RELATE

"F" IS FOR FRAME

"U" IS FOR UNIFY

"L" IS FOR LEAVE

COURSE REVIEW

REVIEW

P.O.W.E.R.F.U.L. presentations are...

Persuasive. They are

- ✓ **strategically** designed,
- ✓ **thoughtfully** planned,
- ✓ **creatively** executed communication channels
- ✓ **framed** specifically to

help people **get on board** with your perspective.



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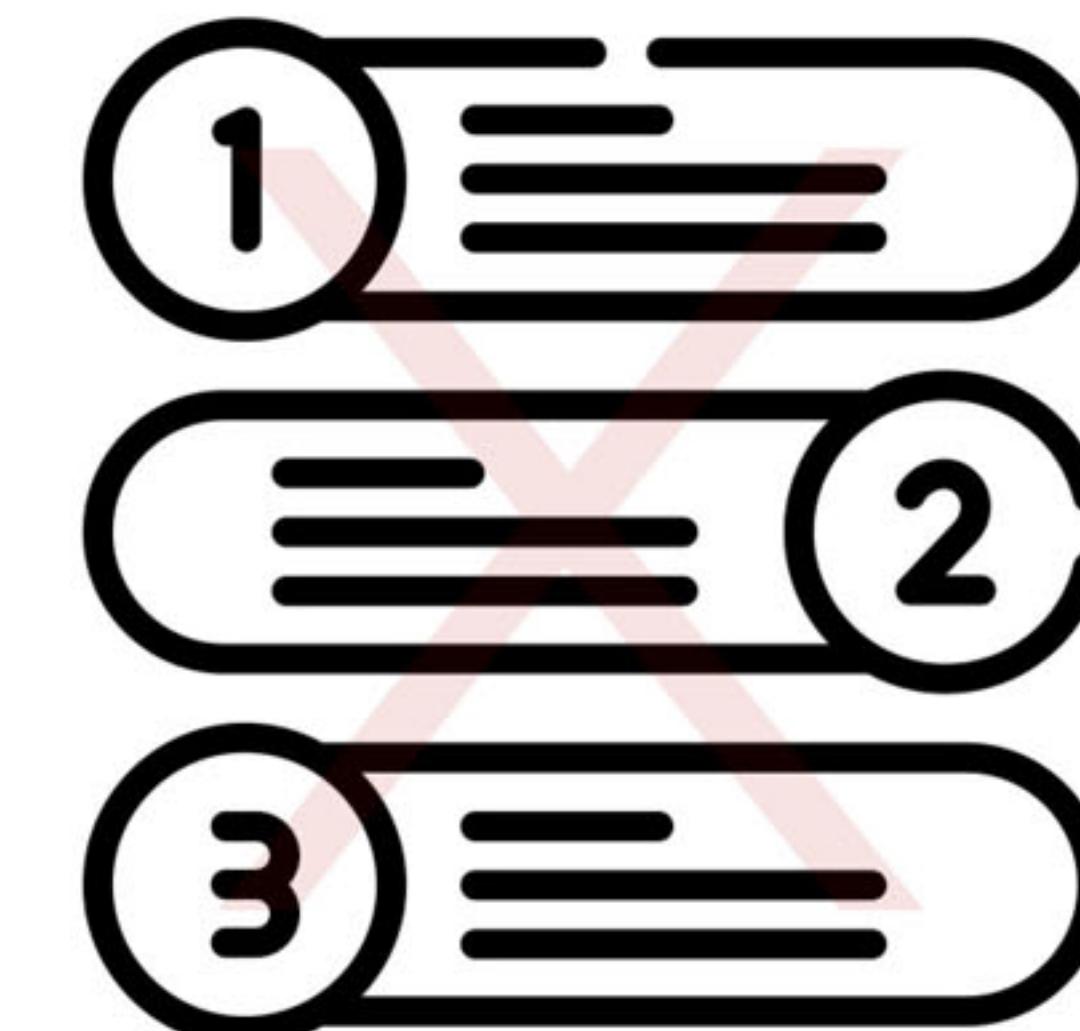
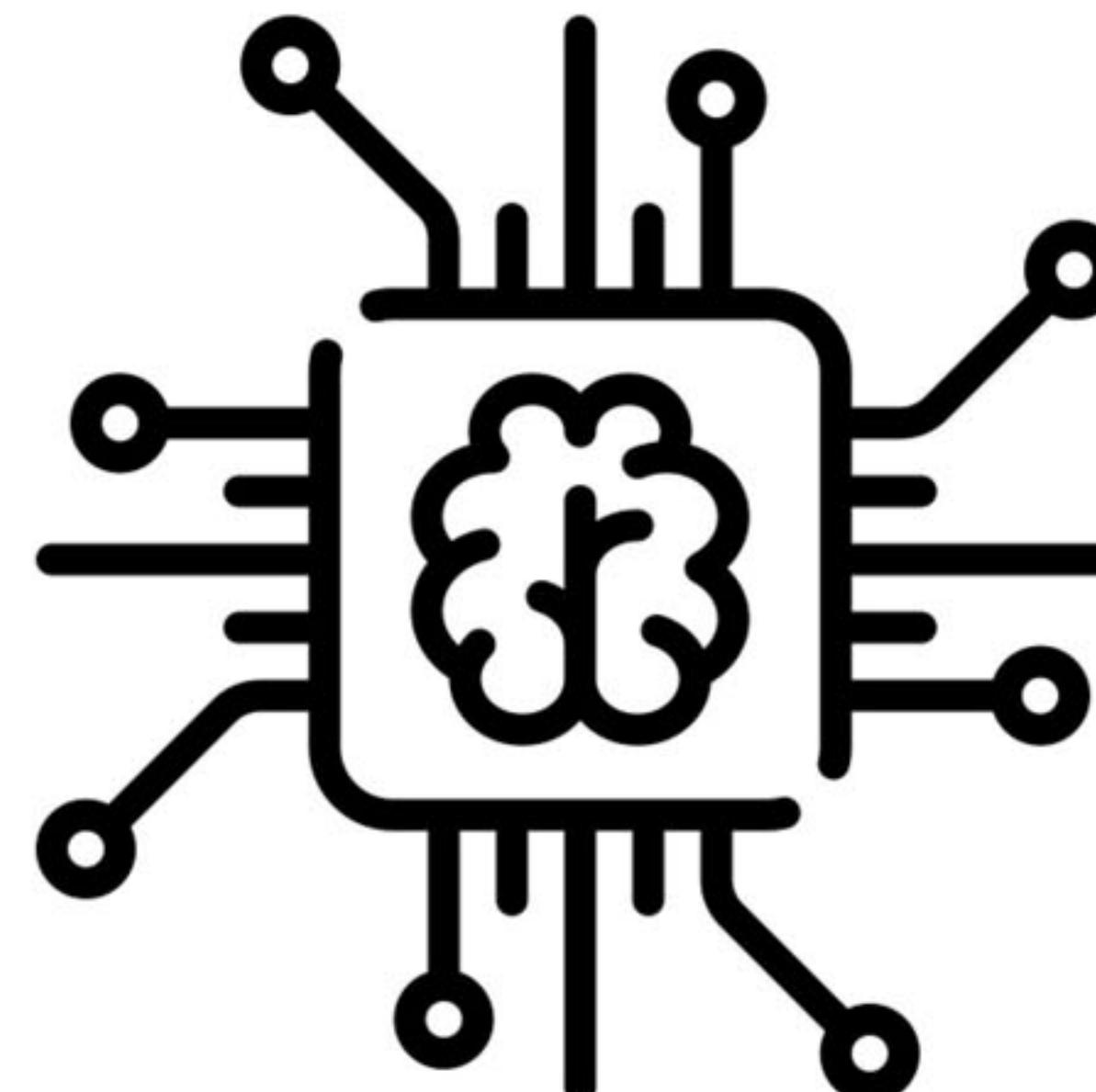
"L" IS FOR LEAVE

COURSE REVIEW

REVIEW

P.O.W.E.R.F.U.L. is an approach, not a process.

All eight parts should be revisited and revised throughout the development.



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COURSE REVIEW

REVIEW

- **Prepare** **FOR YOUR MOMENT** | Question, Plan, Adapt, Breath
- **Open** **WITH VIGOR** | Introduce, Grab Attention, Orient
- **Weave** **IN THE STORIES** | Structure, Relate, Weave
- **Express** **WITH VISUALS** | Visualize, Organize, Avoid, Enhance
- **Relate** **WITH DELIVERY** | Converse, Engage, Move
- **Frame** **THE MESSAGE** | Structure, Guide, Climb
- **Unify** **THE PARTS** | Summarize, Connect
- **Leave** **WITH A PUNCH** | Wrap Up, Call to Action



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COURSE REVIEW

A PITHY QUOTE



“Great presentations give smart ideas an advantage.”

-Nancy Duarte, public speaking wizard
and author of *Slide:Ology*



QUESTIONS OR THOUGHTS?

THANKS FOR JOINING TODAY!

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