PRESENTATION ADVANTAGE®

Communication Advantage Series

PARTICIPANT GUIDE

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_____

Name

_____

Date

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FranklinCovey®

THE ULTIMATE COMPETITIVE ADVANTAGE

ABOUT FRANKLINCOVEY

FranklinCovey is a global company specializing in performance improvement.

We help organizations achieve results that require a change in human behavior. Our expertise is in seven areas: Leadership, Execution, Productivity, Trust, Sales Performance, Customer Loyalty, Education.

Product and program catalogs can be requested by calling 1-800-331-7716 in the United States or by contacting your local representative outside the United States.

IMPORTANT NOTICE:

30% Post-Consumer Fiber.

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What Is a Presentation?

The _____ of information between _____ or more people with the intent to _____ or _____.

Why Do Presentations Fail?

_____

_____

_____

_____

_____

_____

_____

_____

What Is Presentation Success?

The sharing of information between two or more people that creates a purposeful shift in _____ or _____ .

Our Promise

If you apply the mindsets, skillsets, and toolsets included in this session, you will consistently deliver highly successful presentations.

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Getting to Know You

INTRODUCTION

GAIN ATTENTION:

STATE YOUR PURPOSE:

PREVIEW YOUR POINTS:

    1.

    2.

    3.

KEY POINTS

POINT 1

State:

Support:

Summarize:

POINT 2

State:

Support:

Summarize:

POINT 3

State:

Support:

Summarize:

CONCLUSION

REVIEW YOUR POINTS:

    1.
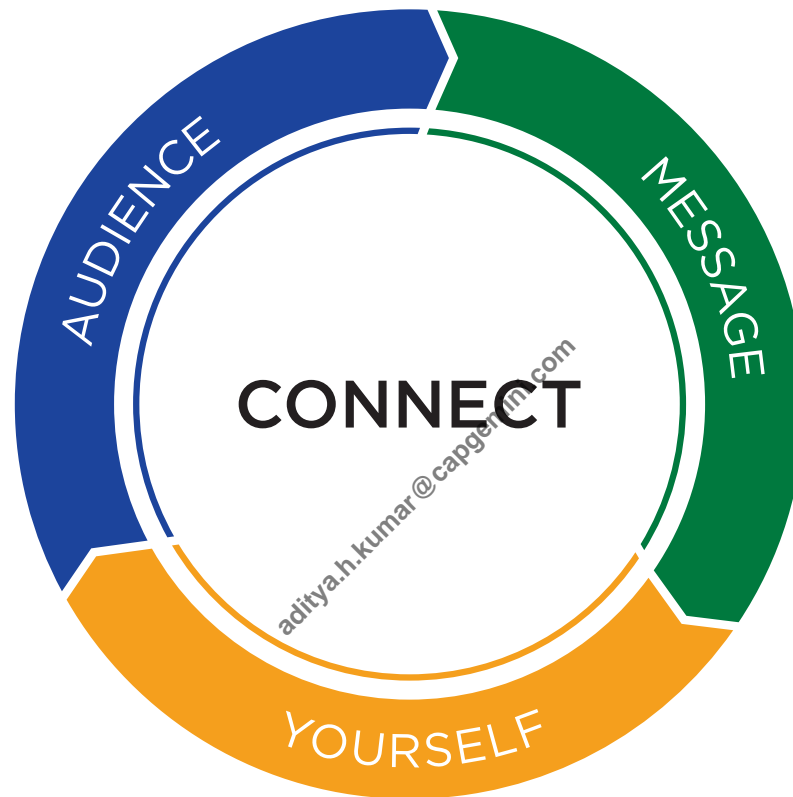
    2.

    3.

RESTATE YOUR PURPOSE:

CLOSE WITH POWER:

Connect Model

Persuasive presenters connect with their message, themselves, and the needs of their audience.

*"If you want to make **minor**, incremental changes and improvements, work on practices, behavior, or attitude. But if you want to make significant, quantum improvement, work on **paradigms**."*

—Stephen R. Covey

Connect With Your Message

• _____

• _____

Did You Know?

"Employees who know how their work has a meaningful, positive impact on others are not just happier than those who don't; they are vastly more productive too."

Source: Adam M. Grant, "The Significance of Task Significance: Job Performance Effects, Relational Mechanisms, and Boundary Conditions," *Journal of Applied Psychology*, January 2008.

Connect With Yourself

-

_____

- _____

"Trust is equal parts character and competence…. You can look at any leadership failure, and it's always a failure of one or the other."

—Stephen M. R. Covey,

The Speed of Trust: The One Thing That Changes Everything

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Connect With Your Audience

AUDIENCE

MESSAGE

CONNECT

YOURSELF

- _____
- _____

Did You Know?

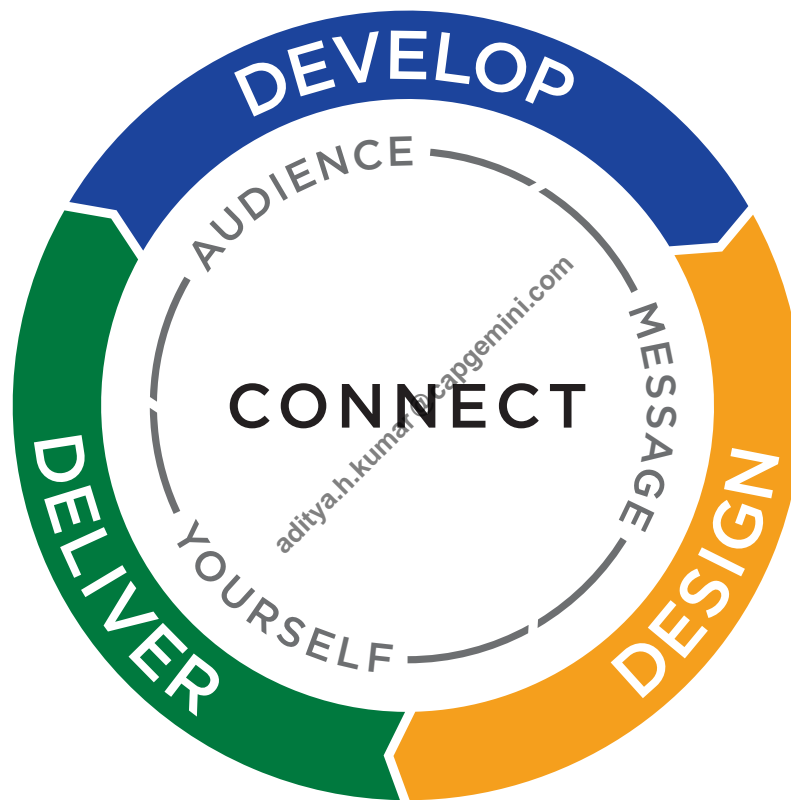"The average attention span in 2008 was _____.
By 2012, it had dropped to _____."

Source: *The Associated Press* via statisticbrain.com, April 28, 2013.

Process

Working from a "connect" paradigm allows you to develop, design, and deliver presentations that produce results.

Notes

Notes

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Skillsets

- Define the purpose of your message.

- Analyze your audience.

- Consider logistics.

- Develop strong key points.

- Create a memorable introduction and conclusion.

Toolsets
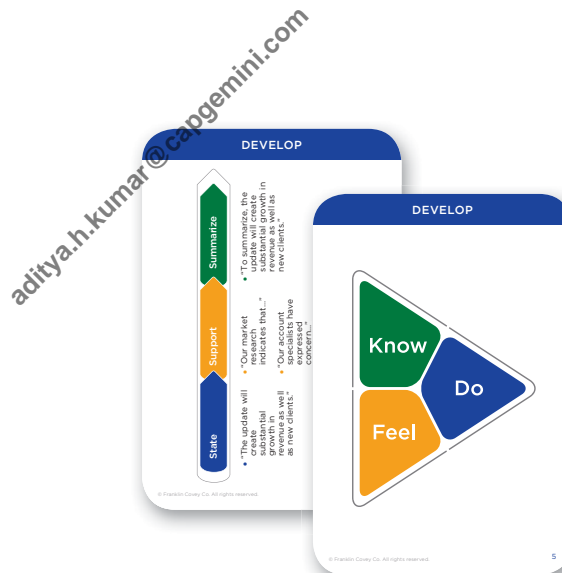
Did You Know?

"Words presented in a logically organized, hierarchical structure are much better remembered than words placed randomly—typically 40 percent better."

Source: John Medina, *Brain Rules*.

Purpose

The purpose of your message flows from what you want the audience to ultimately do, know, and feel.
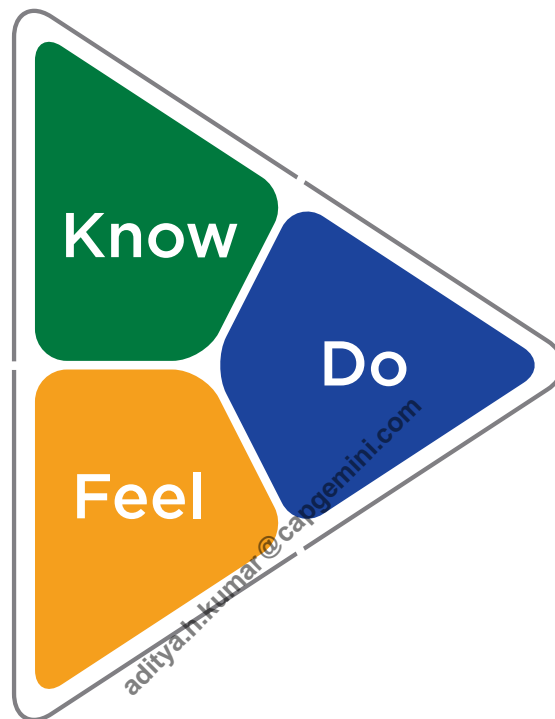
PURPOSE

WHO IS YOUR AUDIENCE? Upper Management

THE INTENT OF YOUR PRESENTATION IS TO: Persuade [X]   Inform [ ]

WHAT DO YOU WANT YOUR AUDIENCE TO:

Do? Approve budget to update a dated product this fiscal year.

Know? Unless action is taken, there are critical implications to revenue and to our brand reputation.

Feel? Urgency. Can't wait another year...

THE PURPOSE OF YOUR PRESENTATION IS: To convince Senior Mgmt. to approve a product update and realize the benefits.

Audience

Carefully consider what your audience already knows about your topic and about you.

AUDIENCE

WHAT DO THEY KNOW?

About the topic? Product sales dropping.

About you? Care about quality and customers; fiscally responsible; successfully lead multiple product lines.

WHAT IS THEIR BIAS?

Toward the subject? Believe other higher-revenue products are more important. Sales of other products will offset revenue loss.

HOW DOES YOUR PURPOSE CONNECT WITH THEIR PRIORITIES? Drives new revenue; strengthens the company brand in the marketplace; retains and grows loyal customers.

Questions

Anticipate and prepare for difficult or sensitive questions the audience may ask that could jeopardize your purpose.

QUESTIONS

ANTICIPATED QUESTIONS

- How much will it cost?
- What revenue will it generate?
- Why can't we wait until new FY?

WHAT QUESTIONS DO YOU HOPE THEY DON'T ASK?

- Why should we fund this product line versus the other similar requests?

WHEN WILL YOU SCHEDULE QUESTIONS?

☐ Throughout.   ☐ After each key point.   ☒ At the end.

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Logistics

Think through potential logistical problems and make arrangements to minimize or eliminate those risks.

LOGISTICS

DATE/TIME

Date: **25th**   Day of Week: **Friday**

Time Allotted: **30 minutes**   Time of Day: **Mid-morning**

SETTING

[X] In Person   [ ] Web Meeting   [ ] Teleconference   [ ] Hybrid   [ ] Other

Number of People: **6**   Special Needs: **No**

Location: **Conference Room**   Internet Access: **No**

Technology/Equipment: **Laptop, projector, and screen**

RISKS

Other presenters? **No**   Order (first, last)

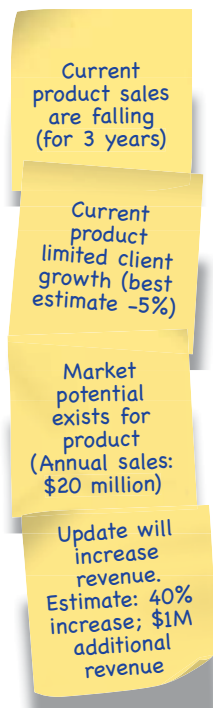Other: **Meeting could be canceled; start time may be delayed, reducing presentation time.**

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Brainstorm Ideas

Brainstorm all ideas you can think of that may support your purpose.

Current product sales are falling (for 3 years)

Last product update was four years ago

Product rating has dropped to "mediocre"

Company Value = "Delight Our Customers"

Product not seen as innovative or best in class

Client requesting more mobility and flexibility

Market potential exists for product (Annual sales: $20 million)

No update sends signal we don't care about clients

Current product limited client growth (best estimate –5%)

Update will increase revenue. Estimate: 40% increase; $1M additional revenue

Look for logical groups from your brainstorm to identify your key points.

Revenue/Clients

Current product sales are falling (for 3 years)

Current product limited client growth (best estimate –5%)

Market potential exists for product (Annual sales: $20 million)

Update will increase revenue. Estimate: 40% increase; $1M additional revenue

Brand & Reputation

Last product update was four years ago

Product not seen as innovative or best in class

Product rating has dropped to "mediocre"

Company Value

Company Value = "Delight Our Customers"

Client requesting more mobility and flexibility

No update sends signal we don't care about clients

SSS Process

Develop your key points using the SSS Process.

State	Support	Summarize

- "The update will create substantial growth in revenue as well as new clients."

- "Our market research indicates that..."

- "Our account specialists have expressed concern..."

- "As a result, we predict that new client growth..."

- "To summarize, the update will create substantial growth in revenue as well as new clients."

Key Points

KEY POINTS

POINT 1

State: The first reason: The update will create substantial growth in revenue as well as new clients.

Support:

- Market research shows companies spend $20 million annually in this product line.
- Product is outdated; sales dropping for 3 years; hard to attract new clients.
- No update? Result: new client growth equals 5%.
- Update? Result: attract new customers; project 40% revenue gain, the equivalent of $1 million in new revenue.

Summarize: Investing in the product update will create substantial growth in revenue as well as new clients.

POINT 2

State: The second reason: The update will strengthen our global brand and reputation.

Support:

- Company brand tied to innovative, quality products.
- Product old; last update was 4 years ago.
- Clients and reviewers no longer see product as "top tier"; this hurts our global brand and reputation.
- Update will compel reassessment from reviewers and offers opportunity to regain reputation as an innovative, quality product.

Summarize: Product update will enable us to strengthen our global brand and reputation.

POINT 3

State: The third/final reason: The update will prove that "Delight Our Customers" is a deeply held company value.

Support:

- Update will show our commitment to current customers and company value.
- Our competitors' customer-satisfaction scores are climbing, while ours are falling.
- Message from customers is clear: they are not delighted with us.
- Three long-standing clients will leave us unless we release a robust update.
- This is an opportunity to change dissatisfaction to delight.

Summarize: Product update will prove that "Delight Our Customers" is a deeply held company value.

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Supporting Your Key Points

To make your key points stick in the minds of your audience, use any of the following techniques:

Definition	"Delight Our Customers" means anticipating our customers' needs and delivering a solution that exceeds their expectations.
Explanation	Updating the product will enable us to satisfy our current customers while growing our new client database.
Example	Three of our long-standing clients have indicated in writing that if we fail to release a robust update this year, they will move to another vendor.
Expert Opinion	Daniel Villa, of *Software Today* magazine, rated System Integrators as the number-one product in its class. Last month, he rated our product as 19th out of 25 products.
Statistics	At present, our main competitor's customer-satisfaction score is 89, up 7 points from last year. In the past year, our customer-satisfaction score has dropped 11 points—from 81 to 70 points.
Fact	The market for this type of product is $20 million.
Comparison	Without an update, our ability to attract new clients is limited; best estimate is 5% growth. With an update, we will see a 20% increase in new clients.

Introduction and Conclusion

A strong introduction is your greatest opportunity to command your audience's attention. A powerful conclusion motivates your audience to act on your purpose.

INTRODUCTION

GAIN ATTENTION: Revenue and reputation... a real opportunity in our hands.

STATE YOUR PURPOSE: Purpose is to persuade you to approve budget to update System Integrators this fiscal year.

PREVIEW YOUR POINTS:

Lead-In Statement: There are three reasons why we should update System Integrators this fiscal year:

1. Create substantial growth in revenue as well as new clients.
2. Strengthen our global brand and reputation.
3. Demonstrates that "Delight Our Customers" is a deeply held company value.

CONCLUSION

REVIEW YOUR POINTS:

In conclusion, I've reviewed the three reasons why we should update System Integrators this fiscal year:

1. Create substantial growth in revenue as well as new clients.
2. Strengthen our global brand and reputation.
3. Demonstrates that "Delight Our Customers" is a deeply held company value.

RESTATE YOUR PURPOSE: I urge you to approve budget to update System Integrators this fiscal year.

CLOSE WITH POWER: Revenue and reputation... a real opportunity for both.

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Attention Getters

Ask a question and let audience members interact with you or with each other.	Invite your audience to respond without putting anyone on the spot. If appropriate, give them a moment to discuss with a partner before responding.
Ask a rhetorical question.	Find a question that does not require an answer but makes the audience think.
Tell a story.	Use your own experiences to create a relevant but brief story that grabs people's attention.
Use a testimonial.	Share referral comments and third-party stories to get the audience's attention.
Use artwork or a strong visual.	Find a painting, sculpture, or photograph that reflects your content and creates a real connection to your topic. Great art can inspire people to think differently about your subject.
Use a prop.	Use an object that will make your presentation memorable. Think about what you can bring to the stage that is unexpected, grabs the audience's attention, and ends up being entirely relevant.
Use a sound.	Don't say a word, but use a sound that will clearly have relevance to your presentation. As with a prop, using sound will make your presentation memorable.
Share a shocking fact.	Start with an evidence-based fact that you know will grab your audience's attention.
Use humor.	Tell a joke. People love to laugh, and it breaks the tension for you and the audience. Make it brief, relevant, and definitely appropriate. Leave the old jokes at home.
Start with a confident greeting.	Smile as you say, "Good morning!" Your entrance should radiate confidence. Free your voice so it conveys genuine warmth and enthusiasm. Your audience will be intrigued to hear what you have to say.

Scripted Presentation

INTRODUCTION

Revenue and reputation... a real opportunity in our hands.

I'm here to request that you approve the budget to update System Integrators this fiscal year.

There are three reasons why we should update this product this year:

1. First, it will create substantial growth in revenue as well as new clients.
2. Second, it will strengthen our global brand and reputation.
3. Third, it demonstrates that "Delight Our Customers" is a deeply held company value.

10%

KEY POINTS

Let me begin with the first reason. The update will create substantial growth in revenue as well as new clients.

- Our market research indicates that U.S. companies spend $20 million annually in this product line. And yet, for the past three years, our product sales to new clients have fallen steadily.
- Our account specialists have expressed concern that System Integrators is perceived as "outdated" by prospective clients. Many of our account specialists have documented the difficulty in getting new clients to consider System Integrators as a solution for their data needs.
- As a result, we predict that new-client growth for this year will be 50 percent at best. However, with an update, conservative projections indicate we will increase new client revenue by 400 percent, which is the equivalent of $1 million in new revenue.

To summarize my first reason, updating System Integrators this fiscal year will create substantial growth in revenue as well as new clients.

80%

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KEY POINTS

80%

Next, the update will strengthen our global brand and reputation, which is linked to innovation and quality.

- When System Integrators was launched four years ago, Daniel Villa, of *Software Today* magazine, rated it as the number-one product in its class. In last month's magazine, Villa reviewed System Integrators and 24 other products in the same category. The result? System Integrators was rated 19th out of 25 products. In just four years, our product went from 1st to 19th! Quite a blow to our brand and reputation.

- An update will compel software reviewers like Daniel Villa to reassess our product. It will give us an opportunity to regain our position as number one in this product category.

In summary, updating System Integrators will enable us to strengthen our global brand and reputation.

My third and final reason: The update will prove that "Delight Our Customers" is a deeply held company value.

- Updating System Integrators will demonstrate our commitment to our current customers and this deeply held company value. At present, our main competitor's customer-satisfaction score is 89, up 7 points from last year. In the past year, our customer-satisfaction score has dropped 11 points—from 81 to 70 points. Our customers are sending us a clear message that they are, in fact, NOT delighted with us.

- Three of our long-standing clients have already told us that if we fail to release a robust update this year, they will move to another vendor. We have an opportunity to change dissatisfaction to delight.

To summarize my final reason, updating System Integrators this year will prove that "Delight Our Customers" is a deeply held company value.

CONCLUSION

In conclusion, I've reviewed the three reasons why we should update System Integrators this fiscal year:

1. First, it will create substantial growth in revenue as well as new clients.
2. Second, it will strengthen our global brand and reputation.
3. Third, it demonstrates that "Delight Our Customers" is a deeply held company value.

I urge you to approve the budget to update System Integrators this fiscal year. Revenue and reputation... a real opportunity for both.

10%

Allocating Time

INTRODUCTION

10%

KEY POINTS

80%

CONCLUSION

10%

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Virtual Advantage

Persuading or informing virtually requires an even more intense connection with your audience. The Presentation Planner tool remains key, *and* additional planned interactivity is a must for your virtual design.

Plan Your Message	• Solicit questions after each key point. • Allow the audience to ask questions verbally and through chat pods. • Keep virtual presentations under 60 minutes, when possible.

Develop Your Message	• Use a poll as a virtual attention getter.
	• Establish credibility with a brief bio.
	• Add an "interactivity tour" to the opening.
	• Use impactful questions to keep the audience engaged. For example:
	  – How does this strategy relate to our goal of increasing revenue?
	  – What obstacles do you expect to encounter as we pursue our strategy?
	• Design a final chat or poll to act as a call to action.

"You must engage your audience and hold them 'virtually accountable' through what they see, hear, and do."

—Treion Muller and Matt Murdoch, *The Webinar Manifesto*

Notes

Skillsets

- Design effective visuals for the audience.

- Create effective notes and prompts for yourself.

Toolsets

Did You Know?

"The most compelling communication combines both visual and nonvisual content."

Source: Hewlett-Packard, "Power of Visual Communication."

Using PowerPoint®

Not Visually Helpful

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

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Good Visuals

The purpose of using good visuals:

- _____

- _____

- _____

- _____

Did You Know?

"If all you want to do is create a file of facts and figures, then cancel the meeting and send in a report. Do it in PowerPoint® if you want, but it's not a presentation, it's a report."

Source: Seth Godin, *Really Bad PowerPoint*®.

Top 10 Tips for Designing Visuals

Go for Simplicity	• Follow the "one idea per slide" rule. • Design for clarity—the message should be understood in five seconds or less.
Eliminate Visual Clutter	• Eliminate all nonessential elements in favor of "white space" for better comprehension.
Use Color to Create Interest	• Use strong contrast to enhance impact and readability.
Apply a Visual Theme	• Choose a slide theme to create unity and organization. • Avoid using PowerPoint® templates; create your own. • Select background and foreground colors that work with the presentation's setting.
Provide Visual Variety	• Vary text slides with graphic slides. • Don't use visuals, at times, to break the hypnotic pattern of multiple slides.
Use High-Quality, Relevant Images	• Replace text with high-quality graphics, when possible. • Use photos to represent the audience, the customer experience, etc. • Position the image on the slide for the greatest impact.

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Keep Text to a Minimum	• Keep bullet points to a minimum. Maximum number: five to six; ideal number: three. • Split text-heavy slides into multiple slides.
Be Choosy About Fonts	• Choose sans-serif fonts for clarity. • Use 36- to 44-point font for titles; 24- to 32-point font for main text.

Use Appropriate Charts	• Use:
	  – Pie charts to show percentages.
	  – Vertical bar charts to show changes in quantity over time.
	  – Horizontal bar charts to compare quantity.
	  – Line charts to demonstrate trends.

Limit Builds and Transitions	• Animate text only if it adds value, meaning, or emotion. • Use builds to manage the audience's attention. • Keep transitions to a minimum. Use no more than two to three types of transitions.

Visual Analysis

Visual Sketchpad

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Visual Sketchpad

Virtual Advantage

Impactful visuals are essential to keep the audience's eyes on their screen with you, not on their email.

Establish a Visual Human Connection With a Webcam	• Turn the webcam on at the start of the presentation to let the audience meet you. Turn it off after a few seconds to avoid an unnecessary distraction. • Post a picture of yourself to maintain a connection with the audience. • Dress with the webcam in mind. Wear pastel colors; they broadcast better. Avoid striped, checked, or patterned clothing. • Keep your background free of distractions.
Increase the Number of Slides for a Virtual Presentation	• Keep your audience visually engaged through the use of graphically interesting slides.
Test "Builds" in Your Platform	• Be sure the slides can be viewed easily on any monitor. To test readability, print the slide deck nine to a page. If the slides are unreadable to you, they will be unreadable to the audience. • Test any slide that "builds." Builds won't work in all platforms. • If necessary, split bulleted text across multiple slides
Annotate Your Visuals	• Use the platform's highlighting or shape tools occasionally to keep the audience's attention.

"Design vivid images versus text and bullets that illustrate the point you are making."

—Treion Muller and Matt Murdoch, *The Webinar Manifesto*

Notes

Notes

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Skillsets

- Master the components of the "first and ongoing impression."

- Deliver visuals effectively.

- Manage good and bad stress.

- Handle questions and group dynamics.

Toolsets

Did You Know?

"People size up the possibilities of a relationship within minutes of meeting, and that guides their actions."

Six Elements of Delivery Excellence

Appearance

Eye Contact

Facial Expressions

Gestures

Movement

Voice

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Appearance

Your appearance creates a _____ _____,
before you ever say a word.

_____

_____

_____

Eye Contact

Good eye contact is the "_____ _____"
you share with your audience.

_____

_____

_____

Did You Know?

"Eye contact is commonly considered a sign of self-confidence
and a means for emotional connection."

Source: Erin Falconer, "Look Me in the Eyes—From Eye Contact to 'Fear Blindness,'"
Brain Blogger, December 23, 2008.

Facial Expressions

Be _____ of your facial expressions. What you radiate, the audience will radiate.

_____

_____

_____

Gestures

Appropriate gestures will hold the _____ _____ and reinforce _____ _____.

_____

_____

_____

Movement

Purposeful movement _____ _____

_____ and _____ _____.

_____

_____

_____

Did You Know?

"Mirror neurons are a type of brain cell that respond equally when we perform an action and when we witness someone else perform the same action."

Source: Lea Winerman, "The Mind's Mirror," *Monitor on Psychology*, October 2005.

Voice

Your voice reveals your _____ _____ _____ _____ and engages the audience.

_____

_____

_____

5Ps

PROJECT
PAUSE
PITCH
PACE
PRONOUNCE

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Top 10 Tips For Presenting Visuals

Use the Right Tools	• Use a remote control to advance and blacken slides. • Use "Presenter View" to view your speaker notes while presenting. • Avoid using a laser pointer; it's difficult to see from a distance.
Develop Your Technical "Know-How"	• Know how to adjust the laptop's resolution to match the projector's resolution. • Understand basic troubleshooting in case the equipment stops working.
Rehearse With Your Visuals and Tools	• Rehearse to revise and refine your visual-presentation skills. • Avoid standing in the projector's light and blocking the audience's view.
Arrive Early to Set Up and Test Equipment	• Do a visual run-through using the projector and remote. • Ensure the colors on the screen are accurate.
Help Your Audience See	• When possible, place the screen at a 45-degree angle for visibility. • Keep the lights on, if possible.
Talk to Your Audience, Not to Your Slides	• Check that your visual is displaying correctly, then turn to the audience to speak. • When referencing a visual, gesture with the hand closest to the visual. Maintain eye contact with the audience.

Avoid Verbal-Visual Interference	• Let the audience digest the slide before talking about it. • Reveal bullets one at a time. • Use titles and terms consistently as you speak about your visuals. • Blacken the visual when it's not needed.
Be Smart About Handouts	• Don't use your slide deck as a handout. • Type the handout information in the "Notes" pane, and print in the "Notes" view. • Do not distribute data-rich handouts during your presentation.
Use PowerPoint® Shortcuts	• Use "F5" to start the "Slide Show" mode from the beginning. • Type a slide number and press "Enter" to advance to a specific slide while in the "Slide Show" mode. • Press the "B" key to display a black screen; press "W" to display a white screen.
Prepare a Backup Plan	• Have a copy of your presentation available. • Know whom to contact for technical assistance. • Be prepared to present without visuals.

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Optimizing Stress

Nervousness in presentations can be both good and bad. Your goal as a presenter should be to *optimize* the stress.

PEAK PERFORMANCE

PERFORMANCE

Zone of "Optimum Stress"

Not "Nervous" Enough

Too "Nervous"

STRESS

Executive Brain

Stay Here

Not Here

Reactive Brain
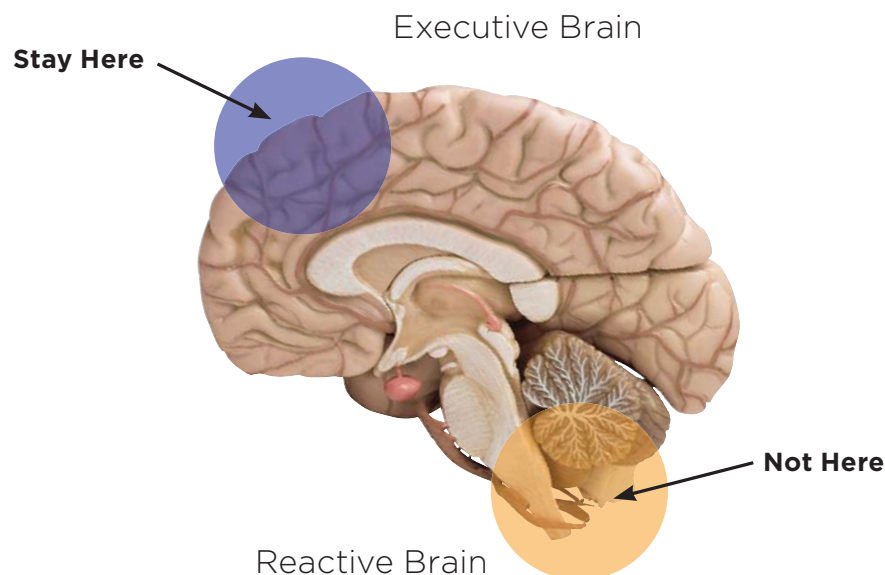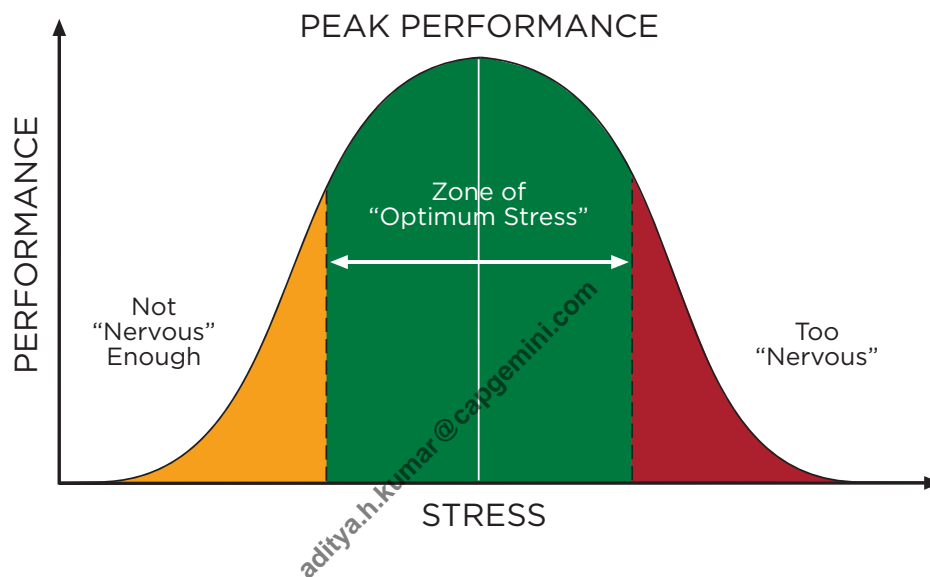
Handling Questions and
Group Dynamics

Make Sure You Hear and Understand the Full Question Before Answering	• Face the questioner. • Hold eye contact with your questioner. • Listen closely. • Don't interrupt. • Maintain a neutral stance. • Nod occasionally to acknowledge that you are listening.

Pause Before Responding, Then Restate (Paraphrase) the Question for the Audience	• Pause before answering, keeping your focus on the questioner.
	• Restate (paraphrase) the question for the entire audience, which:
	  – Gives you time to consider your answer.
	  – Ensures that you understand the question.
	  – Ensures that everyone has heard the question.

Respond to the Question Using the SSS Process	• State your bottom line concisely and directly. For example:
	  – "Yes" or "no."
	  – "I have mixed feelings..."
	  – "There are advantages and disadvantages..."
	  – "There are three possibilities..."
	  – "I don't know..."
	• Support your answer with relevant detail.
	• Summarize your bottom-line answer if the answer is a long one.

Defer the Question if You Don't Know the Answer	• You can defer questions to other qualified people in the audience, to the entire audience, or to a later time.
Admit if You Don't Know an Answer	• Honesty is the best policy.
Handle Interruptive Questions Professionally	• To handle interruptive questions, you can: – Postpone your answer to a more appropriate time. – Give a complete answer when the question is asked. – Answer briefly with the promise of a more thorough answer later.
Manage Hostility With Grace	• Anticipate challenging people and issues ahead of time. • Avoid appearing arrogant or defensive. • Maintain your professionalism by acknowledging: – The hostile questioner's point of view. – Parts of his or her point of view. – How things could look that way. – His or her valid right to that view. • Focus on what is right rather than who is right. • Admit if you are wrong, and thank your questioner for teaching you something.

After the Last Question, Restate Your Purpose	• Restate your closing remarks and purpose at the end of the presentation after the final question, particularly if you've been responding to questions for a while. • Drive home your call to action and end on a strong note.
What if There Are No Questions?	• Go to a specific point in your presentation— one that's likely to stimulate discussion. Ask your listeners what they think. Do they agree with you? Do they have other opinions? • Offer to take questions one-on-one at the end of the session to accommodate people who would rather not ask in an open meeting.

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Practice!

Practicing your presentation will improve your presentation skills and help minimize your stress.

- Practice the parts and then rehearse the whole.

- Practice the introduction and conclusion with equal intent.

- Practice with a mirror, or an audio or a video recording.

- Practice with your visual aids.

- Practice in front of family, peers, or your manager.

Did You Know?

"Practicing skills over time causes your neural pathways to work better in unison."

Source: Jason Shen, *Buffer Blog.*

Virtual Advantage

The six components of delivery skills are key.
Consider how they might be effective differently
in the virtual environment.

	Appearance	• Dress professionally for webcam. • Dress professionally for an attitudinal boost.
	Eye Contact	• With webcam, stay focused on your screen for direct eye contact.
	Facial Expressions	• With webcam, follow facial guidelines. (p. 42) • Even when they cannot see you, smile and have a happy face. It will help convey your enthusiasm and passion for your subject.
	Gestures	• Use gestures to help keep your vocal energy high.
	Movement	• Get your audience to move by translating physical movement into electronic interaction. (Use surveys, polls, chats, and interactive whiteboards.) • Stand from time to time to increase energy and passion around your message.

"We need to use virtual technology to interact as if we are literally 'face to face' or 'voice to voice.'"

> —Treion Muller and Matt Murdoch, *The Webinar Manifesto*

Voice	• Voice will make or break a virtual presentation—must master the 5Ps. • Projection. It's essential to keep the volume up. • Pronouncing. Clear diction is a must for VoIP or phone. • Pacing. Be aware of the audience's "speed of voice" and speed up or slow down accordingly. • Pitch. It cannot be monotone on VoIP or phone. Make sure your tone is varied to hold interest. Remember, no body language or facial expression to support emotion, just voice. • Pause. Be cognizant that brief pauses should be used if you want your audience to read a slide or think about an answer, a question, or process information.

Know How to Thoroughly Use the Platform and Its Features	• Practice using the "platform functions" for visuals.
	  – Chats
	  – Polls
	  – Slide advancing
	  – Webcam operation
	
	• Practice transitions between slides—verbal and physical.
	
	• Know how to "jump" to a slide versus clicking forward or back to "find" a slide.
	
	• Avoid fumbling or long pauses that will lose attention.

Notes

5-Week Quickstart

5-WEEK QUICKSTART

WORK SESSION
(You are here.)

REPORT SESSION

- Take the Benchmark.
- Complete the Work Session.
- Develop, design, and deliver at least one presentation focusing on specific skillsets.
- Retake the Benchmark.
- Complete the Report Session.

PRESENTATION ADVANTAGE®

BENCHMARK

NAME: _____

DATE: _____

DIRECTIONS: Please take this Benchmark now. Print the completed Benchmark and bring it to the *Presentation Advantage Work Session*. This Benchmark measures your presentation skills.

Please indicate your level of agreement with the statements below as they pertain to you and your presentation experience. Please note that this is a beta tool. Please enter your level of agreement in the field to the right of the sliding scale.

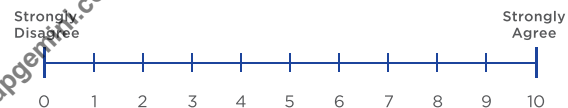## WHEN THINKING ABOUT THE IMPORTANT CONNECTIONS WITH PRESENTATIONS, I...

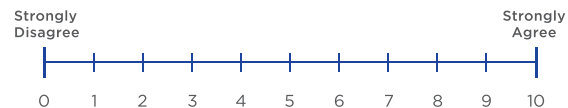1. Ensure my audiences see me as someone with high character.
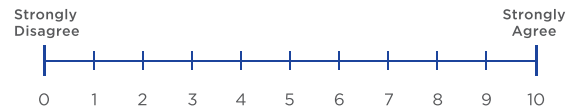
2. Ensure my audiences see me as someone with high competence.
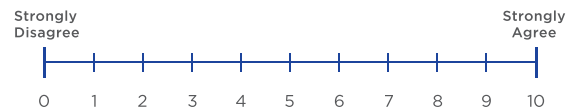
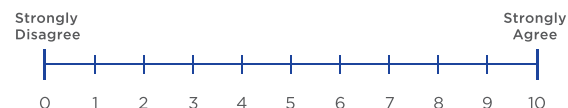3. Always bring passion to the message I am sharing.
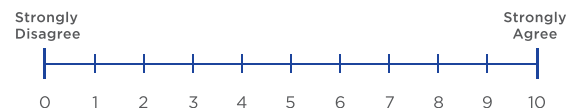
4. Always engage and re-engage the audience.
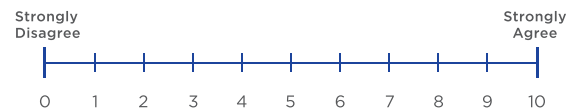
WHEN DEVELOPING MY PRESENTATION, I...

5. Accurately define the purpose of my message.

6. Analyze my audience and their needs.
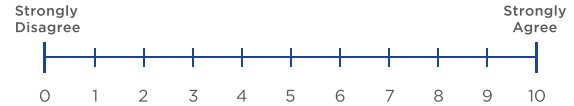
7. Think through all reasonable logistics.

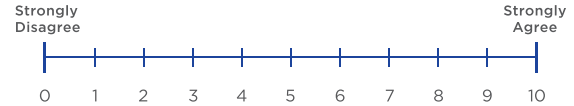8. Effectively structure my presentation with an introduction, key points, and a conclusion.

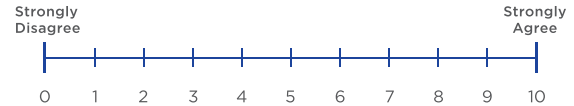Capgemini

WHEN DESIGNING VISUALS FOR MY PRESENTATION, I...
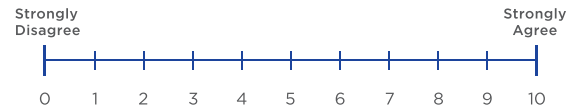
9. Design impactful visuals with the audience in mind.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree

10. Design effective notes and prompts for myself.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree

WHEN CONSIDERING MY PRESENTATION DELIVERY SKILLS, I...

11. Know how to create a "first and ongoing impression" with the audience.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree

12. Know how to deliver visuals effectively.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree

13. Effectively manage fear and stress around presenting.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree
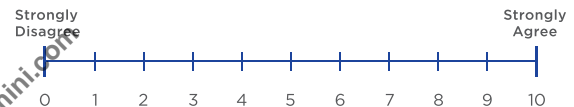
14. Am prepared to handle tough questions and group dynamics.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree

WHEN I COMPLETE A PRESENTATION, I...

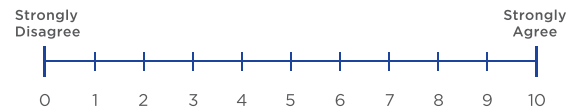15. Self-assess my performance so I can improve.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree

16. Am open to feedback.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree
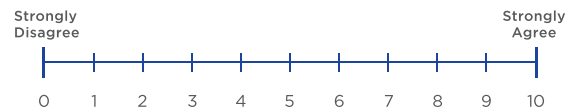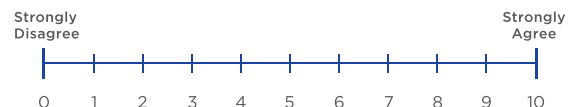
17. Plan time to practice for any presentation.

Strongly Disagree — 0 1 2 3 4 5 6 7 8 9 10 — Strongly Agree
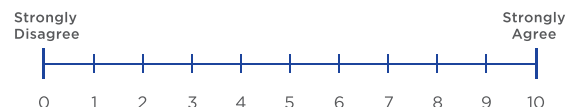
Unskilled	Average Skills	Above-Average Skills	Excellent Skills
0–62	63–98	99–135	136–170

TOTAL SCORE:

PRESENTATION ADVANTAGE®

QUICKSTART COMMITMENTS

NAME: _____

DATE: _____

In the next five weeks, complete the steps below:

1. Develop, design, and deliver at least **one** presentation. Focus on two specific skills for the presentation.

Presentation 1: _____ By when? _____

Skillset focus area: _____

Skillset focus area: _____

Did the audience know, feel, and do what I intended?   ☐ Yes   ☐ No

If no, why not? _____

Presentation 2: _____ By when? _____

Skillset focus area: _____

Skillset focus area: _____

Did the audience know, feel, and do what I intended?   ☐ Yes   ☐ No

If no, why not? _____

Presentation 3: _____ By when? _____

Skillset focus area: _____

Skillset focus area: _____

Did the audience know, feel, and do what I intended?   ☐ Yes   ☐ No

If no, why not? _____

2. Write your Accountability Partner's name: _____

3. Schedule at least one presentation and Report Session dates in your planning system.

4. Schedule to retake the Benchmark at the end of five weeks.

5. Bring your pre- and post-Benchmark scores and commitment results to the Report Session.

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Case Study

Ana Martinez Alemán is a division manager for a fast-growing software-development company that has multiple product lines for small-to medium-sized businesses. Ana has been in her position for a year and a half. Her division includes a number of products that have been growing in market share except one—System Integrators. Initially, System Integrators was a high-revenue-producing product; but lately, sales of this software have been falling steadily.

Ana has spent time studying the product's history and past sales figures. She has discovered that System Integrators hasn't been updated since its launch four years prior. She strongly believes the decline of System Integrators' sales is linked to the product age and lack of product updates. Low customer-satisfaction scores support this belief. Ana is convinced that a product update would enable System Integrators to reclaim its top-selling position in the market.

Ana's boss has asked her to present her recommendation to the Senior Management Team. She has arranged for Ana to make the presentation to the Product Development Team first to gain their buy-in and support.

Ana has a great reputation as a leader for the software products and for her team, but she hasn't had a lot of experience with creating a structured presentation to influence others to action.

Notes

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PRESENTATION PLANNER

PLAN YOUR MESSAGE

TOPIC: **DATE OF PRESENTATION:**

PURPOSE

WHO IS YOUR AUDIENCE?

THE INTENT OF YOUR PRESENTATION IS TO: Persuade ☐ Inform ☐

WHAT DO YOU WANT YOUR AUDIENCE TO:

Do?

Know?

Feel?

THE PURPOSE OF YOUR PRESENTATION IS:

WHAT DO THEY KNOW?

About the topic?

About you?

WHAT IS THEIR BIAS?

Toward the subject?

AUDIENCE

HOW DOES YOUR PURPOSE CONNECT WITH THEIR PRIORITIES?

QUESTIONS

ANTICIPATED QUESTIONS

WHAT QUESTIONS DO YOU HOPE THEY DON'T ASK?

WHEN WILL YOU SCHEDULE QUESTIONS?

☐ Throughout.   ☐ After each key point.   ☐ At the end.

LOGISTICS

DATE/TIME

Date: Day of Week:

Time Allotted: Time of Day:

SETTING

☐ In Person   ☐ Web Meeting   ☐ Teleconference   ☐ Hybrid   ☐ Other

Number of People: Special Needs:

Location: Internet Access:
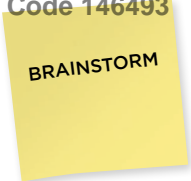
Technology/Equipment:

RISKS

Other presenters?   Order (first, last)

Other:

BRAINSTORM

aditya.h.kumar@capgemini.com

BRAINSTORM

aditya.h.kumar@capgemini.com

INTRODUCTION

GAIN ATTENTION:

STATE YOUR PURPOSE:

PREVIEW YOUR POINTS:

Lead-In Statement:

1.

2.

3.

KEY POINTS

POINT 1

State:

Support:

Summarize:

POINT 2

State:

Support:

Summarize:

POINT 3

State:

Support:

Summarize:

IN CONCLUSION,

REVIEW YOUR POINTS:

1.

2.

3.

CONCLUSION

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RESTATE YOUR PURPOSE:

CLOSE WITH POWER: