



Practical Simulations

*Speak clearly, if you speak at all;
carve every word before you let it fall.*

—Oliver Wendell Holmes

Creating solid material takes time and effort. By putting in the necessary time and carefully constructing your content with an eye toward your overall objective, you not only demonstrate a respect and appreciation for your audience, you also give yourself a launching pad from which to begin preparing.

Audience Analysis

1. My audience for this presentation will consist of: _____

2. The size of my audience for this presentation will be: _____
3. The demographics (age, gender, educational background, etc.) of my audience are: _____

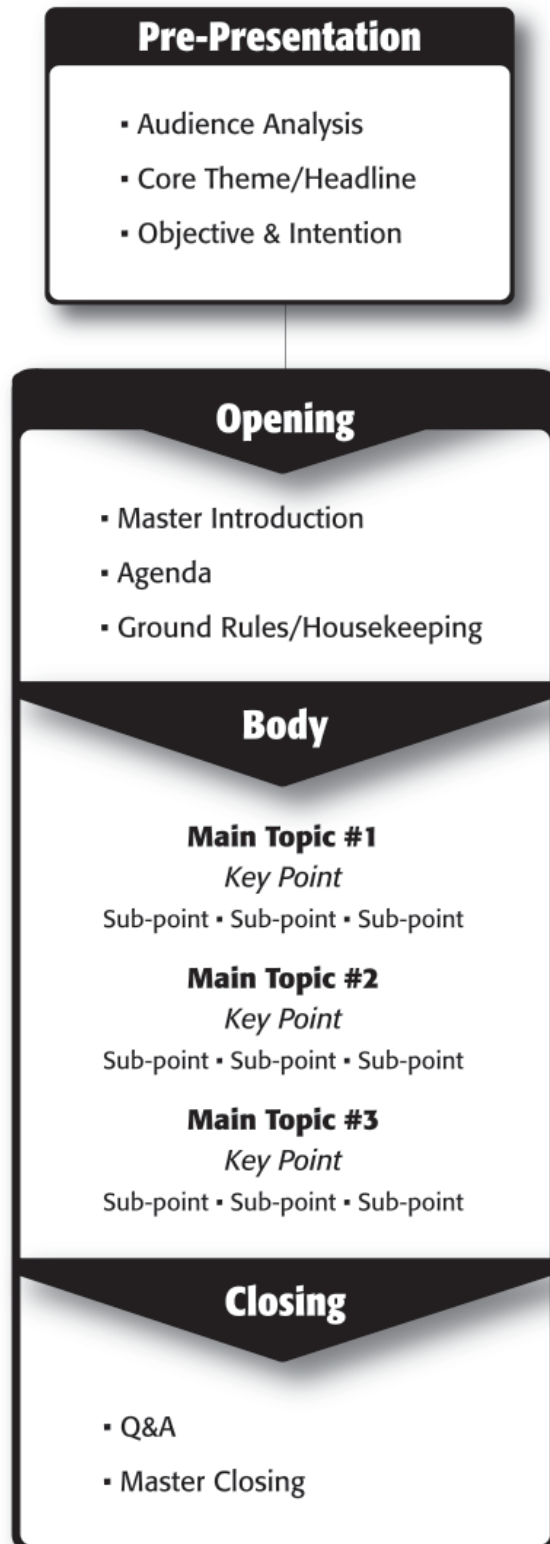
4. My audience's familiarity with this content/topic: _____

5. My audience's feelings about this content/topic are: _____

5. My audience's goals/expectations for this presentation are: _____



Presentation Structure





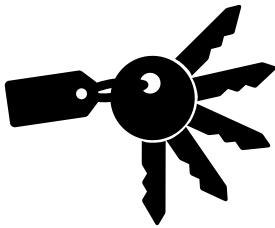
*If they're with you at the takeoff,
they'll be with you at the landing.*

—Lyndon B. Johnson

Master Introduction

The purpose of your Master Introduction is to establish the core theme of your message in a way that engages the audience and compels them to listen to you. It should also establish you as a credible messenger and summarize your main points in a way that is clear and consistent from start to finish. The five points that need to be established in an effective Master Introduction are:

5 Keys to a Master Introduction



1. Name/Role/Credibility
2. Hook or Attention Grabber
3. Reason we are here
4. Benefit to audience
5. Goal at the end of meeting or presentation

1. What is/are your name/role/credentials? _____

2. What is your hook or attention grabber? _____

3. What is the reason you are here? _____

4. What is the benefit to the audience? _____

5. What is your goal at the end of the meeting? _____



Establishing Credibility

If your audience is not aware of your qualifications or experience, you may want to establish them at the beginning of your presentation. Also, if appropriate, include mention of any pertinent degrees, awards, accomplishments, education, experiences, titles or affiliations that might help establish your credibility with the subject at hand. Don't assume your audience already knows your previous background and history.

Establishing a Hook

After initially greeting your audience, it is important to create a memorable opening for your communication, something that will grab attention. As a speaker, you need to capture your audience's attention right from the start. Find a hook. If you don't capture their attention right away, you run the risk of losing them for the rest of your presentation.

Some effective ways to create a hook:

1. Discuss a current event
2. Recount a relevant story
3. Make a provocative statement
4. Share an impressive statistic
5. Recite a famous quote
6. Ask a thought-provoking question
7. Utilize an interesting visual aid
8. Reference a previous speaker

Example of an effective Master Introduction

Thirty-eight NASCAR events over the course of ten months in any given year. Forty-seven million fans. That's a lot, right? Now double that. Ninety-four million—that's how many country music fans are out there. My name is Chris Epperly and for the past ten years, I have had the privilege of creating strategic partnerships with many American brands, bringing these brands to the Country Music Association. So why are we here? I am here to tell you about our core assets at the CMA and why you should be involved in the things we have to offer. What's the benefit to you? Well, that's easy: I want to increase your brand awareness. I want to enlighten people as to why your brand is so unique and why the consumer should consider using it. The goal for this presentation is pretty simple: I want to provide you with a unique partnership opportunity with CMA as a whole and then, once we've become partners, I want to drive consumer traffic to your business.



EXERCISE: Master Introduction

The audience only pays attention as long as you know where you are going.

—Philip Crosby

Mastering Your Transitions

One of the most common reasons that presentations or meetings fail to achieve their desired outcome is that the facilitator or presenter does not have clear and specific transitions; this is usually a result of inadequate preparation. Consequently, everything just blends together in one long blur of data. Without seamless transitions, your message will likely seem choppy or disjointed. Transitions should be clear, smooth, and logical, effortlessly moving your audience from one point or topic to the next.

Here are some examples of nonverbal transitions that can be used effectively:

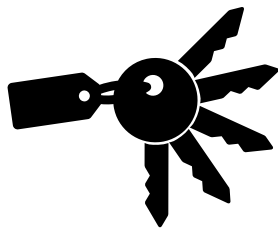
- Movement
- A change in facial expression
- Silence or dramatic pause
- A change in pace
- Variance in pitch
- A change in body posture
- Use of a prop
- Adjustment in volume
- A new visual aid
- A change in speaker(s)



Master Closing

Just as your Master Introduction framed your message at the outset, you need a Master Closing to revisit those points and reframe the message for your listeners. Below are the five points that should be included with your Master Closing.

5 Keys to a Master Closing



1. Summary of main points
2. Review of benefit to audience
3. Re-introduce the goal and/or ask for action
4. Closing hook
5. Thank you to audience

1. Outline summary of main points? _____

2. What is your benefit to your audience? _____

3. What is your goal? What action will you ask for? _____

4. What is your closing hook or challenge? _____

5. How will you thank your audience? _____

Everything has to come to an end, sometime.

—L. Frank Baum



Example of an effective Master Closing

So I've provided quite a bit of detail today about the CMA and all of the exciting assets we could make available to you if you chose us as a strategic partner. If you do decide to align yourself with all that the CMA has to offer, I am confident that we will be able to increase your brand awareness and, ultimately, drive consumer insight, showing people exactly why your brand is so unique. To put it plainly: it will increase your business. The goal I laid out at the top of this presentation was to provide you with a unique partnership opportunity. I've detailed why I believe a partnership with the CMA would drive consumer traffic to your business. The ball is in your court now. As Henry Ford once said, "Coming together is a beginning; keeping together is progress; working together is success." Thank you very much for your time. I look forward to your decision.



EXERCISE: Master Closing



Don't raise your voice, improve your argument.

—Desmond Tutu

Presenting to Senior Leadership

There are certain challenges you may experience when communicating or presenting to senior leadership. Often, high-level executives have limited time and tunnel vision, thus making them particularly difficult audiences.

Here are five tips to remember when dealing with senior leaders:

1. **Don't be afraid to let them know what you want upfront.** If you are delivering a presentation to request more resources, you can expect they will want to know how much you are requesting. You may have been planning to provide that information at the end of your meeting, but try asking them for what you want (and how much) at the beginning. This will ensure the rest of the time they are focused on your justification as to why it is a great investment and not how much it will cost.
2. **Know your audience and the personalities involved.** Different executives have different personalities. Be aware of the types you are dealing with so you know the best way to move forward through your presentation.
3. **Stay within your area of expertise and be prepared.** Don't stray too far from the material you have prepared. Stay on track. And definitely don't begin speaking about a topic that you don't know well. Don't fake it. Offer to do some further research and let them know you will be happy to share the findings once you do.
4. **Offer choices and alternatives—accept responsibility.** While developing your material, put together various options for the executives to consider. Give them choices. Own your presentation and the information included within it. If an error is discovered, own that too and accept responsibility and assure the group that the mistake will be fixed.
5. **Be flexible with your presentation or message.** When dealing with top brass, often a new topic may arise that may supersede the topic that you are speaking about currently. It's up to you to stay nimble as a presenter and be able to shift quickly and effortlessly to a different area or a different topic to accommodate the executive's request.



Gaining Commitment from Senior Leadership

1. **Tout the benefits.** Don't be shy about providing details about how your program or plan could have a positive effect on productivity or the bottom line for the senior leader.
2. **Uncover needs.** Spend as much time as necessary gathering information. This will help you identify and qualify the needs of the leader: past buying patterns, previous decisions that were made and present pain points.
3. **Utilize open-ended questions.** Instead of asking, "Do you think our team might benefit from this investment?" phrase it in a way that will solicit more than a simple yes or no answer. A better way to ask that question might be, "In what ways can you see this investment benefitting our team?"
4. **Listen actively.** This means listening with your eyes as well as your ears. Listen not only to what the senior leader is saying but also to the way she is saying it. Keep your eyes and ears open to signals coming from the other party and adjust your communication as necessary.
5. **Don't oversell.** Senior leaders do not like to feel that they are being "sold" to, so be careful about going overboard with your pitch or proposal. Avoid the hard sell at all costs. Be sincere, be factual and be brief.
6. **Use trial closes.** As you feel the process getting closer to commitment, float a trial close to the senior leader to test the waters and your assumptions about the process to this point. Trial closes could be questions such as, "Does this request for more funding seem reasonable to you?" or "Do you think this is something we will be able to initiate in the next two weeks?"
7. **Bring the passion.** Senior leaders are drawn to others who are passionate and excited so make sure your body language and voice communicate this intention when it comes to your proposal. Be sincere, be engaged and be present in your presentation or meeting.
8. **Ask for a commitment.** If you don't ask, you don't get. Don't be afraid to ask for the funding or push for buy-in once you've earned the right to do so.

In order to succeed, we must first believe we can.

—Nikos Kazantzakis



Framing Your Master Presentation

Participants will engage in a simulated communication scenario relevant to their needs and environment using all of the building blocks and techniques covered in the training.

1. What is the topic or message you are communicating? _____

2. Who is your audience? _____

3. What challenges could you face with this audience or material? _____

4. What is the objective that will be achieved if your message is delivered successfully? _____

5. What intention(s) will you utilize in order to achieve the objective? _____

***I want to _____ my audience so that
my audience will _____.***

Intention options:

Challenge

Excite

Motivate

Reassure

Involve

Empower

Persuade

Caution

Entertain