

You only get one chance to make a first impression, so being an excellent communicator is a must! ***Taking Your Presentation To The Next Level*** will develop skills that you can use personally and professionally.

Formula to deliver presentations
with confidence!

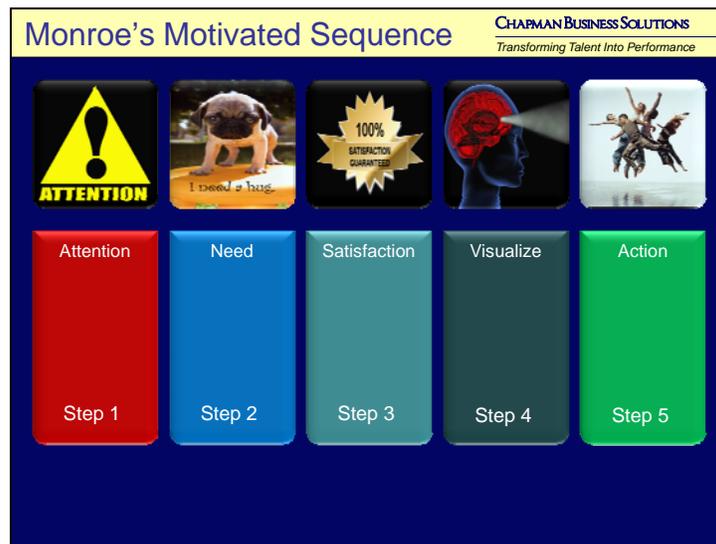


My goal today is to give you a formula to deliver presentations with confidence whether you are speaking to a large or small audience.

- Introduction / Expectations
- Organizing Your Presentation
- Your Body Speaks
- Benefit, Concerns & Next Steps

Process to organize presentations

Monroe's Motivated Sequence derives its name from the fact that by following the normal processes of human thinking it motivates an audience to respond affirmatively to the speaker's purpose. The sequence contains five distinct steps:



Monroe's motivated sequence is a technique for organizing persuasive speeches that inspire people to take action. It was developed in the mid-1930s by Alan H. Monroe.

1. **Attention**
 - Address listeners' core concerns, making the speech highly relevant to them. A detailed story, shocking example, dramatic statistic, quotations, etc.
2. **Need**
 - Show the listener that they have an important need that must be satisfied or a problem that must be solved.
3. **Satisfaction**
 - Introduce your proposed solutions to solve the problem.
4. **Visualization**
 - Provide the listener with a vision of anticipated outcomes associated with the solution.
5. **Action**
 - Make a direct request of listeners of what action they can take personally to solve the problem.¹ (Dan O'Hair, 2004)

¹ A Speaker's Guidebook Text and Reference (2004)



Step 1 of Monroe's Motivation Sequence

Attention

- Address listeners' core concerns, making the speech highly relevant to them. A detailed story, shocking example, dramatic statistic, quotations, etc.

It is essential to immediately get your audience's attention and there are a couple of ways in which you can do that.

WIIFM

What's **I**n **I**t **F**or **M**e?



Give the audience WIIFM

WIIFM = **W**hat's **I**n **I**t **F**or **M**e?

Statistics



- Statistics are one way to get the audience's attention



- Death is the #2 feared thing of most people does anyone know what #1 is?
- Asking a question immediately gets your audience to pay attention



- People remember stories, so telling a story gets your audience to pay attention



Humor is good to use in a presentation, it creates a fun environment where the audience can laugh which helps them to remember. It is best to focus the humor at yourself so that you don't offend anyone.



I don't recommend telling jokes.

Does anyone know why you don't want to tell jokes?

- Could be offensive
- May fail
- Someone probably has heard it so it is not original and people may tune you out thinking your material is not original

Big Promise



If you make a big enough promise at the beginning of your presentation, it will add credibility to you and excitement to your audience and they will stay until the end.

Step 2 Create A Need



Step 2 of Monroe's Motivation Sequence

Need

- Show the listener that they have an important need that must be satisfied or a problem that must be solved.



Need

Show that the problem about which you are speaking exists, that it is significant, and that it won't go away by itself. Use statistics, examples, etc. Convince your audience that there is a need for action to be taken.

Step 3



Step 3 of Monroe's Motivation Sequence

Satisfaction

- Introduce your proposed solutions to solve the problem.

TERMINIX

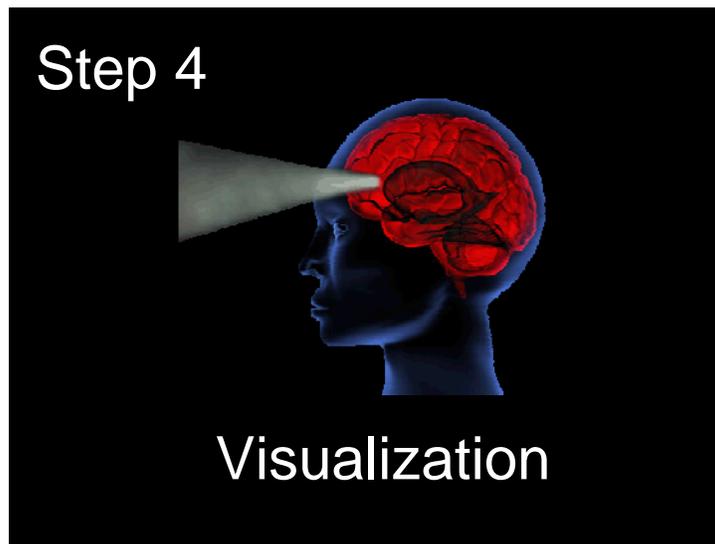
pest-free living

- ▶ Pest Control Tips
- ▶ Seasonal Advice
- ▶ FREE Pest Evaluation

NO BUGS. NO HASSLES.

The advertisement features a woman in a light-colored outfit sitting on a white sofa, talking on a mobile phone. The background shows a window with greenery outside. The text is presented in a clean, modern font with green accents.

You need to solve the issue. Provide specific and viable solutions that can be implemented to solve the problem.



Step 4 of Monroe's Motivation Sequence

Visualization

- Provide the listener with a vision of anticipated outcomes associated with the solution.



You can rest easy because you know the problem was solved with your solutions.



Step 5 of Monroe's Motivation Sequence

Action

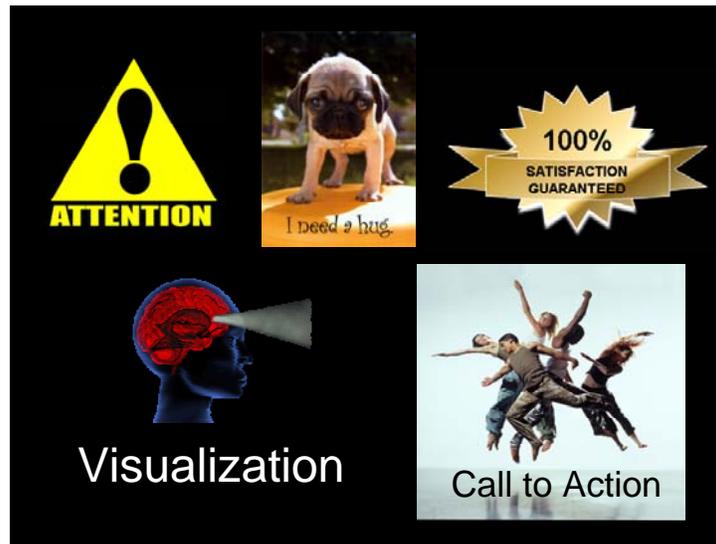
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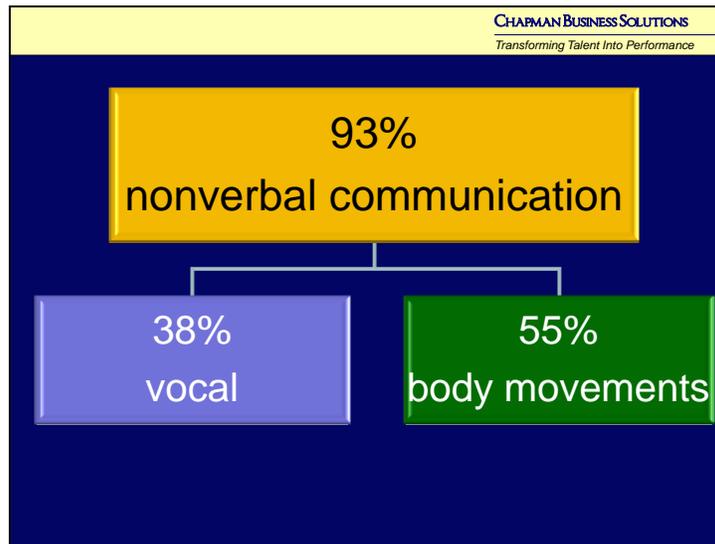
Action

Tell the audience what action they can take personally to solve the problem.

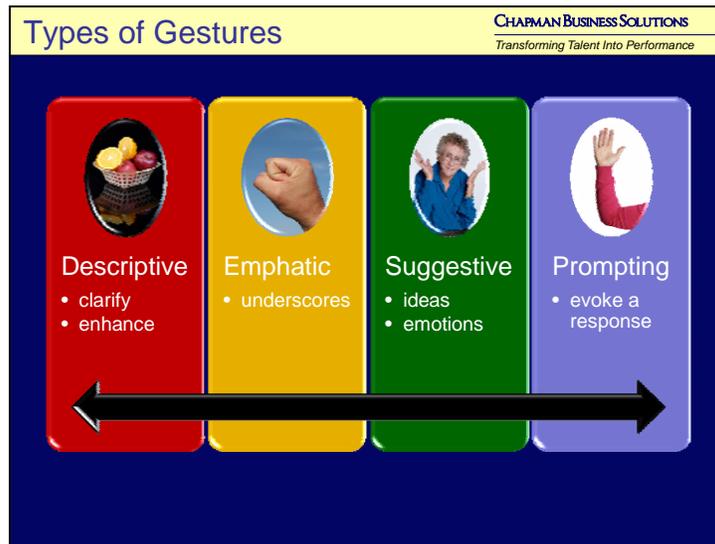


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This breakdown indicates that effective nonverbal communication skills are essential. There is nothing worse than delivering a speech about how well your organization is doing while at the same time, shrugging, frowning and turning away from the audience. You would be sending mixed messages and based on the above scale no one in the audience will believe that the company is actually performing well.



We are going to discuss 4 types of gestures that make your presentation more powerful:

1. Descriptive
2. Emphatic
3. Suggestive
4. Prompting

Eye contact

CHAPMAN BUSINESS SOLUTIONS
Transforming Talent Into Performance

- Involve listener
- Sincerity
- Establishes a bond
- Gives you feedback



Direct eye contact is essential in our society to demonstrate a self-assured, honest personality. Most people find it difficult to look at someone in the eyes when they are talking to them. Direct eye contact can be anxiety-provoking and on occasion can cause some individuals to lose their train of thought. The solution is to focus your eyes somewhere else on the face. For example, you can keep your eyes glued to the person's nose, mouth, or ear. As long as your focus is within eight inches of the nose, the other person will not be able to tell that you are not looking at him or her directly in the eyes.



Walk closer to audience

- Make a point
- Ask a question



Walk to one side

- Change topics

- Gripping or leaning on the lectern
- Tapping fingers
- Rocking, swaying or pacing
- Biting or licking lips



Additional Body Movements to avoid

- Jingling pocket change
- Frowning
- Adjusting hair or clothing
- Moving head like an oscillating fan



Creating an experiential learning environment is key when sharing information with an audience.

Use Images As Reminders



Pictures paint a 1000 words, so use images to help your audience remember.

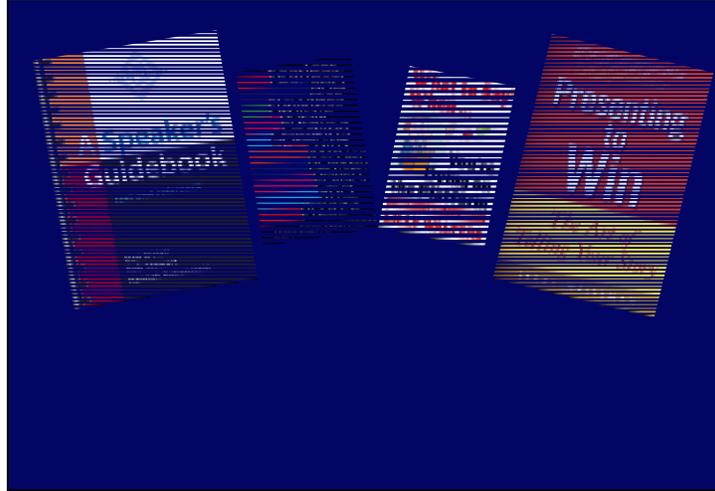


Great Resources to improve your presentations are:

1. Listening to excellent presenters on TED (Technology, Entertainment, Design) TED.com
2. **Toastmaster International** www.toastmasters.org
3. **Video tape yourself presenting**
4. **Practice, practice, practice**

Other Resources

CHAPMAN BUSINESS SOLUTIONS
Transforming Talent Into Performance



Benefits, Concerns & Next Steps

Benefits - anything that was valuable

- Information that you want to use for client presentations

Concerns – any unanswered questions. I wish I knew...

- Things that would make this workshop better



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