

But I don't know how to present....

Looking more professional



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FITP XXIII



Agendas are Useful

- Creating the presentation
- Creating the power point
- Crafting the language
- Giving the presentation
- Example slides



Creating the Presentation

- Start with your idea
 - Improving FITP presentations
- Where are they starting
 - Mixed: never spoken, long time speakers
- Where are we going
 - A good process
 - Improvements in presentations
- WIIFY
 - Easier creation & presentations
 - Better audience reactions



Creating the Presentation

- Mind maps for ideas
 - Don't draft in powerpoint
 - Free flow of ideas
- Risk with outlining
 - Radical change is harder
- 3-5 main points
 - Reduce your original map
- Order (flow structure)
 - Lots of choices (chronological)



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Creating the PowerPoint

- Transfer outline to powerpoint
- Graphic anchors
- Sentences suck, bullets summarize
- Simple look, simple words
- Similar words re-enforce learning
- No wordwrap



Creating the PowerPoint (cont)

- Four words, four bullets

LESSONS FROM HISTORY **An adaptive enterprise keeps pace with ever changing business demands, responds to change and stays ahead of its competition by linking key business processes to underlying IT infrastructure.**

- Complete customer and product information accessible anywhere, anytime with real-time pricing
- Seamless, single customer view consistent across all channels
- Real-time visibility into partners' sales systems with auto replenishment
- Web-based product design and simulation tools enhanced by market feedback analytics
- Multiple real time market feedback points linked to analytics databases
- Collaborative organizational tools with distributed knowledge mgmt systems linked to feedback systems and value chain partners
- Seamless integration with real-time visibility across value chain and nets
- Synchronized demand & supply customized in real-time for one
- Variable cost manufacturing/operations
- Dynamic real-time pricing enabled across the supply chain
- Inventory/logistics optimized for value and margin
- Integrated HR systems and streamlined processes
- Flexible employee deployment enabled by virtualized eLearning
- HR portals with rich self-service functionality
- Distributed business intelligence with real time feeds & decision tools
- Procurement systems supporting all purchases and linked to SC systems
- Mobility support that enables application access in real time
- Highly utilized, interconnected and autonomic infrastructure
- Consolidated, virtual and local application and infrastructure mgmt
- Infrastructure, applications and processes delivered as a utility
- Resilient Infrastructure that is self-diagnosing and self-healing

4 | Churchill's Adaptive Enterprise | www.lessons-from-history.com | 1/28/2007 | © 2007 Mark Kozak-Holland



Creating the PowerPoint (cont)

- Two minutes per slide
- Animate (simply)
 - Audience can focus
 - Wipe left to right
 - Natural eye movement
- Passive background, not blank
- Get details right
 - Size, alignment, sub-bullets

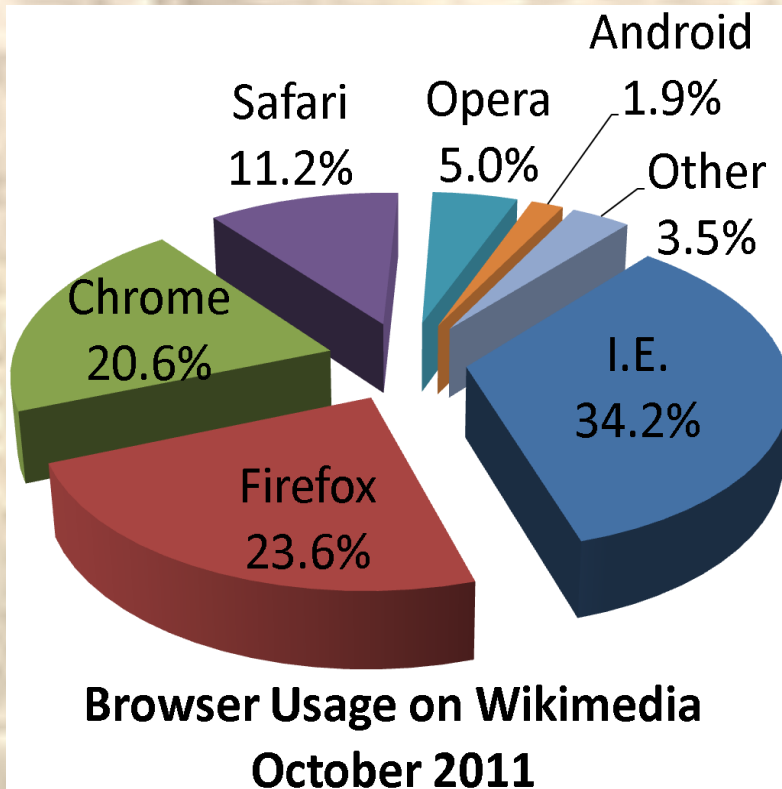


Creating the PowerPoint (cont)

- The problem with long run-on sentences is that they are difficult to focus on and delay things.
- Don't even get me started about multiple lines that are centered
 - Centered bullets
- Can just be so insanely confusing



Creating the PowerPoint (cont)



- Images on left
- Bullets on right
- Eye movement
- Clearly label graphs
 - Can be hard to read



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- **Crafting the language**
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Crafting the Language

- Avoid tricky language
 - Passive voice → Active voice
 - Negative → Positive
 - Gender specific → Gender neutral
 - Conditional phrases → Declarative
- Avoid weak phrases
 - “I would like to”
 - “Like I said”



Crafting the Language (cont)

- WIIFY triggers
 - “Why am I telling you this?”
 - “This is important to you because...”
 - “What does this mean to you?”
- Linkages
 - Internal – Bind parts together
 - External – Bind presentation and audience



Crafting the Language (cont)

- Practice, Practice, Practice
- Out loud!
- Repetition re-enforces word choice
 - Fights the dreaded “ummmmm”
- Record and Review
- Pin down the timing
- Step most often skipped



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Giving the Presentation

- Let the panic happen
 - Slowly scan the audience
 - Body wants to do it anyhow
 - Talk to someone
 - Introduce yourself, ask questions
- Stand on audience left
 - Natural flow of eyes
 - Good guys vs bad guys
- Open with a thank you



Giving the Presentation (cont)

- Opening gambits
 - Avoid Jokes
 - Gambits grab attention
 - Question (this presentation)
 - Factoid – 7% of communication is verbal
 - Anecdote – about a presentation
 - Quote – from a great orator
 - Aphorism – “it is said presenting is...”
 - Analogy – presentations are like....



Giving the Presentation (cont)

- Open Body Language
 - Rest hands at side
 - Reach out occasionally
 - You will feel exposed!
- Read slide, look at audience
 - Pause lets them refocus
- Talk - one phrase per person
 - Slowly
- Do not read your paper/notes



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Internal Linkages

- Reference the flow structure
- Logical transitions
 - Close outbound, lead in to inbound
- Cross-reference
 - Forward / backward references
- Rhetorical Question
- Recurring theme
 - use the same example repeatedly
- Bookends
 - use the same example to open and close



Internal Linkages (cont)

- Mantra
 - Catch phrase used often
- Internal summary
- Enumeration
 - Count through examples
- Do the math
 - Use comparative numbers
- Point B re-enforcement
 - Restate call to action



External Linkages

- Direct reference – audience member name
- Mutual reference – shared link
- Ask questions
- Contemporize – refer to current event
- Localize – refer to location
- Data – refer to current info
- Customized opening graphic



Flow Structures

- Modular
 - Order is interchangeable
- Chronological
- Physical
- Spatial
 - E.g. Viking countries east to west
- Problem / Solution
- Issues / Actions
- Opportunity / Leverage
 - More business oriented



Flow Structures (cont)

- Form / Function
 - Center on method, technology
- Features / Benefits
- Case Study
- Argument / Fallacy
 - Raise arguments against and counter them
- Compare / Contrast
- Matrix
 - 2 by 2 (or bigger grid)



Flow Structures (cont)

- Parallel Tracks
 - Use identical formats for sub sections
- Rhetorical Questions
 - Raise, then answer
- Numerical



Questions?

<http://growingleaders.com/habitudes/communicators/>

<http://www.powerltd.com>

Presenting to Win – Jerry Weissman

Buy it! (<\$20)

Good blog with examples

<http://flylib.com/books/en/3.479.1.1/1/>

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