



PRESENTING WITH IMPACT





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 Follow

The operators and Zuckerberg are talking a lot on stage, but don't seem to be saying anything... #MWC15

5:43 PM - 2 Mar 2015

  2  3



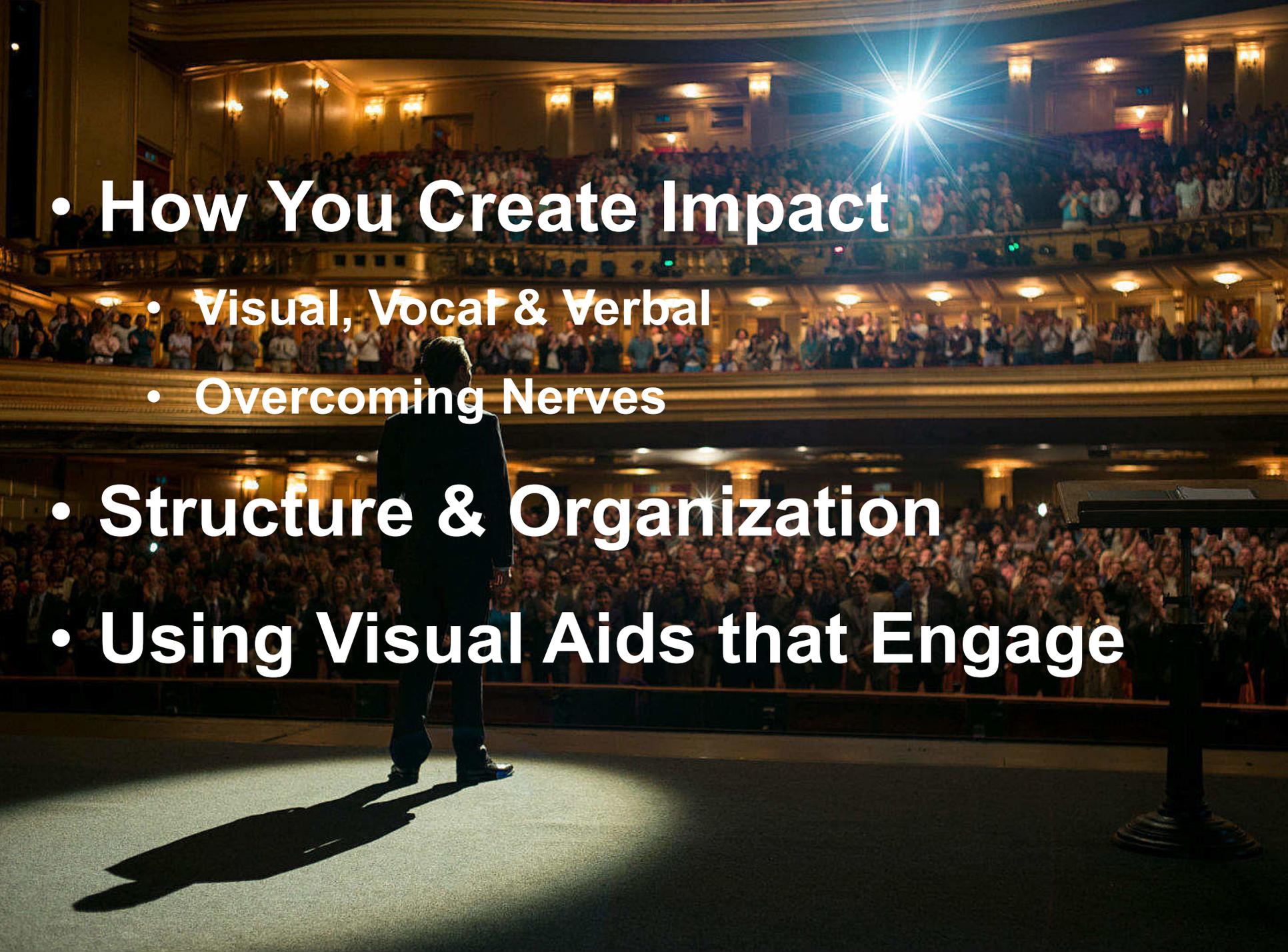


Boring vs Fabulous

Consider the Speaker – Character – Body Language – Vocal Tones
– Attitude

Content – Message – Structure – Easy to Follow

Visuals – Supportive – Interesting – Memorable

A photograph of a speaker in a dark suit standing on a stage, facing a large, multi-tiered audience in a theater. The speaker is silhouetted against a bright spotlight on the stage floor. The audience is seated in several levels of balconies, and a bright blue light source creates a starburst effect in the upper right. A podium is visible on the right side of the stage.

- **How You Create Impact**

- **Visual, Vocal & Verbal**
- **Overcoming Nerves**

- **Structure & Organization**

- **Using Visual Aids that Engage**



3 Critical Factors

Responsibility

Enthusiasm

Enjoyment

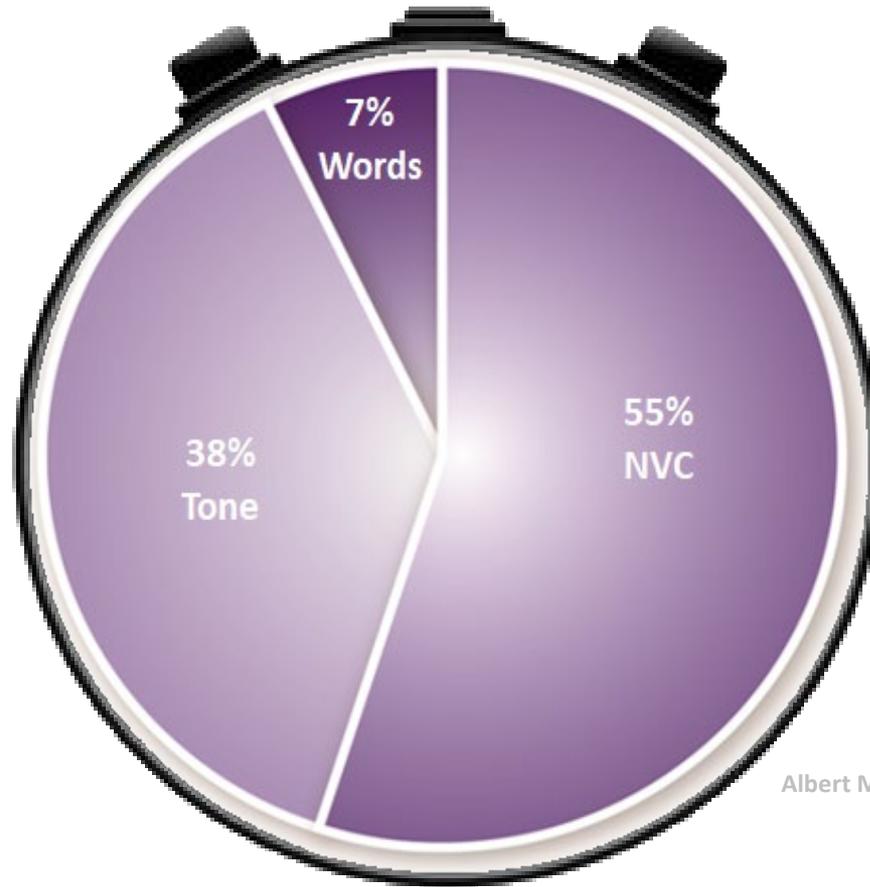
3 Cs

Competence in skills =

Confidence =

Control

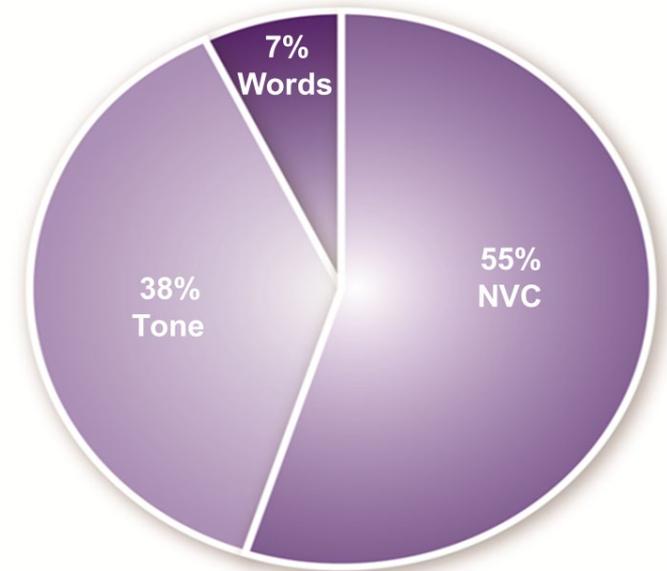
Creating Impact



Albert Mehrabian

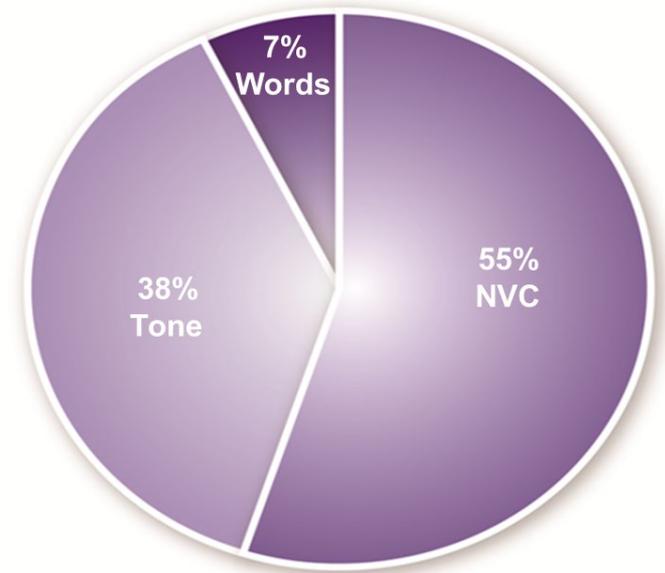
Visual Impact – physical, body language

- **Stance and body language posture**
- **‘Neutral’ Position**
- **Eye contact**
- **Facial Expressions**
- **Hands and Gestures**
- **Movement – ‘own the space’**



Verbal and Vocal Impact – tone and words

- Pitch, pace, pause
- Energy, Enthusiasm, Excitement
- Volume and projection
- Articulation
- Warm up the voice
- Breathe
- Terminology and language





Lawrence Olivier



Flying in Formation

- *Breathe*
- *Look at audience*
- *Concentrate*
- *Visualize Success*
- *Prepare*
- *Plan*
- *Practice*
- *Self Talk*
- *Neutral Position*







Structuring Presentation

W.O.M.B.A.T.

Structuring Presentation

W - Who

Four Critical Questions

1. What is the desired outcome or goal?
2. What symptoms do we need to address?
3. What risks do we need to avoid?
4. What other cultural, contextual or resource consideration do we need to take in to account?

(Worksheet included in email attachment.)

Audience?

A modern conference room with a long, polished table, several chairs, and large windows. The room is brightly lit, and the text "Audience?" is visible on the floor.

Structuring Presentation

W - Who

O - Objective

**To Inform?
To Entertain?
To Influence?**



Structuring Presentation

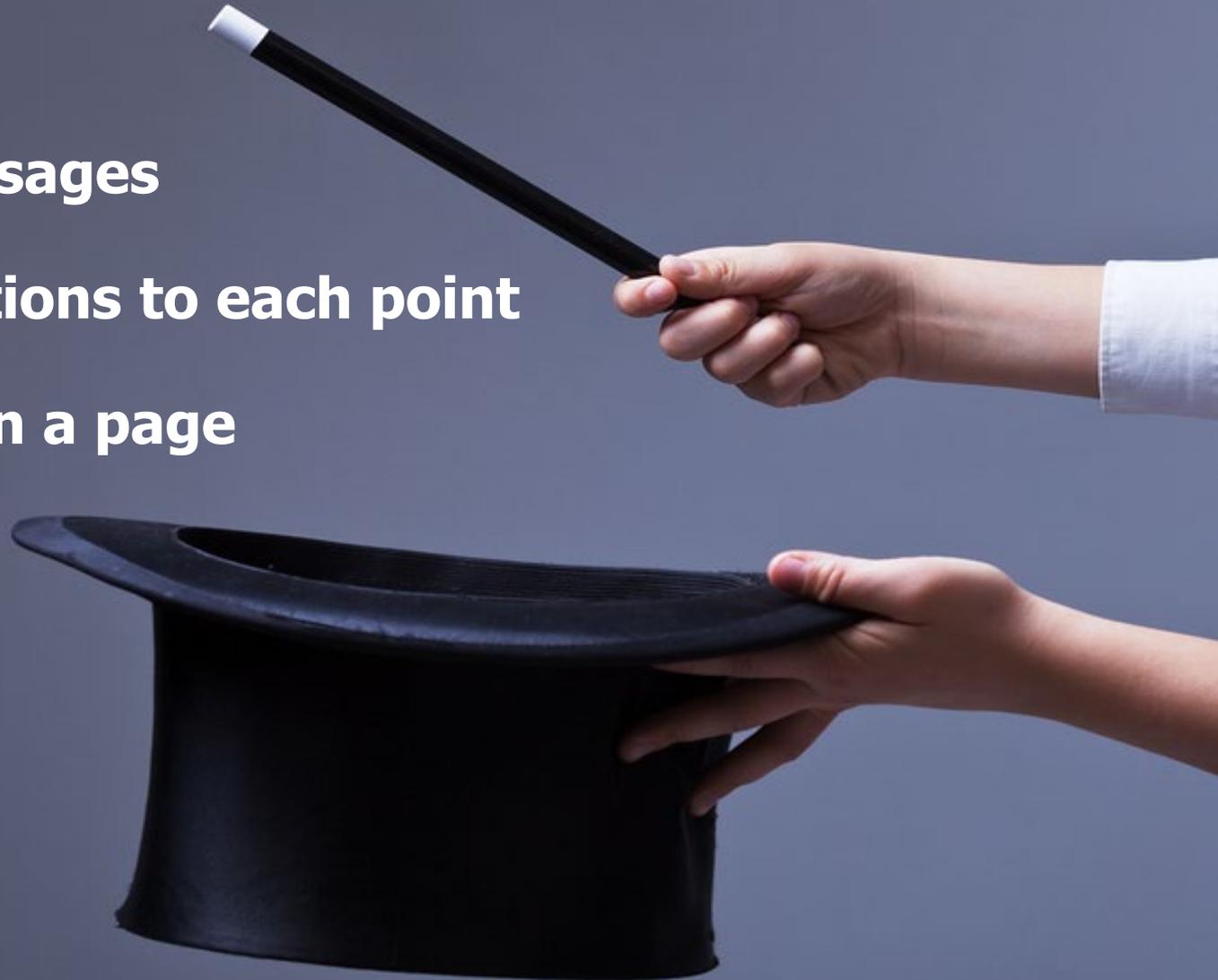
W - Who

O - Objective

M - Message

The Magic Number

- 3 key messages
- 3 sub-sections to each point
- 3 points on a page



Structuring Presentation

W - Who

O - Objective

M - Message

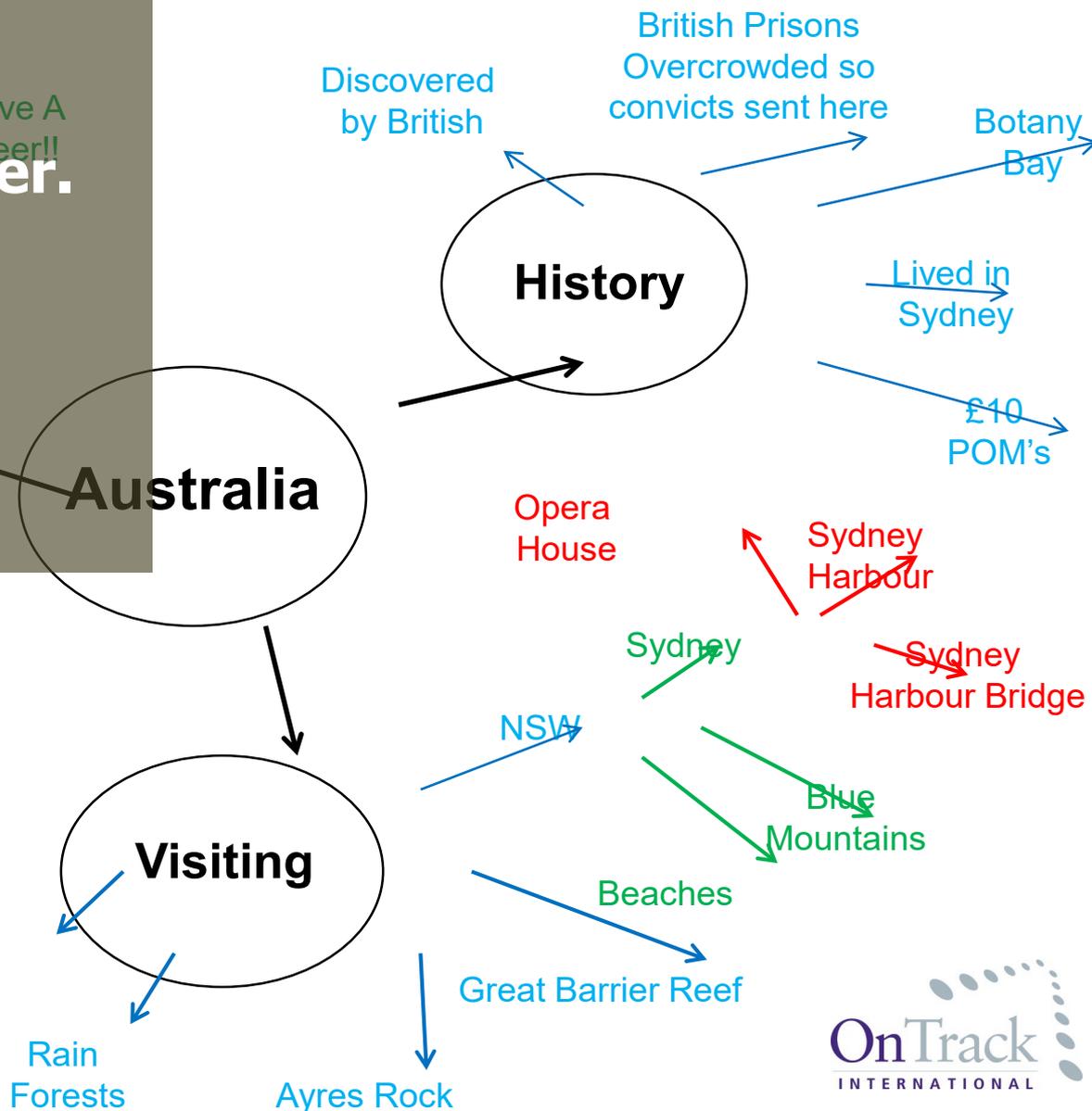
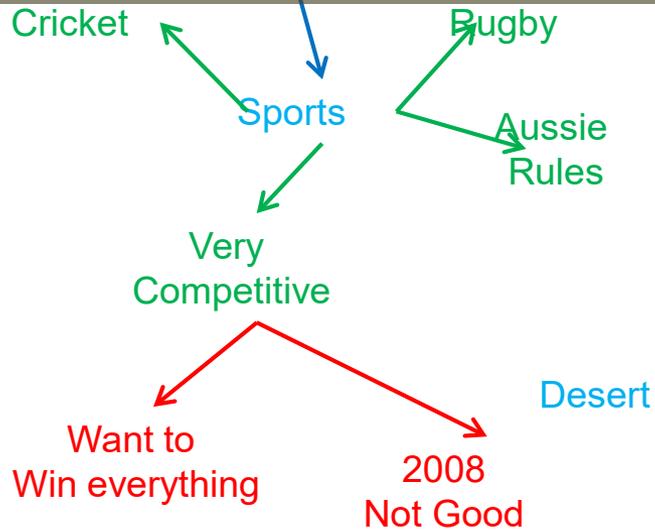
B - Brainstorm

Brainstorming

Use Mind Mapping to "Brainstorm all the possible topics to cover."

Filter with "EDF"

- What is Essential?
- What is Desirable?
- What is Filler?



Structuring Presentation

W - Who

O - Objective

M - Message

B - Brainstorm

A - Arrange

Attention Grabber

Benefits

Credibility

Direction

Item 1- intro

Item 2 - intro

Item 3 - intro

Message 1
Message 2
Message 3

Message 1
Message 2
Message 3

Message 1
Message 2
Message 3

Summary

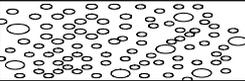
Summary

Summary

Overall Summary

Questions and Answers

ACTION

| | <i>Opening and Introduction</i> | <i>Inside</i> | | <i>Outside</i> | | <i>Message</i> | <i>Conclusion and Close</i> |
|----------|---------------------------------|---|--|---|---------------------------|--|---|
| A | <i>Brain</i> | <i>U.S. Survey</i> | | <i>What you see?</i> | <i>Derek Randall</i> | <i>Audience Analysis</i> | <i>Mehrabian</i> |
| C | <i>Me</i> | <i>Failure</i> | | <i>Belief</i> | | <i>Openings</i> | <i>Congruence</i> |
| | <i>Why?</i> | <i>Vulnerable</i> | • | <i>Posture</i> | | - <i>Quote</i> - <i>Statistic</i> | • <i>Resp</i> |
| | <i>Glaxo</i> | <i>Thinking</i> | • | <i>Feet</i> | | - <i>Participation</i> - <i>Shock x2</i> | • <i>Enthusiasm</i> |
| | <i>Fear</i> | <i>Linford Christie</i> | • | <i>Knees</i> | | <i>Variety</i> - <i>Middle</i> | • <i>Enjoyment</i> |
| B | <i>Benefits</i> |  | • | <i>Hands</i> | | <i>Closing</i> |  |
| D | <i>Direction</i> | <i>Prep</i> | | <i>String</i> | | <i>Conclusion</i> | <i>Survival!</i> |
| • | <i>Inside</i> | <i>Planning</i> | <i>Rigor Mortis</i> • | <i>Face</i> | <i>Birkett</i> | <i>Less is More!</i> | <i>You Make The Difference</i> |
| • | <i>Outside</i> | <i>Practice</i> | |  | | <i>Visuals</i> | <i>Roosevelt</i> |
| • | <i>Message</i> | |  |  | <i>Nuclear Physicists</i> | <i>Practice</i> | * |
| | | | | <i>-Mark Twain</i> | | <i>Timing</i> | <i>Be Yourself</i> <i>Be Unique</i> <i>Be Successful</i> |
| | | | | | |  <i>Finish Time</i> | |

Be Brief

Be Sincere

Be Seated...

Structuring Presentation

W - Who

O - Objective

M - Message

B - Brainstorm

A - Arrange

T – Test It Out

s will

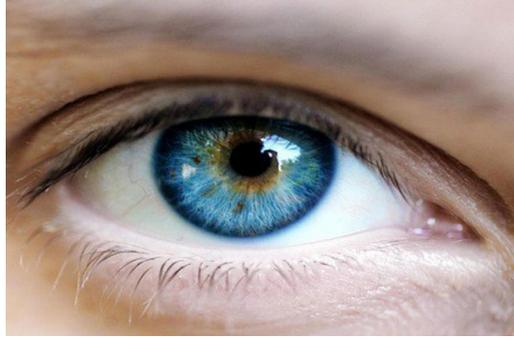
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Practice, Practice, Practice...



Test it out: The 9/90 Rule



Visual Aids



‘A picture is worth a thousand words...’

Killer Presentations

Are those that Get the audiences attention

Are those that Get the Information Over to the audience

Get to the point and don't waffle

Are well prepared & well rehearsed

Do not run over allotted time and keep to the agenda

**Bad PPT
Example**





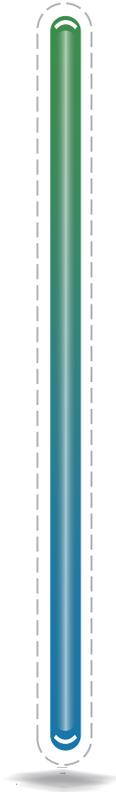
Barriers to communication



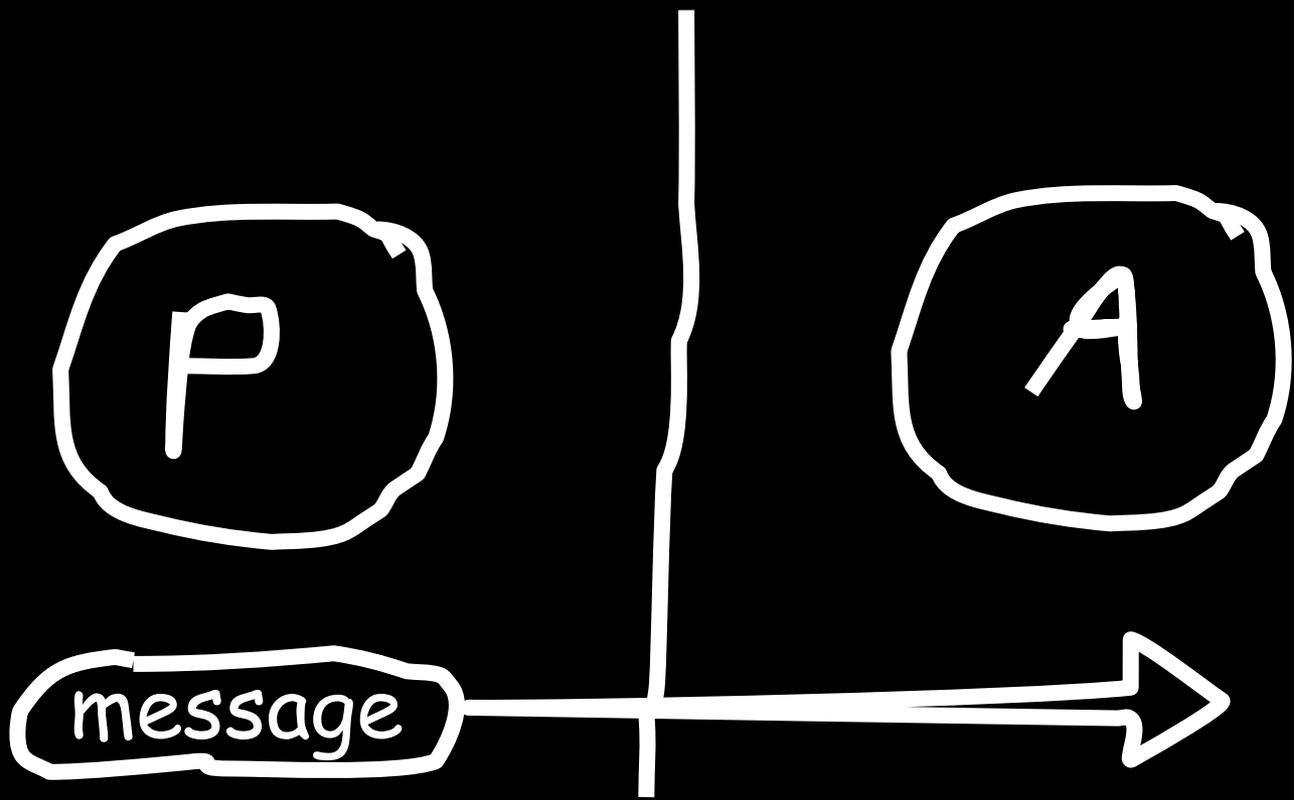
Presenter



Message



Audience



• You Create Impact

- 3V's - Physical Impact
- Manage Nerves

• Structure

- W.O.M.B.A.T.

• Use Engaging Visual Aids





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