

## 9/12/16 KickAss Presentation Checklist, Agenda, Link

### Agenda:

- All presentations not created equal
- Set the Foundation #1 – Don't even think about starting slides until you do this
- Set the Foundation #2 – Start from the Right Place
- To Slide or not to Slide
- Slide Tactics
- Duly Noted

### 3 Key Steps (Set the Foundation are in Steps 1 & 2):

Don't even think about creating your slides until you do steps 1 & 2:

**Step 1:** Prep and develop – Spend a good chunk of time outlining, preparing, and developing your speech first.

**Step 2:** Stand and Deliver

**Step 3:** Supporting Actor (create slides)

As an Emerging Speaker, your job is to stand apart from all the other completion and get speaking sooner, and paid faster. This means creating more memorable presentations from the start, developing and building your tribes / communities, and being strategic with your talks. Establish rapport early and often, be easy to work with.

Below is a checklist of random things to make sure your presentation is hitting (in no particular order):

- Word selection. Have you paid attention to the importance of the words you choose, like: 'I vs you'; 'who here...? vs do you...?'; 'empowering words vs weak words'; 'negative slant vs positive frame'. Even the language you choose in your stories will drive audience perception, belief and trust. Pay particular attention to your story development and word selection. Shy away from a frame of reference that makes people feel sorry for you. You want to present the story from a past version of yourself. When I was... when things were, I responded by, then realized I, etc. don't retell as if you are still there. People want to connect with the story and they will feel sorry for 'that person' in the past, but they need to feel that you are a stronger, grown person, and are now operating from a position of personal power
- Power use of tools: tweetables, quotes, message stand outs
- Go for trying to build community around and behind what you stand for, how you work to connect with people. Community is built by people being around

- ‘their own kind’. This can come through from word selection, tone, dress, actions, etc. and the brain processes it / filters mini-messages of action, tone, style, appearance, delivery as you dress like me, act like me, speak like me, you must be like me, AND you were able to ‘do this’, ‘become this’, then I can too.
- People (audience people and planners) have TOO MANY choices out there with what to do with their time (let’s not even address / discuss technology at the moment). At times, the people in your audience will want to escape and be entertained, sometimes they want to invest in themselves and be improved, sometimes they want to feel ok and work thru their mess and be inspired. Your goal is to help them choose to spend their time with you, be glad that they spent their time with you, get something valuable from that time, (possibly exceed their expectations), and also to help planners choose you as the best option for their audiences. Most buying decisions are built on trust, and trust is built by ‘community type of connections’ referrals/word of mouth, your energy, language and story and skills, your consistency of brand.
  - You must differentiate and focus on building your tribes – those people who get what you do; not spending your time trying to convince those who don’t get it. Put your energy on becoming a success in these niches where people will ‘get’ you first before you branch out to those that don’t or different groups. You build tribes based on language – presence – style – delivery – content. Make sure your presentation, delivery, and slides speak to them.
  - Make slides visually appealing and cause some things to pop. This is done through graphics, images, font, layout. Use slides as a traffic cop to ‘cause pause’ (make people to stop and think), set pace, control/drive energy, exceed and expectation, cause surprise, drive emotion etc.
  - If you don’t know who you are, what you do, and why you do it, or know why it matters to your audience – they won’t either. If you don’t ‘buy you’ neither will they. Audiences are smarter than you give them credit for and will pick out the subtle differences in story lines, word chose, delivery style, tone etc. in your presentation. It’s your job to control the journey, tap them where they are in the moment, bring them into your reality, and make them do / think / feel – then set them free.
  - Keep information on point to the presentation. Don’t bring in side stories, or wander off. BUT know your style, what works. (take notes after every presentation to compare progress and lessons after each presentation).
  - Too many presentations today are bloated with too much info. Scale down, edit down. It’s better to have more slides with less info, than less slides with more

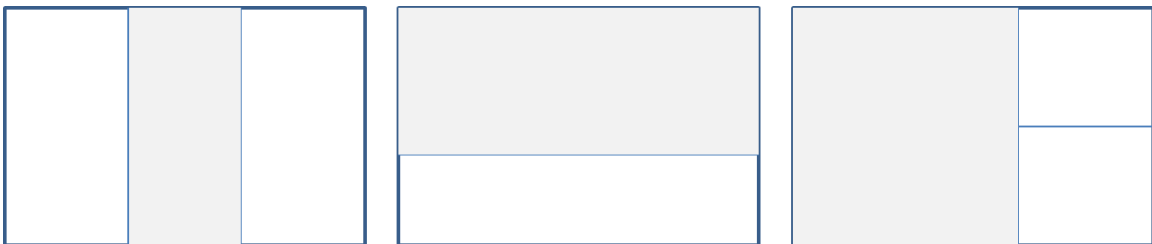
info on them. Ever notice how some people can seem to be saying so little but their message is very powerful, or those who seem to pack in a whole lot of info in little time? It's the language and format you use, how you space out information, and your delivery style / body language.

- Can your audience easily state your message and say something good about your presentation after they leave you? If your audience can't easily and positively state what your message is and how it made them feel then you've lost at least 30 hours of your life, and at least 100 hours of the audience's collective whole. Make your presentation worth their time, and make them want to talk about it.
- Are you eliciting emotion in your audience with your slides, story, and/or message? You want to make sure you capture heart and mind. Emotion and logic.
- Have you dropped the bullet points and text heavy slides? Why should your presentations be bullet points if people don't live that way? It works for training material or slides you may release as a notebook, workbook, but not for during your presentation.
- Have you used images? People process images 60,000x faster than words. Use images to underscore, highlight, impact, cause people to think / emote.
- Memory is driven by emotion. Connection is driven by emotion. People will remember how you made them feel. Do graphs with graphic stories (why infographics are a hot item). If you want your audience to react to something, the use of images, stories, metaphors, analogies will help bolster the cause.
- Start your presentations with paper – not with slide creation. All films started with a script. And were then story boarded. Have you done the same with your presentation?
- People are visual and powerful slides make an impact with color, font, image – more slides less content on each slide. Old school no more than 30 slide but that was because so much was included on a slide – go minimal. Go purposeful.
- Are you able to get people to care about what you are saying? Get people to care to get them to connect with you.
- Don't just tell people / show them. Have you include good 'shows' through stories or slides?
- Humans also recall info more / remember more easily with images or color than over text. Tell a story, state facts, but then show an image.
- Metaphors are powerful – use them to give meaning. Are you using a variety of tools to give your words more meaning?

- Go simple over jargon. Are you eliminating jargon from your presentations and presenting simply?
- Follow the script writing principal – tell your story in 3 acts: setup (why should I care); the confrontation (how will your idea / product make my life better); the resolution – what action needs to be taken. Build your credibility this way, easier to strategically place stories using this model.
- You want to drive connection – so you are in essence performing not just presenting. Does your presentation engage your audience or put them to sleep?
- Have you invested a good chunk of time developing your presentation first, then building your slides, then in rehearsing? Plan on 30 hours practice, 30 hours crafting, 30 hours building slides just like the pro’s do. Even if you can’t quite make it to the 30 hour mark yet, investing time in each of these buckets will quickly separate you from the other emerging speaker competition.
- Take your audience on a journey – your journey – not just a slide show as if you are showing pics from your vacation. (repeated step because this is important)
- Personal story drives connection, get personal. Use client stories, use current event stories. Find unique and different ways to drive your message home.
- Go beyond fact to trigger emotion – increase retention by tapping into emotion. Memory is not cemented unless it is tied to an emotion. All memories with emotion last. When you remove the emotion you remove the memory. You see this in abuse victims and in people that have overcome. It’s like a flashing light for your brain saying ‘PAY ATTENTION – this is important!’
- From Made to Stick: 63% of people will remember specific details when story is used. 32% of people fall asleep during presentation and 20% would rather go to a dentist than sit thru a boring presentation. From Sliderocket researchers time and again demonstrate text and bullets are the least effective ways to deliver important info. These reasons are why TED works – there’s story, unique ways of thinking about things, interesting points of view, slides that point out and under score.
- Presentations which are carefully designed, painstakingly planned, storyboarded, scripted, designed, and rehearsed are what get remembered and talked about. They build credibility. Build community and connection. It’s been seen time and again how a well-crafted story can influence an audience. This is what separates the average from the extraordinary. And as Emerging Speakers – we need to separate ourselves.
- The bureau is your bootcamp: to craft the slides, to practice the presentation deck, to rehearse your speech, to craft your story, to fine tune your message.

You get, right here, for 2 hours a month, and additional hours online - what people pay thousands for and then let it sit on their shelf. It's because it is work to build a strong presentation. It takes time and energy – and sweat equity. The pros make it look easy but they don't share all the real effort it took to get them where they are.

- Don't sell yourself short. Each of you has something powerful in you and in a form and message slightly different than what you might think it is. Invest in the
  - Scripting
  - invest in the slide creation and
  - invest in yourself
- Make your entire deck full of headlines – 140 character summary statements of interesting info. That takes time, but can work for the right presentations. Pepper your presentation with quotables and takeaways, and prompt people to share, tweet, post it. (you can even make a contest out of it; the first 5 people to share this quote on their facebook and tagging me, wins some consulting time, a certain product or service etc).
- Make your messages concrete and consistent, understandable and repeatable.
- Use metaphors analogies to bring meaning – just like Steve Jobs did with the iphone: 'a thousand songs in your pocket' instead of '5gb of memory'.
- Copyright your slides or content where appropriate, and follow through with that marking for every piece of content it applies to and where it's shared.
- Use your slides in new and interesting ways to create a notebook, workbook, journal, etc as a handout for your presentation so they can take notes and keep info about you, use as a list builder by collecting emails for the workbook download, even sell. Make your slides by themselves useless without context and the value you place in and around the slides.
- Are your slides more unique, and less 'business professional'. Get creative but remember the rule of thirds (grayed area important area) – slides can be divided into thirds with most important info and call to action info in the grayed area):



- Don't forget takeaways, calls to action (even if not selling / 'deliberately' selling anything).

- Contact info displayed when appropriate, encourage connection on any of your top social media platforms
- When selling – don't pitch. Add value, establish credibility, and focus on being the goto person for what you do.
- When pitching (for investors, funding etc): make sure to include and to 'sell' the story, establish credibility, and leverage your social currency (meaning, work to get and be connected on various platforms). Show your well-rounded self, and demonstrate the passion. It is important to establish your own credibility as well as the idea, the business, the team. Financial/Forecast graphics has to be there, but also include graphical / image based graphs. You do want an investors money but you are trying to connect, engage, and bring them into your world as well.
- As audiences and their expectations continue to change and evolve, you will be defined by the experience(s) you create for them. Are you taking your audience on a journey?
- Are you starting with the end in mind? What do you want to happen to your audience as a result of your presentation? What do you want them to do, think or feel after your presentation is over?

### **Homework / Things to think about up front, for building your presentation:**

1. ID your specific target audience(s).
2. What's your outline, create your draft. Get it reviewed by me, or a fellow bureau member.
3. Id how you plan to deliver.
4. Storyboard and get it reviewed.
5. Create some slides. Have them reviewed or present at a Bureau meeting.
6. Strategy: ? This depends on what your end goal is: build a list, build exposure, build credibility, make money, etc.

### **TOOLBOX:**

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|--|---|
| 1. Canva (slide creator, chart / graphic ideas)              | 8. Pixabay.com (free images)                        |
| 2. Picktochart (infographic creator, for visual chart ideas) | 9. Picmonkey.com (to edit images)                   |
| 3. Presenter Media (fancy powerpoint slides, fee)            | 10. Polleverywhere.com (in presentation polls)      |
| 4. Graphicriver.net (to purchase cool presentation slides)   | 11. Prezi (unique presentation software)            |
| 5. Powtoon (unique animated characters)                      | 12. Slideshare.net (your presentation public)       |
| 6. Google Slides / Keynote                                   | 13. Camtasia (create presentation videos)           |
| 7. Oomfo (for cool charts)                                   | 14. Full list will be available on the ESB website. |