



Leadership Strategies Group

Developing Tomorrow's Leaders



MEET OUR TEAM



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Presentation Skills: Higgins Center

SESSION OBJECTIVES

- ❖ Prepare for effective presentations
 - ❖ Improve your delivery skills to maximize the impact of messages
 - ❖ Provide a road map with Monroe's Motivated Sequence to maximize persuasiveness
-

Introduction

What to expect

Expect to Participate

We can only put up with a Zoom presentation that lasts 1.5 hours

So let's be flexible

I'm here to work you through your questions

So please ask them

**...but I'm the presenter,
So I'll be working to keep us on course**

Your Participation Today

Use the chat function and mute yourself unless it's appropriate to unmute and speak to a question or comment.

(Allow the presenter to moderate our conversations.)

Do not speak over others. That just makes a mess.



WISE WORDS

“The single **biggest** problem in **communication** is the illusion that it has taken place.”

-George Bernard Shaw

YOU'RE NOT WEIRD

It's **NORMAL** to...

- ❖ Get nervous
- ❖ Not know everything
- ❖ **BUT**, remember to **BREATHE!**



WHAT DO YOU NEED TO DO?

Remember to...

- ❖ Solve **ONE** problem at a time
- ❖ Remain confident
- ❖ **AND**, keep learning!



YOU'RE NOT PERFECT

- ❖ And the audience doesn't want you to be!
- ❖ **Perfection** is unattainable
- ❖ Be more relatable



Connect on a Personal REAL level

❖ Pacing And Leading

- ❖ Pace the audience
- ❖ Be ordinary before **leading**



-Robert Cialdini

Author of:

**Influence, The Psychology of
Persuasion**

Help the audience make a decision

❖ Example: The two-choice question

❖ “Do you want to buy my product **OR** be a failure at life?”

❖ And Content=forgiveness!



5 MINUTES

- ❖ The first 5 minutes: convince your audience if they will “buy your product” or not



ORDINARY, EXTRAORDINARY, and WHY

- ❖ *“Describe the start of a presentation as ordinary, extraordinary, and showing your why” -Pat Quinn*
- ❖ Ordinary – You are like the audience
 - ❖ Ordinary Stories are important, they provide a connection.
- ❖ Extraordinary – Share that you have solved similar issues they need resolved
- ❖ Your Why – Tell them and show them your Passion
 - ❖ Story telling conveys your why to your audience

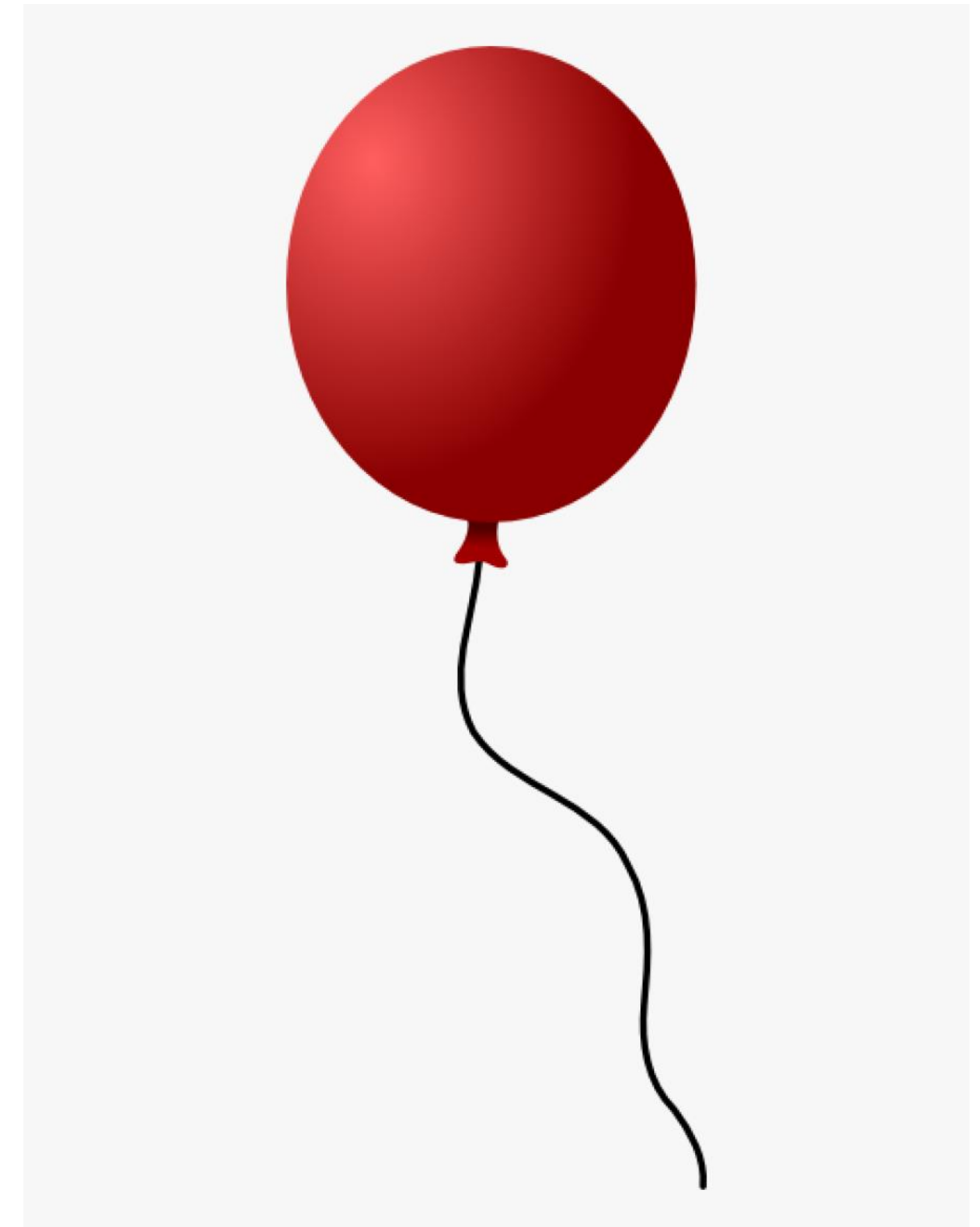
EXTRA ADVICE

- ❖ Leave your audience with a specific “next step”
- ❖ Contact me: ONE way only
 - ❖ too many choices become overwhelming
- ❖ Refer to yourself by your First Name
 - ❖ This provides a connection to the audience
 - ❖ People will approach you and call you by name.
lead them to do this.



ENGLISH speaking LESSON 101

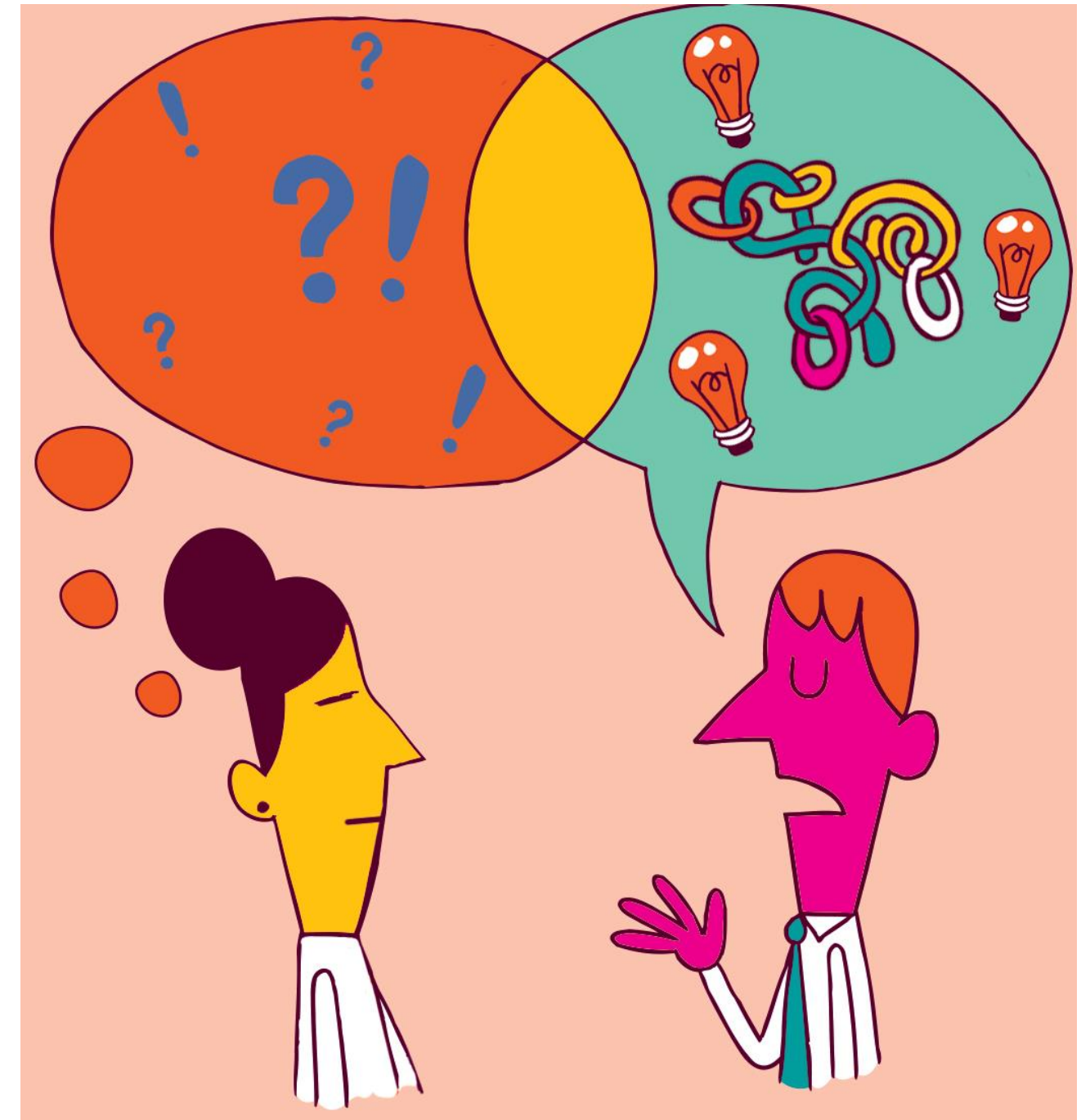
- ❖ In written English put your Adjectives before the nouns **BUT** in speaking put your nouns before your adjectives.
- ❖ Tones of descriptive terms before the object requires the audience to reflect back.
- ❖ If you provide your object followed by descriptors, it's understood sooner.



CREATING A TALK

Andy Stanley:

1. What do they need to know?
2. Why do they need to know it?
3. What do they need to do?
4. Why do they need to do it?
5. How can I help them remember?



CREATING A TALK

5:00

Yay, An Activity!

Use the list on the right and quickly think through a talk you would give about your non-profit.

(Only 1 min / question, so quick)

We need 3-5 of you to share what you develop with the rest of us.

1. What do they need to know?
2. Why do they need to know it?
3. What do they need to do?
4. Why do they need to do it?
5. How can I help them remember?

[Volunteer to Share by posting in Chat](#)

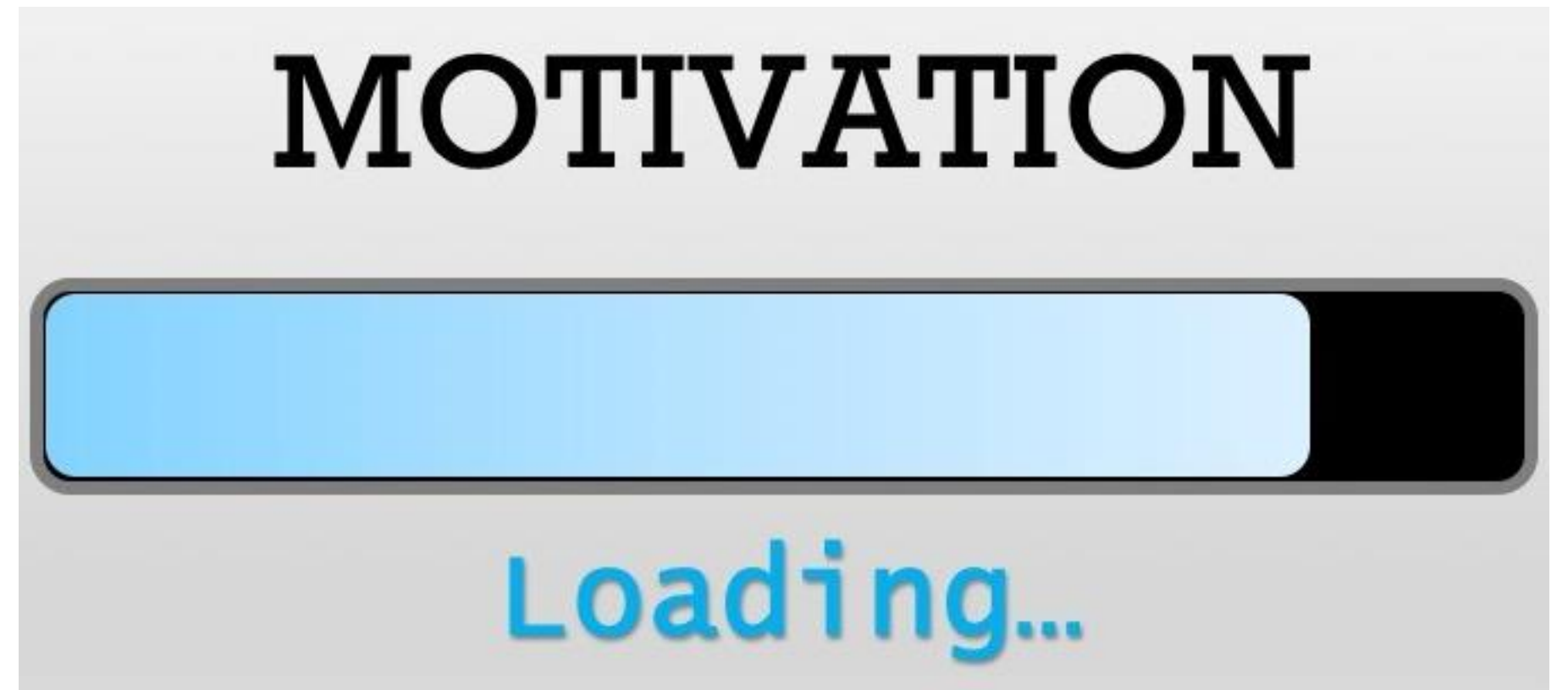
CREATING A TALK

Share your talk

MONROE'S MOTIVATED SEQUENCE

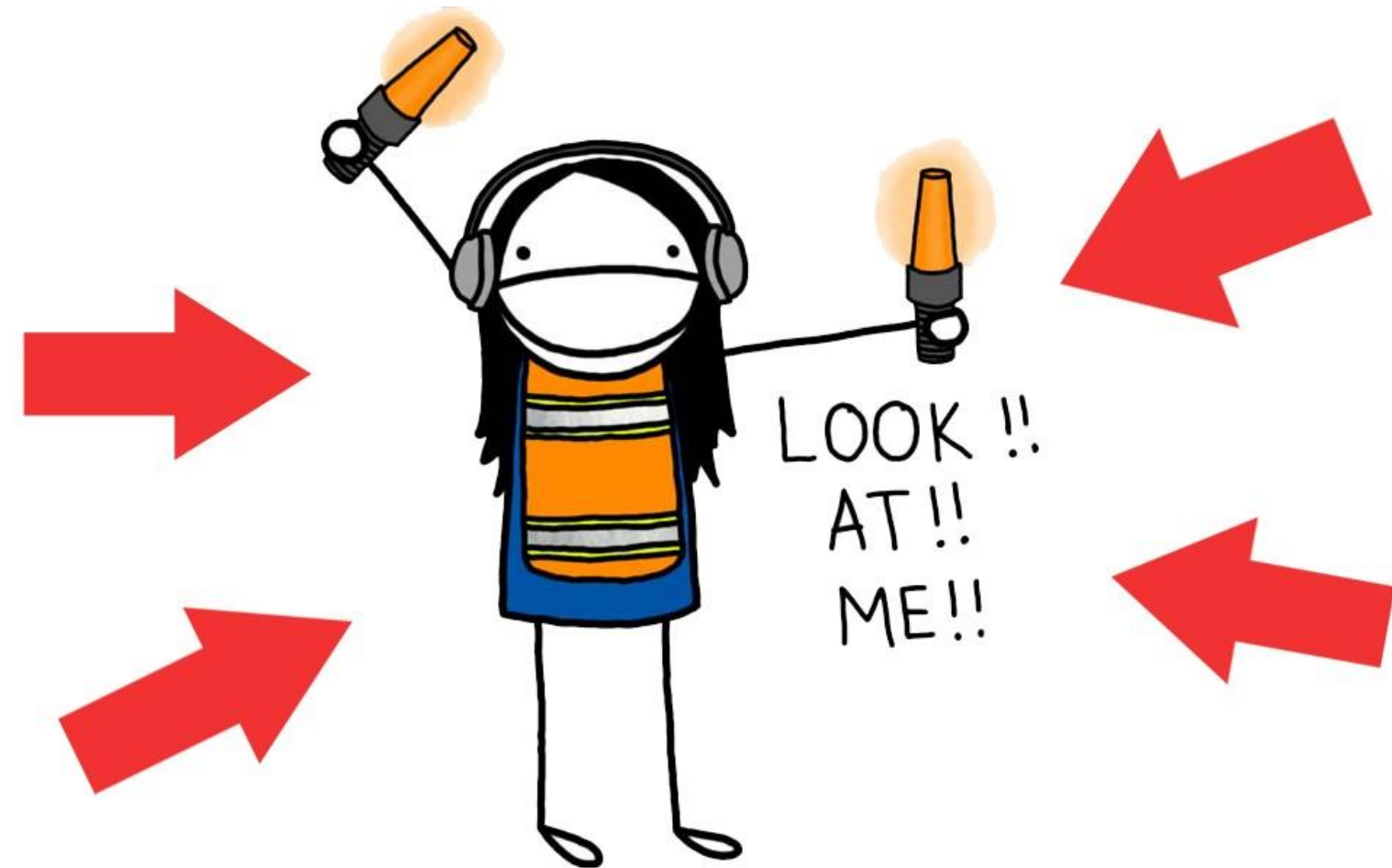
This model includes five key steps:

1. Get attention.
2. Establish the need.
3. Satisfy the need.
4. Visualize the future.
5. Action



STEP ONE: Get Attention

- ❖ Storytelling
- ❖ Humor
- ❖ Statistics
- ❖ Rhetorical questions



STEP TWO: Establish the Need

- ❖ Convince your audience there's a problem
 - ❖ Use statistics to back up your statements
 - ❖ Show your audience this affects them directly



STEP THREE: Satisfy the Need

- ❖ Introduce your solution
 - ❖ Discuss the facts
 - ❖ Give details and elaborate
 - ❖ Be clear
 - ❖ Summarize
 - ❖ Use examples



STEP FOUR: Visualize the Future

- ❖ What happens if you do nothing?
- ❖ Motivate the audience
- ❖ Believable and realistic



STEP FIVE: Action

- ❖ Don't overwhelm the audience
- ❖ Increase ownership of the solution

Additionally:

- ❖ Have the listeners best interest in mind,
NO hidden agenda!



NONVERBAL COMMUNICATION 101

- ❖ Body Language
 - ❖ Eye contact
 - ❖ Avoiding Eye Contact Can appear untrustworthy
- ❖ Gestures
- ❖ Posture



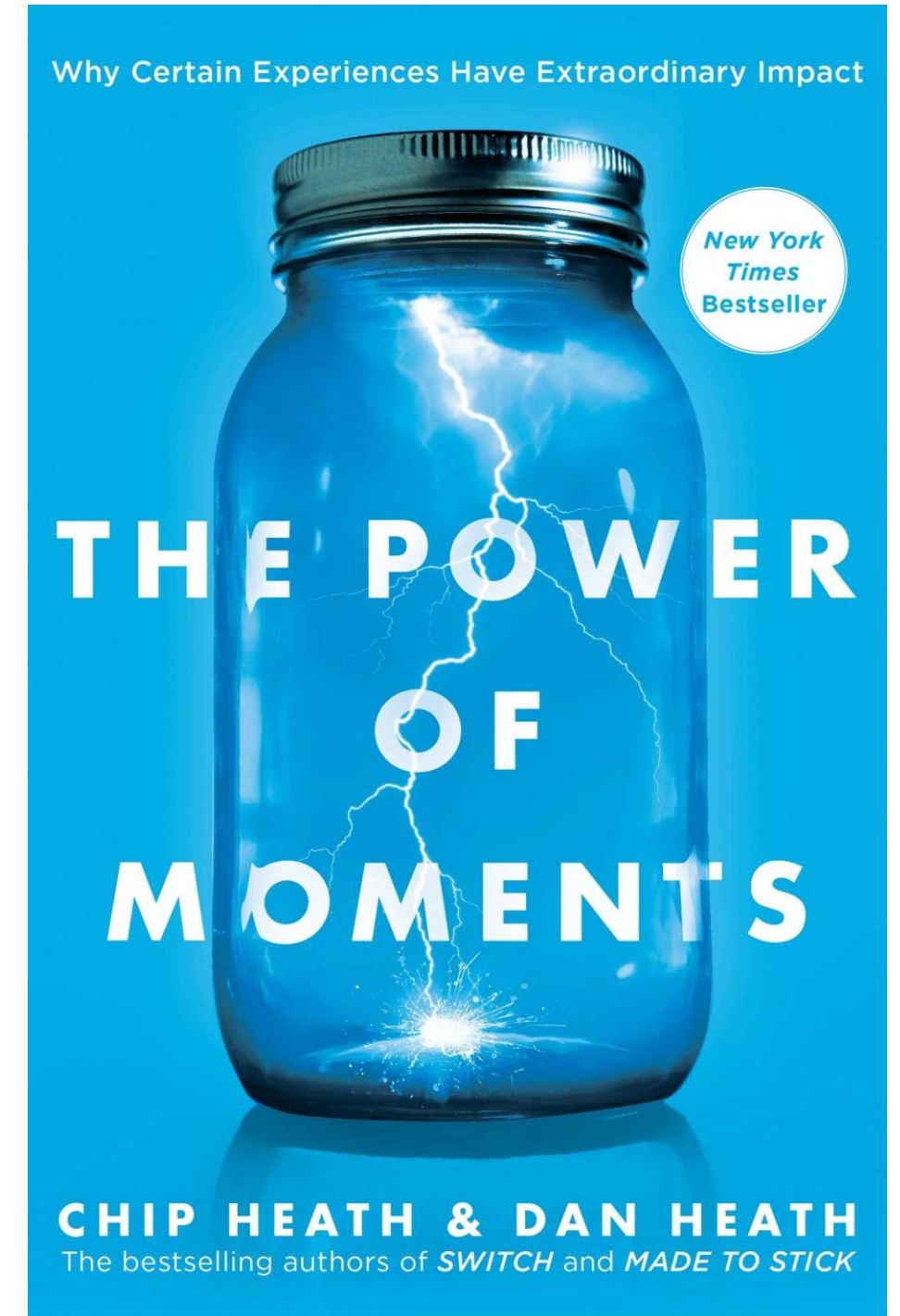
WISE WORDS

“People will forget what you said. People will forget what you did. But people will never forget how you made them feel.”

-Maya Angelou

Create a Moment

- ❖ The Power of Moments - Chip and Dan Heath
- ❖ If you focus on creating a “Moment” you have the power to create a lasting connection
- ❖ Highly recommended book



Zoom Specific Skills to hone

- ❖ Encourage your audience to engage by turning on their cameras.
- ❖ Use a two-presenter method to capture Chat and questions.
- ❖ Set expectations for your audience
 - ❖ Participate, Please do not be distracting (avoid lots of motion, hide video if absolutely necessary)
- ❖ Find ways... to make Zoom less like Zoom but more personal.



Zoom Specific Skills to hone

- ❖ Use a well-lit room
 - ❖ Make sure light sources are in front of you
 - ❖ Limit light from windows behind you or beside you
 - ❖ Natural light is the best
- ❖ Test Test Test
 - ❖ I like to say, “Orchestrate and Evaluate” (again from Andy Stanley)
 - ❖ Make sure your technology works (for you!)



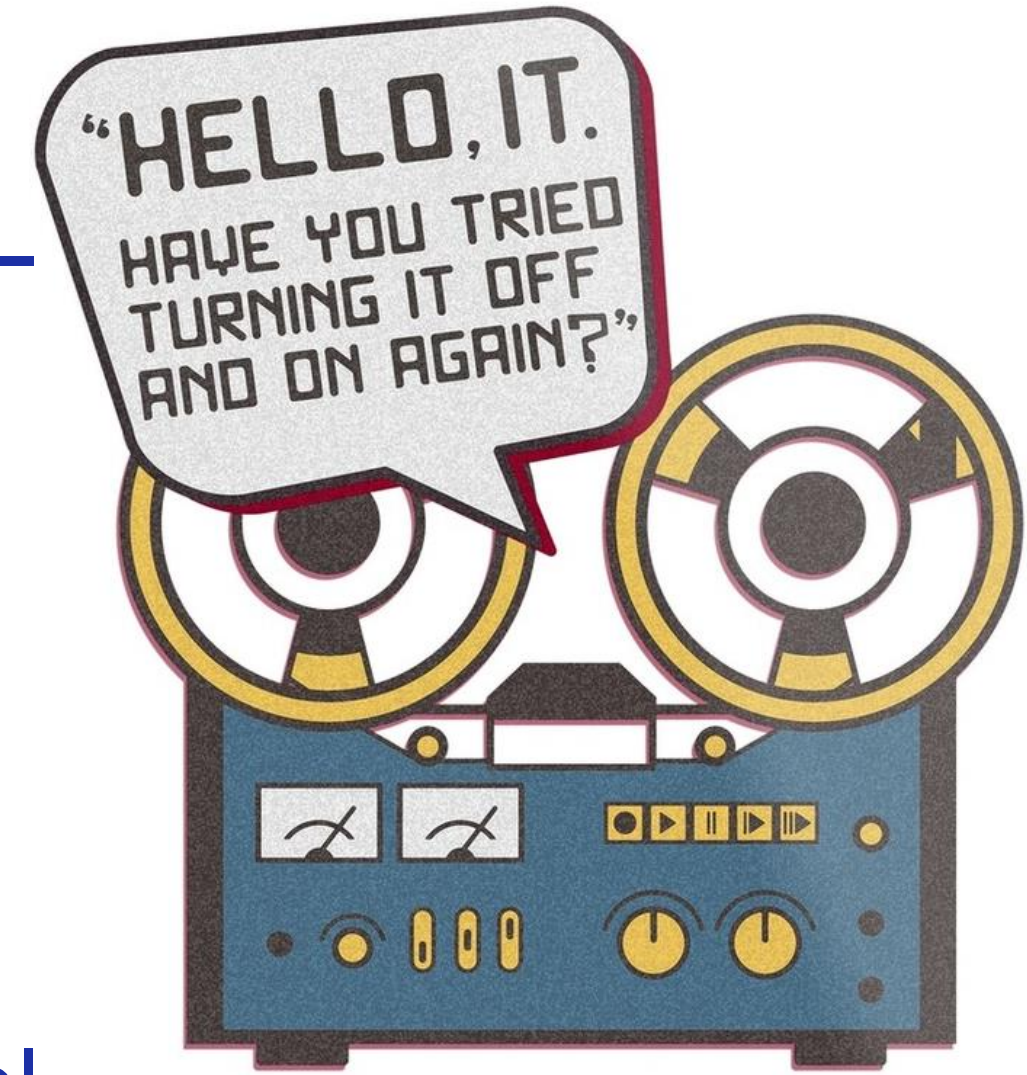
Zoom Specifics

The famous question from IT:

“Is it plugged in?”

- ❖ But really...is it plugged in?
 - ❖ Check your laptop Power
 - ❖ Internet Connection
 - ❖ Microphone/Camera

- ❖ Set your Camera level
 - ❖ Make sure your audience is look straight at your face at eye level.
 - ❖ Make the decision to stand or sit



Zoom Specifics

Minimize Potential Interruptions

Just plan for it...and roll with it the best you can.

- ❖ Set up in a quiet spot
- ❖ Lock the door and post why
- ❖ Close all other applications
- ❖ Including silencing your phone
- ❖ Use post-its and notes wisely
- ❖ Place “DO NOT FORGET” or as needed posts right next to your webcam



Put your pants on! - For Goodness sake!

- ❖ Be Professional no matter where you are
 - ❖ You'll look and feel the part
- ❖ Rehearsal is so much easier using Zoom
 - ❖ You will Practice in the same room to the same camera
 - ❖ Consider Recording your rehearsals for evaluating
- ❖ Eye Contact
 - ❖ With the camera! - Don't look at your own video
 - ❖ Place the video boxes of your audience at the top of your screen near your camera.



Zoom Zoom!

- ❖ Pause Regularly

 - ❖ Break the monotony and the zoning out.

- ❖ Use Chat Features

 - ❖ Get your audience to answer questions in the chat.

 - ❖ Early on let the audience know they should leave comments in the chat. (“my mic” or “video isn’t working” etc.)



Zoom Zoom!

- ❖ Get familiar with how to share your screen.
- ❖ Power points allow you to share the screen showing the PowerPoint slides while you look at the Presenter View
- ❖ Be careful sharing video
 - ❖ Select share computer sound



Use their Name

- ❖ Call attendees by name and use “you” terminology
- ❖ Speaking directly to your audience not to them generically.



Is anybody out there?

What questions do you have?



How did your brain react?

What questions do you have?

Notice that I didn't ask:

Do you have any questions?

WISE WORDS

“If you believe you can't do something you're right.”

-Henry Ford

Thank you for attending!

We're here to support you!

Email us at

CHINES@LEADERSHIPSTRATEGIES.COM

If we can provide you with Coaching or additional training, we're happy to help.

