



PRESENTATION

TRANSFORMATION



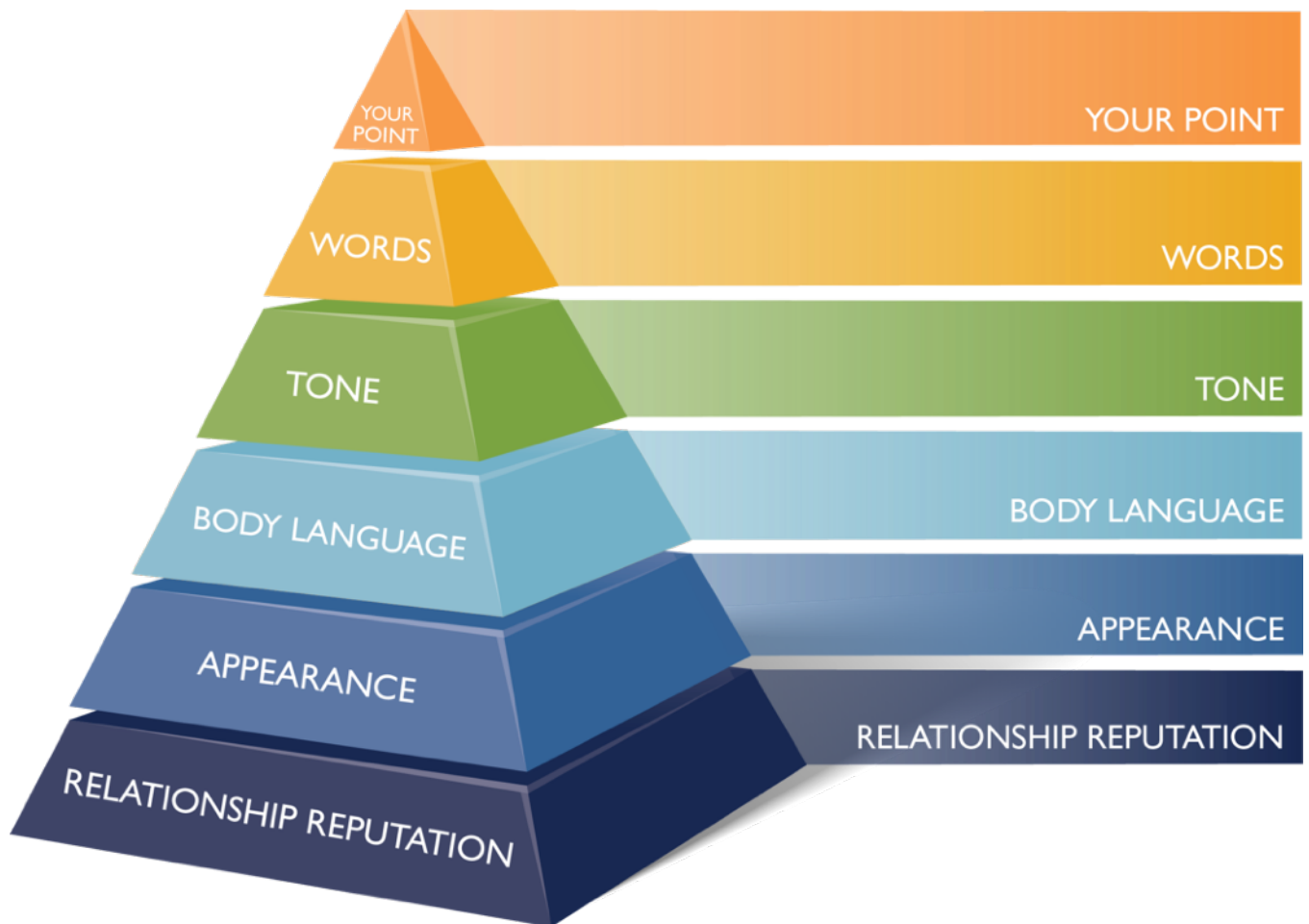
SANDUSKY

gerry@sanduskygroup.com

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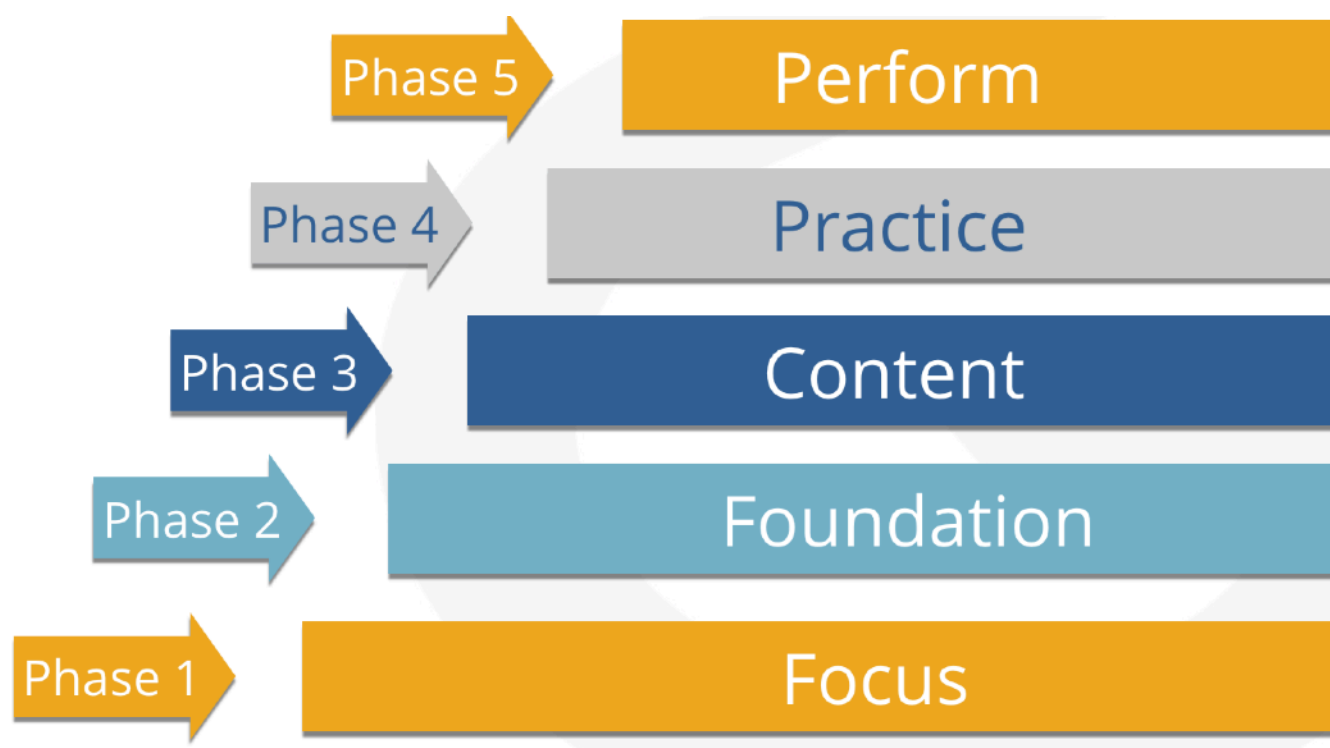
THE PERCEPTION PYRAMID ▲



Each level of the Perception Pyramid either supports the desired audience perception you want to create or it *becomes* the audience perception.



THE FIVE PHASES TO A PRESENTATION



PHASE 1: FOCUS

- Shift your focus from you to how you plan to help your audience.
- Your audience isn't there just to see you. They are there for what you can do for them.
- Focus on how you plan on helping them.

PHASE 2: FOUNDATION

STEP 1 Objectives

- List one or two measurable objectives for your presentation

STEP 2 Know your Core-4.

- Support your brand.

STEP 3 Describe your audience.

- Age, sex, profession, experience, level within organization, etc.
- What do the audience members share in common? What connects them?

STEP 4 Choose Presentation Style

- Creative or formal? Solo or team?
- Using script or notes?
- Format of presentation?
- Sales or information presentation?
- Layout of room?

PHASE 3: CONTENT

STEP 5 The BIG POINT

- What's the big idea behind your presentation?
- You should be able to say this in one sentence.

STEP 6 Key Points

- These are the concepts that support your big idea.
- Limit these to three at the most.
- Key Points give structure and framework to your presentation.
- Examples:
 - Where we were, where we are, where we're going.
 - How we got here, what we're doing about it, what happens next
 - Step 1, Step 2, Step 3.

STEP 7 Create sub-points

- Key Points are the "What" of your presentation. Sub-points answer the questions "How?"
- Sub-points are the details, the data, the research, the facts that support your key points. This is the "meat" of your content.

PHASE 3: CONTENT

STEP 8 Add stories, examples and statistics, etc.

3 PARTS OF EVERY STORY

1. The Set up

- The details that put the audience into your story.

2. The Struggle

- The main character of your story wants something. The struggle is the challenge preventing him or her from getting what they want.

3. The Solution

- This is the resolution.
- This is the moral or lesson of the story.
- Don't hit your audience over the head with the point of the story. Trust that they will get the point.



8 STEPS TO BUILDING A GREAT STORY



PHASE 3: CONTENT

STEP 9 BUILD YOUR OPEN & CLOSE

- The open serves one purpose: set the tone for your presentation.
- The close should do three things:
 - Recap your most important material
 - Call the audience to action—what do you want them to do with what you have shared?
 - Put a bow on it.
 - Create a end that feels natural without using a slide that says “Thank You” or “The End.”

STEP 10 BUILD YOUR MULTI-MEDIA

- Multi-media is not just PowerPoint
- Anything that helps you get your point across is multi-media
- Try to use a combination of high-tech and low-tech multi-media

MEDIA & OTHER MATTERS

MEDIA	PROS	CONS
PowerPoint	<ul style="list-style-type: none"> • Looks Professional • Creates visual change of pace 	<ul style="list-style-type: none"> • Time consuming to set up • Audience focuses on PP instead of on presenter • Need backups for crashes • Potential compatibility problems if you don't bring your own equipment
Lap tops	<ul style="list-style-type: none"> • Visual change of pace • Manipulate data in front of audience 	<ul style="list-style-type: none"> • Only works for small groups without a projector
Overheads	<ul style="list-style-type: none"> • Easy to use • Helps presenter reinforce key points 	<ul style="list-style-type: none"> • Makes audience feel like they've gone back to high school • Requires cumbersome equipment
Whiteboard	<ul style="list-style-type: none"> • Easy to use • Inexpensive 	<ul style="list-style-type: none"> • Can't refer back to information after you've erased the board
Flip chart	<ul style="list-style-type: none"> • Easy to use • Inexpensive • Can refer back to information • Audience involvement 	<ul style="list-style-type: none"> • Can get boring if not supplemented with other media • Poor handwriting can make this tedious for audience
Handouts	<ul style="list-style-type: none"> • Attendees can refer to after event. • Serve as marketing tool with your company contact info placed throughout 	<ul style="list-style-type: none"> • Adds to your cost in putting on an event • Requires time commitment to prepare

EXAMPLE OUTLINE

MULTI-MEDIA

PowerPoint

PowerPoint

Flipchart

PowerPoint

PowerPoint

Video

Handouts

Exercise

PowerPoint

Demonstration

PowerPoint

Survey

OPEN

KEY POINT 1

Supporting Story:

Sub-point 1:

Example:

Sub-point 2:

Statistic:

Sub-point 3:

Statistic:

KEY POINT 2

Supporting Story:

Sub-point 1:

Example:

Sub-point 2:

Story:

Sub-point 3:

Statistic:

KEY POINT 3

Supporting Story:

Sub-point 1:

Statistic:

Sub-point 2:

Example:

Sub-point 3:

Story

CLOSE

POWERPOINT

- PowerPoint is part of your presentation; it is not your presentation.
- It should support what you have to say; it should not be a word for word script of what you are going to say

The Rule of 35

- Never use more than three lines on a PowerPoint slide
- Never use more than five words on a line

Keep Transitions Simple

- Just because PowerPoint has three dozen different effects doesn't mean you need to use them all.
- Stick to a few (three max.) transitions. Use them consistently

Use the "B" Key

- During a PowerPoint presentation, if you press the "B" key on your laptop, the screen will go black.
- This essentially turns the PowerPoint on and off. It keeps your audience from getting hypnotized by your presentation.
- When you have a PowerPoint slide projecting onto a screen, your audience has to split its attention between you and the slide. When you hit the "B" key, your audience has to turn its full attention back to you.

Think Visual, not Verbal

- PowerPoint is most effective at conveying images, not sentences.
- Use graphics and pictures to support your points.
- Don't write out your points word-for-word on your PowerPoint slides

Don't Read to your Audience

- Your audience can read. You don't have to do it for them.
- PowerPoint *supports* your point. It doesn't make your point.

PHASE 4: PRACTICE

- **Use Micro-practice**
 - Take one section of your presentation at a time and practice it in five to 10 minute increments. Work on your open on your drive to work. Practice your Key Point 1 while you get lunch. Practice your Close in the shower, etc. Use the little slices of time you have during the day to practice segments of your presentation. If you do that then you will only need to bring it all together for a full rehearsal once or twice to go over timing with your multi-media and the flow of the presentation.
- **Try the Favorite Song Technique**
 - Record your micro-practice sessions on your phone.
 - Play it back, over and over. Listen to it several times a day—just like you would if you were trying to learn the lyrics to your favorite song
 - When you learn the open and have it down, move on to the material covered under Key Point 1
 - Then move on to Key Point 2, etc.
 - The key is repetition. Just play it back over and over. It will sink in.

PHASE 5: PERFORM

Bring it!

- Remember pizza is delivered. Presentations are performed
- You aren't acting like anyone else.
- You are bringing your very best self to the front of the room
- Own it. The audience wants you to succeed. They are pulling for you. It's in their best interest for you to be good.

You are the Presentation

- Now that you have seen how it really works, remember that you are the presentation. Everything else serves you and you serve the audience.

No self-editing while you perform

- It's easy to second guess yourself in the front of the room. Don't do it.
- Once you walk to the front of the room it's time to perform. There will be time to evaluate later, but not now.
- Make an agreement with yourself that you'll criticize yourself later, but not in the middle of your presentation. No thinking, *Oh I should've said this, or what did I say that?*

FINAL THOUGHT

- You have something important that the world needs to hear. Bring your message with passion and conviction. You might touch, influence, even change a life with the courage you show in the front of the room.