THE SECRETS OF KILLER PRESENTATIONS
DOWNLOADABLE RESOURCES

Slides:

LEADERSHIP IQ

Join Webinar

Join us on Tuesday, Sep 18, 2012 12:00 PM - 1:00 PM EDT

Dear Kim,

Thank you for registering for:
Speak the Truth Without Making People Angry
Tuesday, Sep 18, 2012 12:00 PM - 1:00 PM EDT

1. Click here to join:
   https://us02web.zoom.us/j/9812735313?pwd=dG95ZzViMzhWbXJJQTV6SWZlTzBvZz09
   The link should not be shared with others; it is unique to you.
2. You will be connected to audio using your computer’s microphone and speakers (VoIP). A headset is recommended.
   Or, you may select Use Telephone after joining the Webinar.
   - Dial: 1 877 739 5903
     - OR -
   - Toll: +1 (800) 256-6554
   Access Code: 487-802-838
   Audio PIN: Shown after joining the Webinar

Webinar ID: 981-027-312
YOU’LL WANT TO READ THIS:

You will receive the slides that accompany this webinar on September 17, 2012 in a reminder email.

- Please direct any questions to Sarah at sarah@leadershipiq.com or call 1-800-644-7850

System Requirements
PC-based attendees
- Required: Windows 7, Vista, XP or 2003 Server
Macintosh/Blackberry attendees
- Required: Mac OS X 10.5 or newer

Talking Points:

Why we care: Keeping tough conversations free from emotional distraction allows people to listen, take accountability, and respond with the desired behavioral changes. Take the four-question Speak the Truth quiz (found in the webinar slides) to determine how successful you are at Speaking the Truth without Making People Angry.

Avoid:

- Conversations that are attacking, pleading, disintegrating, shaming, self-pedaling, or that include “complainant sandwiches” (a criticism sandwiched between two complainers).
- “Trigger words” that instantly make people defensive (“you” language that attacks, averts, and absolutes that exaggerate the facts and negations and negative emotions).
- Interpretations (“Sally ignores everything I say”), emotional Reactions (“I’m really irritated at Sally”), and desired Ends (“Everything Sally writes has to be edited”). The F.I.R.E. model eliminates the F.I.E and keeps conversations focused on the Facts.

Instead: stick to fact-based communications that are candid, objective, specific, timely and unemotional (“Yesterday there were two typos in Sally’s memo”) by using one of three scripts:

I.D.E.A.L.S.: the foundation script used in most tough conversations with employees who have moderate self awareness, this conversation (which takes seconds to have) focuses on the facts, establishes accountability, and quickly moves on to finding solutions:

<table>
<thead>
<tr>
<th>Step</th>
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<tbody>
<tr>
<td>Step 1:</td>
<td>Invite them to partner: “Would you be willing to have a conversation with me about…”</td>
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<td>Step 2:</td>
<td>Diagnose yourself: “I’d like to review the situation to make sure I’m on the same page as you”</td>
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<td>Step 3:</td>
<td>Eliminate blame: “And if we have different perspectives, we can discuss those and develop a plan for moving forward.”</td>
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<td>Step 4:</td>
<td>Affirm their choice: “Does that sound OK? I can talk now, or if necessary, I have time later today.”</td>
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<td>Step 5:</td>
<td>List corrective feedback: list the facts and then listen to determine whether or not they’ve made a corrective leap</td>
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<td>Step 6:</td>
<td>Synchronize your understanding: “Tell me how you think we can work together to build on this and make things even more effective next time.”</td>
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EVERYTHING BASED ON RESEARCH
TAKE YOUR PRESENTATIONS FROM THIS...
TO THIS...
AGENDA

1. Message
2. Slides
3. Audience
START WITH A CLEAR OBJECTIVE

The best presentations put the conclusion right at the beginning, and then go back through the argument for why the presenter came to that conclusion.

The best presentations put the conclusion at the end, after the core argument has been made.
YOUR PRESENTATION MUST HAVE A CLEAR OBJECTIVE
AS A RESULT OF THIS PRESENTATION, YOUR AUDIENCE WILL

**Have Learned**
__________________________?

**Be Asked To**
__________________________?
WHEN IN DOUBT ASK...

What’s the 1 question you need answered today?
71% say presentations should start with the conclusion
The art of concise presentations.

PechaKucha Night, now in over 700 cities, was devised in Tokyo in February 2000 as an event for young designers to meet, network, and show their work in public.
PechaKucha 20x20 is a simple presentation format where you show 20 images, each for 20 seconds. The images advance automatically and you talk along to the images.

Why invent this format?
Because architects talk too much! Give a microphone and some images to an architect -- or most creative people for that matter -- and they'll go on forever! Give PowerPoint to anyone else and they have the same problem.
STOP USING THIS SLIDE

Our Corporate History

- We were founded in 1956
- Currently serve 10,000 clients
- Our customers include ABC, XYZ,
- We’ve grown 856% in the past 3 years
- We’ve been written about in 45 trade publications
- We just won the best company in our industry award
- Our employees average 17 years experience
TYPICAL SLIDE FORMATS ARE NOT MEMORABLE
Write a sentence headline that states the main assertion of the slide

In the body of the slide, support the headline assertion with visual evidence, using text only where necessary
SEE THE DIFFERENCE?

Tumor Size vs. Survival Rate

- Tumor size a key in predicting survival rates
- Survival *increases* as discovered tumor size *decreases*
- 2007 study of 10,000 Australian women:
  - > 30 mm: 73% chance for 5-year survival
  - < 10 mm: 98% chance for 5-year survival

The smaller the breast cancer tumor that is first detected, the greater the survival rate of the patient
U.S. RESOURCE USE

The United States uses:

- **42%** of all the aluminum produced worldwide
- **31%** of all the petroleum
- **29%** of all the phosphate
- **27%** of all the copper
- **27%** of the nitrogen
- **25%** of the zinc

Approximately **30%** of all resources worldwide

Led to **71%** recall

ALTHOUGH THE U.S. HAS 5% OF THE WORLD’S POPULATION, WE USE AN AVERAGE OF 30% OF ALL RESOURCES

United States Use of Specific Resources: Percentage of Worldwide Use

- zinc: 25%
- nitrogen: 27%
- copper: 27%
- phosphate: 29%
- petroleum: 31%
- aluminium: 42%

Led to **82%** recall
Make an assertion in the titles of your slides
ONE OF ABC’S CORPORATE OBJECTIVES IS TO DEVELOP STRATEGIC RELATIONSHIPS WITH KEY CUSTOMERS AND BE RECOGNIZED FOR OUR ABILITY TO DELIVER SERVICES OF SUPERIOR VALUE.

This competitive advantage will be achieved through continued focus on our core competencies, management attention to the development of operations and process management excellence. ..."
ABSTRACT WORDS
NOBODY REMEMBERS

- Complete set
- Annual event
- Useful purpose
- Original finding
- Critical condition
- Reasonable request
- Constant attention
- Adequate amount
- Significant result
- Possible guess

Allan Paivio
DEAD BODY & HAPPY CLOWN
1,000 songs in your pocket

The world’s thinnest notebook
GOOGLE

provides access to the world’s information in one click.

STARBUCKS

creates a third place between work and home.
Use highly visual language (e.g. never say ‘competitive advantage’)
STRUCTURING YOUR ARGUMENT

The big idea you’re trying to sell

- Justification #1
  - Sub Point A
  - Justification #1
  - Sub Point B
  - Justification #1

- Justification #2
  - Sub Point A
  - Justification #1
  - Sub Point A
  - Justification #2

WHY?
STRUCTURING YOUR ARGUMENT

Switch to VOIP

WHY?

Save money

WHY?

Avoids phone company monopoly

WHY?

Employees can use their computers, no extra hardware

WHY?

More reliable

Rain can make phone lines spotty
DON’T BURY YOUR LEAD

- Put your most important points up front.
- Readers can scan and get your point quickly.
- Forces you to eliminate the extraneous.
5 BIGGEST COMPLAINTS ABOUT PRESENTATIONS

I find stories more persuasive than facts and data. 58%

I find facts and data more persuasive than stories. 42%
THIS MORNING, I WIPED MY MOUTH WITH 10 BILLION DOLLARS
STARTLING FACT

If we lose just 1 customer per week to our competitors for the next year, they’ll be TWICE AS BIG and we’ll be BANKRUPT.
“If we lose the low end today, we could lose the high end tomorrow.”

Andy Grove
SLIDES
HAWAII

is the newest of the 50 U.S. states (August 21, 1959), and is the only U.S. state made up entirely of islands. It occupies most of an archipelago in the central Pacific Ocean, southwest of the continental United States, southeast of Japan, and northeast of Australia. Hawaii’s natural beauty, warm tropical climate, inviting waters and waves, and active volcanoes make it a popular destination for tourists, surfers, biologists, and volcanologists alike. Due to its mid-Pacific location, Hawaii has many North American and Asian influences along with its own vibrant native culture. Hawaii has over a million permanent residents along with many visitors and U.S. military personnel. Its capital is Honolulu on the island of O‘ahu. The state encompasses nearly the entire volcanic Hawaiian Island chain, which comprises hundreds of islands spread over 1,500 miles (2,400 km). The archipelago is physiographically and ethnologically part of the Polynesian subregion of Oceania.
Hawaii

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Presentations filled with stories about feelings are uninformative and fluffy.

Presentations filled with data charts are dry and boring.
58% think presentations with data charts are boring
WHERE’S YOUR PASSION?

I hear too many people present like they’re a weepy daytime talk show host. 14%

I hear too many people present like they lack emotion and passion. 86%
MAKE YOUR DATA POINT OBVIOUS

Point Guards

Rajon Rondo

Kirk Goldsberry
Professor of Geography at Michigan State University
WHAT’S YOUR “HOLY MACKEREL” MOMENT?

CEOs CASH IN

The move to market-based compensation has been a boon for CEOs, driving up pay at a spectacular rate while compensation for workers overall has been flat. Flawed pay structures have often rewarded top executives for luck rather than skill.
I RECOMMEND OUR COMPANY AS A GREAT ORGANIZATION TO WORK FOR

Employee Engagement Scores

Years of tenure

27% Drop
USE SPATIAL CUEING

<table>
<thead>
<tr>
<th>Group</th>
<th>Equation ( \frac{B_0 \times x}{B_1 + x} )</th>
<th>( B_1 ) Std. Error</th>
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<tbody>
<tr>
<td>( \emptyset )</td>
<td>( 29x / (0.583 + x) )</td>
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<td>FO</td>
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<td>( 29x / (1.065 + x) )</td>
<td>.134</td>
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<td>( 29x / (0.735 + x) )</td>
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USE SPATIAL CUEING
Circle or point to the most important part of your slide
AUDIENCE
4 PRESENTATION STYLES

Unemotional

Linear

Freeform

Emotional

DATA SCIENTIST

CLOSER

DIRECTOR

STORYTELLER
Recommendation up-front

Do not equivocate

Bottom-line big picture

Attention comes from not wasting time
Data Scientist

- Unemotional delivery
- Specific numbers vs. feelings
- Have lots of supporting evidence in reserve
- Attention comes from technical competence
STORYTELLER

Get them involved

Informal, friendly

Are others doing it?

Attention comes from interpersonal warmth
DIRECTOR

Process, Process, Process

Highly detailed

Attention comes from proceeding step-by-step

Recommendation at end
PRESENTATION STYLES

Unemotional

Suspicious

DATA SCIENTIST

Cold & Aloof

Rushed

CLOSER

Emotional

Step-by-Step

Not Rushed

Warm & Friendly

DIRECTOR

Small Talk

STORYTELLER

Linear

Freeform
WHAT ARE THEIR VERBAL INDICATORS?

DATA SCIENTIST
- Questions about numbers.
- Where’s the data from?
- How do we know?
- Are we sure?

CLOSER
- Where does this get us?
- Can we brainstorm?
- Can I throw some ideas around?

DIRECTOR
- What’s the process?
- What happens first?
- How long?
- Who does what?

STORYTELLER
- Feeling words.
- Who will be involved?
- How do they/you feel?
Your audience will tell you what they want to hear (if you ask them)
I THINK I MISSED THE MARK...

What’s the 1 question you need answered today?
PRESENTATION STYLES

Unemotional

Emotional

Linear

Freeform

DATA SCIENTIST

CLOSER

DIRECTOR

STORYTELLER
REVIEW

1. Message
   • Objective
   • Tweets
   • Assertion Evidence
   • Concrete Language

2. Slides
   • Holy Mackerel Point
   • Spatial Cueing

3. Audience
   • Read Your Audience
THANKS FOR WATCHING

Contact us for information about our employee engagement surveys, eLearning, onsite training or keynote speaking

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