

LEADERSHIP IQ

Mark Murphy, Chairman & CEO

**THE SECRETS OF
KILLER PRESENTATIONS**

DOWNLOADABLE RESOURCES

Slides:



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://www1.gotomeeting.com/join/681027312/106529318>

This 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.

Toll-free: 1 877 739 5903

- OR -

Toll: +1 (909) 259-0034

Access Code: 487-802-838

Audio PIN: Shown after joining the Webinar

Webinar ID: 681-027-312

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 1-800-814-7859

System Requirements

PC-based attendees

Required: Windows® 7, Vista, XP or 2003 Server

Macintosh®-based 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:

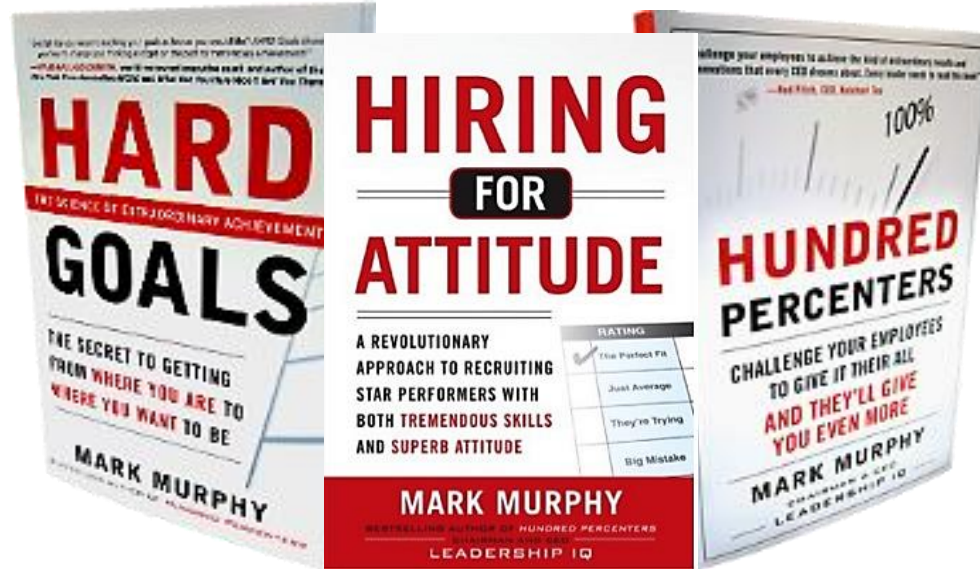
- Conversations that are attacking, pleading, disintegrating, shirking, soft pedaling, or that include "compliment sandwiches" (a criticism sandwiched between two compliments).
- "Trigger words" that instantly make people defensive ("you" language that attacks, adverbs and absolutes that exaggerate the 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 IRE 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:

Step 1: Invite them to partner: "Would you be willing to have a conversation with me about (insert the facts)?"
Step 2: Disarm yourself: "I'd like to review the situation to make sure I'm on the same page as you."
Step 3: Eliminate blame: "And if we have different perspectives, we can discuss those and develop a plan for moving forward."
Step 4: Affirm their choices: "Does that sound OK? I can talk now, or if necessary, I have time later today."
Step 5: List corrective feedback: list the facts and then listen to determine whether or not they've made a corrective leap.
Step 6: Synchronize your understanding: "Tell me how you think we can work together to build on this and make things even more effective next time."

EVERYTHING BASED ON RESEARCH



TAKE YOUR PRESENTATIONS FROM THIS...



TO THIS...



 **AGENDA**

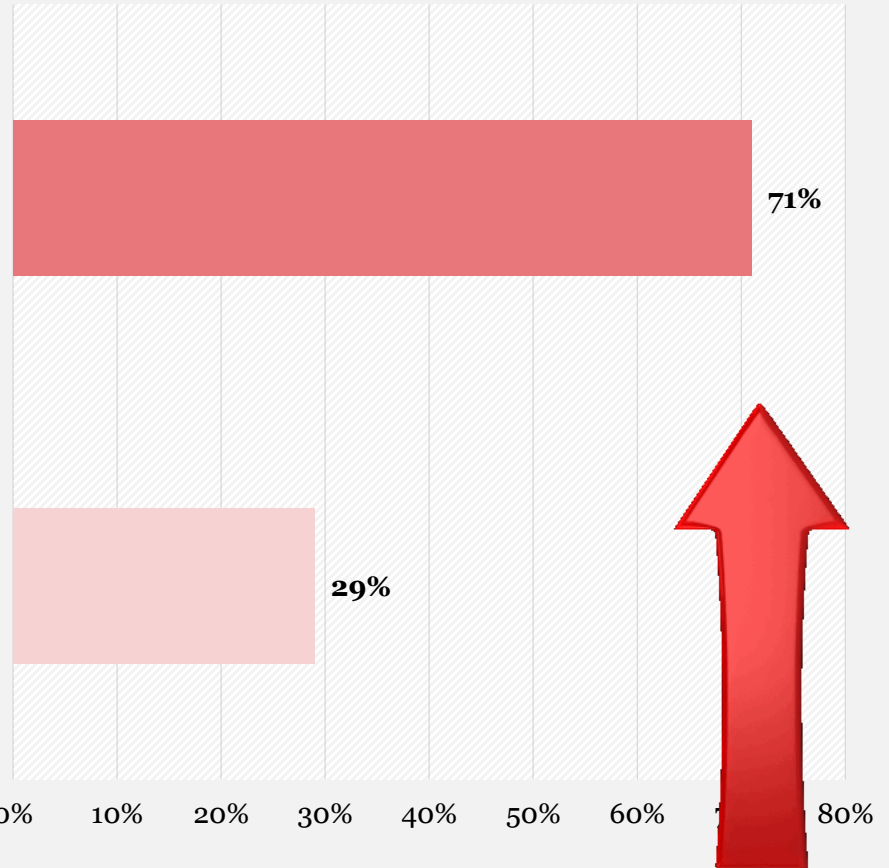
1. Message
2. Slides
3. Audience



MESSAGE

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?*





twitter

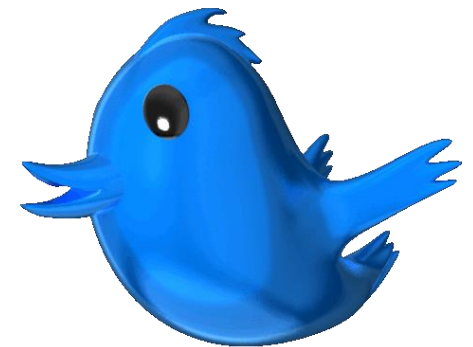
Home Profile Find People Settings Help Sign out

 **twitter** **140**

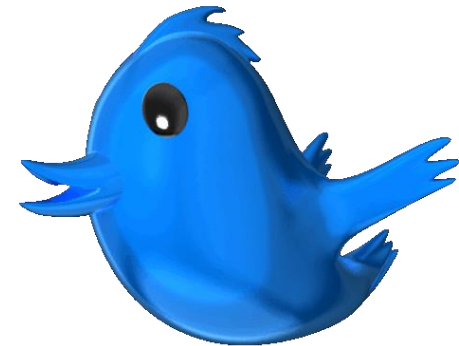
Follow

Name Twitter
Location San Francisco, CA
Web <http://twitter.com>
Bio Always wondering what everyone's doing.

54 following 1,803,560 followers



***71% say presentations
should start with the
conclusion***



The image shows a screenshot of the PechaKucha website. At the top, there is a navigation bar with icons for 'ATTEND', 'WATCH', and 'CHANNELS', and the text 'ABOUT'. The main header features the 'PechaKucha' logo in a stylized script, followed by '20 X 20' and 'IMAGES SECONDS' below it. On the right side of the header, there is a 'CONNECT WITH' link. The main content area is a large image of a speaker on a stage, with the text 'The art of concise presentations.' overlaid on the left. Below this text is a paragraph: 'PechaKucha Night, now in over 700 cities, was devised in Tokyo in February 2003 as an event for young designers to meet, network, and show their work in public.' At the bottom left of the main image, there is a search bar with the word 'SEARCH' and a magnifying glass icon.

PECHAKUCHA WILL FORCE YOU TO 'TIGHTEN'



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

3

11/26/2005

TYPICAL SLIDE FORMATS ARE NOT MEMORABLE



ASSERTION EVIDENCE DESIGN MAKES YOUR SLIDES MORE MEMORABLE

18

Write a sentence headline that states the main assertion of the slide

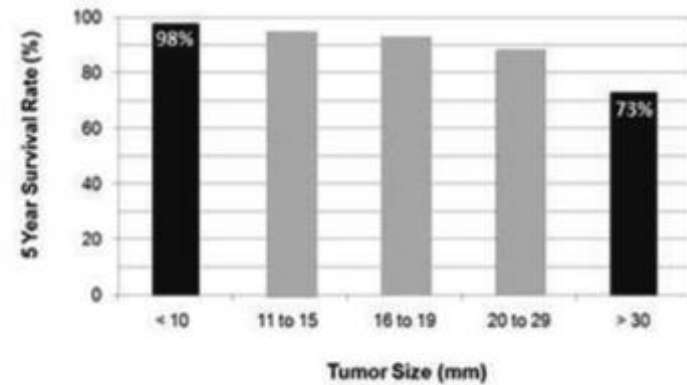
In the body of the slide, support the headline assertion with visual evidence, using text only where necessary

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

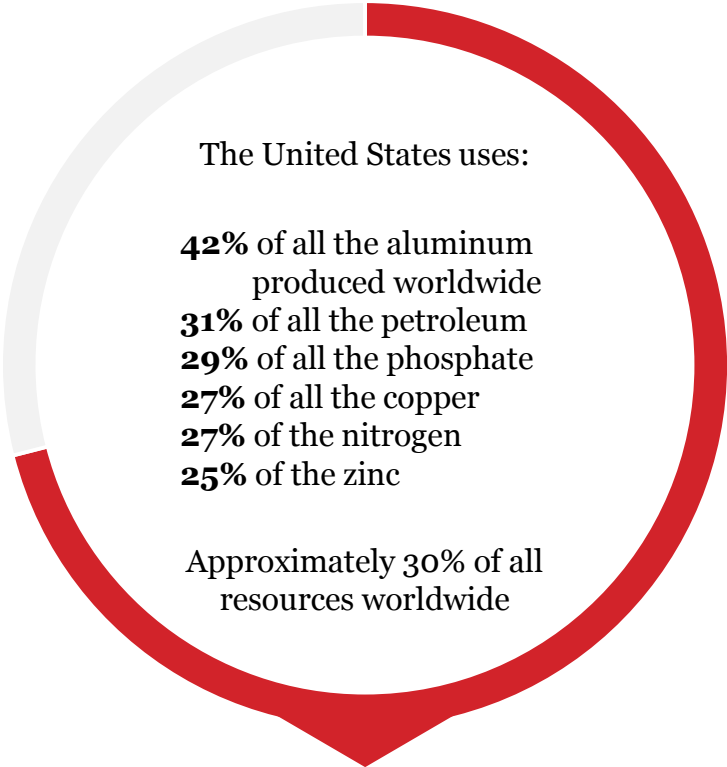
The smaller the breast cancer tumor that is first detected, the greater the survival rate of the patient



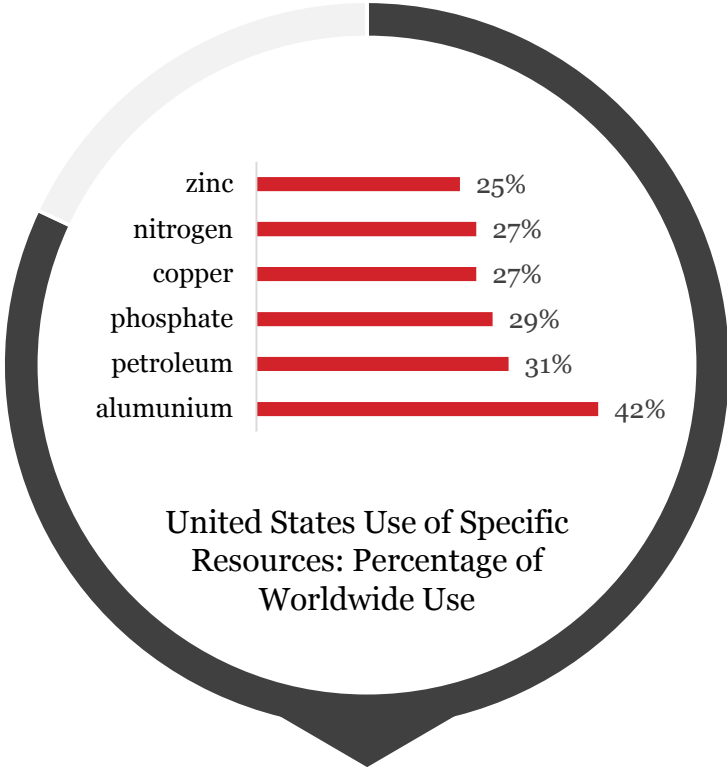
[Lai et al. 2007]

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

U.S. RESOURCE USE




Led to **71%** recall



Led to **82%** recall

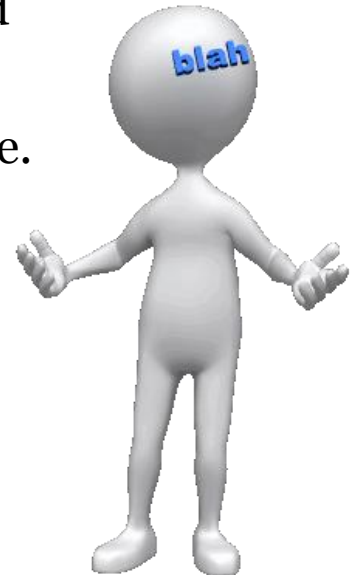
***Make an assertion in
the titles of your
slides***





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



The world's thinnest notebook



1,000 songs
in your
pocket



GOOGLE

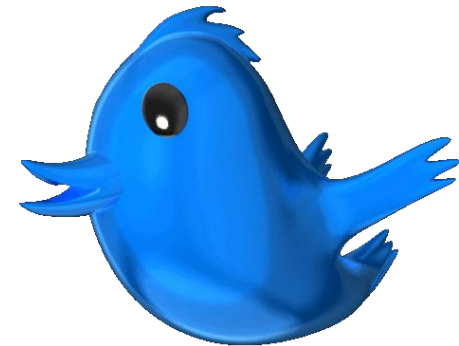
provides access to the world's information in one click.



STARBUCKS

creates a third place between work and home.

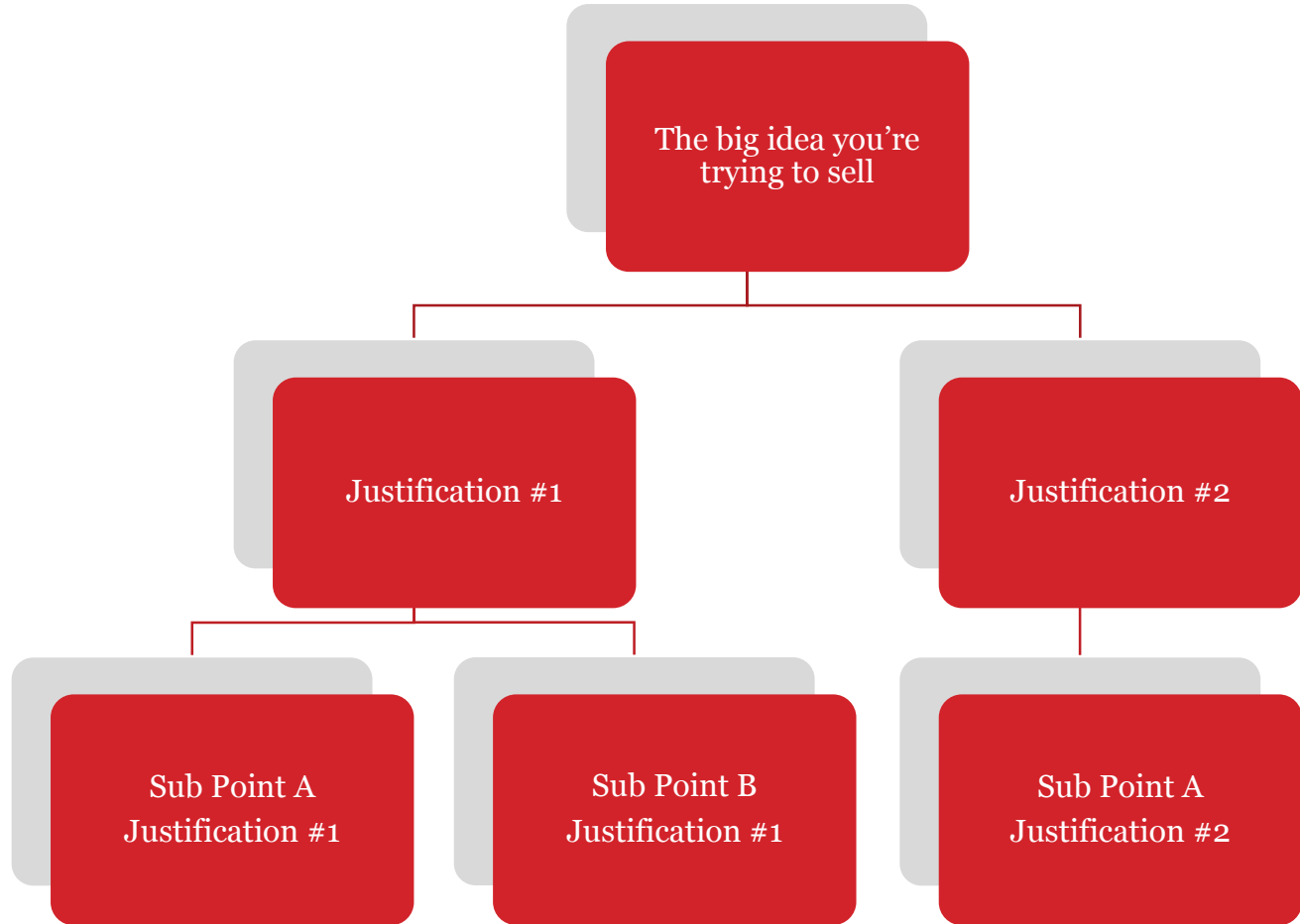
Use highly visual language (e.g. never say 'competitive advantage')



STRUCTURING YOUR ARGUMENT

WHY?

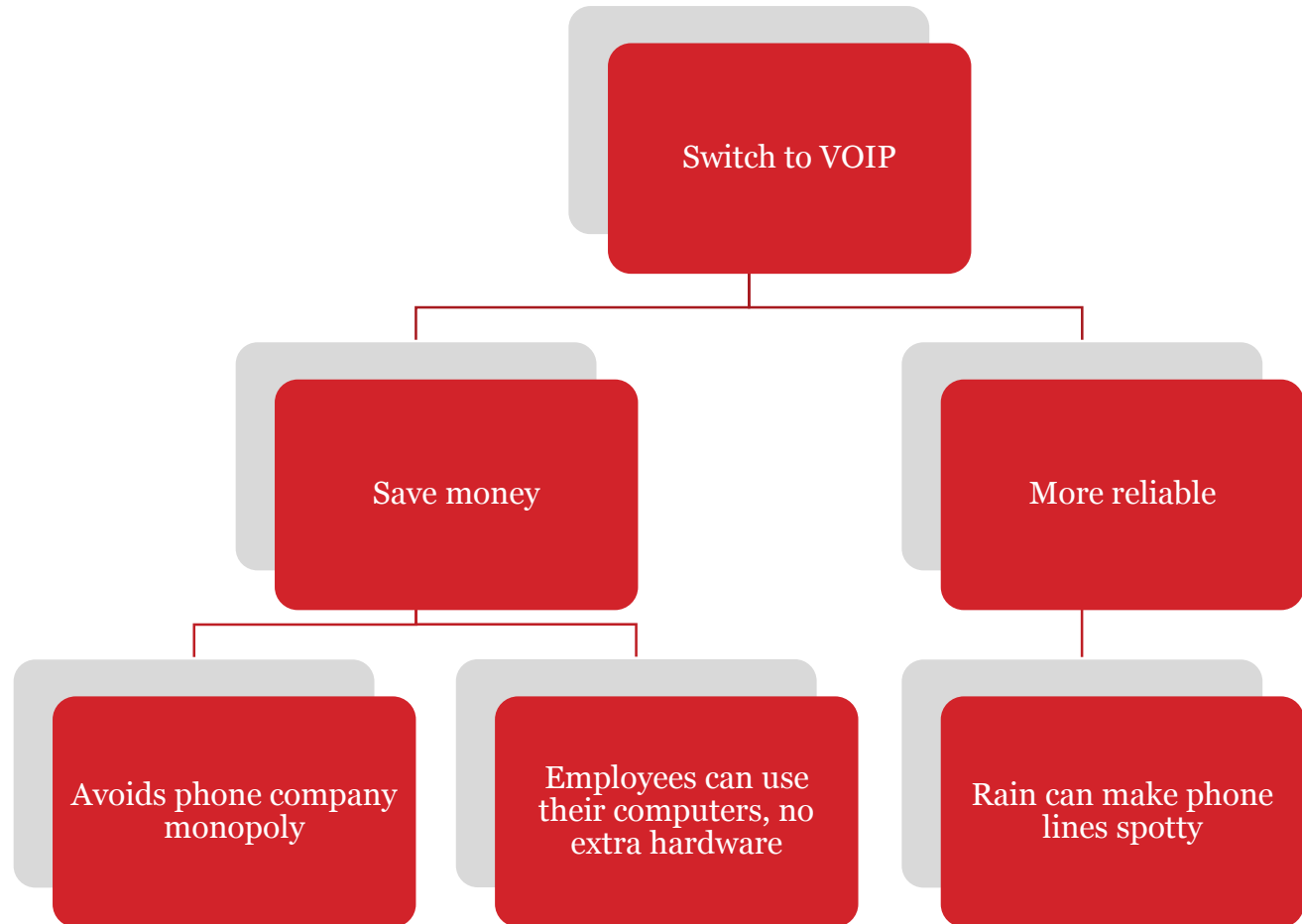
WHY?



STRUCTURING YOUR ARGUMENT

WHY?

WHY?



DON'T BURY YOUR LEAD

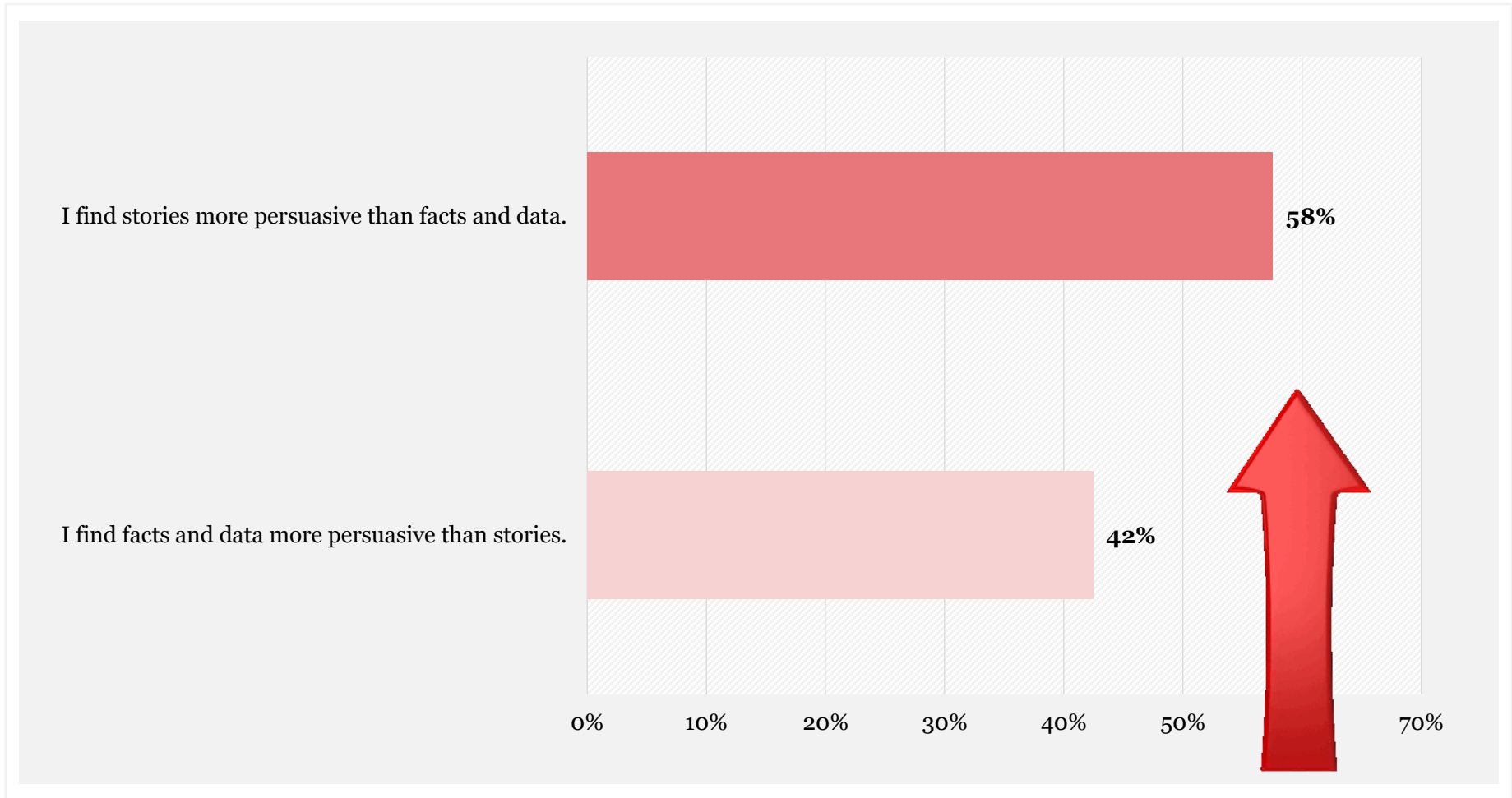


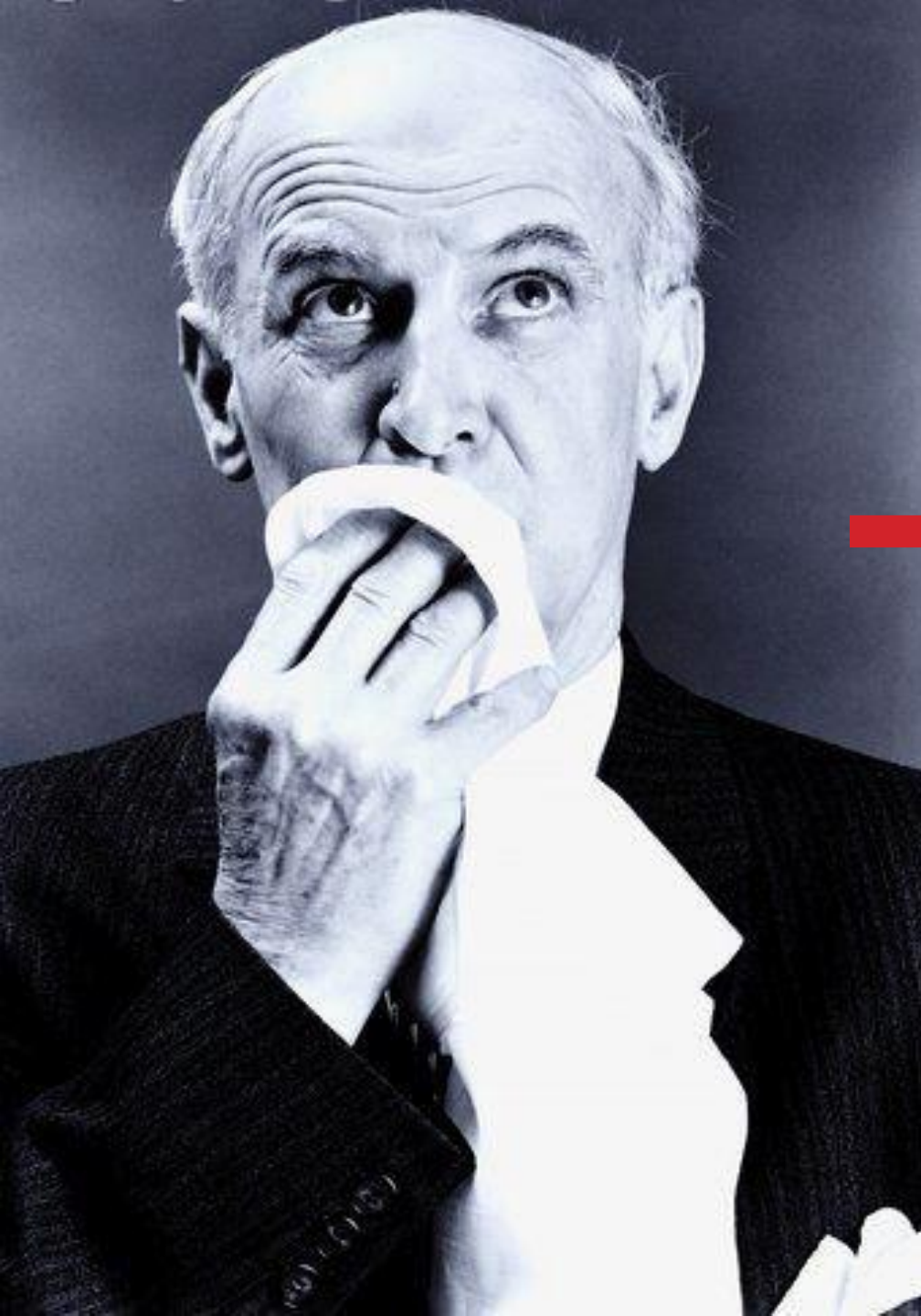
● Put your most important points up front.

● Readers can scan and get your point quickly.

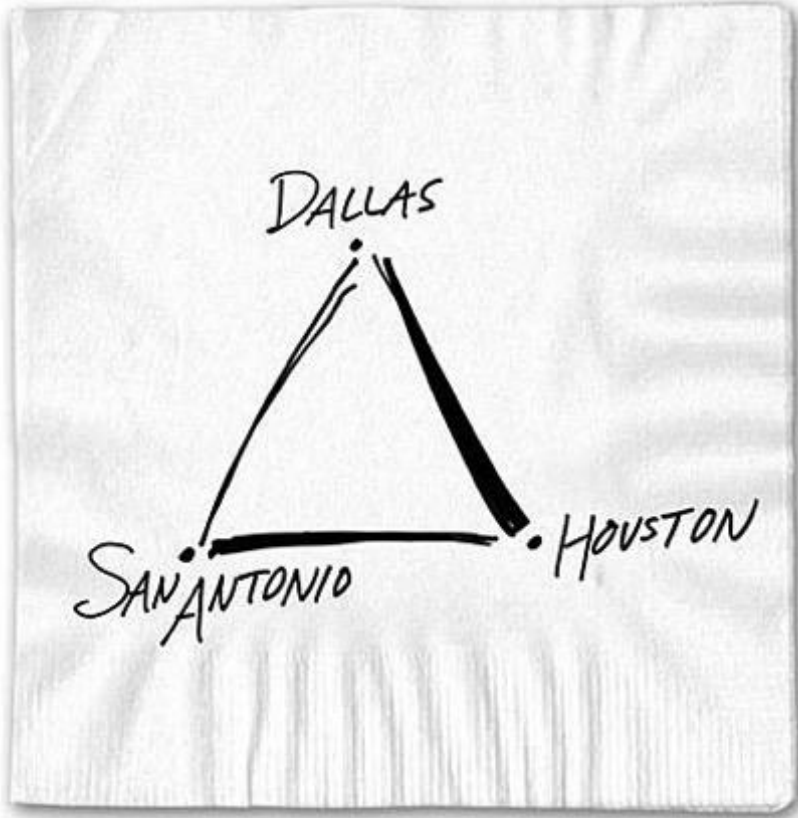
● Forces you to eliminate the extraneous.

5 BIGGEST COMPLAINTS ABOUT PRESENTATIONS





**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**.





“

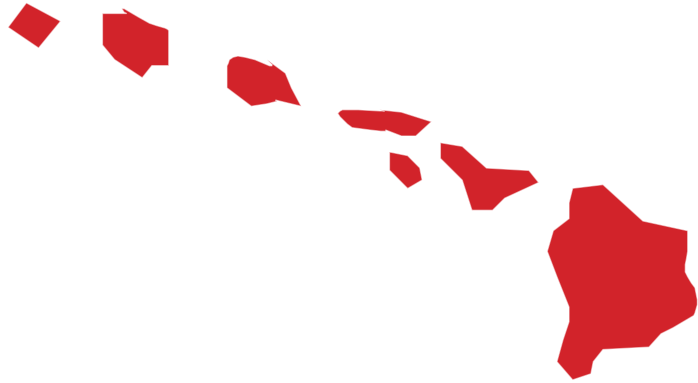
**If we lose the low
end today, we
could lose the
high end
tomorrow.**

Andy Grove

Digital Rebar



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.



PICTORIAL SUPERIORITY EFFECT

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.

10%



65%

BEWARE OF DRY CHARTS

Presentations filled with stories about feelings are uninformative and fluffy.

42%

Presentations filled with data charts are dry and boring.

58%

0% 10% 20% 30% 40% 50% 60% 70%



***58% think
presentations with
data charts are
boring***



WHERE'S YOUR PASSION?

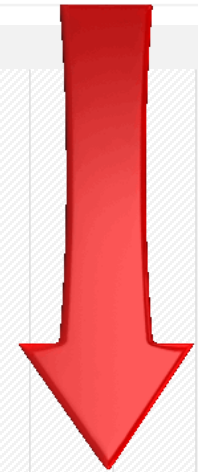
I hear too many people present like they're a weepy daytime talk show host.

14%

I hear too many people present like they lack emotion and passion.

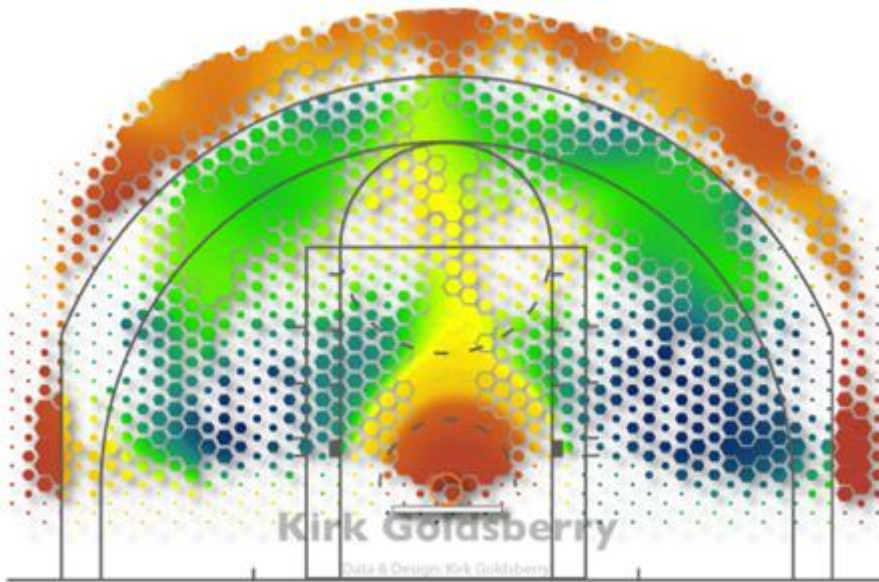
86%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

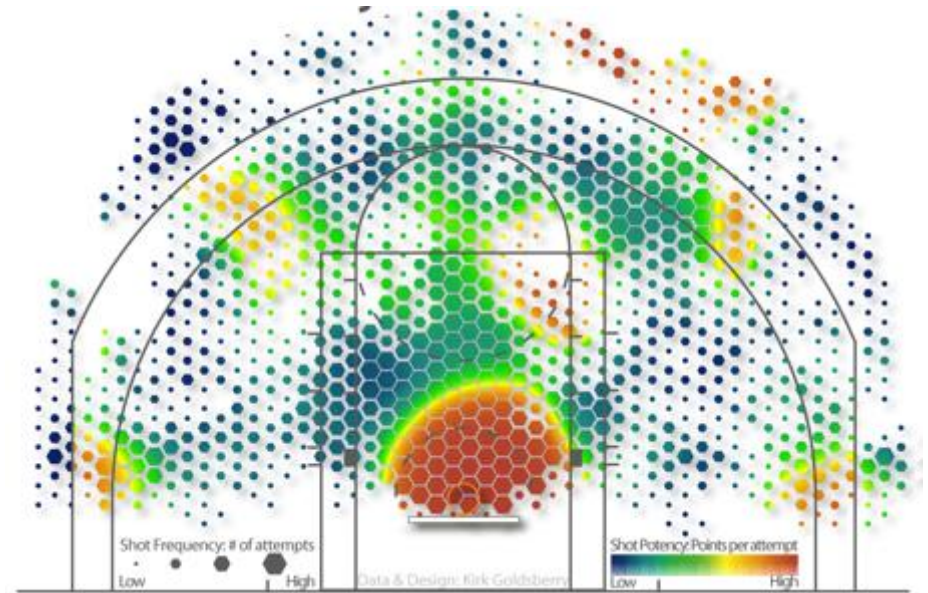


MAKE YOUR DATA POINT OBVIOUS

Point Guards



Rajon Rondo

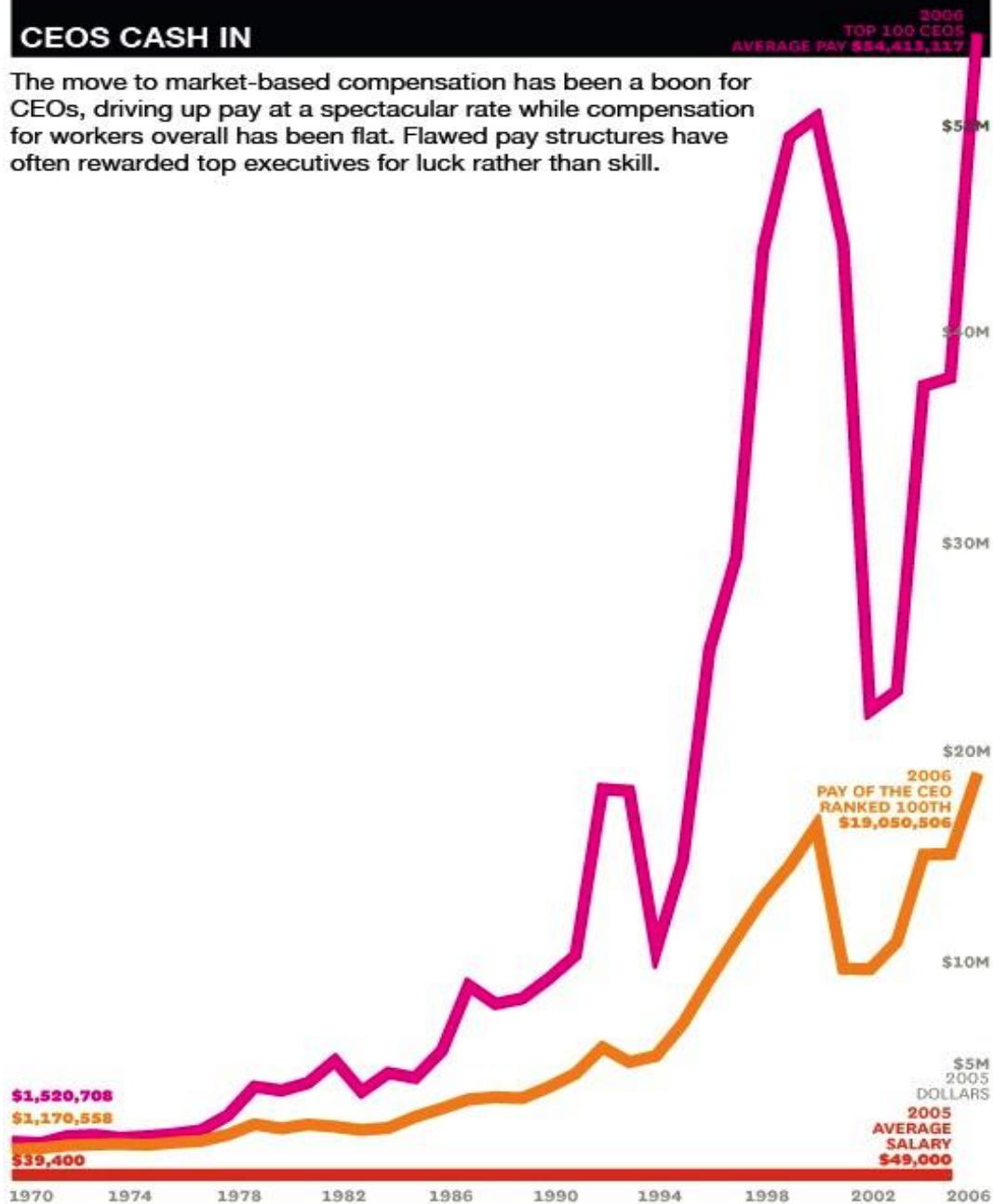


Kirk Goldsberry

Professor of Geography at Michigan State University

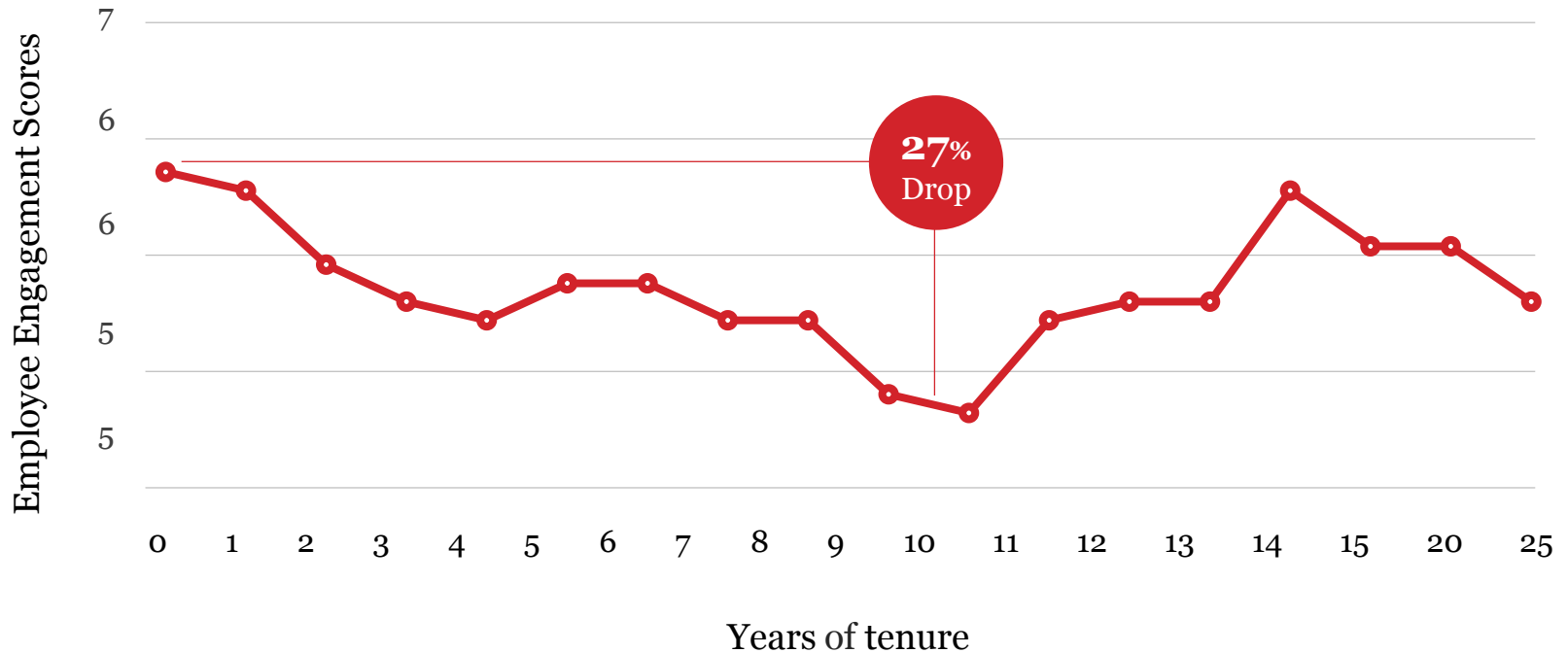
CEOS CASH IN

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.



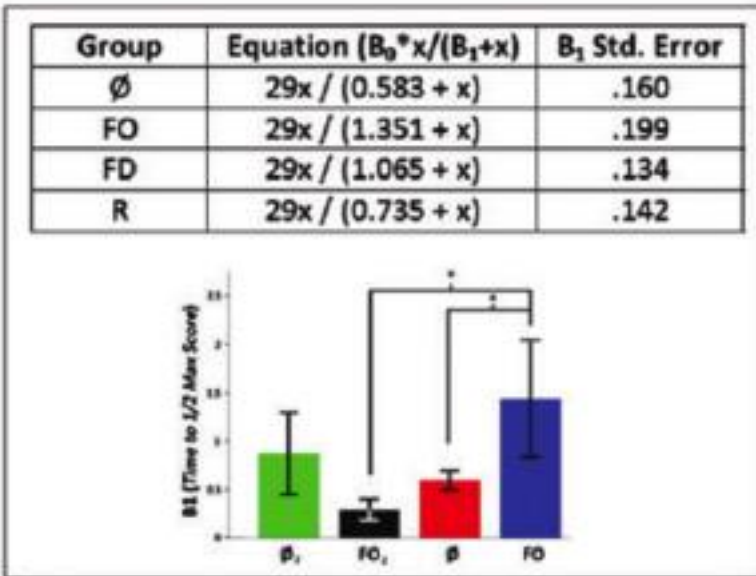
WHAT'S YOUR "HOLY MACKEREL" MOMENT?

I RECOMMEND OUR COMPANY AS A GREAT ORGANIZATION TO WORK FOR

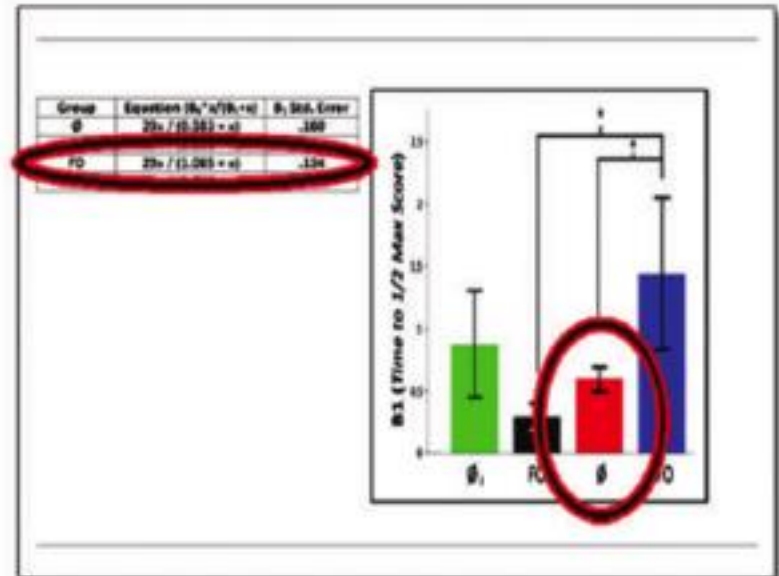


USE SPATIAL CUEING

UnCued



Cued



USE SPATIAL CUEING

UnCued

Group	Equation ($B_1 \cdot x / (B_1 + x)$)	B_1 Std. Error
\emptyset	$25 / (0.160 + x)$.160
FO	$25 / (0.199 + x)$.199
FD	$25 / (0.134 + x)$.134
R	$25 / (0.142 + x)$.142

Cued

Group	Equation ($B_1 \cdot x / (B_1 + x)$)	B_1 Std. Error
\emptyset	$25 / (0.160 + x)$.160
FO	$25 / (0.209 + x)$.134

Circle or point to the most important part of your slide



READ FLOWINGDATA.COM



PREZI.COM

EMAZE.COM



AUDIENCE

4 PRESENTATION STYLES

Unemotional



Emotional



DATA SCIENTIST



CLOSER



DIRECTOR



STORYTELLER

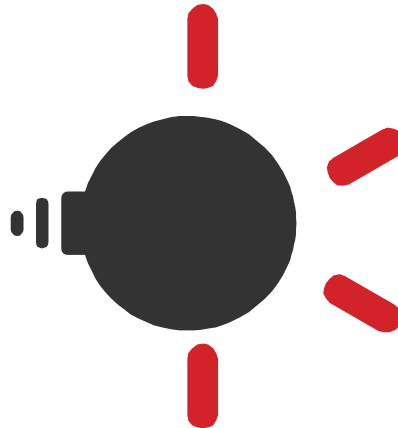
Linear



Freeform

CLOSER

**Recommendation
up-front**

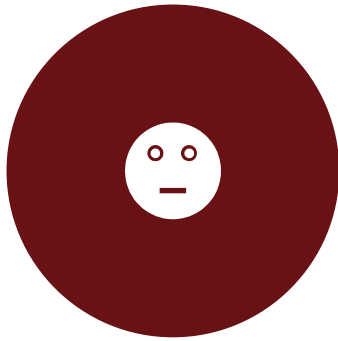


Do not equivocate

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

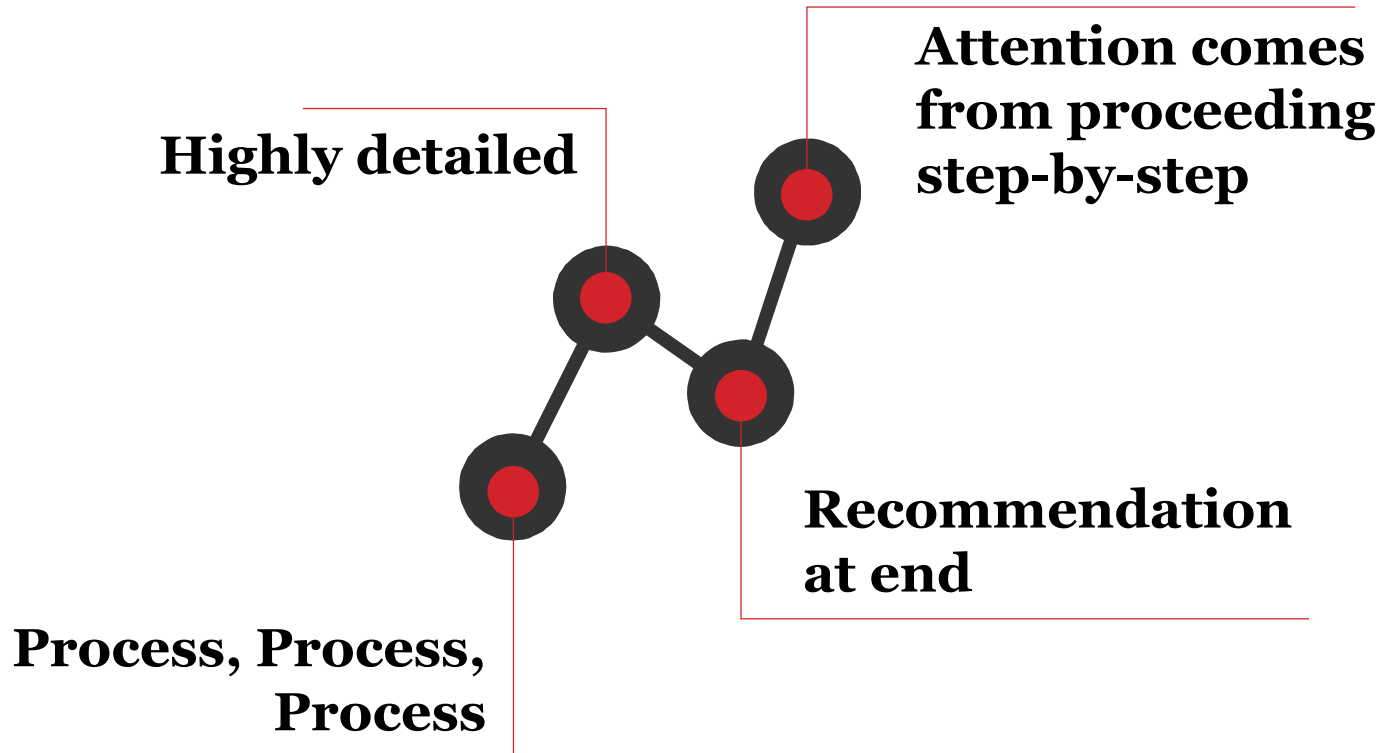


Are others doing it?

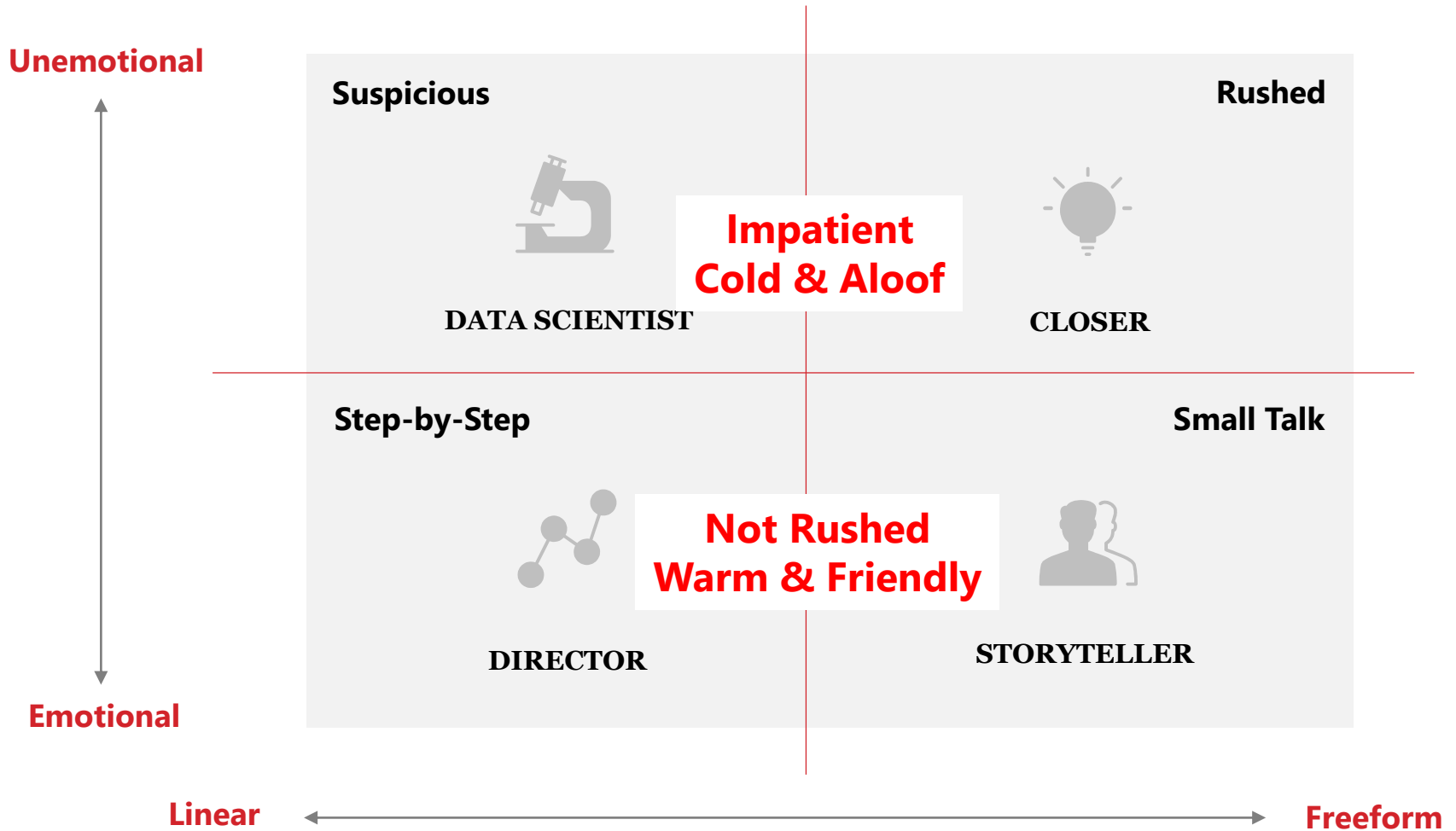


Attention comes from interpersonal warmth

DIRECTOR



PRESENTATION STYLES



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

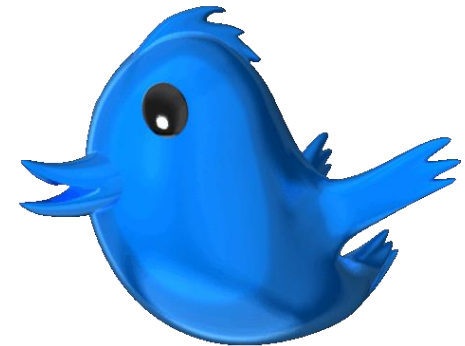
- What's the process?
- What happens first?
- How long?
- Who does what?



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



REVIEW

1. Message

- Objective
- Tweets
- Assertion Evidence
- Concrete Language

2. Slides

- Holy Mackerel Point
- Spatial Cueing

3. Audience

- Read Your Audience

THANKS FOR WATCHING



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www.leadershipiq.com



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