RMRKBL PRESENTATIONS PLANNING STEPS /

AUDIENCE ANALYSIS O What do they care about? O What do they know about you and the topic? O What are they afraid of? What are their risks? O How would they benefit? **SET OBJECTIVE** O What do you want the audience to Think, Feel, and Do differently after your presentation? **DEVELOP PERSUASIVE MESSAGES** STATEMENT **IMPACT** \rightarrow **EVIDENCE** \rightarrow **RELEVANCE** So what? ○ 7 Types of Evidence and Key Motivators to Support your Points **STRUCTURE** The Hook Agenda 1 Agenda 2 Agenda 3 Summarize Closing Introduction Body 1 ● Body 2 ● Body 3 Remarks **BUILD VISUALS** 1 Keep it simple 2 One design theme 3 More pictures less words 4 Integrate don't duplicate 5 Don't bury the headline 6 Avoid cliches EDIT Edit for time and impact **REHEARSE** O Rehearse out loud. Always. Target unintended memorization **DELIVER** Posture & handshake Words & language Attitude & energy Dress & grooming Movement Voice Gestures Eye contact REFLECT

RMRKBL

O Did well? Do better?

MINDSET

1 Everything is a presentation

4 Think of it as a conversation

7 Preparation & practice

2 It's not about you, it's about them

5 Make it emotional

8 Let go of the outcome

3 Be genuine

6 Style matters

KEY MOTIVATORS

Money Time Risk avoidance Status
Achievement Making a difference Enjoyment

EVIDENCE TYPES

Facts Demonstrations Case study Testimonials
Analogy & metaphor Examples Hypothetical

COMMUNICATION STYLES

EXPRESSIVE PEACOCKS



High energy, big picture, hate detail, healthy ego, recognition, charismatic, entrepreneurial

Do: Upfront, high level, interesting, about them, strong visuals, positive, dynamic

Don't: Too much detail, charts, lecture-based

PEOPLE

AMIABLE DOVES



Harmony, love meetings, rapport, consensus, team impact, hate conflict, relationships

Do: Light, people focused, involving, pictures, colour, video, 2 way, lots of Q&A

Don't: All business, too intense, stiff and formal

TELL

DIRECT DRIVER



Outcome vs. process, bottom line results, time sensitive, 'yeppers', confident, wiifm

Do: Upfront, direct, WIIFM, very concise, results focused, confident, quick paced, brief

Don't: Small talk, wavering, fence sitting, filler words, meander

ANALYTICAL OWLS



Process vs. outcome, methodical, logical tasks, lots of questions, facts, figures, decisions take time, accuracy

Do: Detail, evidence, charts, tables, serious, low key, business-like

Don't: Over promise, over-the-top, lack detail

TASK



ASK