

Communicating with **NANCY STERN**

COMMUNICATION PLUS

It Bears Repeating

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Your presentation is your story. It has a beginning, a middle and an end, just like a story. If you're reporting on a project, the project is the story. Think about your story, then tell it. Stories Stick!

I know I've written about bad presentations in the past. I keep hoping people will begin to understand **NOT EVERY PRESENTATION NEEDS POWER-POINT®**.

So far, I still see lousy slide-shows everywhere I go. Too many bullet points. No visual images. Presenters reading to the audience. Everything designed for the left brain and yet, it's the right brain that helps us remember things. According to Daniel Pink, author of *A Whole New Mind*, right brainers will rule the future because we are in the conceptual age and right brain thinking is necessary for success.

In their book *Made to Stick*, Chip and Dan Heath look at why some ideas survive and others die. They discovered the answer lies in simplicity, unexpectedness, concreteness, credibility, emotions and stories. Stories Stick!

In his book *Brain Rules*, John Medina says, "Vision trumps all other senses." If we only hear a speaker reading slides we will only remember 10% of the message. If you add pictures

Left -Brained Slides

- People can't listen and read effectively at the same time.
- Watching presenters read directly from their slides is really, really boring.
- Slide after slide of bulleted text puts people to sleep.
- This has been called "Death By Powerpoint."

and a story there is a 65% retention rate. So why is it people are still opening PowerPoint® at the first mention of having to make a presentation? I think it's because people often don't think about the purpose of the presentation first. Or, in some cases, this is how the boss wants it done. How sad for those who have to sit through it. We all know why it's been called Death by PowerPoint®.

So, what should you do? Follow the 12 steps on the next three pages. There are three phases to good presentation development: Preparation, Design and Delivery. And, you may actually discover you do

not need bulleted slides to tell your story. You may find adding some pictures or motion graphics would help enhance the story and can be used in place of bulleted text. If you use pictures, find faces, show images from your project, dramatize, surprise, or use metaphorical images (a picture of a downtown skyline with tall buildings could have a caption that says 2% of the world owns 50% of the wealth). Here are some photo resources:

gettyimages.com
istockphoto.com
bigstockphoto.com
flickr.com/
creativecommons

Preparation

Design

Delivery

Start Here with these 12 Steps. DO NOT START in PowerPoint® or Keynote or whatever software you use. Spend some time with paper and pencil. Think about what you want to accomplish. What's the story you want to tell?

1. **Know your audience:**

- a. Who will you be speaking to? (age, occupation, etc.)
- b. What do they want/expect from you?
- c. What do they need to know? (be very specific)

2. **Clearly define your topic:**

3. **What's your purpose/reason for presenting?**

- a. Inform (explain, demonstrate, teach)
- b. Persuade (convince, motivate, sell, get approval)
- c. Entertain (can humor be helpful here?)
- d. Combination of the above

4. **State Your Goal/Objectives**

What do you want the audience to be able to do, be, say, feel or think as a result of your presentation? Consider when, where and how they will do this:

5. **The Benefit Statement**

What's In It For Them? What benefit will they receive or what value will they experience? Be sure you can answer these questions:

- ✓ This is important to them because...
- ✓ What does this mean for them?
- ✓ Why am I telling them this?
- ✓ Who cares? (They should care because...)
- ✓ So what? (Here's what...)

What's In It For You? What benefits will you receive as the presenter?

*Presentation is
about the
transfer of
emotion.*

-Seth Godin

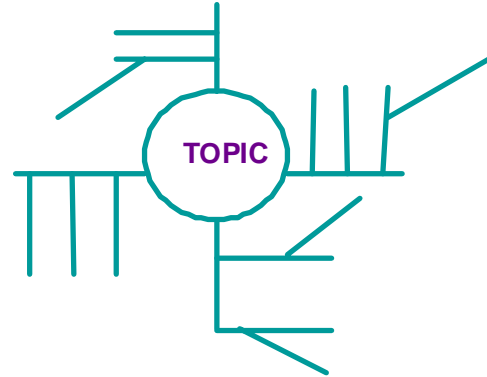
Preparation

Design

Delivery

6. Brainstorm: Make a Mind Map

Start with a blank sheet of paper. Draw a circle in the center and label it with your topic. Draw spokes coming out from the center to represent elements of the topic that you want to cover. Then draw lines from each of them for the specific data, examples, and stories you need to include. Let it flow. See what happens. Then, organize it so it makes sense. You may see things you don't need or other things you want to add. Adjust.



7. Organize

A. Write an **OUTLINE** of the material you decide to use. Be sure to organize it into a logical flow.

- I. Introduction (to be written later)
- II.
- III.
- IV.
- V. Conclusion (to be written later)

Your **OUTLINE** may be longer or shorter than five items. It all depends on your audience, your purpose, the content, your time allotment, etc. **Include stories and examples to help you connect with the audience.**

B. Plan your introductory remarks. Remember ***"You Never Have a Second Chance to Make a First Impression"***

C. Plan your concluding remarks, a call to action.

8. ***NOW you can create any handouts, electronic slides, videos...***

- Less IS More on the slides.
- NO Words-only slides.
- Pictures, Images, Graphs are best.
- SLIDESWIPING is prohibited! (one boring slide after another after another after another and so on...)
- Avoid too much animation and too much information.
- DO NOT EVER READ TO THE AUDIENCE.
- Remember Rudolph the Red Nosed Reindeer: Stand Out!
- Get the book *Presentation Zen* by Garr Reynolds. READ IT & USE IT.

Use good quality pictures so they fill up the screen. You can add a little text on the top or the bottom.

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*Because how you say what
you say, matters.™*

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Preparation

Design

Delivery

9. REHEARSE & VISUALIZE

See yourself being a great presenter. See the audience engaged with your presentation. Use the image of success to create success.

If you're presenting with others, rehearse together. DO NOT MEMORIZE IT. Use video for feedback. Avoid the mirror!

10. SETTING THE STAGE

Be sure to create an environment that is conducive to your message. Be sure people can see you and feel comfortable interacting with you. If sitting, don't lean back.

11. WARM-UP

Before you speak, consider warming-up your body and voice. Do some body stretches and relaxing breathing. Recite Tongue Twisters.

12. IT'S TIME TO PRESENT

Be Here Now. Pump Up Your Energy. Speak From Your Heart. Believe in Your Ideas. Be authentic. Enjoy the Process.

Pay attention to the non-verbal language you send and receive from the audience. Speak loud enough to be engaging.

Tell the story. STORIES ARE POWERFUL. STORIES STICK!

Why Nancy Stern?

Nancy Stern custom designs keynotes, breakouts and educational programs to enhance communication effectiveness; to help increase productivity, profitability and peace of mind; and to impact the bottom line where it matters most—with results.

Programs and Topics Include:

How You Say What You Say Matters™

Leadership Dynamics™

Connecting with Customers™

Turn Conflict into Cooperative Conversations™

Zen & the Art of Powerful Presentations™

Maximize Meeting Results™

Gender Jive™

Improv(e) Your Life™

Shift Happens: *Managing the Dynamics of Change*

Team Building for Creativity, Productivity and Peace of Mind

Facing the News Media

All of the above topics may be customized for individual coaching or training.