

Communicating with **NANCY STERN** COMMUNICATION PLUS

Are Your Presentations Powerful?

Inside this issue:

Powerful Presentations	1
Presentation Zen 2nd. Ed.	2
Key Prep Questions	3
Why Nancy Stern?	4
Program/Training Topics	4
Contact Information	4

The most precious gift we can offer others is our presence.

-Thich Nhat Hanh

While speaking at a conference recently it occurred to me that with all the presentation technology available to us, most people don't have a clue how to use it. It amazes me that we have just entered the year 2012 and many business people are still presenting to groups like people did in 1982. They stand up and read bullets from the screen. The only difference now is they are using a computer rather than an overhead projector. The message gets distorted and the story is never really told.

The place to begin making the change from boring the audience to engaging the audience is right now—in this moment. In the above photo I'm presenting ideas to the four people standing. NO slides. Just conversation. We're talking about their ability to speak to an audience in an extemporaneous manner. The key is staying focused on your intent and letting the story unfold. Once you learn how to do that, the rest will come naturally.

So, if you want to work on your speaking skills, practice speaking to groups. Join Toastmasters. There are chapters all over the country.



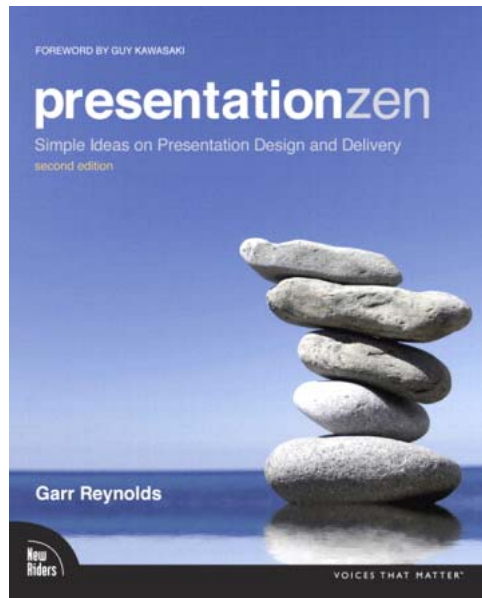
In addition to that, take some improvisational theatre classes or workshops. Improv helps you learn to stay present moment focused. Meditation and Yoga are other ways you can learn to develop the ability to "be here now." And finally, work with a presentation coach.

When I coach people we spend a lot of time getting to the root of how to become more engaging. If you can't connect with the audience there really is no point in your presenting: send a document with your phone number, and answer questions later.

While you are working on your speaking skills you can begin changing the

way you prepare for presentations. Here are some tips:

- READ Garr Reynold's book *Presentation Zen*.
- DO NOT simply take out an old slide deck and begin shuffling slides.
- DO NOT open PowerPoint or Keynote or whatever software you use. This is the last step in the preparation process—not the first step.
- Get a piece of paper and a pencil and answer some key questions (see p.3).
- Lay out the story you want to tell.
- Decide what visuals will help you tell the story and create a draft storyboard.
- NOW you can open the software and make slides



Presentation Zen is an approach to preparing, designing and delivering powerful presentations. It's not a dogma. It's simply a way of helping you connect with your audiences.

The second edition of this wildly popular best selling book is laid out the same as the first edition only this one has some added chapters and references to iPads and Prezi, both of which came out after the first edition. You'll also see photos from TEDxTokyo 2011. As I've mentioned before, spending some time at the TED.com website will be

well worth it as you will find some amazing speakers who connect and can tell their story in 20 minutes or less. I always learn something when I listen to TED talks.

The Need for Engagement is a new chapter in the second edition and resembles sections from Garr's third book, *The Naked Presenter*. In that book, chapter 4 is titled Engage with Passion, Proximity and Play and looks at emotions, mirror neurons and the need for presenters to remove barriers and be authentic. These topics are further addressed in the second edition.

When it comes to authenticity, audiences know it. They can sense it. They can feel it. The speaker who is not authentic will not be believed.

I guess it comes down to this. The world is desperate for authenticity. In business and in real life. In work and play. We crave it I think, because it's in such short supply. Consequently, when we see it, we'll wait for it. We'll watch it on TV. We'll stand in line for a chance to be near it. We know authenticity when we see it, even if we're not looking for it.

-Mike Rowe
Host of "Dirty Jobs"
The Discovery Channel

*To Express
yourself as you
are is the most
important
thing.*

-Shunryu Suzuki

So, as you embark on the new year, please remember to be authentic and tell the story of your presentation with passion and power. This book can help.

PREPARING YOUR POWERFUL PRESENTATION

Start Here with these Key questions. **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 in one simple sentence:

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...)

Now you can begin to write an outline and create a story board for any visuals you want to use that will help your story stick.

*Be here now.
Be someplace
else later.
Is that so
complicated?*

-David Bader

on the spot
media training & coaching

www.onthespotmediatraining.com



Because how you say what you say, matters.™

www.nancystern.com

Phone & Fax
858.792.2768

Email: nancy@nancystern.com

Whether you're experiencing change, managing people, connecting with customers and co-workers, or making presentations, getting your message across effectively is vital to your success.

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 & 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™
Email@Work: Strategies for Successful Email Interactions™
Maximize Meeting Results™
Improv(e) Innovation at Work™
You Can't Leave Home Without You™
Communicate with Impact!™
Gender Jive™ (how men and women communicate)
Improv(e) Your Life™
Facing the News Media
Shift Happens: *Managing the Dynamics of Change*
Team Building for Creativity, Productivity and Peace of Mind
Generations@Work: Communicating Across the Ages

Why Nancy Stern?

Nancy Stern, MA is the president/owner and senior consultant of Communication Plus, a consulting firm in San Diego specializing in leadership and employee development. Since 1972, she has taught thousands the art and science of effective communication. She is a former columnist with the *San Diego Daily Transcript* and has taught at the University of California San Diego and San Diego State University Management Development Center.

She inspires managers, employees and individuals of all ages through the

simple, yet powerful, lesson that *how you say what you say, matters™*. Personal experiences form the foundation of her programs, creating presentations that are personal, professional and practical. The result—Improvement of the “whole person” and therefore, the “whole organization.”

She is an EMMY award-winner, who produced and appeared in the national PBS television series *Communicating With Nancy Stern* (1990-95) and she is the coauthor of *101 Stupid Things Trainers Do To Sabotage Success*.

Nancy holds a Master of Arts degree in Communication Education from Michigan State University and is a former member of the American Society for Training and Development and the National Speakers Association.



Nancy Stern