



# Presentation Skills for Positive Results



**Tim Wade**

www.timwade.com

## The One-Page Business Case

### Before the presentation

**Prepare** - Get your flow done. If you're using slides, build them next. Use trigger pictures. Less on slides, more in the notes. Write a flow. Use notes. Don't listen to Mr No-Notes-Smartypants. Notes: ok.

**Audience** - If you can, know a bit about your audience. Who are they and what do they want? Solve their problem. If you can interview a few attendees or get them to do a survey before the session, great.

**Nerves** - these come because of uncertainty. Preparation reduces this but doesn't always eliminate it. Acknowledge that nerves are there because you care. Pray. I do.

### Opening

**Get introduced** - This gives you credibility; and write the intro. This is called social proof. The audience will listen because someone told them that you have **VALUE**.

**Get attention** - Depending on the presentation, you might start with:

- a story that captures their interest
- an explanation about what you are going to say ("Tell them what you are going to tell them") so they know what to listen for
- a summary of actions that you will be asking them to take at the end ("Start with the end in mind") so they listen for the reasons why
- a question that engages and "controls" the audience

**Build Rapport** - get the audience to like you, by showing them how you are like them, and by being likeable. In a motivational keynote

### Scenario:

Scenario description

Costs and resources required

Benefits / savings / revenue

Risks / projections / long-term costs

Payback period / ROI

### Initiative Title

Introduce the problem, why it is a problem, how it was caused and the key elements required to fix it.

0	1	2	3
Do Nothing	Cautious	Balanced	Extreme
zero	\$ X	\$ X+Y	\$ X+Y+Z
None	Minimum	Mid-High	Very High
High	Minimum	Min-Mid	Mid-High
N/A	Mid-Long	Min-Mid	Mid-Long

State recommended solution is Scenario 2 and explain the rationale

Highlight required approval, resources, next steps and recommended way forward

or uplifting session, I might do this with a warm-up "dance" (where I get audience members to lead aerobics on stage and I follow their lead), or by sharing where I was born, and any other similarities that I found prior to or during the session. Humour: good.

**Control the audience** - If it's a business meeting: ask them to look at page X of your handout. If a keynote speech: ask them to clap or say hello to the person next to them — some simple activity depending on the seating setup.

**You want to control the audience because you want them to take action during or at the end of the presentation, and when you have that control, they may do it.**

Ask questions and you write down their answers on a flipchart. I really want to know what the audience thinks and capture it live. I can build rapport while understanding needs, pain points or areas on which I should focus more time.

**Demonstrate authority** - Be the authority on providing a solution. Define the problem and the

solution. Know the problem and show that you know it. This builds rapport with the audience. "This person understands me."

### Structure

**Number of points** - Following a numbering sequence can be useful as it communicates structure and lets people know when the list will end, eg: "3 key areas in which we can improve profitability" (or performance, sales, staff retention, customer satisfaction, etc). Three is always easy to follow.

**Use my One-Page Business Case Format** (see image above)

**Use the Laws of Influence** (see over) - especially social proof using testimonials, success stories or case studies to display how others got the result from taking your proposed course of action or using your solution. Very powerful.

## Influence & Persuasion

6 laws of influence (Robert Cialdini):

**Reciprocity** - give value (or respect, energy, enjoyment) first and it will come back to you

**Authority** - demonstrate your expertise, present with certainty using your voice, posture & content

**Scarcity** - if it's rare, it's valuable - show how what you are sharing is rare or limited in time, quantity or availability

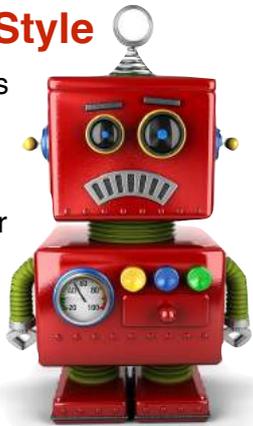
**Commitment and Consistency** - acknowledge a previous decision with the information they have at the time, and present them with new information to make a new decision - help them be consistent

**Liking** - people are influenced by people like them, and by people they like - be likeable.

**Social Proof** - show how others have made the decision or used the data and succeeded and how they can replicate this success.

## Speaking Style

No robots voices please! For goodness sake have some expression. Your audience are humans too. Be enthusiastic about what you're presenting. If you're not, you can't expect them to be.



**Reduce fillers** - out with the umms and ahhs. Replace with silence.

**Use silence. Pause. Think. Let your message land.**

**Voice Control & Body Language** - Use volume, tone and speed to control the audience and express yourself. Ensure your body language expresses your authority, confidence and aligns with your message. I like to physically present (act out) as well as deliver it by words.

## Closing

**Recency Effect** - People tend to remember the beginning (the primacy effect) and the end (the recency effect) of lists of info. They don't remember the middle as much. So make your beginning and ending impactful. I often finish with the "Yes We Can" song. That won't work in a business meeting though! Use next steps.

**Summary** - Ending with an energetic summary of key points ("Tell them what you told them") reminds them how much you gave to them, employing the Law of Reciprocity (see laws of influence) and also can translate into positive scores on evaluations or feedback.

**Know your outcome** - Knowing what result you want and what you want them to do at the end means you can target everything you say and do to that point. You can then do activities and actions that don't seem to have any purpose until you tie it in at the end.

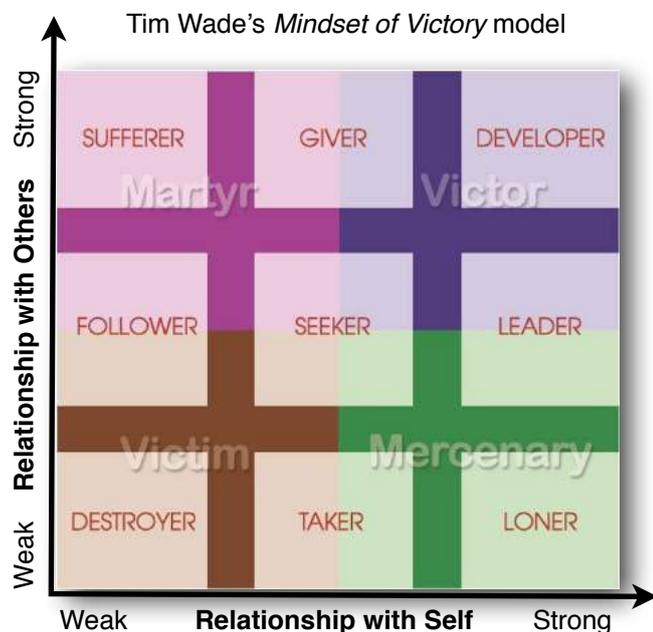
**Circular close** - this is where you finish a story you began in the opening, or you tie it back to your opening, so the whole presentation feels well structured and packaged.

**Know your close duration** - If your conclusion takes 7 minutes, jump to it with 7 minutes to go, regardless of what else you had to say. Do it smoothly and nobody will know you skipped content.

**Next steps** - Suggest next steps and consider asking what they are going to do with the information, or how they are going to use this. If you are going to ask questions like this at the end, mention this at the beginning or ask them to write down some points in the middle.



Tim Wade's *Mindset of Victory* model



## Psychology

**Them** - The audience wants you to succeed. And those that don't really don't matter anyway. So relax and seek to share your value with them.

**You** - Cultivate a Mindset of Victory (above image) by increasing your relationship with yourself and your relationship with others. Be resourceful, practice skills, be prepared to fail and grow. Ask for and receive feedback (and use it to improve), and seek ways to give even more value next time (maybe by doing less in the time allotted). Seek, lead, develop, give. You can.

## Follow-up

If you asked your audience to take action, and you are invested in the outcome, follow-up. If they need more clarity, a further discussion, more training, another analysis, whatever, take the initiative to connect with them and build the relationship. Yes you can!

## Keep Growing

Finally, if you need more help, ask. We're here to help. We have courses, training, private coaching and more available to you, in all aspects of leadership development.

Let's motivate positive change! Yes we can! Speak with you soon.

## Tim Wade

Speaker & Facilitator, Wade Pte Ltd