

“THE PRESENTATION LAB” BY SIMON MORTON

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A Summary

Does your presentation also work on the back of an envelope or on a paper napkin?

Most business **audiences** are either –

- 1) Emotional (Heart) which means you need to establish credentials.
- 2) Factual (Brain) which means you need to build rapport.
- 3) Visionary (Eyes) which means you must define structure.

You should allow the audience to ask questions during the presentation, not just at the end. Always remember a call to action.

The presentation **pathway** is Establish, Engage, Evaluate, Act.

Setting objectives –

- a. Who will be there?
- b. How long do you have?
- c. Why should they see you?
- d. What will they get out of it?
- e. Why are you presenting?
- f. What do you hope to achieve?

With the answers to the above questions, take a page and split it into 3 columns –

Must – the minimum results you’re looking for & how soon are your prospects likely to buy?

Intend – the results you’re intending to achieve.

Like – be more optimistic.

Your **message** needs to be simple enough for people to share it with others, such as – “(Whatever) saves money and keeps customers happy, because it’s quicker and doesn’t break down”.

What is your presentation about? You should have a maximum of 3 points. What do you want your prospect to **remember**?

What do you need your prospect to know? Engage the prospect and take them on a journey.

Your **content** must support your message. Lay out your content on the desk. The prospect needs your help to discriminate the information you’re giving them, to digest it in the right order and at the right time.

Use a **story flow document** to signpost what content to include in your presentation.

- a. Messaging – consider the prospect’s Factual, Emotional, Visionary heat map profile. What are their Musts, Intends, Likes?
- b. Story – how will the story resonate with Factual, Emotional, Visionary?
- c. Filtering – how much Factual compared to Emotional or Visionary?
- d. Remove any jargon.
- e. Declutter to support your key message. Convey information in tables and data as visuals or charts.
- f. Continuous improvement.

Paul Martin Lester of California State University claims that people remember 10% of what they hear and 20% of what they read. **Combined together retention leaps to 80%.**

An infographic is a **visualisation of data or ideas** that conveys complex information in a manner quickly and easily understood. It tells the whole story but they are too complex for presentations.

Don’t touch your computer until you have **paper storyboarded** your presentation.

Understanding the presentation landscape -

- a. The formal presentation – this is a broadcast rather than a conversation. One person presents to several people with Q&As at the end.
- b. The interactive presentation – more of a conversation than a broadcast. The presenter needs a greater grasp of the story, message and audience. The presenter demonstrates by building a rapport with the audience. Smaller groups are better for this, no more than five.
- c. The informal presentation – this is the hardest to get right. You must know your subject to the extent that you can show it on a napkin or the back of an envelope.

Any presentation preparation can start to be visualised on a whiteboard which can be very interactive. You can then move onto PowerPoint if necessary. This is called **Blended Presenting**.

Use PowerPoint or Keynote for formal presentations. Use Prezi for zooming, panning, animated timelines, process maps and “fly-throughs”.

Whiteboards vary from just a sheet of white plastic to digital versions called Smart Boards linked to your computer. These prompt discussion, interaction and collaboration. You can record the results either by using the screen grab button on electric versions or using your mobile camera. This will include your prospect’s handwriting. Smart Boards are also good for proposals, emails or calls to action. However, don’t use a whiteboard/Smart Board if your prospect is expecting a formal presentation, except in a blended approach.

Hard copy documents are often best taken from the PowerPoint Notes section of a formal presentation. Hard copy is good as a post presentation follow up tool to reaffirm your message.

When helping to prepare a presentation for, or with, a client –

- a. Ask them “So what?”
- b. Challenge the value of their claims.
- c. Check on their prospect’s main concerns, value and quality.
- d. See Need Creation structure using the story flow process on P213. Then filter the content to identify the key points for the presentations. Find out how products or services are used in situ. You can use a complete script and deliver it word for word via autocue.

Strategies for dealing with last minute deadlines –

- a. With just 4 hours to go, identify one key message and review the whole presentation with that message in mind. Check everything. Practice in front of the mirror.
- b. With 24 hours to go, write down the presentation objectives – Must – Intend – Like. Create a high level story structure to help you engage the audience (30 minutes). Print out slides. Check existing content against the story structure to determine what stays and what goes. Check the call to action is aligned with your Must – Intend – Like and your key message. Can you exchange content for images or diagrams? Try PowerPoint’s Smart Art. What’s the takeaway message from the presentation? If it matches your key message, that’s good. If not, review the content and visuals again.
- c. With one week to go, profile the audience and engage them. Pull together a Heat Map. Then review how to share your message by developing a story flow document. Present them to a colleague and ask them to challenge you. Identify which elements should stay and should go. Draw out your slides on paper. Ask your colleagues what works and what doesn’t. Only then commit to PowerPoint or Prezi. Allocate up to a day rehearsing in front of an audience.