The Graphic Guide to

Presenting to the Max

A Fun Guide to Making Presentations with Confidence and Ease

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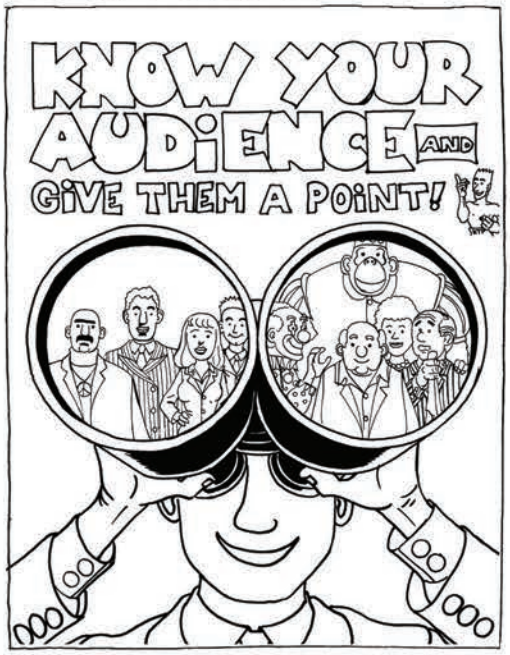
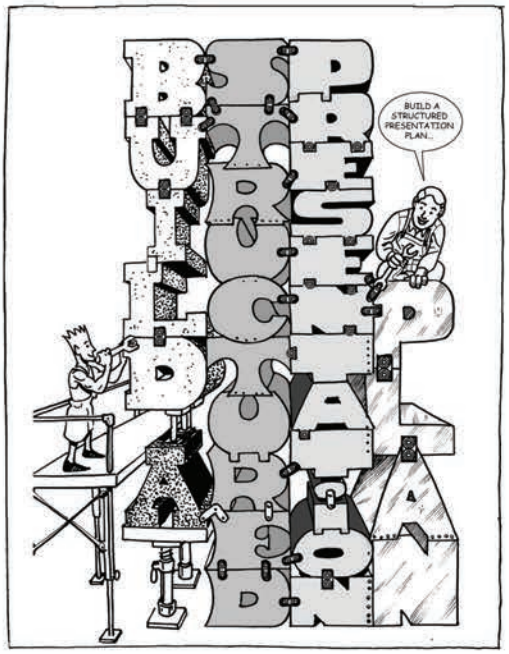


Chapter 1, **Know Your Audience**, will tell you how to achieve clarity and focus from the get-go.

CHAPTER 2

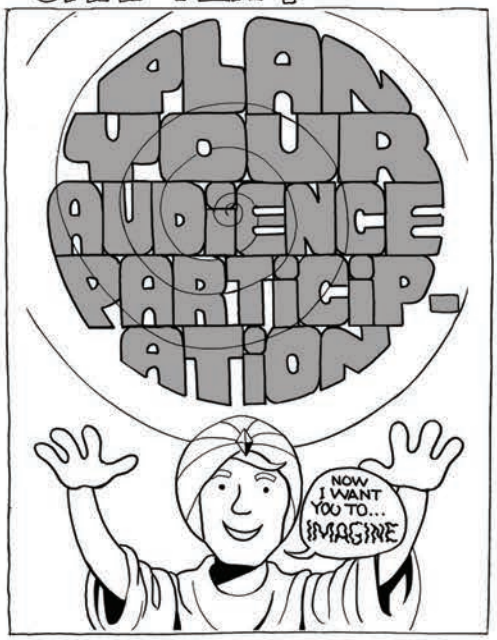


Chapter 2, **Build a Structured Presentation Plan**, describes a super-efficient way to prepare your entire presentation quickly.

CHAPTER 3

Chapter 3, **Make the Content Engaging**, helps you bring your material to life without resorting to cheap gimmicks.

CHAPTER 4

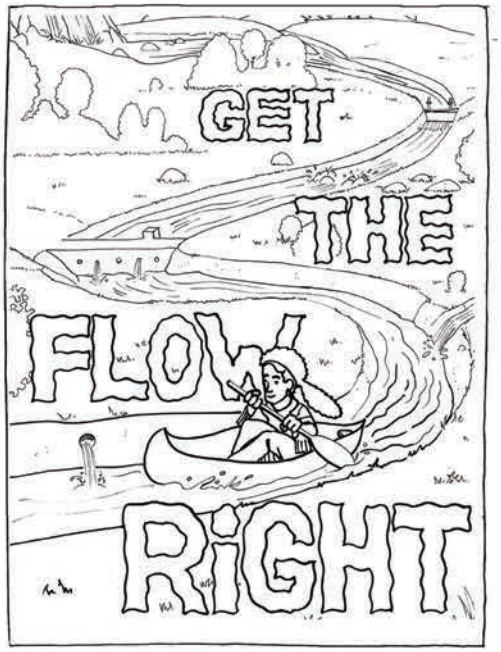


Chapter 4, **Plan Your Audience Participation**, helps you to make your interactions relevant and easy.

CHAPTER 5

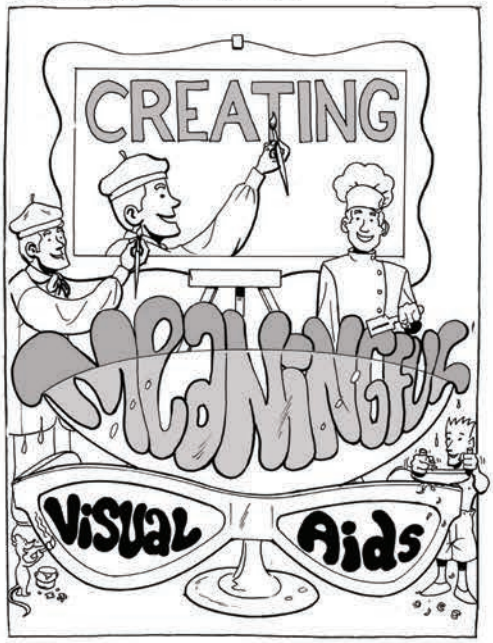
Chapter 5, **Start Strongly**, gives you a simple formula for kicking off with confidence and credibility.

CHAPTER 6



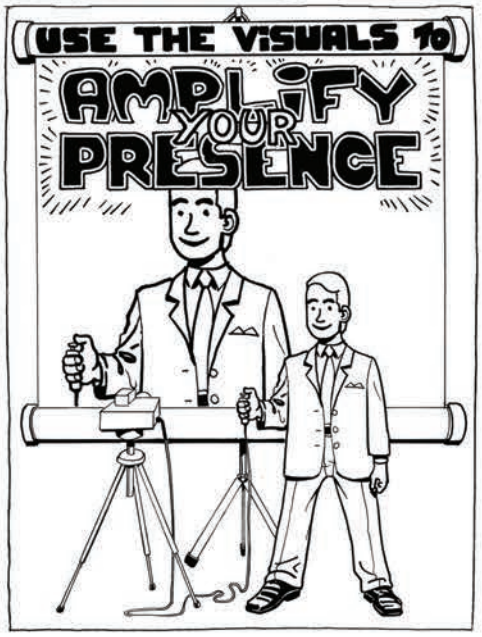
Chapter 6, **Get the Flow Right**, is all about smoothing out the delivery.

CHAPTER 7



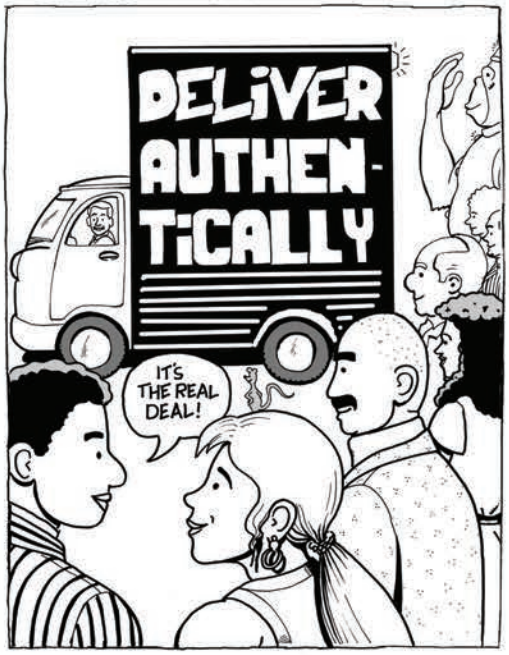
Chapter 7, **Creating Meaningful Visual Aids**, gives simple tips for simplifying your slides.

CHAPTER 8



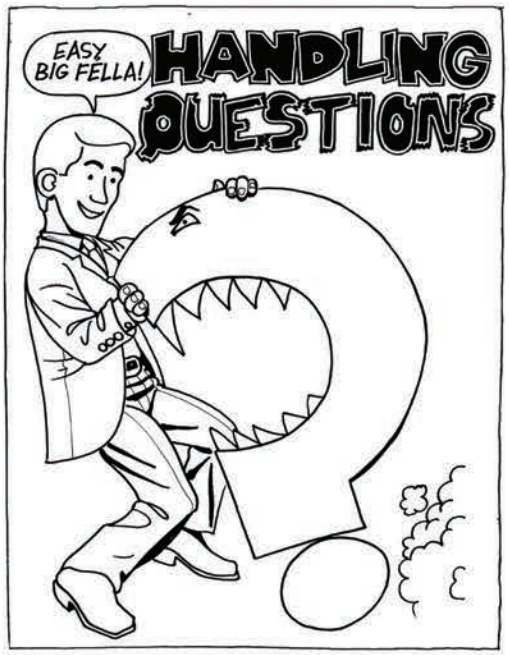
Chapter 8, **Amplify Your Presence**, explores how the visuals can be used to support your aura of power and leadership rather than overshadowing you.

CHAPTER 9



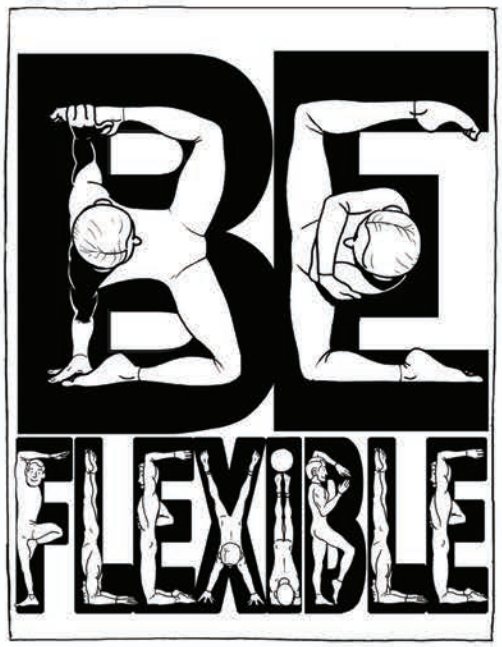
Chapter 9, **Deliver Authentically**, will help you to feel entirely yourself throughout the entire presentation.

CHAPTER 10



Chapter 10, **Handling Questions**, gives you three key ideas to eliminate the anxiety of dealing with difficult questions.

CHAPTER 11

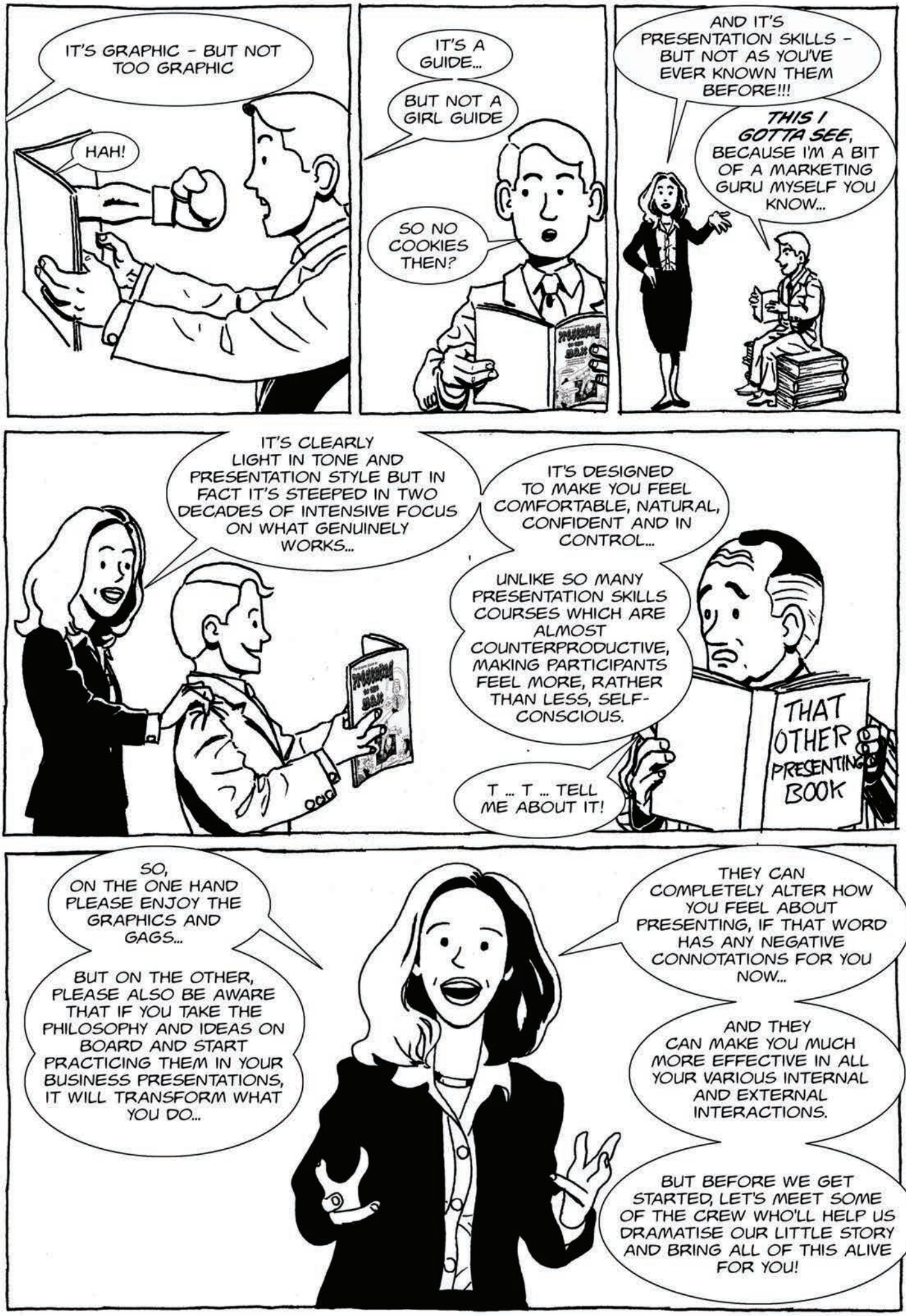


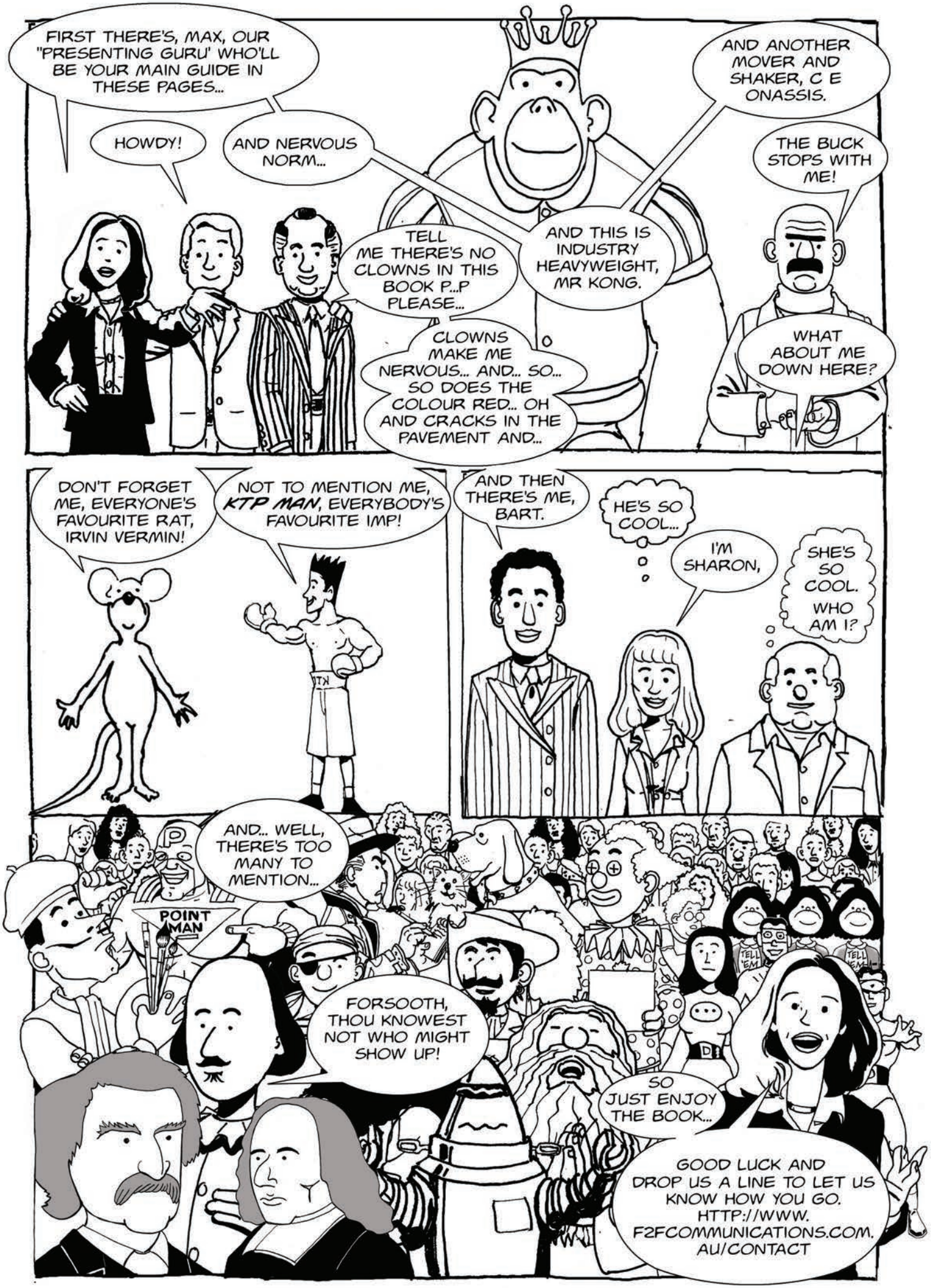
Chapter 11, **Be Flexible**, shows you how to be comfortable with getting off-track and how to steer back on...

CHAPTER 12

Chapter 12, **Manage Nerves**, demonstrates how the previous eleven steps, plus an additional three ideas, banish presentation nerves from your life forever.

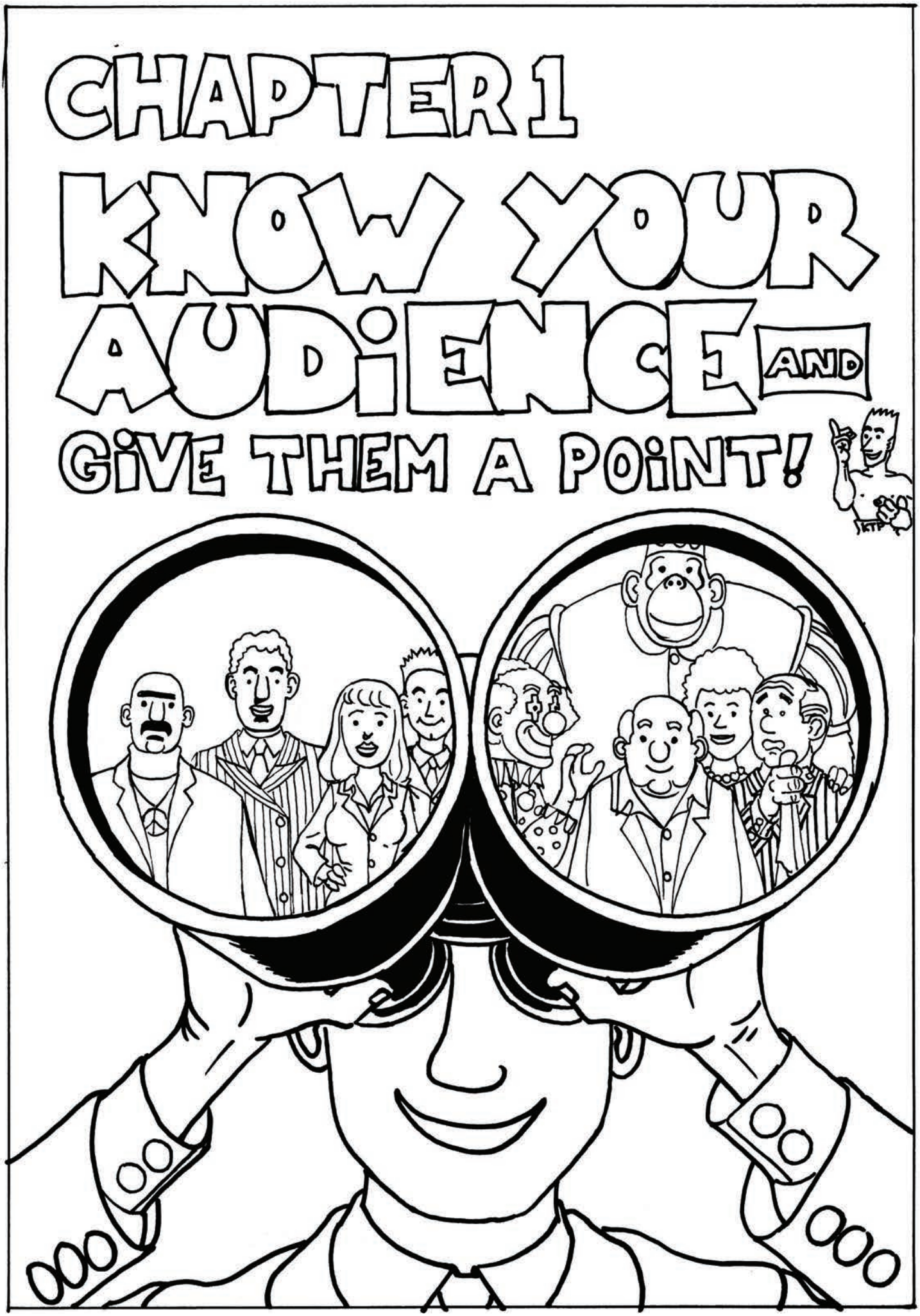
INTRODUCTION
by Carolyn Crawford

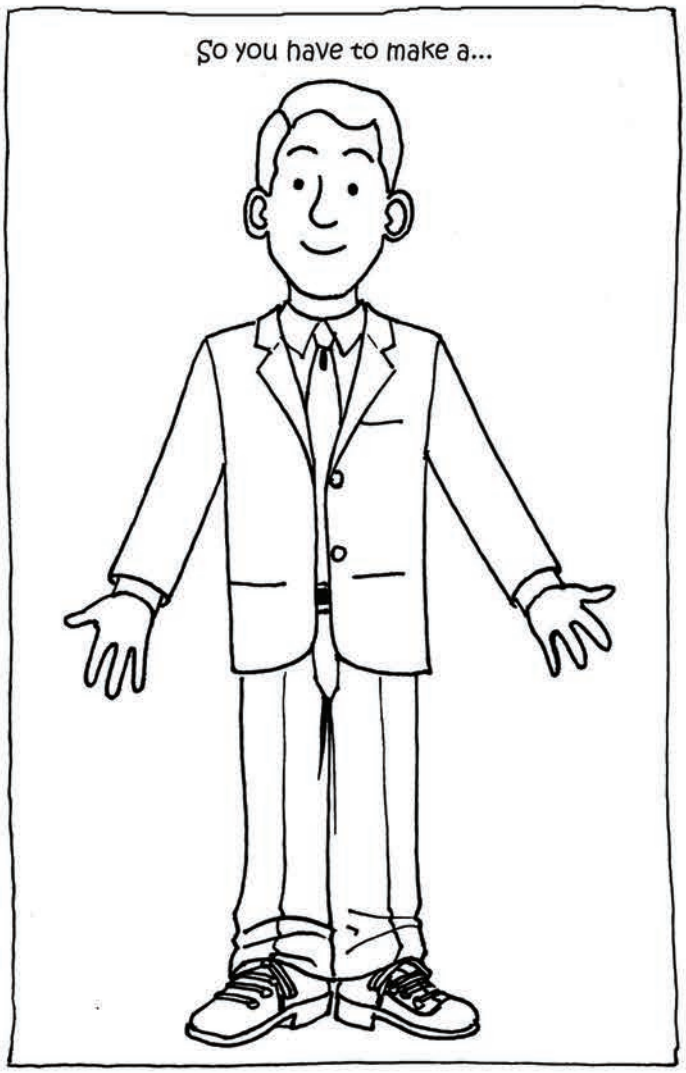

IT'S GRAPHIC - BUT NOT TOO GRAPHIC
HAH!
IT'S A GUIDE...
BUT NOT A GIRL GUIDE
SO NO COOKIES THEN?
AND IT'S PRESENTATION SKILLS - BUT NOT AS YOU'VE EVER KNOWN THEM BEFORE!!!
THIS I GOTTA SEE, BECAUSE I'M A BIT OF A MARKETING GURU MYSELF YOU KNOW...
IT'S CLEARLY LIGHT IN TONE AND PRESENTATION STYLE BUT IN FACT IT'S STEEPED IN TWO DECADES OF INTENSIVE FOCUS ON WHAT GENUINELY WORKS...
IT'S DESIGNED TO MAKE YOU FEEL COMFORTABLE, NATURAL, CONFIDENT AND IN CONTROL...
UNLIKE SO MANY PRESENTATION SKILLS COURSES WHICH ARE ALMOST COUNTERPRODUCTIVE, MAKING PARTICIPANTS FEEL MORE, RATHER THAN LESS, SELF-CONSCIOUS.
T ... T ... TELL ME ABOUT IT!
THAT OTHER PRESENTING BOOK
SO, ON THE ONE HAND PLEASE ENJOY THE GRAPHICS AND GAGS...
BUT ON THE OTHER, PLEASE ALSO BE AWARE THAT IF YOU TAKE THE PHILOSOPHY AND IDEAS ON BOARD AND START PRACTICING THEM IN YOUR BUSINESS PRESENTATIONS, IT WILL TRANSFORM WHAT YOU DO...
THEY CAN COMPLETELY ALTER HOW YOU FEEL ABOUT PRESENTING, IF THAT WORD HAS ANY NEGATIVE CONNOTATIONS FOR YOU NOW...
AND THEY CAN MAKE YOU MUCH MORE EFFECTIVE IN ALL YOUR VARIOUS INTERNAL AND EXTERNAL INTERACTIONS.
BUT BEFORE WE GET STARTED, LET'S MEET SOME OF THE CREW WHO'LL HELP US DRAMATISE OUR LITTLE STORY AND BRING ALL OF THIS ALIVE FOR YOU!


FIRST THERE'S, MAX, OUR "PRESENTING GURU' WHO'LL BE YOUR MAIN GUIDE IN THESE PAGES...
HOWDY!
AND NERVOUS NORM...
TELL ME THERE'S NO CLOWNS IN THIS BOOK P...P PLEASE...
CLOWNS MAKE ME NERVOUS... AND... SO... SO DOES THE COLOUR RED... OH AND CRACKS IN THE PAVEMENT AND...
AND THIS IS INDUSTRY HEAVYWEIGHT, MR KONG.
AND ANOTHER MOVER AND SHAKER, C E ONASSIS.
THE BUCK STOPS WITH ME!
WHAT ABOUT ME DOWN HERE?
DON'T FORGET ME, EVERYONE'S FAVOURITE RAT, IRVIN VERMIN!
NOT TO MENTION ME, KTP MAN, EVERYBODY'S FAVOURITE IMP!
AND THEN THERE'S ME, BART.
HE'S SO COOL...
I'M SHARON,
SHE'S SO COOL. WHO AM I?
AND... WELL, THERE'S TOO MANY TO MENTION...
POINT MAN
FORSOOTH, THOU KNOWEST NOT WHO MIGHT SHOW UP!
SO JUST ENJOY THE BOOK...
GOOD LUCK AND DROP US A LINE TO LET US KNOW HOW YOU GO. HTTP://WWW.F2FCOMMUNICATIONS.COM.AU/CONTACT

CHAPTER 1

KNOW YOUR AUDIENCE AND GIVE THEM A POINT!

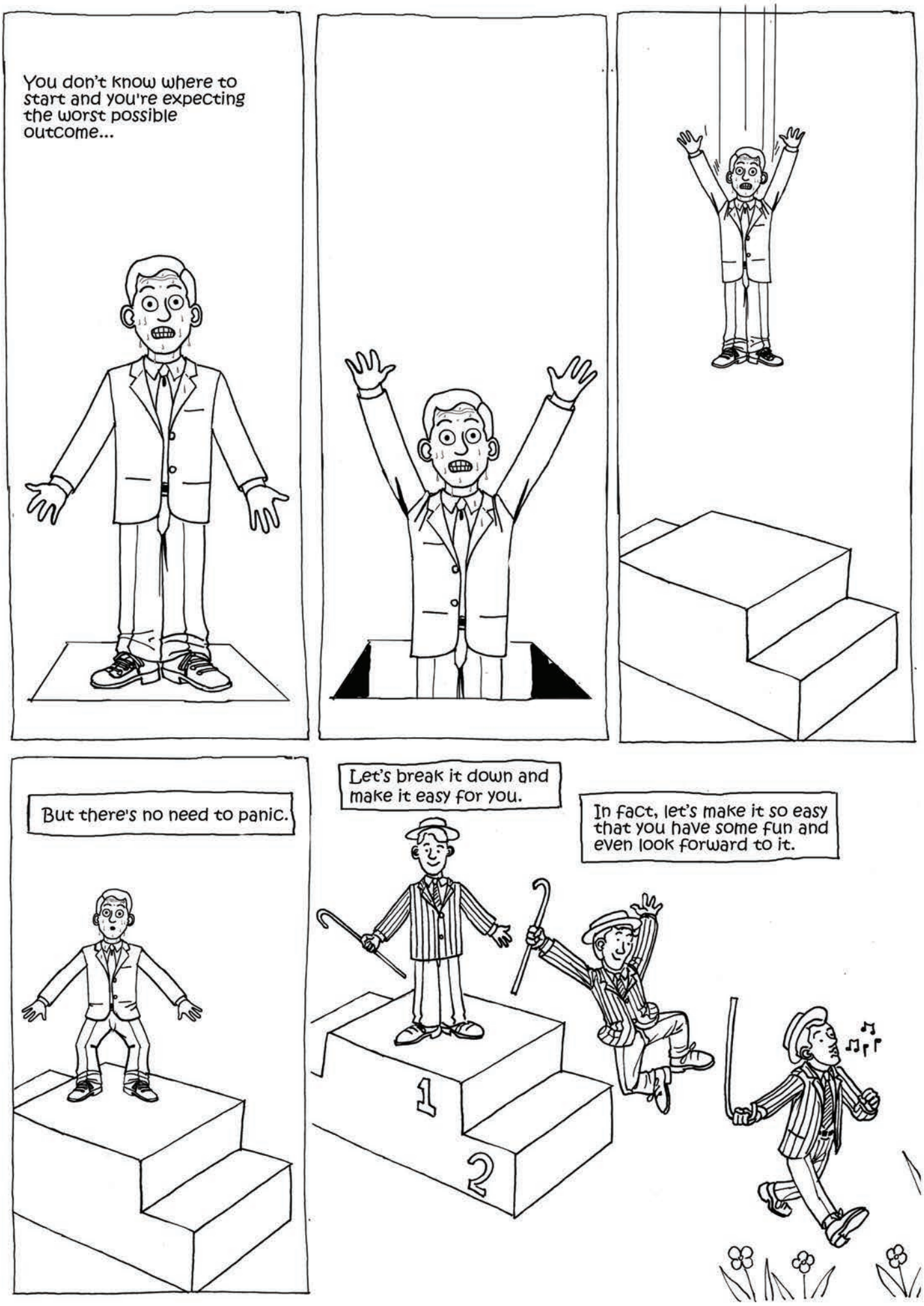


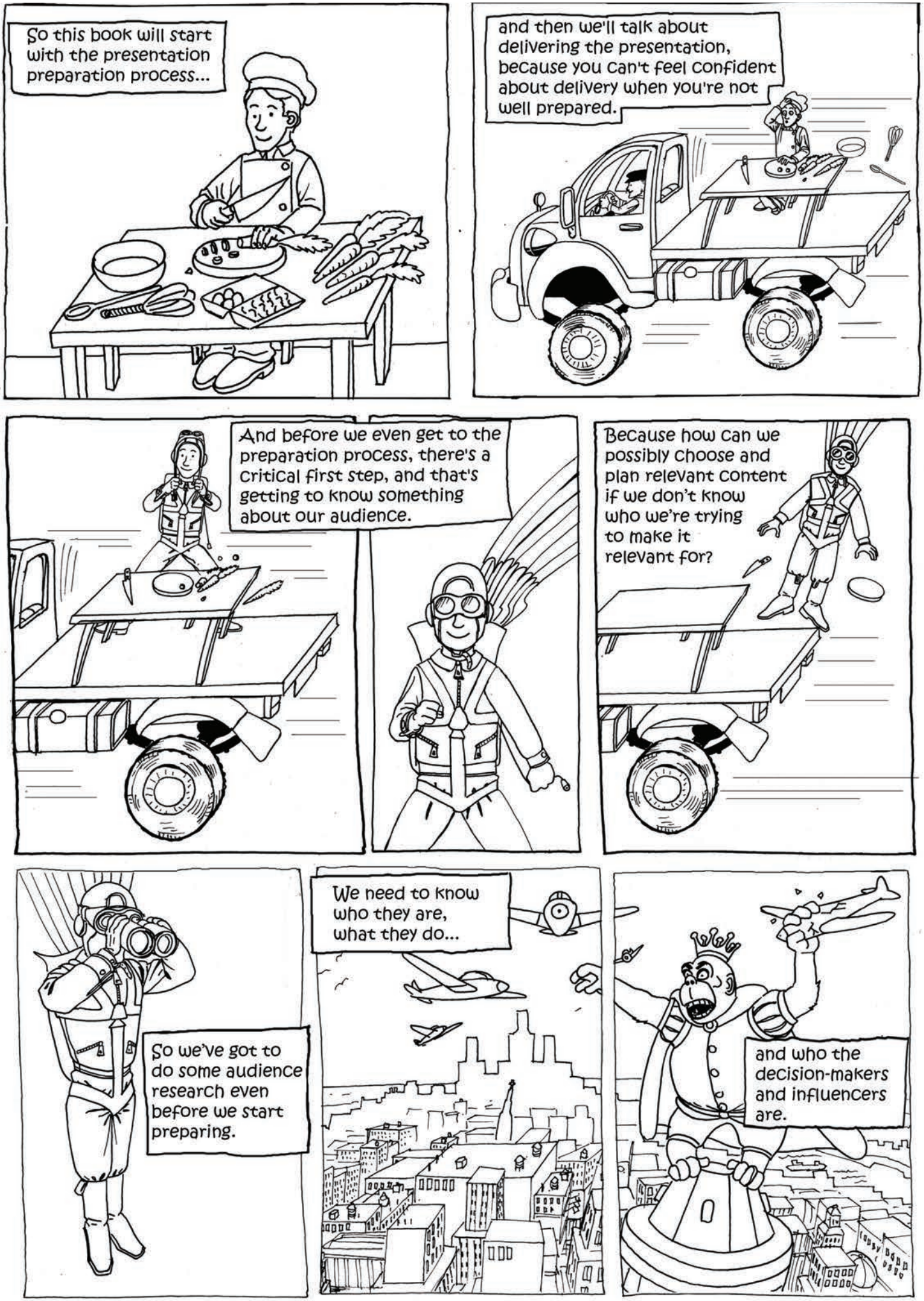

So you have to make a...

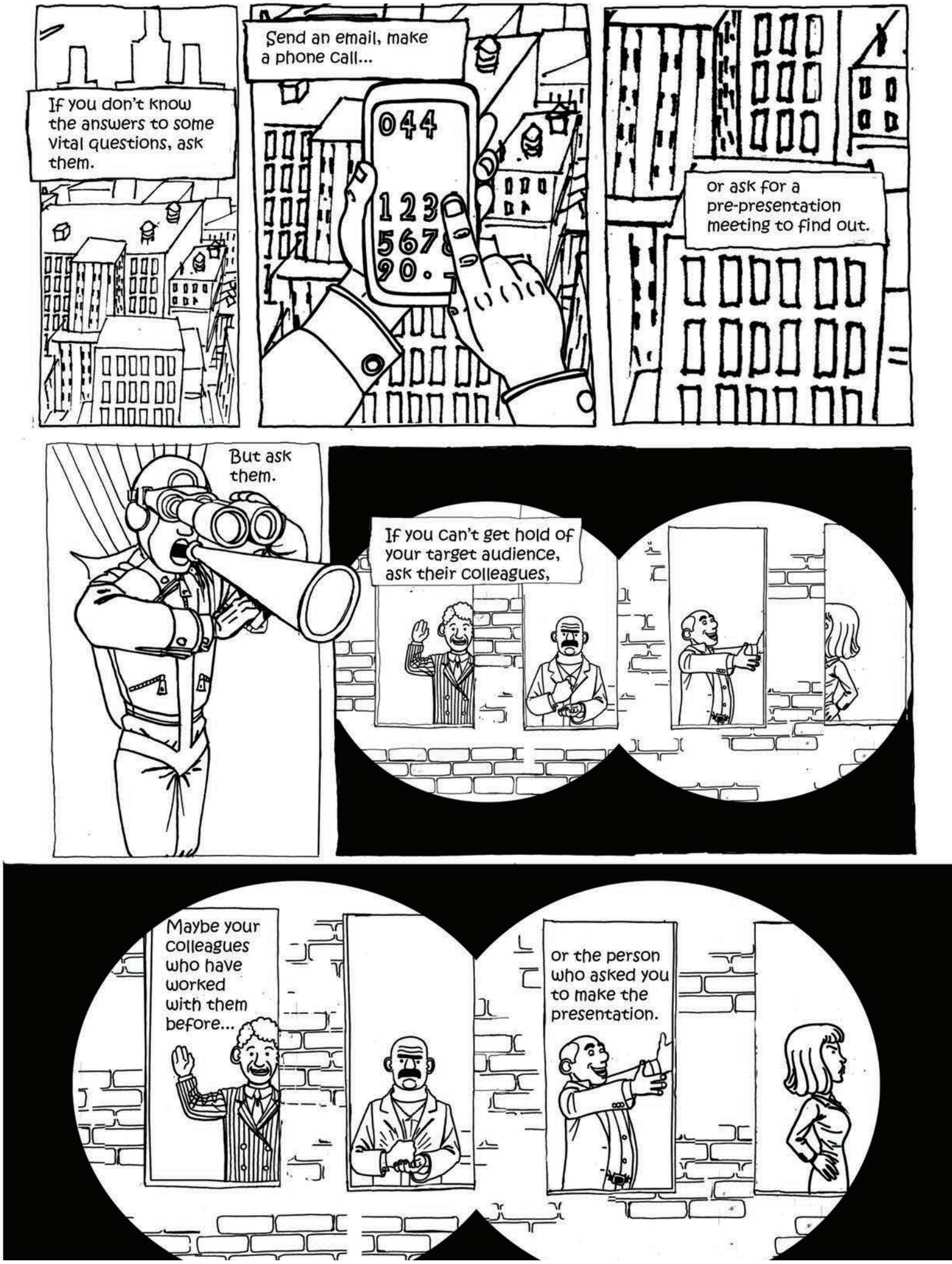
PRESENTATION

Your face starts to sweat...

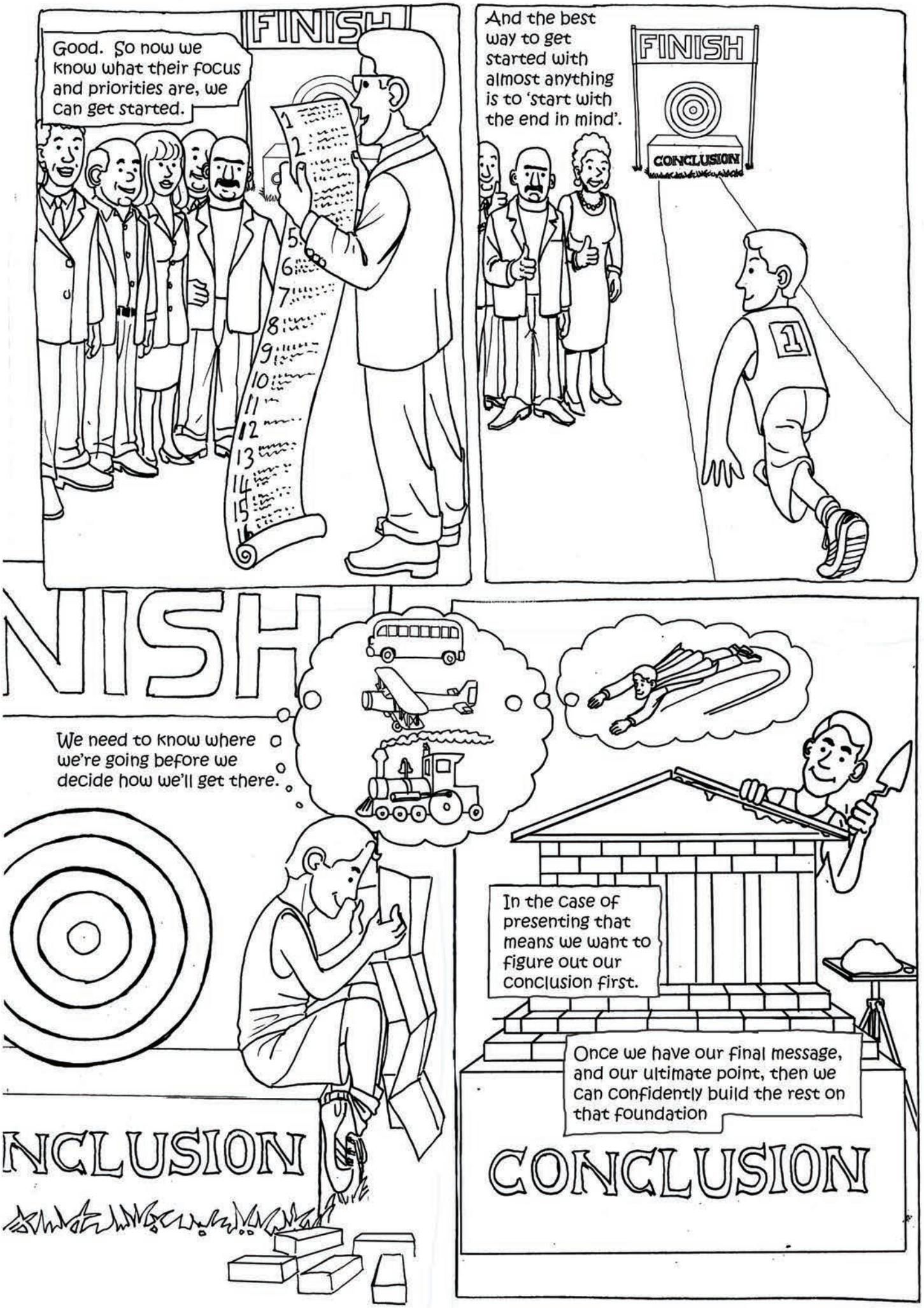
Your heart starts to beat faster,
and faster,
and faster...

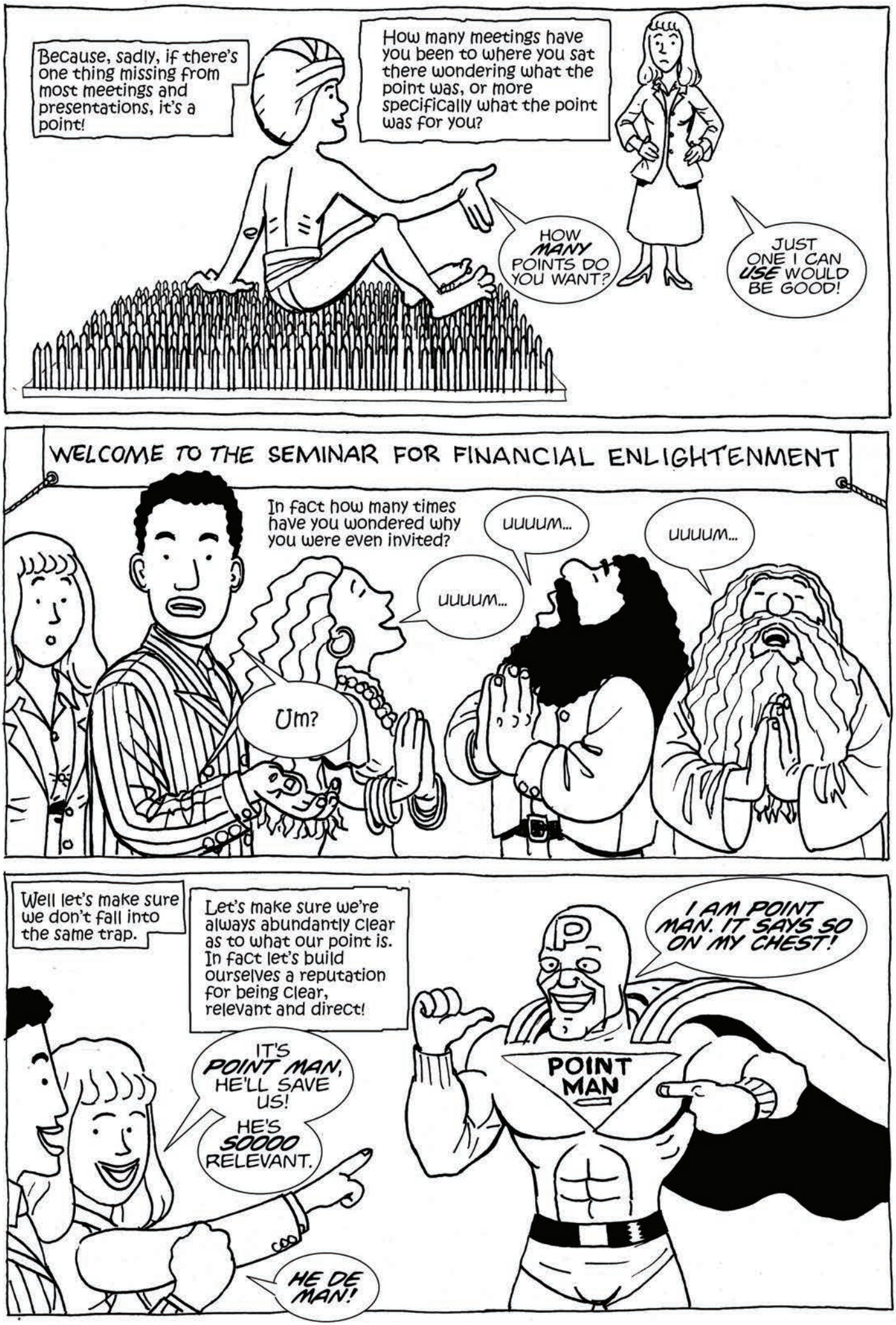

You don't know where to start and you're expecting the worst possible outcome...
But there's no need to panic.
Let's break it down and make it easy for you.
In fact, let's make it so easy that you have some fun and even look forward to it.
1
2

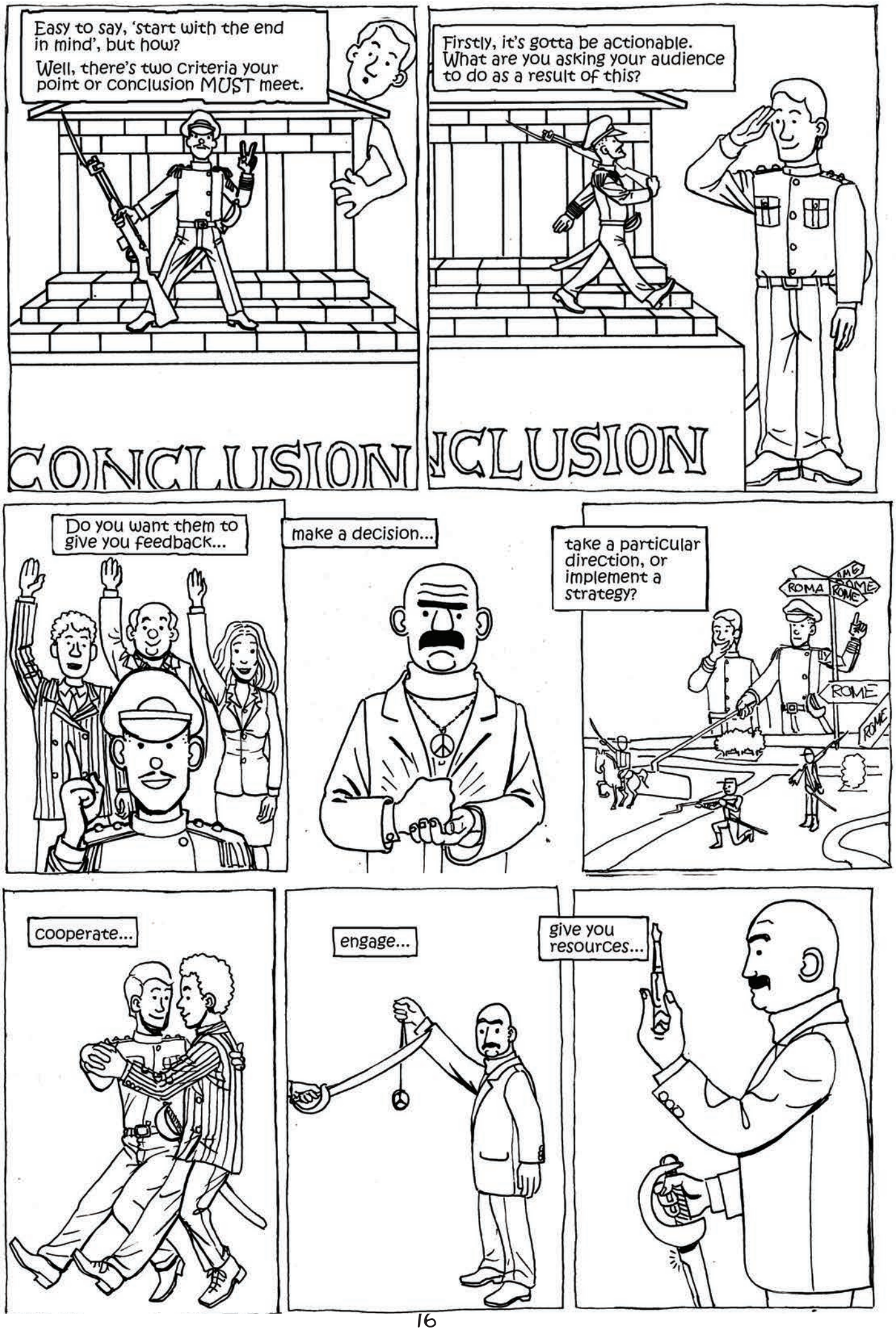

So this book will start with the presentation preparation process...
and then we'll talk about delivering the presentation, because you can't feel confident about delivery when you're not well prepared.
And before we even get to the preparation process, there's a critical first step, and that's getting to know something about our audience.
Because how can we possibly choose and plan relevant content if we don't know who we're trying to make it relevant for?
So we've got to do some audience research even before we start preparing.
We need to know who they are, what they do...
and who the decision-makers and influencers are.

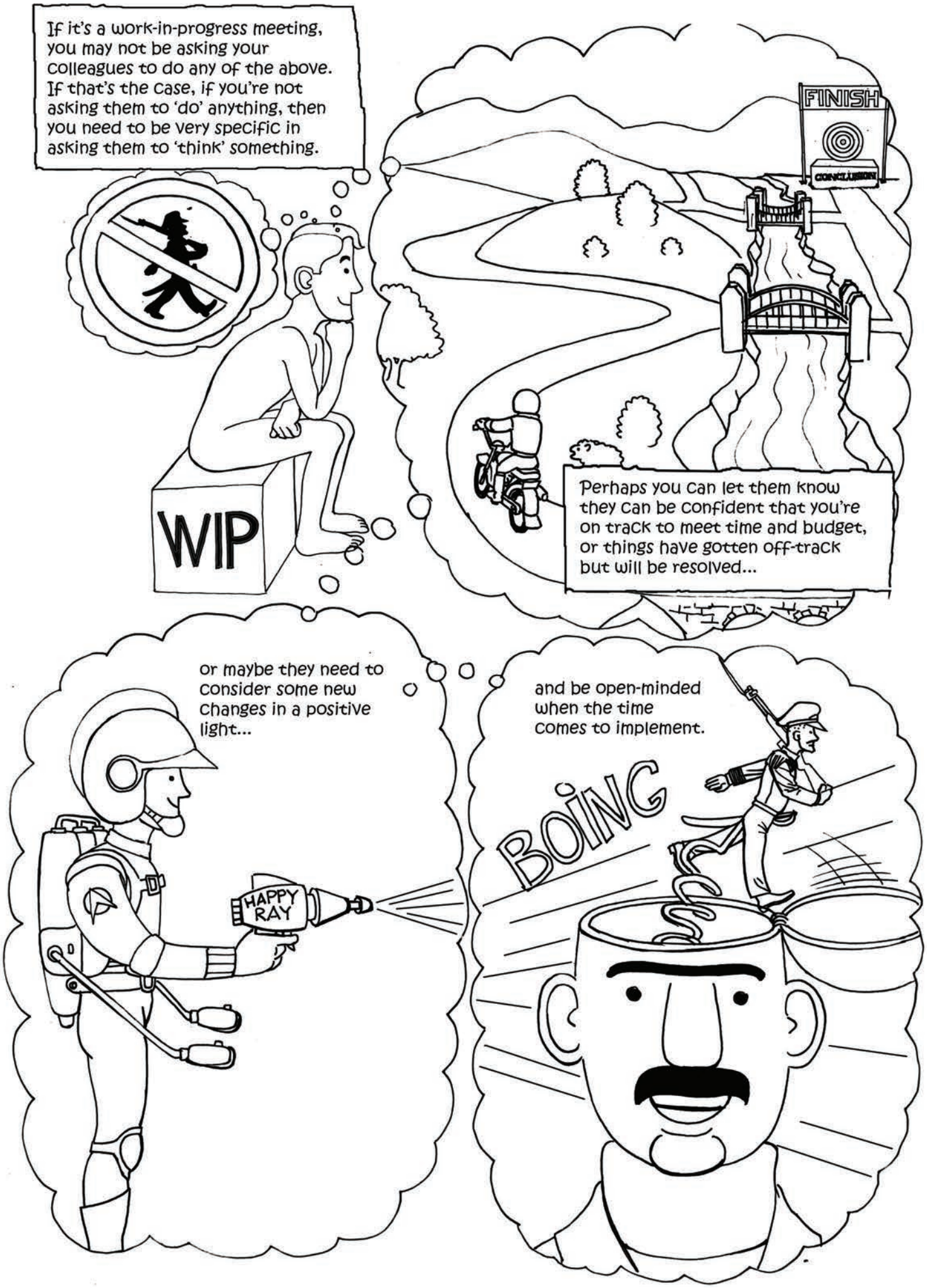

If you don't know the answers to some vital questions, ask them.
Send an email, make a phone call...
044
123
567
90.
or ask for a pre-presentation meeting to find out.
But ask them.
If you can't get hold of your target audience, ask their colleagues,
Maybe your colleagues who have worked with them before...
or the person who asked you to make the presentation.

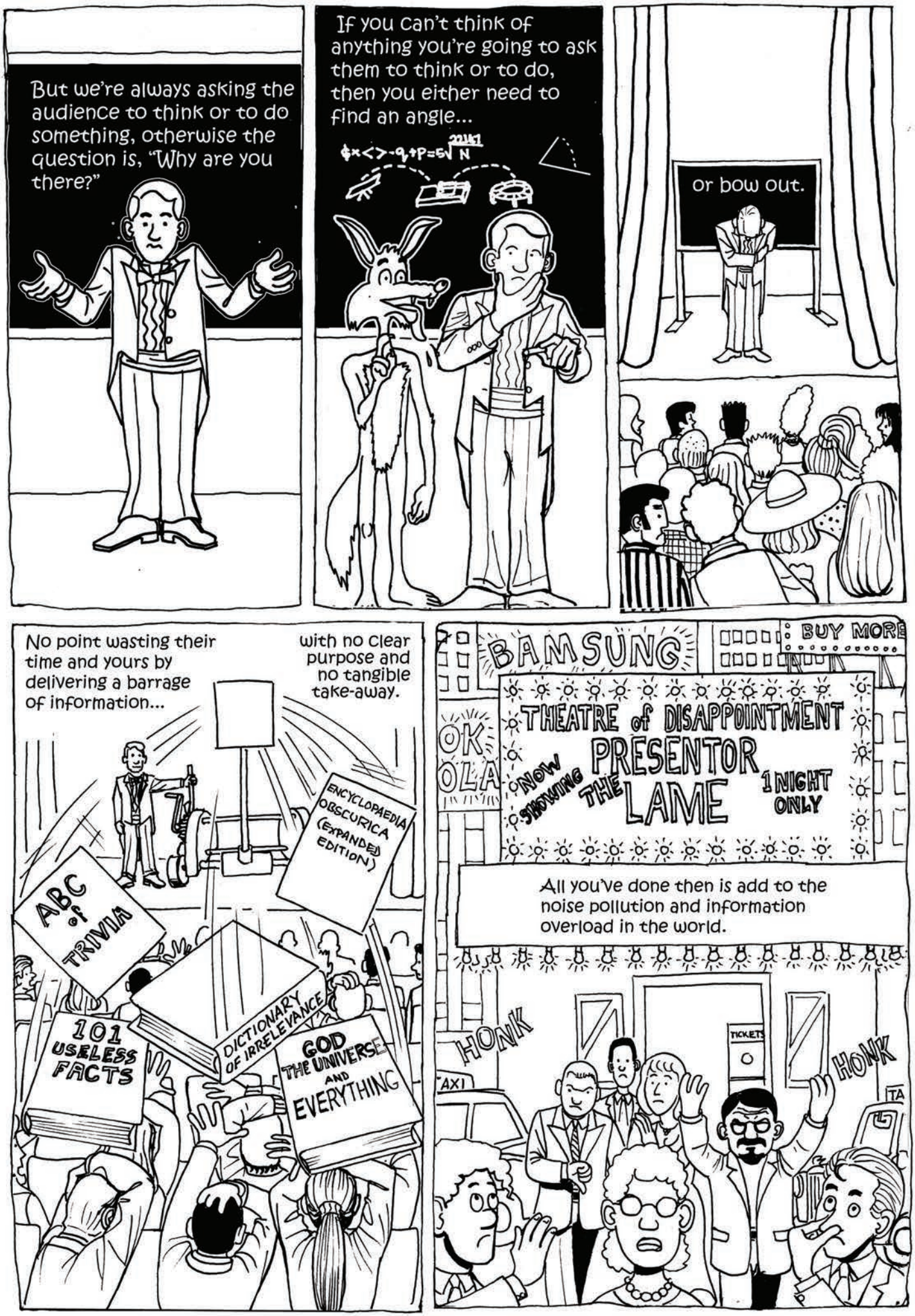
We need to know what they're expecting, what they need...
why they need it and, importantly, what they're going to do with it. Do they have any preconceived ideas?
Do they have, doubts or concerns?
What are their fears?
but one way or the other, you've gotta find out a bit about them...
otherwise you're groping around in the dark when you try to make the presentation.
And that can wind up very embarrassing indeed.


FINISH
Good. So now we know what their focus and priorities are, we can get started.
And the best way to get started with almost anything is to 'start with the end in mind'.
FINISH
CONCLUSION
NISH
We need to know where we're going before we decide how we'll get there.
In the case of presenting that means we want to figure out our conclusion first.
Once we have our final message, and our ultimate point, then we can confidently build the rest on that foundation
NCLUSION
CONCLUSION

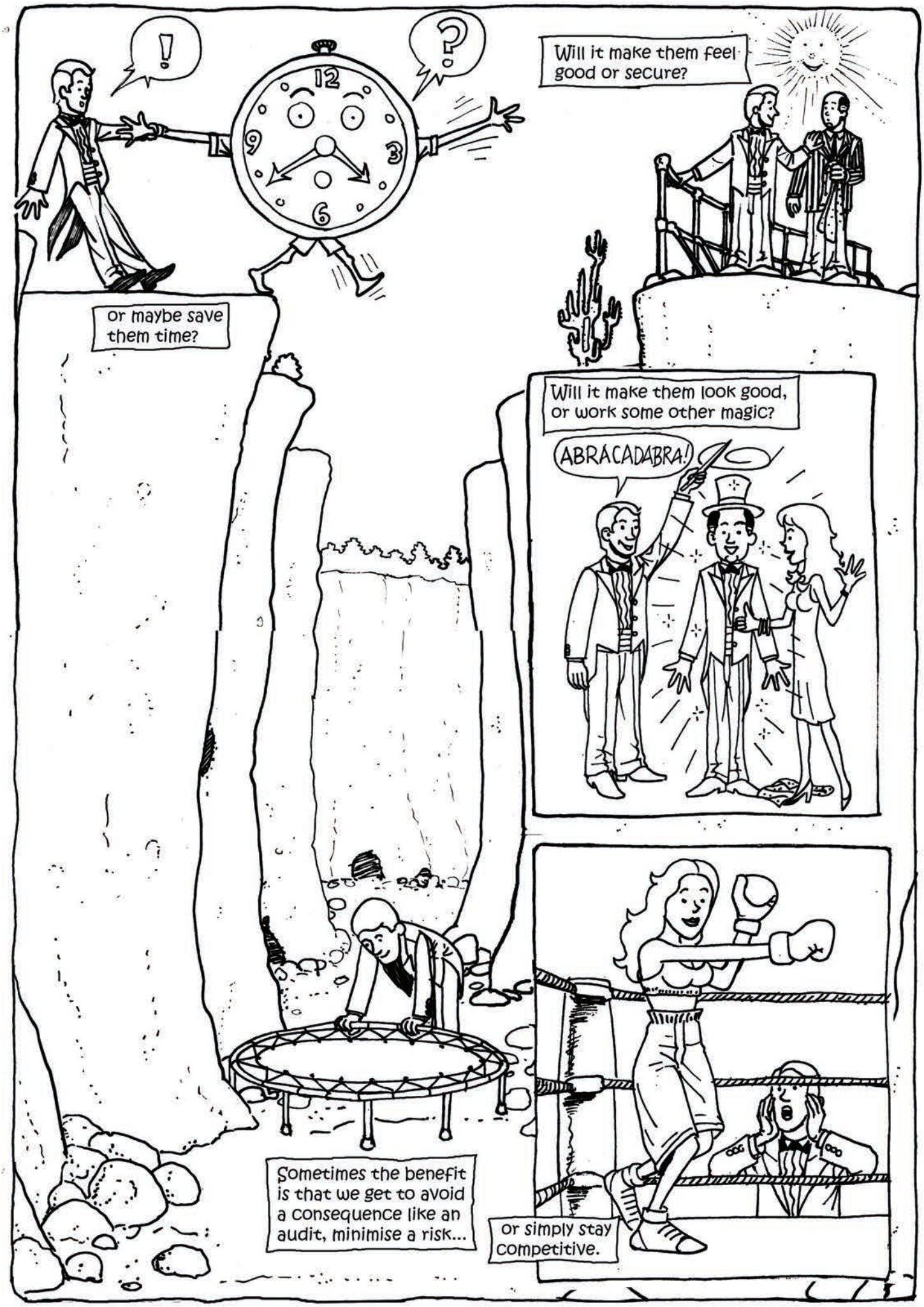

Because, sadly, if there's one thing missing from most meetings and presentations, it's a point!
How many meetings have you been to where you sat there wondering what the point was, or more specifically what the point was for you?
HOW MANY POINTS DO YOU WANT?
JUST ONE I CAN USE WOULD BE GOOD!
WELCOME TO THE SEMINAR FOR FINANCIAL ENLIGHTENMENT
In fact how many times have you wondered why you were even invited?
UUUUM...
UUUUM...
UUUUM...
Um?
Well let's make sure we don't fall into the same trap.
Let's make sure we're always abundantly clear as to what our point is. In fact let's build ourselves a reputation for being clear, relevant and direct!
IT'S POINT MAN, HE'LL SAVE US!
HE'S SOOOO RELEVANT.
HE DE MAN!
I AM POINT MAN. IT SAYS SO ON MY CHEST!
P
POINT MAN


Easy to say, 'start with the end in mind', but how?
Well, there's two criteria your point or conclusion MUST meet.
CONCLUSION
Firstly, it's gotta be actionable. What are you asking your audience to do as a result of this?
ICLUSION
Do you want them to give you feedback...
make a decision...
take a particular direction, or implement a strategy?
ROMA
ROME
ROME
ROME
ROME
cooperate...
engage...
give you resources...


If it's a work-in-progress meeting, you may not be asking your colleagues to do any of the above. If that's the case, if you're not asking them to 'do' anything, then you need to be very specific in asking them to 'think' something.
WIP
FINISH
CONCLUSION
Perhaps you can let them know they can be confident that you're on track to meet time and budget, or things have gotten off-track but will be resolved...
or maybe they need to consider some new changes in a positive light...
HAPPY RAY
and be open-minded when the time comes to implement.
BOING


But we're always asking the audience to think or to do something, otherwise the question is, "Why are you there?"
If you can't think of anything you're going to ask them to think or to do, then you either need to find an angle...
or bow out.
No point wasting their time and yours by delivering a barrage of information...
with no clear purpose and no tangible take-away.
ENCYCLOPAEDIA OBSCURICA (EXPANDED EDITION)
ABC of TRIVIA
101 USELESS FACTS
DICTIONARY OF IRRELEVANCE
GOD THE UNIVERSE AND EVERYTHING
BAMSUNG
BUY MORE
THEATRE of DISAPPOINTMENT
NOW SHOWING
PRESENTOR THE LAME
1 NIGHT ONLY
All you've done then is add to the noise pollution and information overload in the world.
HONK
HONK
TICKETS

FINISH
CONCLUSION
So, we know what we're asking them to do or to think...
but nobody's going to do or think anything you suggest unless there's something in it for them.
FINISH
CONCLUSION
START
So the second part of your message is the benefit to them in doing what you're suggesting.
Will it make them money or save them money?


!
?
Or maybe save them time?
Will it make them feel good or secure?
Will it make them look good, or work some other magic?
ABRACADABRA!
Sometimes the benefit is that we get to avoid a consequence like an audit, minimise a risk...
Or simply stay competitive.

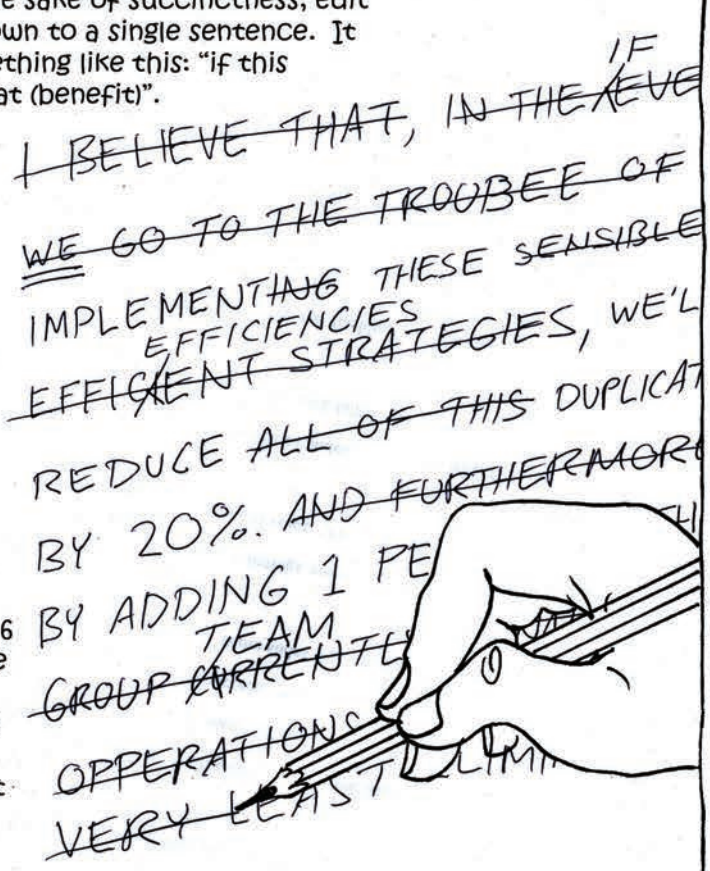
So now we've got a two-part message that's actionable and beneficial. We're asking them to think or do something and giving them a reason to do so.

To make sure your message rolls off the tongue comfortably for you and cuts through with your audience, here's two suggestions for tweaking it.

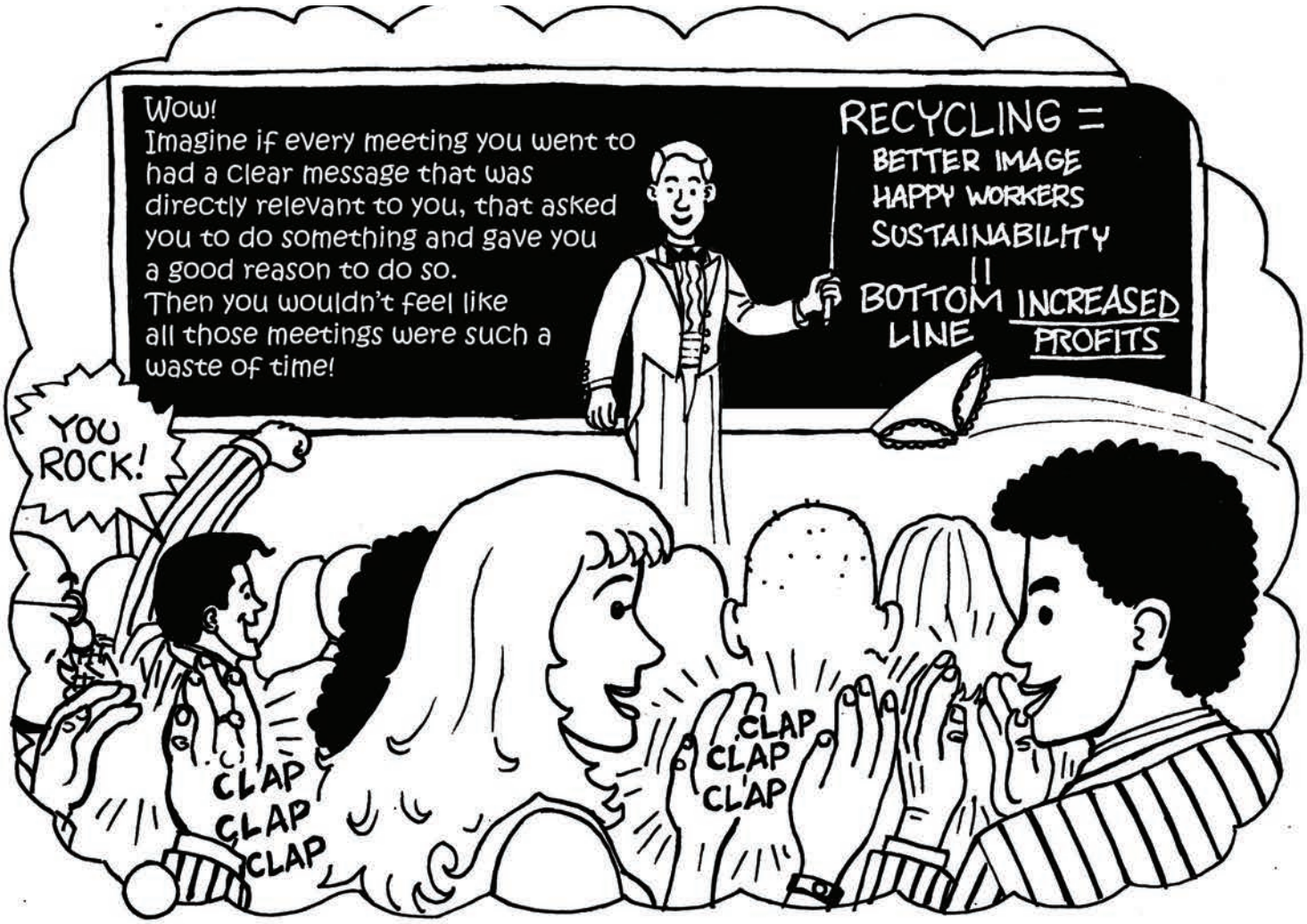
Secondly, for the sake of succinctness, edit your message down to a single sentence. It should run something like this: "if this (action) then that (benefit)".

Eg: "If we implement these efficiencies, we'll reduce duplication by 20%".

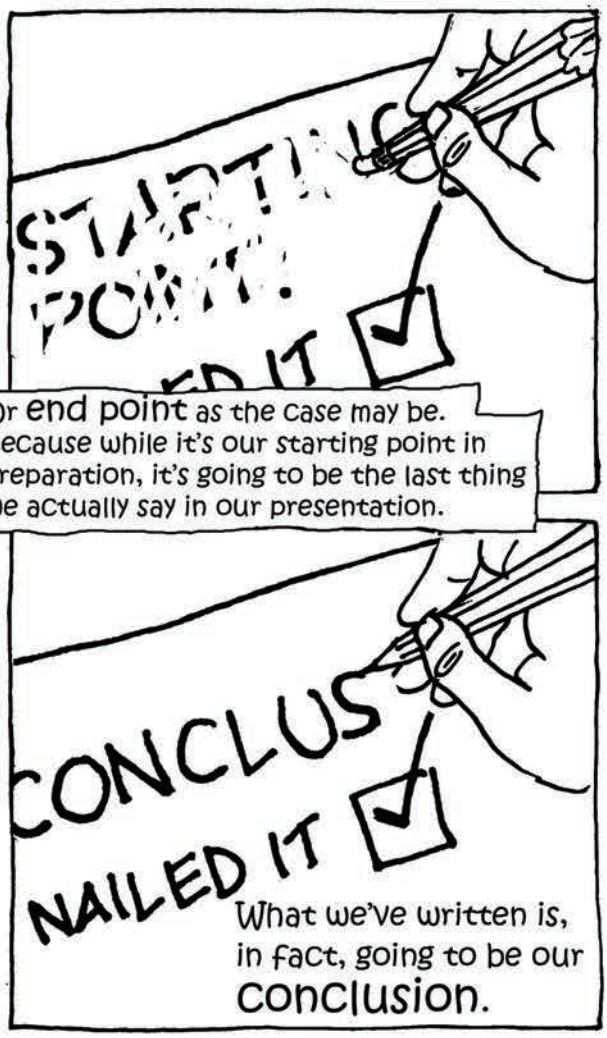
"By adding 1 person to the team, we can eliminate the backlog within 6 months, reduce burnout, and focus our time and energy on more important priorities".

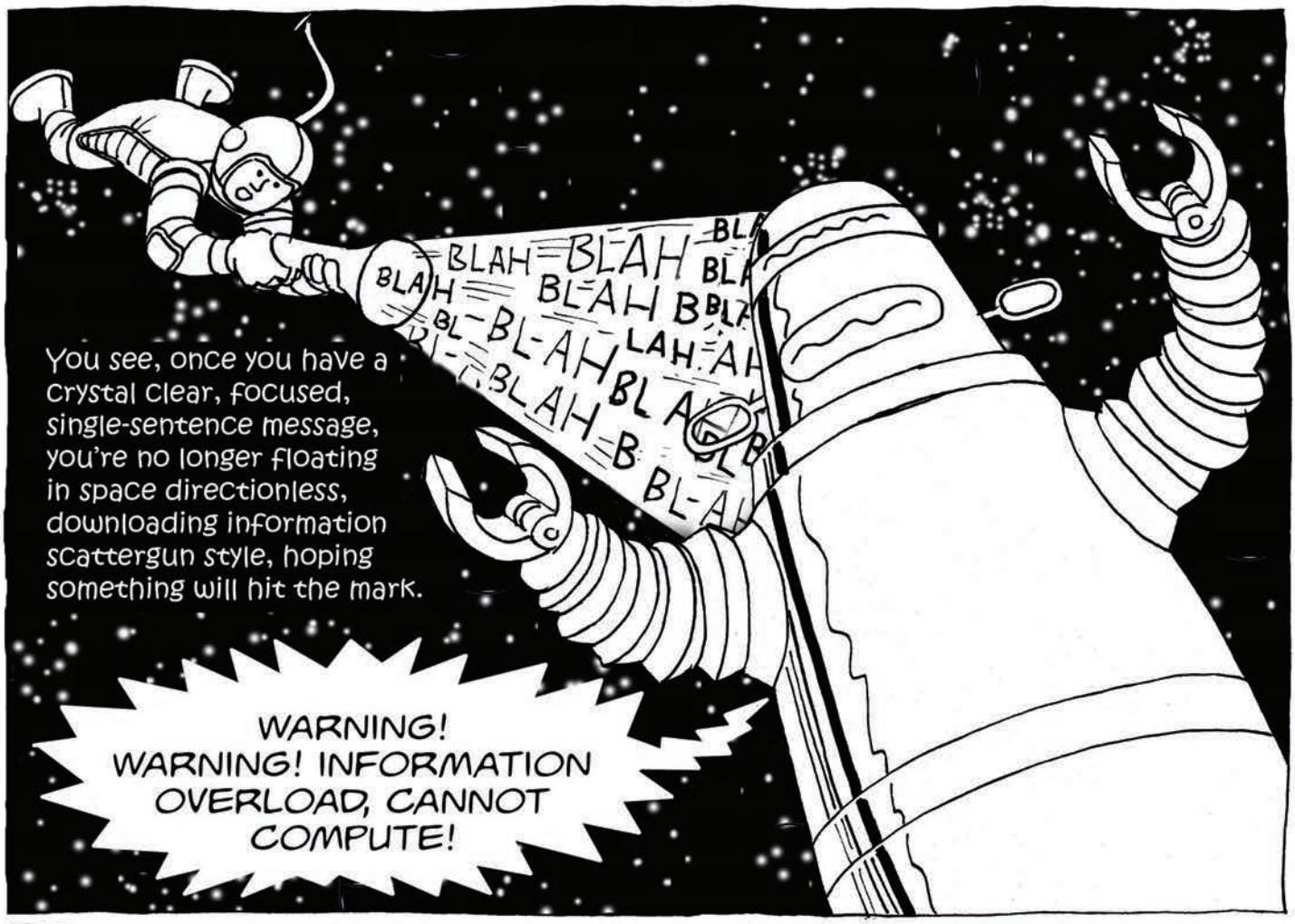


Or if you're talking your partner into going to Bali for a holiday it might be...


Wow!
Imagine if every meeting you went to had a clear message that was directly relevant to you, that asked you to do something and gave you a good reason to do so.
Then you wouldn't feel like all those meetings were such a waste of time!
RECYCLING =
BETTER IMAGE
HAPPY WORKERS
SUSTAINABILITY
||
BOTTOM LINE
INCREASED PROFITS
YOU ROCK!
CLAP CLAP CLAP
CLAP CLAP CLAP

So we've got a clear starting point.
STARTING POINT!
NAILED IT

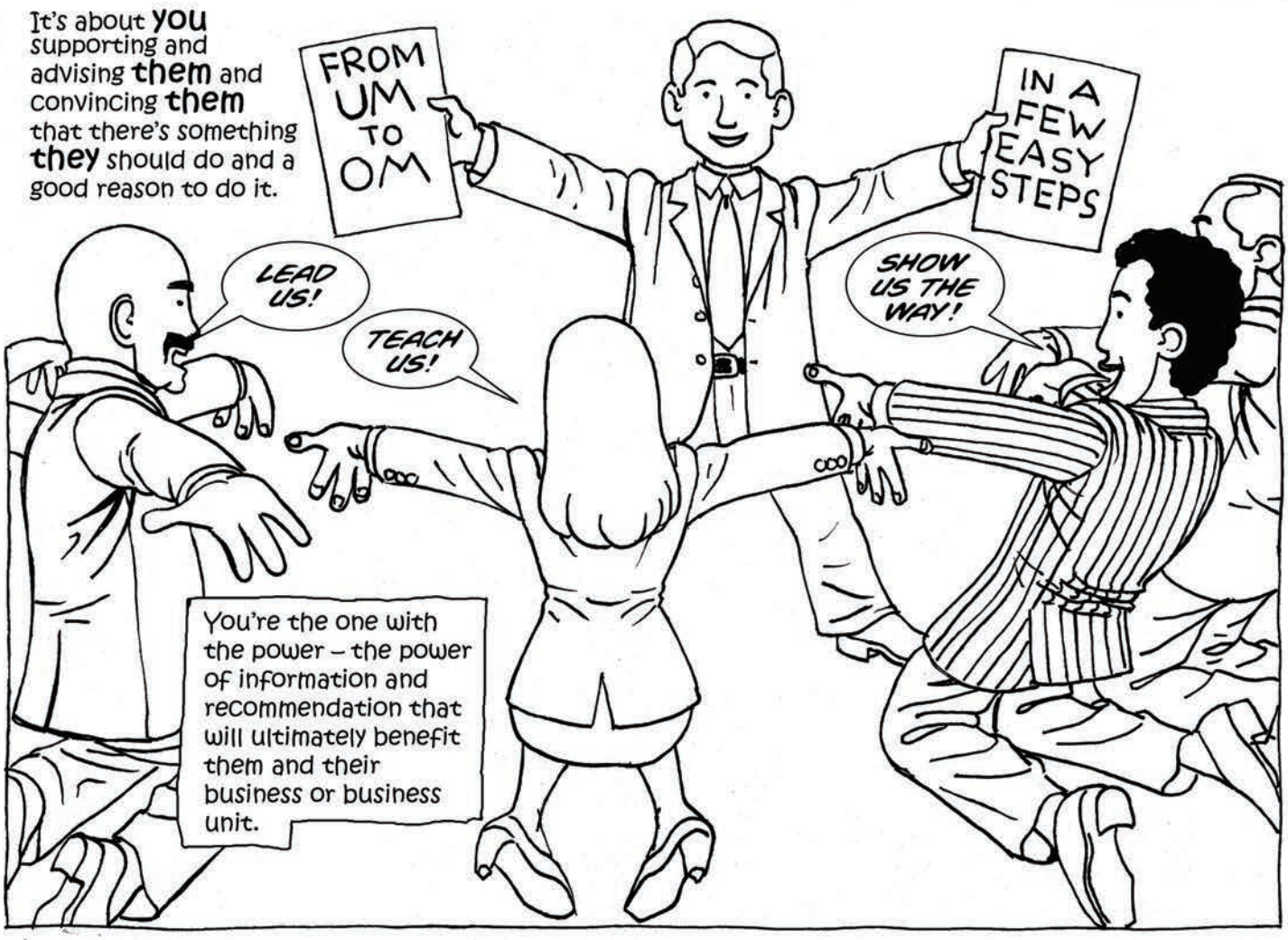

Or end point as the case may be. Because while it's our starting point in preparation, it's going to be the last thing we actually say in our presentation.
NAILED IT
What we've written is, in fact, going to be our conclusion.


You see, once you have a crystal clear, focused, single-sentence message, you're no longer floating in space directionless, downloading information scattergun style, hoping something will hit the mark.
BLAH BLAH BLAH BLAH BLAH BLAH
WARNING! WARNING! INFORMATION OVERLOAD, CANNOT COMPUTE!

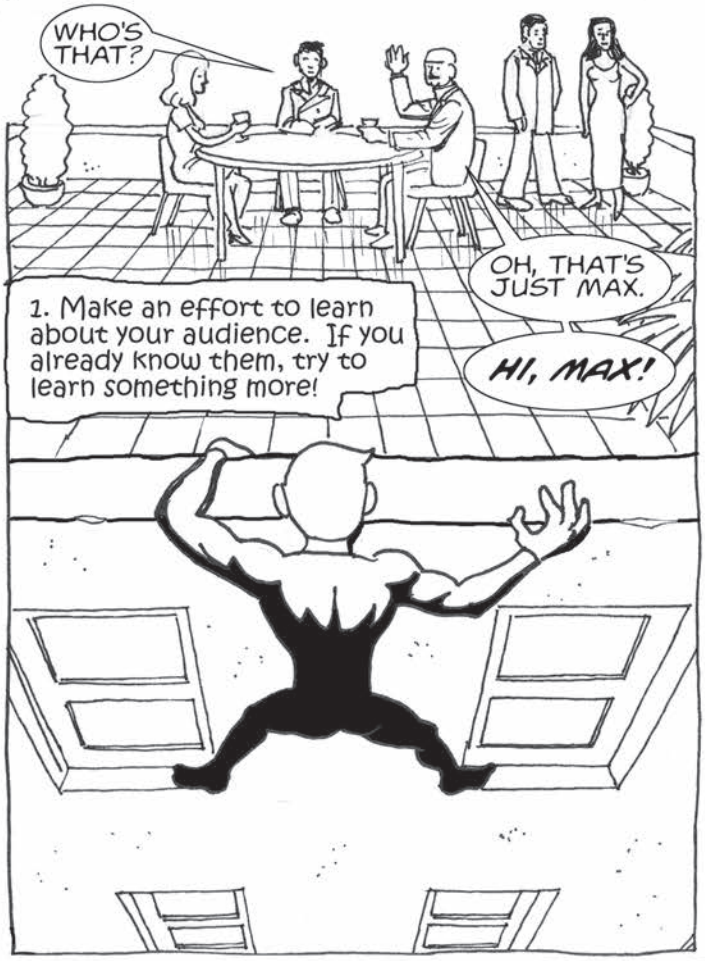
So there's another benefit to writing this one-sentence message beyond clarifying a meaningful take-away point for the audience. And that is gaining your own clarity of purpose and the subsequent peace of mind.
I HAVE IT! PERFECT PRESENTING: FROM UM? TO OM! IN A FEW SIMPLE STEPS.

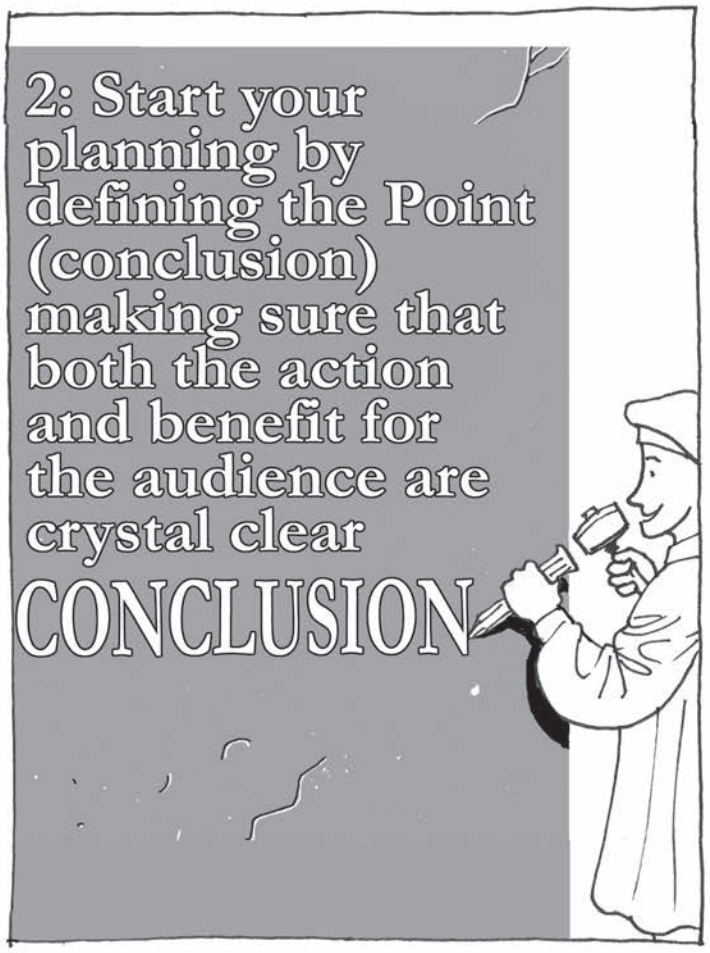
You're on a mission to convey a message that suggests an action, or a change of thought...
FROM UM TO OM
IN A FEW SHORT STEPS
One that will make a tangible and measurable difference to the audience, their team, their organisation, their stakeholders or customers.

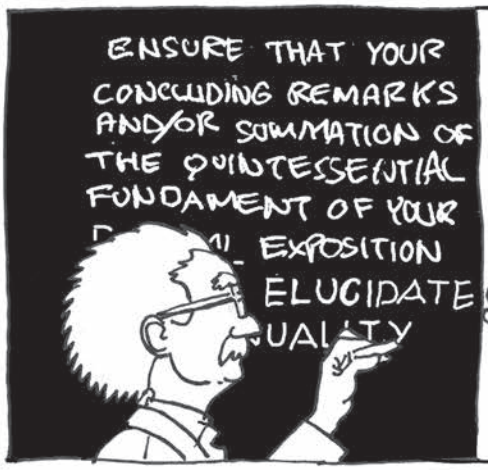
And there's a further advantage to writing your one-sentence conclusion or message at the outset of your preparation, which is that it turns the mental tables.
It's no longer about **them** watching **you** and judging **you**.
DIS BETTER BE GOOD.

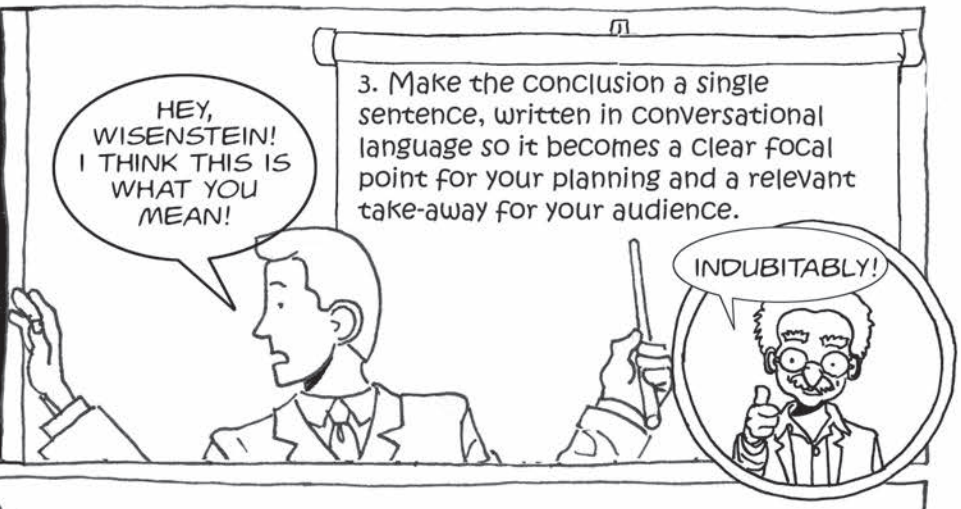

It's about **you** supporting and advising **them** and convincing **them** that there's something **they** should do and a good reason to do it.
FROM UM TO OM
IN A FEW EASY STEPS
LEAD US!
TEACH US!
SHOW US THE WAY!
You're the one with the power – the power of information and recommendation that will ultimately benefit them and their business or business unit.

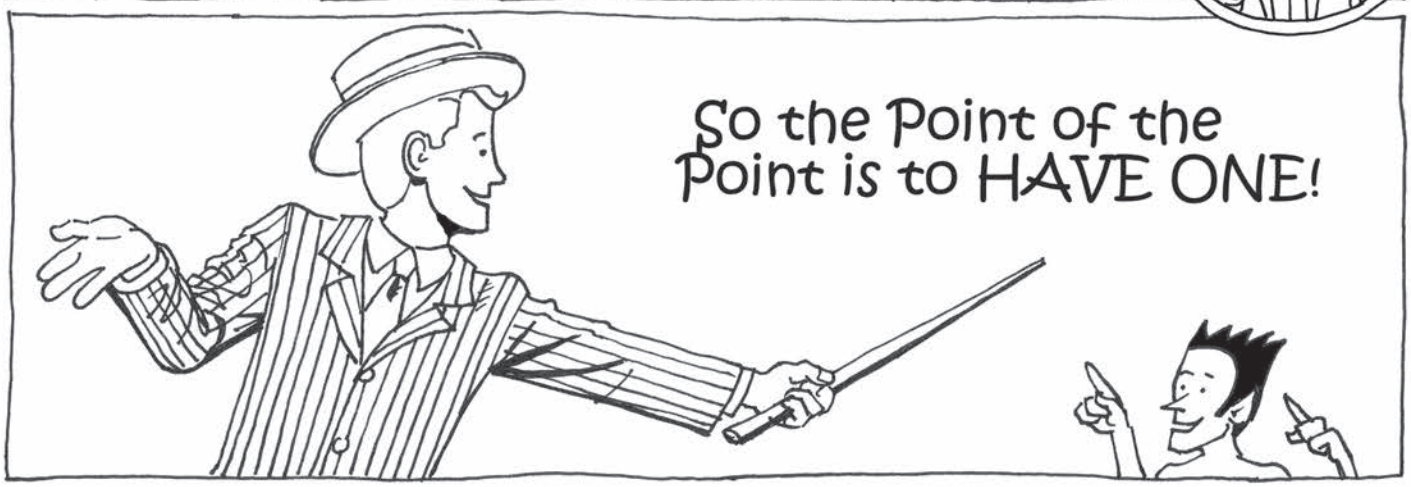
SUMMING UP CHAPTER 1











CHAPTER 1 WORKSHEET

USEFUL THINGS TO KNOW ABOUT YOUR AUDIENCE

- Who will be there? and how many: _____

- What are their roles? _____

- Are there any strong personalities that will need managing? _____

- What's challenges & stressors are they facing? _____

- What would be their priorities right now? _____

- What's their level of knowledge on this subject? _____

- How do they feel about this issue? _____

- Do they have any preconceived ideas? _____

- What are their concerns, fears or doubts about a: this topic?: _____

  _____ b: organisation/our business unit? _____

  _____ c: Me? _____

- What are their needs & expectations at this meeting/presentation? _____

- Do I need to cover the high-level, detail or both?_____

- Do I need to 'sell them on the need' before 'selling them on the solution' and if so how?_____

- Are there any downsides with this issue that can't be changed but should be acknowledged?_____

- How should it run?_____

- Should there be interaction/brainstorming?_____

- How much time do we have/do we need?_____

- What's the set-up of the room? What equipment will be required?_____

Brainstorm your upcoming presentation here:

CHAPTER 1: Example 1-sentence messages

1. It's critical that government better understands red tape, improves how initiatives are selected and evaluated, and critically revises the approach to stakeholder engagement, if it's to effectively and continuously reduce the burden on the economy and unlock significant growth.

2. We have deliberately developed an insurance product using the simplest and most reliable measure in the market to make your life, and your client's choice easy, so please use it to broaden your referral base, deepen the conversation with your current clients and grow your business.

3. While it's a fairly bleak picture in the short-term with no opportunities left in the traditional market as we've known it, with a creative exploration of these three potential growth markets our significant infrastructure network and investment can be redeployed and given a new lease of life and our customers supported in more relevant and meaningful ways.

4. The bottom line is, don't assume that if you remove the copyrighted material you will be out of trouble or that in the worst-case scenario you will receive a take down notice from the author - the removal of the copyrighted material will not remove the copyright infringement at all and if the author decides to go after you in court you will be in trouble all the same.

5. Please don't be a statistic – come and see us so we can together take charge of your superannuation and ensure you have sufficient funds to maintain a comfortable lifestyle throughout your retirement.

Your turn:

Action you want them to take or specific thought you want to leave them with:

_____

_____

_____

_____

Benefit to them if they do take the action or consequence if they don't:

_____

_____

_____

Massage both answers above into a single sentence final conclusion using conversational language:

_____

_____

_____

_____