



Mastering Presentations: Moving from Nervousness to Anticipation

Wednesday, August 30, 8:15 a.m. to 10:15 a.m.

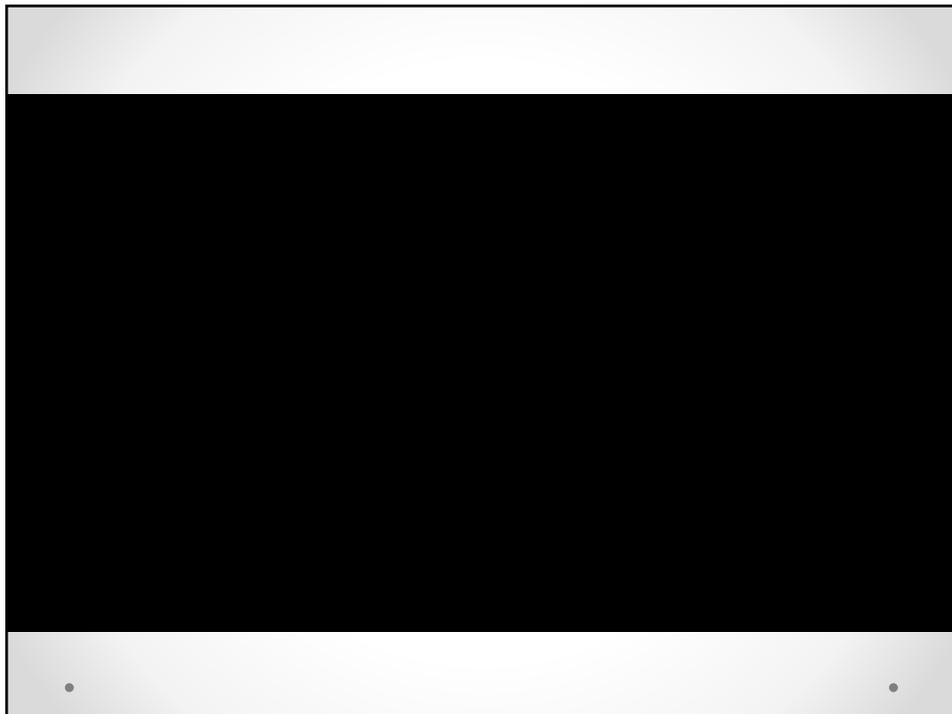
Learning Objectives

- Identify ways to connect with your audience and ensure your message is understood.
- Identify how people learn and how the brain thinks.
- Gain tips and experiences to help you master both your nerves and your effectiveness.



By the End of This Class You Should . . .

- Be more confident and less anxious when making presentations
- Understand the power of messaging and communicating a transferable idea using your own natural style
- Be able to prepare a speech outline that ensures your messages come through
- Feel more in control and less apprehensive about making a presentation to others



You've Got 60 Seconds Each

- Partner with the person sitting to your left
- Share with your partner a time you either saw a speaker bomb in front of a group or you were the one who bombed.
- What went wrong?
- Why did you think the speaker was ineffective?

The Power of Messaging

- It helps create leaders
- It gets your ideas heard
- It builds your personal brand
- It promotes your department or organization

Messaging Makes Great Leaders

- Your messages are the reason people follow you
- The Mohandas Gandhi story:
 - “In this cause, I am prepared to die, but there is no cause for which I am prepared to kill.”
 - “I want to change their minds. Not kill them for weaknesses we all possess.”
- His message was vivid and transferable
- He focused on similarities and reminded everyone of the goal

•

•

Messaging Gets Your Ideas Heard

- Great speakers craft vivid messages that live in our minds and are passed on to others.
- The Body Shop Example – a clear, transferable message
- Keep it short – what do you want them to remember and do?
- Repeat your message over and over again

•



Messaging Builds Your Brand

- Messages, presentations and focused conversations help build your personal brand and increase the value of your ideas
- Focus on what's in it for the person listening
- Let the audience see your natural self – the one with passion, energy and commitment to what you are presenting
- Messaging becomes your script

Messaging Promotes Your Department

- Messaging helps create your brand – City of Tallahassee, Best in America
- It helps your department to stand out from the crowd
- What's unique about your department or services?
- It can demonstrate the Four Pillars – Economic Impact, Health, Community, Environment

Messaging Tips

- Know what to communicate?
- Know what is important to your audience
- Keep it short, simple and direct
- Use value words – respect, inspire, save, transparent, honest, reliable, motivation, etc.
- Make it understandable
- Make it relatable

Your 3 Minute Exercise

Work with your partner to devise a one to two sentence message to convince council to install a splash pad. Here are the facts:

- \$1.2 million cost, in key location, families not currently served
- Utilizes environmentally friendly technology that also reduces ongoing maintenance costs
- Funding is available in the City's Capital Budget
- Splash pads help bring diverse community together
- Idea came from Parks Advisory Council Citizen group
- Nearby city is installing two new splash pads for their residents
- Three new staff positions would be needed to manage operations and meet safety requirements

The Vivid Method for Public Speaking

- Concepts from *What's Your Message? Public Speaking with Twice the Impact Using Half the Effort*, by Cam Barber
- Addressing Myths
 1. All Anxiety is caused by uncertainty
 2. Message transfer is your measure of success
 3. We all have the Closeness Problem
 4. Your natural style is the right style
 5. You can control anxiety by understanding it

Public Speaking Myths

- More than 90% is non-verbal – NOT
- Bad first impressions can't be overcome
- You must eliminate nerves to be a great speaker
- Good speakers don't use notes
- Eliminate errors and you'll be a great speaker
- You need a particular kind of voice
- You need acting skills
- You must rehearse for hours

Anxiety Caused by Uncertainty

- The more uncertain you are, the more anxious you will be
- Start with a positive mindset
- Know your speaking environment
 - Who is the audience
 - How will the room be set up?
 - Will I have a lav mic or need to stand behind a podium?
 - Who speaks before or after?
 - How long will I speak, are questions allowed, etc.
- Be clear on your key messages and structure
- Anticipate potential questions
- Understand your own physical state

Message Transfer Equals Success

- Your listeners can't read minds
- Can you tell me the message you want to leave with your audience in one or two sentences?
- Gestures, slides, speed of delivery, tone of your voice, passion, eye contact, how you look – none are as important as your message
- Messages are the doorway to your idea

The Closeness Problem

- You can't miss it – the disconnect between the receiver and giver of directions
- The closer we are to an issue, the harder it is to see the perspective of someone else
- Think back to when you did not know as much
- Imagine yourself in the audience's shoes
- Remove vague terms and jargon
- Don't lose your message in a sea of data

Your Two Minute Exercise

With your partner, brainstorm and jot down all the tips you've ever heard about being an effective speaker

Your Natural Style Works

- Ignore all the rules – they keep you from connecting
- Think guidelines – not rules
- Think of the different styles of amazing speakers:
 - Richard Branson and Bill Gates say 'um' a lot
 - Jack Welch gets angry
 - Bill Clinton has long pauses
 - Steve Jobs is laid back
 - Oprah is animated
 - Ellen is engaging without much animation
 - Stephen Hawking speaks via computer and has 7 million views of his Ted Talk

Control Anxiety by Understanding Your Brain

- Understand the stress response and what influences physical symptoms
- The neocortex – reasoning and logic
- Limbic system – Instinctive behaviors and emotions
- Stress response brings adrenaline release and muscle contraction
- Use your logical brain to flip your thinking
 - Focus on breathing, grounding your feet, pausing, release shoulder tension or focus on ideas like "I can help them understand this subject"

Prepare a Speech Outline

- Your brain can only hold so much – get it on paper
- Prioritize before taking action
- Create a framework for thinking
- See the relationship between things visually
- Simplify and chunk information
- Sort, compare and think deeply in the outline stage
- A speech outline saves you time and effort
- A speech outline makes you more compelling
- A speech outline dissolves anxiety

A Vivid Outline

Intro

1. First section: blah, blah blah, key point for section 1
2. Second section: blah, blah, blah, key point for section 2
3. Third section: blah, blah blah, key point for section 3
4. Message statement – the exact words of a one to two sentence message you'd like your audience to recall or repeat.

Start With Your Message Statement

- Who are you talking to?
- What do you want them to think or do?
- Why would they think or do this?
- Be specific
- State the obvious
- Don't neglect the negatives

How Your Mind Works

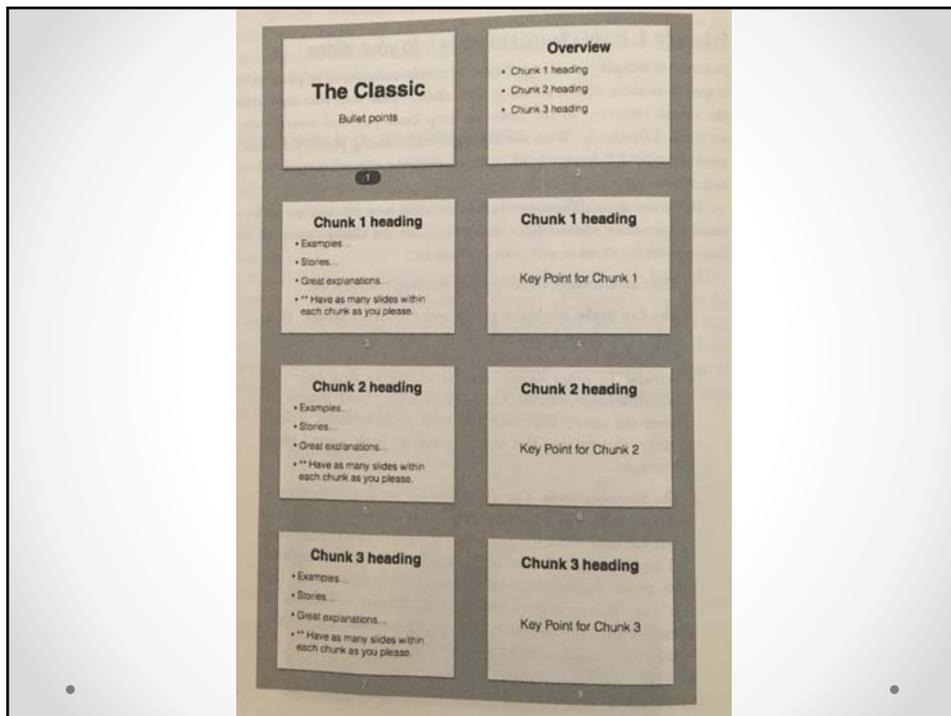
I cdnuolt blveiee that I cluod aulacly uesdnatnrd what I was rdanieg.

The phanmneal pweor of the human min. Aoccdrnig to rscheearch team at Cmabridge Uinervtisy, it doesn't mttair in what otedr the ltteers in a word are, the only iprmoatnt thing is that the first and last ltteer be in the rghit pclae.

The rset can be a taotl mses and you can still raed it wouthit a porbelm. This is bcusease the husmn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Such a cdonition is arppoipately cllaed Typoglycemia.

The Magic of Chunking

- We're not talking about pumpkins here.
- Your three main points are the chunks of information you will share with your audience
- We naturally chunk information into understandable pieces – think about phone numbers
- Chunking ideas engages people early
- Chunking can make you seem wise and thoughtful
- Once identified, fill with examples, stories and evidence



Rehearse in Half the Time

- You can literally rehearse / review in one minute
 - The start
 - The chunk headings and bottom line points
 - The wrap-up including your message statement
- Always say it out loud

You Can Master Presentations

- Preparation is everything and not that difficult
- Understanding anxiety and how your brain works helps you modify its impact
- Clarity of your message is everything
- You can do this!



M. Michelle Bono
President & CEO
850.264.4233
michelle@bonocommunications.com



For more information about the Florida Recreation and Park Association visit www.frpa.org.