Business presentations need to move business forward efficiently and effectively.

Speech  VS.  Presentation

While speeches may inspire, they create distance between speaker and audience

Presentations bring speaker and audience together to get business done that day
What would redefining business presentations mean?

Define success in a new way
Figure out how to prepare for them
Know how to initiate & manage them
Manage our response to the process
Understand the role visuals play

As a **Workplace Professional**, how do you want to be perceived by others?

Excellent communication is how we get there.
Guiding Principles
Find your focus. Be yourself. Only better.

Presentations are Orderly Conversations

Orderly (Planning)
Looking AHEAD to uncertainties of the conversation
Adapting what was planned to what’s happening IN THE MOMENT

Conversation (Presenting)

Presentations Move Business Forward & Succeed on Two Levels

Level 1
Achieve the Goal
You are clear, concise, persuasive so that they
Buy
Agree
Align
Learn

Level 2
Manage the Process
You create the conditions for a fruitful conversation and
Establish context
Earn trust & good will
Make it easy
Manage the give & take
Two Types of Slides: Framing & Content

Content Slides
- Content Goal
- Subject of the Conversation

Framing Slides
- Process Goal
- Direction
- Purpose
- Context
- Reason to Participate

Introduction
Body
Conclusion

Summarize
Set Next Steps
Framing Elements

- Audience’s Current Situation
- Agenda

- Goal or Recommendation
- Benefits to Them

Direction
Purpose
Context
Reason to Participate
Design Materials with Delivery in Mind

Slide title is too generic

Trigger focuses attention

Slide title is specific and will spark the right story

“So What” text box prompts the key takeaway
When We Are Engaged

Not nervous
We have an outward focus
We are here, now (in the moment)
See faces
Connected with individuals
In control & comfortable
Know instinctively what to do/say, as in everyday conversation
Talk with, not at
Seek understanding

Engagement

Pausing & Breathing
Settle the mind

Eye Contact
Makes the connection with listeners

Engaged
Genuine connection to individuals
Thoughts are on track
Self aware & adaptable

Being engaged allows us to think on our feet.
**Assessing Your Default as a Presenter**

With each pair of statements, choose the one that describes you better.

Try not to answer them in terms of how you would like to see yourself, but in terms of how you actually are, or have tended to be in the past.

Add your score for each column.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel that if I put a lot of work into my slides, I’ll succeed.</td>
<td>I feel that slides are just a part of an effective presentation.</td>
</tr>
<tr>
<td>Organizing information comes easily to me.</td>
<td>Speaking to groups comes easily to me.</td>
</tr>
<tr>
<td>Whether it’s true or not, I feel I’m more likely to succeed if I practice my presentation.</td>
<td>Whether it’s true or not, I feel that I can wing it and be okay.</td>
</tr>
<tr>
<td>If I could, I’d deliver my presentation, then answer questions about it.</td>
<td>If I could make them that way, my presentations would be nothing but a series of questions and answers.</td>
</tr>
<tr>
<td>Having to make last-minute adjustments to my presentation frustrates me.</td>
<td>One of my fears is delivering my presentation and getting no response from my audience.</td>
</tr>
<tr>
<td>I like preparing more than presenting.</td>
<td>I like presenting more than preparing.</td>
</tr>
<tr>
<td>For me to feel confident, my presentation needs to take a logical path from A to B to C.</td>
<td>For me, a successful presentation could follow any path.</td>
</tr>
<tr>
<td>I spend a lot of time making sure my presentations are thorough and accurate.</td>
<td>Even when I have plenty of time to prepare, I often delay preparation until the last minute.</td>
</tr>
<tr>
<td>I feel confident that my presentations are well organized.</td>
<td>I feel confident that I can engage my audience in the conversation.</td>
</tr>
<tr>
<td>When I’m delivering a presentation, I often get too wrapped up in the details of my slides and forget about my audience.</td>
<td>When I’m delivering a presentation, I often lose track of or get ahead of my slides.</td>
</tr>
<tr>
<td>I feel that I am naturally organized.</td>
<td>I feel that I am naturally disorganized.</td>
</tr>
<tr>
<td>Timing the presentation exactly is part of being well prepared.</td>
<td>I tend to run out of time.</td>
</tr>
<tr>
<td>I find it difficult to speak off the cuff.</td>
<td>Speaking off the cuff is easy for me.</td>
</tr>
</tbody>
</table>
Which Are You More Like?

Writers
- Focus goes to the plan.
- Feel there is never enough time to prepare.
- Need structure and predictability.
- Are naturally thorough, careful, detailed and accurate.

Improvisers
- Focus goes to the people.
- Delay preparation until the last minute.
- Need to be spontaneous and engaged.
- Are responsive and unafraid to make last minute changes.

Thrive with organization and preparation. But can be inflexible and strict during delivery.

Thrive with connection to listeners. But can lose focus and confuse during delivery.

Who are you more like? 
Which Are You More Like?

Writers
- Focus goes to the plan.
- Feel there is never enough time to prepare.
- Need structure and predictability.
- Are naturally thorough, careful, detailed and accurate.

Improvisers
- Focus goes to the people.
- Delay preparation until the last minute.
- Need to be spontaneous and engaged.
- Are responsive and unafraid to make last minute changes.

Thrive with organization and preparation. But can be inflexible and strict during delivery.

Thrive with connection to listeners. But can lose focus and confuse during delivery.

Who are you more like? 
Which Are You More Like?

Writers
- Focus goes to the plan.
- Feel there is never enough time to prepare.
- Need structure and predictability.
- Are naturally thorough, careful, detailed and accurate.

Improvisers
- Focus goes to the people.
- Delay preparation until the last minute.
- Need to be spontaneous and engaged.
- Are responsive and unafraid to make last minute changes.

Thrive with organization and preparation. But can be inflexible and strict during delivery.

Thrive with connection to listeners. But can lose focus and confuse during delivery.
Writers

Adapting during preparation

My assumptions & habits lead to:

Therefore, I should make adjustments such as:

Which may feel as if:

But will lead to successfully managing my default approach.
Writers

Adapting during delivery

My assumptions & habits lead to:

Therefore, I should make adjustments such as:

Which may feel as if:

But will lead to successfully managing my default approach.

“I assume that perfect slides ought to lead to perfect delivery”
“I worry about saying things right”
“My slides are more important than I am”

Which leads to:

More attention to slides than listeners
Sense of failure when things don’t go according to plan

Adjustments:

Stop trying to say everything perfectly
Use slide titles to pull yourself out of the details
Emphasize big picture ideas from the introduction throughout the presentation

Which may feel as if:

“I’m not demonstrating my knowledge”
“I’m not giving enough detail”
“I’m not being accurate”
“I’m not doing my job”

But will lead to:

Clear, concise explanations
Flexible, conversational delivery
Improvisers

Adapting during preparation

My assumptions & habits lead to:

Therefore, I should make adjustments such as:

Which may feel as if:

But will lead to successfully managing my default approach.
Improvisers

Adapting during delivery

My assumptions & habits lead to:

Therefore, I should make adjustments such as:

Which may feel as if:

But will lead to successfully managing my default approach.

"I assume that effective delivery occurs in spite of my slides"

"I am more interesting and more important than my slides"

"I hope I can fit in everything I have to say"

Which leads to:

Long, rambling delivery
Glossing over the logical flow of your presentation
Ignoring slides, getting ahead of what’s on the screen
Feeling lost if the audience is not responsive

Adjustments:

Force yourself to pay special attention to the slides in the introduction and conclusion
Feel free to improvise within the limits of the slide you’re projecting on the screen
Use slide titles to keep you on track

Which may feel as if:

“The slides are getting in my way”
“This is silly, they can read my slides, I don’t need to”

But will lead to:

Clear, concise explanations
Flexible, conversational delivery
Create the Conditions for a Fruitful Interaction

Appear open
Listen
Understand them
Don’t interrupt
Respect individual needs

Keep everyone in mind
Keep them on track
Make it relevant
Meet your goals
Make it fruitful
When Facilitating Discussions

If You Encourage Too Much

**You may:**
- Let discussions go too long
- Get off track
- Run out of time
- Get derailed by individual

**So, be sure to:**
- Keep goal in mind
- Refer to agenda
- Be concise
- Engage the group
- Ask closed questions
- Use parking lot
- Summarize & go on
- Acknowledge emotions

If You Control Too Much

**You may:**
- Stifle discussions
- Interrupt
- Skim the surface
- Ignore individual's needs

**So, be sure to:**
- Keep their needs in mind
- Probe, discuss
- Engage individual
- B-Key your slide
- Ask open-ended questions
- Go where they lead
- Dig deeper
- Discuss emotions
How Business Presenters & Audiences Use Content Slides

**Notes**

*When We Are Engaged*
- We have an outward focus
- We are here, now (in the moment)
- Seeing faces and responding
- Self-aware
- Connected with individuals
- In control
- Comfortable
- Know instinctively what to do/say, as in everyday conversation
- Talking with, not at
- Seek understanding

**Visual Aid**

*Frame the Orderly Conversation*

- **Introduction**
- **Body**
- **Conclusion**

**Document**

*Assessing Your Default as a Presenter*

With each pair of statements, choose the one that describes you better.

Try not to answer them in terms of how you would like to see yourself, but in terms of how you actually are, or have tended to be in the past.

Add your score for each column.

**Glance Test**

Reference for Presenter

Communicate Quickly

Read & Studied
Direct Their Focus
(It's like Show & Tell)

Look at this

Listen to me
### So...

<table>
<thead>
<tr>
<th>Instead of…</th>
<th>You should:</th>
</tr>
</thead>
<tbody>
<tr>
<td>rehearsing for perfection</td>
<td>prepare to be flexible</td>
</tr>
<tr>
<td>following the rules of delivery</td>
<td>engage in a genuine conversation</td>
</tr>
<tr>
<td>following a one-size-fits–all approach</td>
<td>adapt to your Default Approach</td>
</tr>
<tr>
<td>keeping visuals in the background</td>
<td>bring them into the conversation</td>
</tr>
<tr>
<td>controlling group interactions</td>
<td>create conditions for a fruitful discussion</td>
</tr>
</tbody>
</table>
Greg Owen-Boger

773-294-1566
info@turpincommunication.com

TheOrderlyConversation.com

The Orderly Conversation
Business Presentations Redefined

Dale Ludwig
Greg Owen-Boger

$5 off
Use code: SawGreg