

REPLACING
- THE -
RAINMAKER

WORKSHOPS

CRAFTING PRESENTATIONS

This workbook accompanies the audio workshop. It includes speaker's notes, which summarize the content covered in the workshop. It also includes activities, which you'll complete during the workshop, and a continuing education assignment, which you'll complete after the workshop. The continuing education assignment gives you a chance to apply the theory you learned in a practical setting. At the end, there's a quiz to test what you've learned as well as space to make notes and information on where to go to learn more.

SPEAKER'S NOTES

Learning outcomes

- You'll learn about the benefits of mastering the art of public speaking and presenting.
- You'll learn what factors are important when crafting a presentation.
- You'll learn how to create any accompanying materials such as slideshows or handouts.

Crafting presentations

- Good presentations are persuasive and well reasoned.
- A good presenter offers evidence for their claims and brings their content to life with stories and anecdotes.
- They make sure their presentation is focused, clear and concise.

No need to jump in the casket

- Plenty of people dread public speaking.
- They fear the pressure and don't want to stand up in front of an audience.
- It's worth getting past that fear.

All shapes and sizes

- Presentations come in all shapes and sizes.
- Some presentations are given one-on-one.
- Some presentations require standing up in front of a large group.

Gain support for your ideas

- Presentations are about persuasion.
- You want your audience to leave having come around to your point of view.
- The key to gaining that support is delivering a great presentation.

Master the delivery

- Mastering your presentation skills is a three-step process.
- The first step is to craft a great presentation and the second step is to deliver a great presentation.
- To deliver a great presentation, you have to assert your presence and take control of the room.

Master the Q&A

- The third step is to successfully handle live Q&A.
- The Q&A is often the trickiest part of a presentation because your audience can surprise you.
- A bad answer to an audience question will undo much of the consensus you've built during your scripted presentation.

Reap the benefits

- If you can deliver a great presentation, you'll have an easier time selling.
- If you can deliver a great presentation, you'll have an easier time gaining consensus for your ideas.
- If you can deliver a great presentation, you'll start to build a reputation for yourself as a great speaker.

The foundation of your presentation

- Your content is the foundation of your presentation.
- It sets the upper bar for what you can achieve.
- You need both great content and a great delivery to create a great presentation.

The crux of the content

- Present evidence and proof to get your audience on board with your ideas.
- Craft a presentation that keeps your audience's attention.
- Write a presentation that's too long or unfocused, and you won't convince anyone of anything.

Adapt to your audience

- Presenters often spend too much time talking about what they want to say.
- They don't spend enough time talking about what the audience wants to hear.
- Audiences aren't identical and you need to recognize that and adapt to it.

Show, don't tell

- Write content that is persuasive.
- Bring your content to life with stories, anecdotes and real-life examples.
- This allows your audience to connect with what you're saying.

Provide proof

- Write content that is well reasoned.
- All your content should be supported with evidence and every argument followed up with proof.
- Think of your audience as made up of skeptical listeners.

Piece by piece

- Consistently highlight your evidence throughout your presentation.
- By presenting evidence, you're building trust, allowing you to layer your arguments.
- You want to keep your audience with you every step of the way.

Be specific

- Be precise and specific as you present your proof.
- Cite numbers and be exact with your statistics.
- Using an exact number suggests the statistic is accurate and important.

Stay focused

- Write content that is focused.
- A focused presentation adheres to a single theme throughout the presentation.
- A focused presentation stays on course in presenting that theme.

Need to know

- Always think about what your audience needs to know.
- Focus on points that get to the core of your presentation.
- Jettison points that don't directly reinforce your main theme.

Be brief

- Write a presentation that is brief.
- Less is always better.
- Time is people's most precious commodity.

Be clear

- Write a presentation that is clear.
- Write your presentation so non-experts will understand your key points.
- Unnecessary complexity gets in the way of persuasion.

Signal your intentions

- Give your audience a roadmap.
- Tell your audience what you're going to talk about, then talk about it, then tell your audience what you told them.
- Use signaling words along the way to help guide the audience.

Know the room

- Customize your presentation according to your audience.
- Include shared history or interests, but remember that shared history will vary.
- Don't be afraid to ask questions, it will get the audience more involved in your presentation.

Structure matters too

- The structure of a presentation depends primarily on what type of presentation it is.
- One way to structure a presentation is to focus on an issue, solution and then benefit.
- This offers an effective way to convey your content in a lot of situations.

Issue-solution-benefit

- For example, an issue might be that a firm is struggling to differentiate itself from its competitors.
- The solution might be to develop a niche practice and the benefit might be that they'll command higher prices.
- Focus on the benefit because you won't gain consensus around your idea unless you show why it's valuable.

Three things about three things

- Another way to structure a presentation is to use the rule of "three things about three things."
- You include three main points that support your overarching theme.
- Then you include three examples, stories or illustrations for each of your three points.

The gifted Marilyn Monroe

- For example, let's say we were giving a presentation about Marilyn Monroe.
- Our three main points might be that she was a "pin-up," "actress" and "fashionista."
- For "actress," one illustration might be that the American Film Institute declared her the sixth greatest actress of all time.

The rule of six

- Your accompanying materials are an important part of crafting your presentation.
- In some cases, accompanying materials will be unnecessary and you shouldn't feel compelled to use them.
- Slide presentations shouldn't include more than six bullets per slide or more than six words per bullet.

Worth a thousand words

- Consider foregoing words all together.
- Omitting text keeps your audience focused on what you're saying.
- Replace text with images and think creatively about what images to use.

A presentation skeleton

- A presentation skeleton is a table that outlines the material you're going to cover in your presentation.
- Creating a presentation skeleton makes it easy to format any accompanying slideshow.
- Use the information contained in the skeleton to create your bullets and choose any relevant images.

Go off script

- Often some of the best presentations are not tightly scripted.
- Let your audience drive the presentation.
- This is a particularly useful strategy when you know your content well.

Go with the flow

- The same rules still apply in a more free-flowing structure.
- Present evidence for what you say and utilize real-life examples and stories.
- Be clear and concise and connect with your audience.

Summary

- A great presentation starts with great content.
- Connect with your audience through shared history and by using stories and analogies.
- If you decide to use accompanying materials, keep the words to a minimum.

ACTIVITIES

If you're completing these activities on your own, please write down your answers in your workbook. If you're completing these activities in a group, please write down your answers individually. Then share your responses with up to two other people. Look for commonalities among everyone's responses and discuss any differences.

Activity 1

In your experience, what does your audience typically want to hear? How close is your narrative to that blueprint?

Activity 2

Draw a triangle and in the center write the name of an influential person in your life, such as a parent, spouse, coach or mentor. At each point of the triangle, write a word that describes that person. For each word, provide three examples, stories or illustrations to highlight that attribute.

CONTINUING EDUCATION

Using the "Presentation skeleton" form located in the top right corner of your screen, craft a presentation that incorporates your claims and issue-solution-benefit narratives. Substantiate your claims with measures and metrics, and add stories and analogies to bring your presentation to life.

QUIZ

1. Accountants who deliver compelling presentations have an easier time selling and gaining consensus for their ideas and ultimately win more new clients.
2. You can deliver a meandering presentation, hitting on dozens of points without offering any key takeaways, and still gain consensus around one specific idea.
3. The best way to gain consensus for your ideas is to bring your content to life with stories, anecdotes and real-life examples.
4. As you present your proof, it's important that you're precise and specific.
5. A focused presentation adheres to a single theme throughout the presentation and stays on course in presenting that theme.
6. More is generally better.
7. You always want to give your audience a roadmap. Start out by telling them what you're going to talk about, then talk about it, then tell your audience what you told them.
8. Any slide with words should abide by the "rule of three." That means no more than three bullets per slide and no more than three words per bullet.
9. A presentation skeleton is a table that outlines the material you're going to cover in your presentation.
10. The opening "I'm prepared to tell you who we are, what we do and why we're different. But in order to make the best use of your time today, I'd like to focus on what you would most like to learn," is a great way to ensure your presentations are audience-driven.

NOTES

FOR MORE INFORMATION

For more information about additional workshops, or other Replacing the Rainmaker products and services, please visit ReplacingTheRainmaker.com.