INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

Take Your Presentations to the Next Level



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WHAT?

- To learn key presence and presentation tools and techniques.

WHY?

- To help you excel as a leader and professional.
- To get to YES faster in any presentation, including winning business.
- To exceptionally deliver any presentation you give.

WANT?

- To learn and apply:
  - A proven formula for presentation success that guarantees your presentations will be better than your past best.
  - Apply the tools you learn today to deliver exceptional presentations.

AGENDA

Introduction
Formula Overview
Audience Understanding Matrix
Formula for Presentation Success
    Attention-Getting Opening
    Executive Summary
    Agenda + Clear Body Message
    Finish Strong
Close with Next Steps

APPLY THE LEARNING

- Complete your presentation
- Record your presentation and review using the Self Evaluation in your workbook

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THE AUTHENTICITY CODE™:
YOUR PRESENCE + YOUR AUDIENCE + YOUR PRESENTATION = YOUR SUCCESS

WHAT IS AUTHENTICITY?

Your most powerful way of adding value by expressing your unique gifts and talents for your chosen audience.

YOUR PRESENTATION

Follow our proven Formula for Presentation Success:

- Know Your Audience
  - Audience Understanding Matrix
- Attention Getting Opening
  - Story
  - Image
  - Statistic
  - Question
  - Quotation
- Executive Summary
  - Presentation Purpose (e.g., educate, program update, proposal)
  - What's in it for the audience (e.g., business or technical impact)
  - Action you want from the audience (e.g., buy-in, input, resources, decision)
- Agenda
  - Outlines main points
- Clear Body Message - One HORSE per Agenda Item
  - H=Highlight the Point (Hottest Topic Starts)
  - O=OK, So What
  - R=Relevant Information/Data
  - S=Summarize the Point (Optional)
  - E=Ease to Your Next "H" or Finish Strong)
- Finish Strong
  - Summarize key points
  - Repeat what you want from the audience
  - Strong close
- Practice and Video Tape – Ask for feedback

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TOOL: IDENTIFYING THE KEY DECISION MAKERS IN A MIXED AUDIENCE

WHO MATTERS THE MOST AND WHY

What is the goal of my presentation?

Is there a hidden agenda?

PRIORITIZE THE TARGET

Who is the leader?

What is the background of the person you are presenting to?

- For example, a senior leader wants bottom line up front and key takeaways on what they need to know

Translate so they understand it

Who are the followers?

Who does the leader listen to?

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TOOL: AUDIENCE UNDERSTANDING MATRIX ACTIVITY FOR YOUR PRESENTATION

- Think of your presentation you are working on.
- Who is your key audience; within that who is/are your key decision maker(s)?
- Complete the matrix for your presentation before you start writing it.

	1	2	3	4
What is most important to them?				
What hooks them?				
What details do they need?				
What are they willing to compromise?				

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AUDIENCE UNDERSTANDING MATRIX EXAMPLE

TYPICAL SENIOR LEADERSHIP TEAM EXAMPLE	
What is most important to them?	• Coordination on key areas requiring their decision and engagement. • Clarity of assignment and/or task. • Facts and data to support your decision. • Support their Business Goals and Objectives (BG&O's). • Meet your commitments.
What hooks them?	• A compelling business case when you are trying to sell an idea (facts, supporting data, risks and mitigation plans). • Engagement - Each LT member wants to be involved in shaping strategies/solutions which personally impacts them or their organizations.
What details to they need?	• Sound rationale (Qualitative and Quantitative Data) which supports your position. • Industry position on bullet 1 (particularly competitors and elite companies-Fortune 500). • Feedback form from other key stakeholders. • Cost impacts (go/no-go).
What are they willing to compromise?	• In all cases it's mixed across the group: • Some choose cost and schedule over quality. • Making the hard decision vs. following the status-quo. • Teamwork vs. individual contributor (team first vs. me first).

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Clear Page

PRESENTATION PREPARATION WORKSHEET

Name:

Topic of Presentation:

PROCESS TO PREPARE FOR A PRESENTATION

PRESENTATION AUTHOR

- Complete the Presentation Checklist and Audience Understanding Matrix below.
- Outline Presentation using the Formula for Presentation Success Worksheet (pages 9-10).
- Create the presentation and get feedback from appropriate stakeholders.

PRESENTATION CHECKLIST

A data gathering tool to help strategize the best approach to a presentation.

What is the purpose?	
What is the desired outcome/what does success look like?	
When and where is the presentation?	
Who is delivering the presentation?	
Who needs to review before it is delivered?	
AUDIENCE UNDERSTANDING	
Who is the audience/decision maker?	
What is most important to them?	
What hooks them?	
What details to they need? What should be in the main presentation? What should be in backup?	
What are they willing to compromise?	

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FORMULA FOR PRESENTATION SUCCESS WORKSHEET

Clear Page

1. Know Your Audience
2. Attention-Getting Opening
3. Executive Summary
4. Agenda
5. Clear Body Message
6. Finish Strong

ATTENTION GETTING OPENING (CHOOSE ONE)
Story Image Statistic Question Quote
EXECUTIVE SUMMARY
WHAT—What is the purpose of the presentation? (Educate, Update, Program Proposal, Value of Product/Service)
WHY—What is the benefit to the audience? (Bottom-line Impact—cost savings, market share, time/efficiency savings)
WANT—What is the action that you want your audience to take? (Decision, Buy-in, Approval, Additional Resources, Input/Feedback, Help Solving a Problem)
AGENDA

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THE AUTHENTICITY CODE™

Clear Page

AGENDA	
Simplified outline of the presentation.	
1st Topic	
2nd Topic	
3rd Topic	
Last Topic	

CLEAR BODY MESSAGE	NOTE: "S" is optional. Use for longer points.
1st Topic	**"H"** Hottest Topic
	"O" Ok, So What?
	"R" Relevant Info
	"S" Summarize the Point
	"E" Ease to the next topic
2nd Topic	**"H"** Highlight the Point
	"O" Ok, So What?
	"R" Relevant Info
	"S" Summarize the Point
	"E" Ease to the next topic
3rd Topic	**"H"** Highlight the Point
	"O" Ok, So What?
	"R" Relevant Info
	"S" Summarize the Point
	"E" Ease to the next topic
Last Topic	"S" Summarize the Point
	"E" Ease to the next topic

FINISH STRONG
Summarize the benefits and action your want your audience to take. Finish Strong with a summary, quotation, image, repeat phrase, bookend to match the opening, or a challenge.

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PRESENTATION EXAMPLE

EXAMPLE 2

Audience Description

Meeting: Top Executive Committee

Key Decision Maker: CEO

Audience: Top Executive Committee

Location: Company Board Room

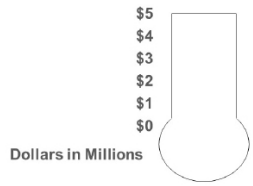
Personality Type: Mixed

Working Capital Update

John Smith
Executive Committee Review

Attention-Getting Opening

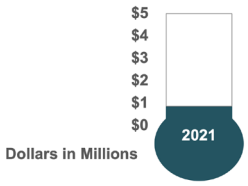
Working Capital Status



Initially Targeted $5M Improvement

Attention-Getting Opening

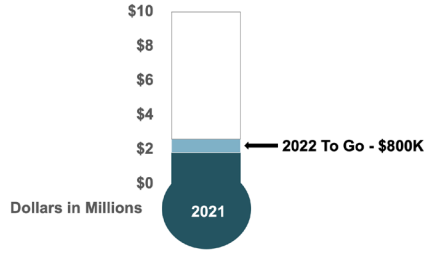
Working Capital Status



$600K in 4Q 2021

Attention-Getting Opening

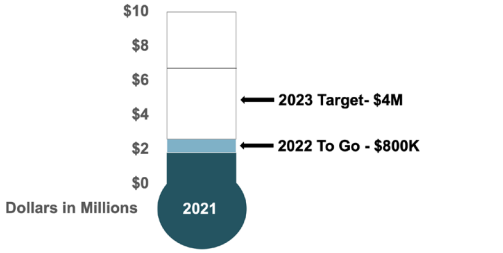
Working Capital Status



$1.8M Through 2Q 2022 . . . Increased Target to $10M

Attention-Getting Opening

Working Capital Status



$4M Target in 2023

Overall

Executive Summary

- **Purpose:**
  - –Update on Working Capital improvements
- **Value Proposition:**
  - – Improve operational efficiency
  - – Cultural change has started
- **Action:**
  - – Flow down of recommended communication message

Agenda

Agenda

- Working Capital Status
- Metrics
- Next Actions

"H" = Highlight the Point,
"O" = OK, So What

Working Capital Status



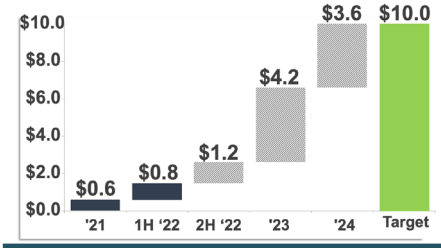
- 2022 target - $2.0M improvement
- Procure to Pay
- Inventory Management
- Communication strategy in place

Accelerating financial benefit…driving working capital culture

"R" = Relevant Information

Working Capital Status

$ in Millions



$10M Improvement over 3 Years

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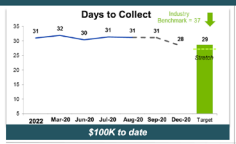
"E" = Ease to Next Point

Agenda

- Working Capital Status
- Metrics
- Next Actions

"H" = Highlight the Next Points (Overview)

Working Capital Metrics "Overview"



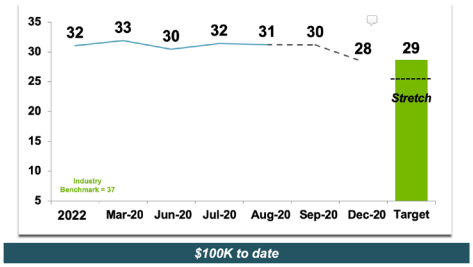




Business Unit	Achieved YTD	YE Target
Alpha	$594	$1,000
Bravo	$398	$600
Charlie	$210	$400
Delta	$16	
Total ($ in Thousands)	$1,218	$2,000

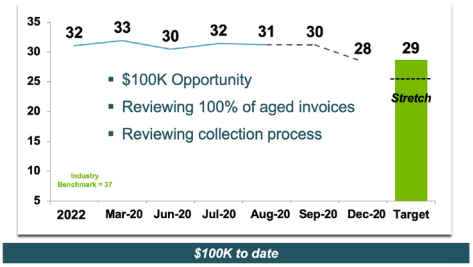
"H" = Highlight Next Point, "O" = OK, So What

Days to Collect



"R" = Relevant Information

Days to Collect



"E" = Ease to Finish Strong

Agenda

- Working Capital Status
- Metrics
- Next Actions

Finish Strong Close/Summary

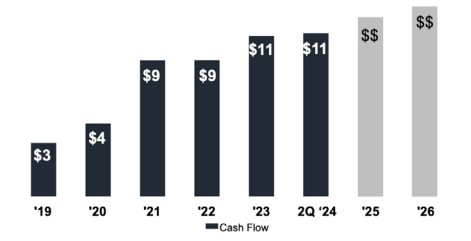
Actions

- Complete 2022 Commitments
- Drive Inventory Accountability
- Enhance 2023 Financial accountability
- Flow down of recommended communication message

Changing the Culture – Everyday!

Finish Strong

Cash Flow



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	COMMENTS
PART 1—KNOW YOUR AUDIENCE	
Audience Understanding Matrix	
Personality Understanding: *(People, Planner, Point, Party, or Mixed)*	
PART 2—TELL THEM WHAT YOU ARE GOING TO TELL THEM	
Attention-Getting Opening *(story, quote, question, etc.)*	
Executive Summary	
» Sentence describing what you will present	
» Sentence describing what is in it for the audience to listen	
» Action you want from the audience (e.g., decision, input, etc.).	
Clear and Crisp Agenda	
PART 3—TELL THEM	
Body: The main points with transitions: "H" = Highlight the Point (Hottest Topic Starts)	
"O" = OK, So What	
"R" = Relevant Information/Data	
"S" = Summarize the Point (Optional)	
"E" = Ease to Your Next "H" or Finish Strong	
PART 4—TELL THEM WHAT YOU TOLD THEM	
Finish Strong: *(review objective, what we know now, finish strong)*	
PERSONAL APPEARANCE	
Dress & Clothing: *(style, color, appropriateness for situation)*	
BODY LANGUAGE / POSTURE	
Relaxed professional posture	
Unnatural posture	
Slouching	
Good range of proximity to audience	
Relaxed leg position	
Fixed, rigid position	
Unnatural arm positions	
Spontaneous arm movements	
Relaxed hand positions	
Positive hand gestures for emphasis	
Unnatural use of hands	

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	COMMENTS
HEAD & FACIAL MOVEMENTS	
Affirmative head nods	
Unnatural continual nodding	
Appropriate positive smiling	
Too little smiling	
Unnatural continual smiling	
Continual frowning	
Calm, expressive facial movements	
Cold, distant expression	
Extraneous facial movements	
Overly emotional reactions	
Rigid face	
EYE CONTACT	
Spontaneous eye contact and eye movement	
Abrupt breaking of eye contact	
Staring too intensely	
Continually looking down	
Looking away from audience	
Speaking to PPT slides	
Speaking to flip chart	
Staring blankly	
VOCAL QUALITY	
Simple, precise language	
Complex jargon	
Fluid speech	
Sporadic context	
Pleasant intonation	
Unpleasant voice quality	
Appropriate loudness	
Too loud	
Too soft	
Good variation on rate of speech	
Monotone	

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	COMMENTS
DISTRACTING PERSONAL HABITS	
Jiggling pocket change and/or keys	
Fiddling with pen/pencil/jewelry	
Nervous pacing back and forth	
Tapping fingers or feet	
Playing with hair	
Chewing gum	
Other *(please specify)*	

GENERAL COMMENTS

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APPLY THE LEARNING:

- Complete your presentation
- Record your presentation and review using the Self Evaluation in your workbook (pg. 13-15)

HOW TO STAY CONNECTED

1. Follow Dr. Sharon on LinkedIn: https://www.linkedin.com/in/drsharonlammhartman/

2. Join our Community of Practice on LinkedIn Group. https://www.linkedin.com/groups/12136775/

Join the Inside-Out Learning Community of Practice!

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SPEAKER | CENTRAL AND WEST REGIONS



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Marsha has served as a senior consultant for Inside-Out Learning for the past 14 years. Marsha has over 30 years of experience serving as an executive and served as a board member of Fortune 500 companies. Her background includes sales, marketing, and public relations. As a former corporate executive, she applies her extensive corporate background in the speaking industry and as an executive coach.

As the Executive Vice President of the Westinghouse Financial Services/American Directory project, she worked on projects that helped companies succeed financially. Her ability to train and facilitate employees and executive teams in reaching corporate goals helped organizations achieve maximum results.

Her positions have taken her to South Africa, New Zealand, Australia, Europe, Mexico, Canada, and every state in the U.S.A. Marsha has been featured in the Wall Street Journal, Investor's Business Daily, USA Today and has also made many Television and Radio appearances.

She has worked with the executive teams at Best Western International Hotels, Shell Oil Company, Quest Diagnostics, American Express, Boeing, major hospitals, world-class law firms, and more, helping them improve communications, reduce conflict, understand company politics, change, and culture, and polish presentation skills.

Marsha is an avid volunteer and has been appointed to be one of five Commissioners for the Arizona Game and Fish Department. She and her husband, Al Sue, work with many organizations such as the Arizona Antelope Foundation, Arizona Deer Association, and others for the conservation of the 800+ species in Arizona modifying barbed wire fences and building water catchments. Their work also improves private and public access for outdoor enthusiasts. She also serves on the Arizona Marine Corps Scholarship Foundation Committee, and Charter 100AZ. Marsha is proud having received the Daughters of the American Revolution Community Service Award; InBusiness Women of Achievement recognition; and the Sybil Luddington Freedom Award, just to name a few. She is an outdoorswoman and an avid fisherperson.

Her best-selling books include *The Reactor Factor: How to deal with difficult work situations without going nuclear, Toxic People: How to deal with difficult people without weapons or duct tape* and *The CEO of YOU: Leading yourself to success.*

Marsha earned her Bachelor of Arts from the California State University at Long Beach and her Master of Business Administration, Magna Cum Laude from the University of Phoenix. In addition, she attended the Darden School of Business. Marsha is a Certified Myers Briggs Type Indicator assessment practitioner and is a Certified Virtual Presenter.

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SPEAKER | EAST COAST, EUROPE, ASIA, AUSTRALIA, AND VIRTUAL REGIONS



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LTG Jeff Buchanan commanded US Army North (Fifth Army), and after a 37 year Army career, he retired from active duty on 1 September 2019. LTG Buchanan was commissioned a Second Lieutenant in the Infantry under the ROTC program after graduating from the University of Arizona with a Bachelor of Science degree in Wildlife Ecology in 1982. He earned a Master of Arts in Leadership Development from the US Military Academy in 1992 and was the Distinguished Graduate of a year-long international security fellowship at the Geneva Center for Security Policy in 2002.

He commanded at every level from Platoon to Theater Army, and his assignments include tours in the Army's 82nd Airborne Division, 25th Infantry Division, 101st Airborne Division, the 10th Mountain Division, and I Corps. He served four combat tours in Iraq and one in Afghanistan. From 2016-2019, he served as USNORTHCOM's Joint Forces Land Component Commander and led the operational-level military response in support of FEMA for five major hurricanes (Matthew, Harvey, Irma, Maria, and Florence) and in support of the US Customs and Border Protection Agency for SW border security.

Upon retirement, he and his wife moved home to Patagonia, Arizona, where he consults from his home office. In addition to serving as a Senior Fellow for National Defense University's CAPSTONE and KEYSTONE programs, LTG Buchanan provides keynote speeches to government agencies, universities, NGOs, and corporate audiences. He currently serves on three not-for-profit boards: Worldmaker International/The National Resilience Institute, 360 VA, and the Vet Voice Foundation. Jeff also currently serves on the Board of Directors for the Arizona State Parks and Trails, and as a Commissioner for the Arizona Game and Fish Department. He is an advisor to the Board of Directors for the Autonomy Institute, an advisor to the Board of Directors for the Charlie Mike organization, and recently joined Entrustment Health as their Chief Learning Officer. Jeff and his wife Laura have three adult children (all married) and seven grandchildren.

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