Next-Level Presentations: Skills. Strategy. Slides.



(480) 822-9939

IOL@insideoutlearning.com

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WHAT?

- To learn key 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.
  - Best practices for slide creation.
  - The tools you learn today to create and 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
Creating Compelling Slides
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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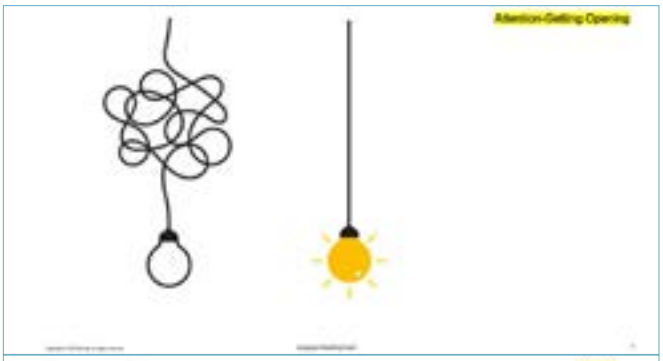
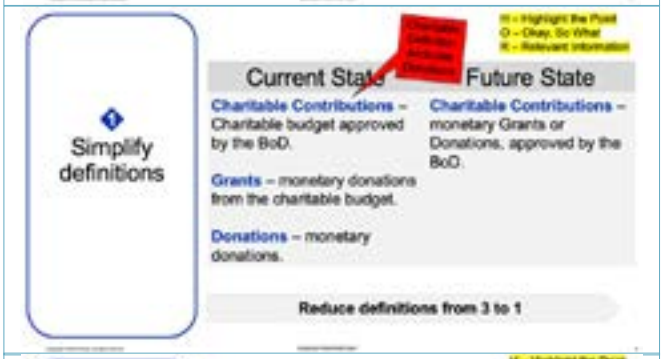
PRESENTATION EXAMPLE

EXAMPLE 2

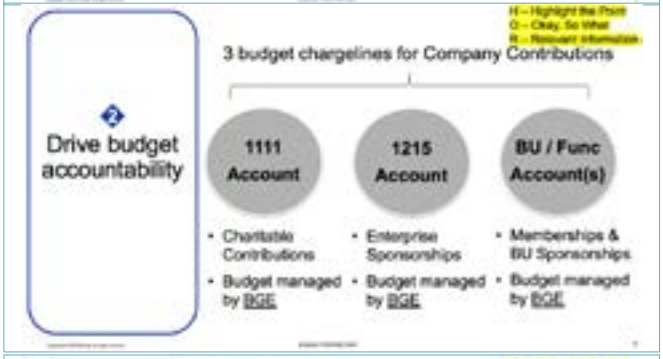


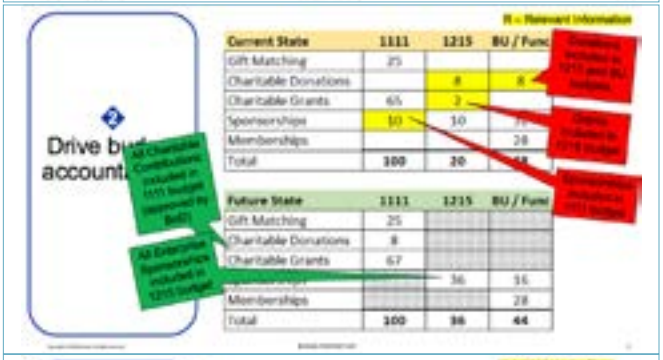


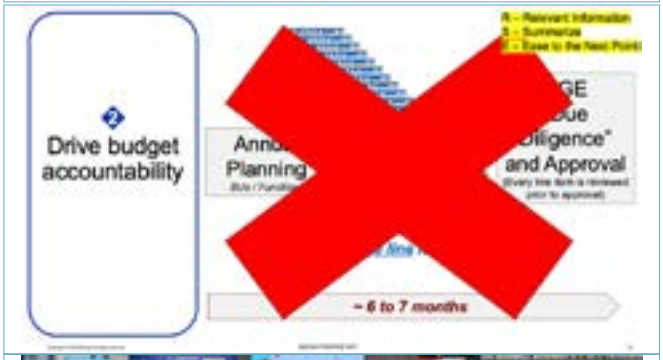


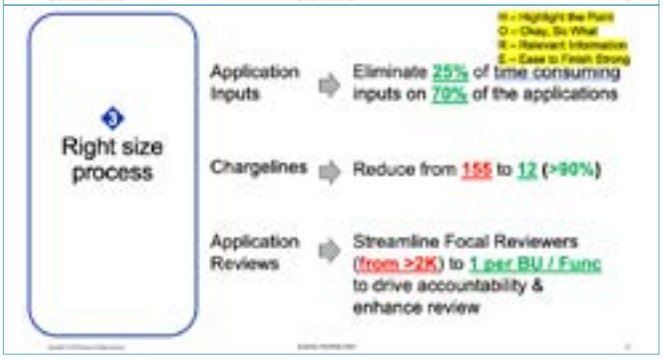














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TOOL: KEY CONCEPTS

Using the same background templates, colors, font style and size, creates a cohesive continuity that shows excellent preparation and planning. The occasional attention-getter can be modified beyond this consistency for special emphasis.

GRAPHICS

If there is to be an image along with text on the same chart/slide, it is usually best to place the image to the left and the text to the right. In the Western world, we read from left to right and this placement of the image will direct the eyes to the text on the right that will require more time to be read and understood.

FONT SIZE	FONT STYLES	COLOR
Those furthest away from the screen need to be able to easily read the smallest print. A 40-point font is usually the minimum size for a title, with 32-point minimum for bullets and ideally never below a 24-point for anything other than chart/slide identification for the use of the speaker.	The most readable are: Arial, Tahoma, Veranda, Gill Sans MT and Lucida Console. Do not sacrifice readability for something else unless it enhances your message. Bold is usually easier to read and italics are usually more difficult to read. Limit the use of italics to quotes and references, such as a book title.	Ensure your background and font color combinations are high in contrast. White and light backgrounds need dark font, while darker backgrounds need white or lighter font. Be aware that the occasional Yellow, Orange, Red or Lime Green word can be used to emphasize something or highlight it. However, we recommend against any more than that as it can easily cause eye fatigue for your audience. It is important to be aware that there is a significant percentage of the male population that are color-blind. They have difficulty with Reds and Greens, so these are usually best to avoid.

IMAGE & TEXT PLACEMENT

There are many ways to place images and text on a chart/slide area, however we highly recommend following a few basic rules if the briefing presentation is going to be given in the Western world.

Because we read from left to right and top to bottom, those are good rules to stay with. Use the same with items coming in with a clockwise order rather than counter-clockwise or sporadic. As mentioned in the GRAPHICS section, if the chart/slide is going to have an image and also text, it is most often best to place the image on the left and the text on the right.

AVOID TEXT OVERLOAD

One of the most common mistakes is placing too much data on a chart/slide. Use multiple chart/slides and/or provide resource materials to the audience and direct them to a specific page in those materials. The multiple chart/slides can be brought together in a recap to display the connections. This would ideally be shown with separate entries as in a jigsaw puzzle.

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THE 3 – 5 SECOND RULE

In essence, anything that appears on your screen would ideally be able to be read in 3 to 5 seconds. If it takes longer than that, you have quite probably lost the attention of your audience. With each image or text that you have appear on the screen, allow 3 to 5 seconds for your audience to absorb that information before you elaborate on the specific meaning. When you are speaking, it is best for each member of your audience to be focusing on you, audibly and visually, for a full understanding of your message.

BLACK BLANK CHART/SLIDE

In PowerPoint Slide Show mode, the “B” key on the keyboard will toggle your presentation to a black screen. This is a very effective way to create focus on you as the presenter.

Likewise, the “W” will turn the screen white. The next click of the same key will return your presentation to what was just previously projected on the screen.

If you prefer to plan ahead, what we recommend is that you insert “Black Blanks” into your presentation in high priority positions so that the screen is blank when you want it to be and you will have the total attention of your audience to make an important point.

BULLETS & ANIMATION

A bullet point is an encapsulated phrase.

These are a brief preview of what the speaker will elaborate on. (What would fit on a bumper sticker that you could easily read 20+ feet away?)

Too many bullet points on a slide will either detract from your message.

Utilize the “Appear” animation to reveal one bullet point at a time.

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SHORTCUTS

Quickly Animate Bullet Points in Sequence

- Select a series of bullet points
- Click Animate/Appear
- While the bullet points are selected, go to the "Timing" menu
- In the "Start" dropdown box ,choose "On Click" (select it again if it's already selected)



Too much content on your slide and not enough time to simplify?

Try these combinations of highlights and animations

- Use a highlight box
  - Click Insert/Shape/ Rounded Rectangle
  - Draw a rectangle around the data that supports your point
  - Click Shape Fill and choose "No Fill"
  - Click Shape Outline and choose a thicker weight and a color that contrasts with your content
  - Click Animations and choose "Appear"
- You can now copy and paste your animated rectangle to highlight additional areas of your chart.



Too much content on your slide and no time to simplify?

Try these combinations of highlights and animations

- Use a callout box
  - Click Insert/Shape/ Speech Bubble
  - Draw a speech bubble to add notations
  - Drag the pointer to the data that supports your point
  - Click Animations and choose "Appear"
- You can now copy and paste your animated speech bubble to highlight additional areas of your chart.



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How to: Morph Transition

Original slide to duplicate



Duplicated slide with slight change





1. Duplicate the starting slide (right click and select Duplicate slide or copy/paste)
   - Duplicate starting slide as often as needed
2. Make slight adjustments to size and position of objects on duplicated slide
   - Make adjustments to other slides as needed
3. With the duplicated slide selected, go to Transitions and select "Morph"

Morph Transition Continued

- Think of your original slide as an "anchor" – in order for the morph to work, all of the objects on the original slide need to be **somewhere**** on the next slide

  ****somewhere** could mean off the page too! See slides 16 and 17 for an example of how you can use the off-slide area to morph objects onto and off of the slide
- Things that can "break" your morph:
  - Re-ordering objects on the slide without also changing the order on the original/duplicated slide
  - Changing the text in a text box without also changing the order on the original/duplicated slide
- If your morph "breaks," try re-duplicating the original slide, making your changes, and re-adding the morph transition

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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
- OPTIONAL: Record your presentation and review using the Self Evaluation in your workbook (pg. 16-18)

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!

P.O. Box 7854, Cave Creek, AZ 85327

(480) 822-9939

IOL@insideoutlearning.com

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SPEAKER



Jeff Buchanan
Senior Consultant
Inside-Out Learning, Inc.
Jeff@insideoutlearning.com
www.insideoutlearning.com
(480) 822-9939

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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POWERPOINT EXPERT



Kaela Petty
Project and Contracts Manager
Inside-Out Learning, Inc.
Kaela@insideoutlearning.com
www.insideoutlearning.com
(480) 822-9939

Kaela Petty (she/her) is the Project and Contracts Manager at Inside-Out Learning, where she also serves as the team's resident PowerPoint expert. With over a decade of experience in instructional design, Kaela has designed, developed, and managed more than a dozen online courses. She is passionate about helping professionals and executives communicate ideas clearly and persuasively through slide design.

As the former Manager of Learning, Technology, and Marketing, Kaela facilitated the Creating Compelling Slides module at numerous Boeing Authenticity Code™ programs and provided 1:1 PowerPoint coaching to leaders across industries. She has also delivered this training for the Federal Reserve Bank of San Francisco.

Kaela holds a B.A. in English from Duke University and began her career in education through Teach For America in 2012. Her Authentic Presence Qualities are Integrity and Trustworthiness, and her Myers-Briggs type is ISTJ. Outside of work, Kaela enjoys spending time with her toddler son, who keeps her on her toes and inspires her daily.

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