The Authenticity Code™

Authentic Presence & Presentation Skills



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The Authenticity Code™

Authentic Presence & Presentation Skills

INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

PROGRAM INFORMATION

PROGRAM EXECUTIVE SUMMARY

PROGRAM AGENDAS

FACILITATOR BIOS

THE AUTHENTICITY CODE™ PROGRAM SUMMARY

Your Presence

Authentic Presence Qualities
Warmth *Clarity* **Integrity** Polish/Poise *Thoughtfulness*
Sincerity Inspiration *Confidence* **Trustworthiness**
Openness *Passion* **Respect** Your Authentic Brand
Body Language **Non-Verbal Communication**
Presentation Tips

+

Your Audience

Know Your Audience – Audience Understanding Matrix
Tailor Your Message to Your Audience – Style Recognition

+

Your Presentation

Formula for Presentation Success
Attention-Getting Opening
Executive Summary *Agenda* **Clear Body Message** Finish Strong
Creating Compelling Slides
Completion & Practice of Actual Presentation
Video Taping *Feedback*

=

Your Success

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WHAT?

- To learn key presence and presentation skills, 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:
  - How to take your presence to your next level.
  - Audience understanding tools for tailoring your message to your audience.
  - A proven Formula for Presentation Success that guarantees your presentations will be better than your past best.
  - The tools you learn in the program to deliver exceptional presentations.

PROGRAM AGENDAS

AGENDA: DAY 1 - YOUR PRESENCE

9:00 AM	Program Introduction
	Authentic Presence Qualities
	Stretch Break
	The APQ Challenge
	Presentation Tips
	Non-Verbal Communication
	Stretch Break
	Your Authentic Brand Statement
	Close with Homework
12:00 PM	End

HOMEWORK: DAY 1

- Finish creating APQ Development Plan
- Set Success Criteria for your Brand
- Take Style Recognition Assessment
- Recognize APQs in the workplace

AGENDA: DAY 2 - YOUR AUDIENCE & YOUR PRESENTATION

9:00 AM	Kickoff and APQs
	Formula Overview
	Audience Understanding Matrix
	Stretch Break
	Style Recognition
	Stretch Break
	Attention-Getting Opening
	Executive Summary
	Close with Homework
12:00 PM	End

HOMEWORK: DAY 2

- Create slides for audience description, AGO, and Executive Summary.
- Prepare to present to small group for next program.
- Continure to recognize APQs in the workplace

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PROGRAM AGENDAS

AGENDA: DAY 3 - YOUR PRESENTATION

9:00 AM	Kickoff and APQs
	Participant Practice
	Stretch Break
	Agenda
	Clear Body Message
	Finish Strong
	Stretch Break
	Creating Compelling Slides
	Close with Homework
12:00 PM	End

HOMEWORK: DAY 3

- Watch the recording of yourself presenting from Day 3 and complete the self-evaluation form.
- Meet with your Accountability Partners to review video and/or document key take aways
- *Optional:* Apply feedback to AGO and Executive Summary (revise slides) and create slides for rest of presentation (Agenda, HORSE, and Finish Strong)
- *For add-on:* Compare your initially recorded benchmark presentation (pre-work) with your final presentation to see your progress and improvements.
- *For add-on:* Attend your coaching sessions and the final recording session.

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CHIEF EXECUTIVE OFFICER



Dr. Sharon Lamm-Hartman
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Dr. Lamm-Hartman is an award-winning global executive and presentation coach, leadership development consultant, speaker, writer, and educator. She is the CEO and founder of Inside-Out Learning, Inc., specializing in leadership and personal development. Inside Out Learning is an active member of WBENC and the global Women's President Organization, which only 3% of women-owned businesses meet the requirements for membership.

With over 25 years of global experience, Sharon has worked across the United States and Europe as well as Beijing, Hong Kong, Singapore, and Thailand for clients such as Boeing, American Express, GE's Leadership Development Center, Exxon, E*TRADE, ARCO Chemical Company, Mobil Oil Corporation, Berlex Pharmaceuticals, Fannie Mae, Arizona Society of CPA's, Volvo Corporation, and the National Reconnaissance Office. She has designed and delivered over 3,000 innovative programs, including executive presence and presentation skills programs, and has coached thousands of CEOs, executives, and entrepreneurs worldwide.

She worked internally at ARCO Chemical in International Training and Development and brings a strong client partnership philosophy. For the past 22 plus years, Dr. Lamm-Hartman has been a preferred executive coach for hundreds of Boeing executives with exceptional results, including promotions and developmental job assignments. She has also designed and teaches The Authenticity Code™ Programs, team development programs, and culture-change offsites to thousands of professionals and leaders worldwide, with up to 80% of participants achieving promotion. Sharon has her Top-Secret Security Access and supports executive clients in classified environments. She has also consulted on corporate change efforts, training change agents and developing strategic implementation and communication plans.

Dr. Lamm-Hartman was invited to speak at a Harvard Business Review event on Authentic Executive Presence, addressing the evolving conversation around authenticity, leadership credibility, and influence in today's business landscape.

In addition to her private practice and consulting, she is widely published. Dr. Lamm-Hartman has served with the Fresh Start Women's Foundation and Arizona State University's Dean's Board of Excellence Mentoring Program. She is a regular instructor for WBENC's WeTHRIVE program.

Dr. Lamm-Hartman holds a doctorate from Columbia University in Leadership and Organization Development and a Master's in Industrial and Labor Relations from Cornell University. She is a Certified Executive and Presentation Coach and is certified in the Myers Briggs Type Indicator.

Dr. Sharon is a Wall Street Journal, USA Today, and Amazon best-selling author of The Authenticity Code™, which received the Axiom GOLD Medalist award for best 2022 Business Fable. She has been named one of the top 100 Women to KNOW Across America by the KNOW Women Group. Outside of her professional work, she is married to James, has a 20-year-old son, Josh, and enjoys hiking and travel.

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PROGRAM FACILITATOR



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With over 20 years of experience in the aerospace and defense industry, Fiona brings a broad and practical foundation across supply chain, project management, P&L forecasting, account management, cost reduction, and business development. She spent a significant portion of her career at Rolls-Royce, including relocating from the UK to Seattle in 2013 as a Customer Business Director supporting Boeing. She has also held business development roles with Parker Hannifin and ZeroAvia.

Today, Fiona is a global keynote speaker, executive coach, and leadership trainer focused on helping individuals and organizations take deliberate, courageous action in complex and evolving environments. She brings thousands of hours of coaching and training experience, partnering with Fortune 500 companies—including Boeing, Collins Aerospace, SpaceX, and Juniper Networks—as well as high-growth Silicon Valley startups.

Fiona is a PCC-certified coach through the International Coaching Federation (ICF) and holds an MSc in Project Management from the University of Manchester and an MSc in Biological Sciences from the University of Oxford. Her additional training includes certifications in workshop and meeting facilitation, APM (the UK equivalent of PMP), Six Sigma Green Belt, Finance for Non-Finance Managers, and Qualified Teacher Status in the UK. Earlier in her career, she completed the Teach First program, a social enterprise supporting inner-city schools.

She is also the founder of the Leading Ladies & Allies Of… movement, a global initiative connecting thousands of professionals across industries, with a focus on strengthening leadership and increasing visibility through virtual engagement.

Fiona is known for her energy, adaptability (an ENTP, formerly ESTJ), and her passion for helping others thrive in change and challenge. Outside of work, Fiona enjoys gardening, paddle boarding, cold plunges, spending time in nature, and dog sitting.

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Kaela Petty (she/her) is the Project and Contracts Manager at Inside-Out Learning, where she brings over a decade of experience in instructional design and training facilitation. She has designed, developed, and managed more than a dozen online courses and is passionate about helping professionals and executives communicate ideas clearly and persuasively.

As an experienced facilitator and trainer, Kaela has delivered programs for major corporations and government institutions, including facilitating authenticity and communication modules for Fortune 500 companies. She has provided specialized training and one-on-one coaching to leaders across industries, helping them enhance their presentation and communication skills. Recently, Kaela has facilitated the Virtual Operations Series as well as Creating Compelling Slides trainings for the Federal Reserve Bank of San Francisco.

In her former role as Manager of Learning, Technology, and Marketing, Kaela developed expertise in presentation design and serves as her team's resident PowerPoint and virtual facilitation expert. She received her B.A. 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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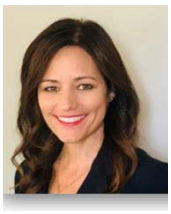
PROGRAM COORDINATOR



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Lane has over 20 years of experience with Huntington Learning Center, advancing through leadership roles, including Director of Operations and Development. A skilled trainer and coach, Lane has guided high-performing teams to award-winning success. As a certified Project Management Professional (PMP) and Certified Associate in Project Management (CAPM), Lane brings expertise in strategic execution and team development. A passionate advocate for lifelong learning, Lane is dedicated to empowering others through education.

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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.

WHAT IS THE AUTHENTICITY CODE™?

- Your Presence + Your Audience + Your Presentation = Your Success

YOUR PRESENCE +

- What is Authentic Presence?
  - How you affect others by the impression you make through your character, your physical presence, your demeanor, your presentation of thoughts, and general mode of conversation you have with others.
- What are the 12 Authentic Presence Qualities?

Clarity	Confidence	Inspiration	Integrity
Openness	Passion	Polish/Poise	Respect
Sincerity	Thoughtfulness	Trustworthiness	Warmth

YOUR AUDIENCE +

- Audience Understanding Matrix
- Tailor Your Message to Your Audience

People People - Personal	Party People - Humor
Planning People - Data	Point People - Bottom Line

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

YOUR PRESENTATION =

- Follow our proven Formula for Presentation Success
  - Attention Getting Opening
    - Story
    - Image
    - Analogy
    - 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
    - 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
- Eliminate Non-verbal Distractions – Understand the Importance of Non-verbal Communication
- Know How to Make the Best Use of the Presentation Environment

YOUR SUCCESS

- The accomplishment of your aim or purpose

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The Authenticity Code™

Authentic Presence & Presentation Skills

INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

YOUR PRESENCE

AUTHENTIC PRESENCE QUALITIES

PRESENTATION TIPS

COMMUNICATION: VERBAL AND NON-VERBAL

YOUR AUTHENTIC BRAND

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AUTHENTIC PRESENCE QUALITIES

Clear Page

Please fill out this self-assessment by rating your Authentic Presence Qualities (APQ's). How well do you demonstrate each APQ? Rate yourself on a scale from 1-5 (1–Needs Improvement; 3–Average; 5–Amazing). Once complete, fill in the blanks below to identify your two lowest and your two highest rated APQ's.

		NEEDS IMPROVEMENT AMAZING
Clarity	The ability to communicate your message in an intuitively clear and compelling way.	1 2 3 4 5
Confidence	The air of assurance, such that others know you have the required strength and resolve.	1 2 3 4 5
Inspiration	Feeling passionately about the vision and mission of the organization. The ability to communicate that passion, purpose, and meaning establishes the inspirational culture of the organization. Breathing life into others.	1 2 3 4 5
Integrity	Your beliefs, words, and actions are aligned and demonstrated through the willingness and skills to constructively share your point of view and follow through on your commitments.	1 2 3 4 5
Openness	No prejudging; the willingness to consider another's point of view.	1 2 3 4 5
Passion	The expression of commitment, motivation, and drive that shows people you really believe in what you do.	1 2 3 4 5
Polish/Poise	The look of sophistication, conveying a background of education and experience.	1 2 3 4 5
Respect	Values the thoughts and opinions of others and openly considers these as viable options and opportunities.	1 2 3 4 5
Sincerity	The conviction of believing in and meaning what you say.	1 2 3 4 5
Thoughtfulness	The projection of thinking or having thought through something before responding.	1 2 3 4 5
Trustworthiness	Models true positive character qualities and top-level competence of their profession.	1 2 3 4 5
Warmth	The willingness of being accessible to others and of being interested in them.	1 2 3 4 5

LOWEST RATED APQ'S:

HIGHEST RATED APQ'S:

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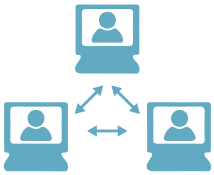
TOOL: AUTHENTIC PRESENCE QUALITIES (APQ's)

Authentic Presence Definition: How you affect others by the impression you make through your character, your virtual presence, your engagement, your communications, and general mode of conversation you have with others.



Clarity	The ability to communicate your message in an intuitively clear and compelling way.
Confidence	The air of assurance, such that others know you have the required strength and resolve.
Inspiration	Feeling passionately about the vision and mission of the organization. The ability to communicate that passion.
Integrity	Your beliefs, words, and actions are aligned and demonstrated through the willingness and skills to constructively share your point of view and follow through on your commitments.
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Warmth	The willingness of being accessible to others and of being interested in them.

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EXAMPLES OF HOW YOU CAN DEMONSTRATE ON AUTHENTIC PRESENCE QUALITIES

CLARITY
- Flex to others communication style while not losing your own authenticity
- Listen to and watch your recordings while in a virtual meeting

CONFIDENCE
- Practicing for an effective delivery
- Being prepared to address even the most difficult questions

INSPIRATION
- Motivating a stalled team to move forward
- Believing people can achieve the project and helping them believe they can

INTEGRITY
- Follow through on your commitments or renegotiate
- Living the within your values and ethical standards

OPENNESS
- Listening to another's point of view
- Considering all options for the best possible outcome and not just your way

PASSION
- Enthusiastic tone in communicating
- Getting the project done with a positive attitude

POLISH/POISE
- Checking your background and camera set up
- Dressing appropriately for the event and audience

RESPECT
- Good eye contact when speaking virtually
- Acknowledging that diverse opinions & experiences have value

SINCERITY
- Walk your talk; live by example
- Not saying something just to be accepted

THOUGHTFULNESS
- Reconsidering a position after hearing a colleague's stance
- When offended, calm down before responding

TRUSTWORTHINESS
- Repeatedly performing at a high quality
- Following through on your commitments

WARMTH
- Acknowledging someone for a job well done
- Learning & speaking about what you know is special to someone



APQ BREAKOUT GROUP INSTRUCTIONS

With your group:

- Think about a leader you admire who exhibits all (or most of the) 12 APQs.
- Choose one leader for the group and be prepared to share a story or an example of how s/he exhibits most or all of the qualities.
- Elect a spokesperson who will share this information with the main group.

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AUTHENTIC PRESENCE QUALITIES (APQ'S) DEVELOPMENT PLAN

Clear Page

Which two will you work on?

1. [redacted] 2. [redacted]

Why?

What actions will you take to develop your APQs?

APQ [redacted]

-
-
-
-
-
-
-

APQ [redacted]

-
-
-
-
-
-
-

Identify people who can help you work on these qualities and give you feedback over time.

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EFFECTIVE USE OF THE ENVIRONMENT

KEY THOUGHTS TO KEEP IN MIND:

A confident speaker with an important message will use the room space available to both influence the audience in a positive way and assure their comfort and safety.

MOVE WITH PURPOSE:

There will be specific times in your presentation when you will move to a particular area. For that moment, stay put and make your point. As you transition to your next point, move or change body position as you focus in on a different thought. The contrast between your movement and then your specific stop for a focused thought and then on to a new position, will add interest for your audience.

Walk around and into the audience if possible based on the room arrangement. Especially move closer or at least noticeably lean toward anyone asking you a question.

EASY MOVES:

Constant motion, such as pacing, is a distraction and can annoy listeners. The movement contributes to your ability to focus on the individuals in different parts of the room if used appropriately.

BE LIBERATED FROM THE LECTERN:

There are presentations in which the speaker is required to stay behind the lectern for an assortment of reasons, usually involving audio/visual requirements. If this is not the case, separate yourself from it.

Any barrier between you and your audience obstructs a portion of your message. There are reasons to stay within a certain proximity of the lectern.

For example:

- You may have notes to refer to on the lectern. Ideally you would know your material to the point of not needing to rely on notes.
- The lectern may be holding your computer and you need to change slides. Ideally you would have a remote control for that.
- Some may feel that they need the lectern for support, because they are nervous. There are numerous techniques to calm nerves and reduce stress.

The lectern can be a barrier preventing you from providing the best presentation possible. If there is a way to remove that barrier and become more unified with your audience, it is highly recommended. Be free to fully utilize the room environment.

AWARENESS OF THE ENVIRONMENT:

The space within your presentation room is a place to explore

- What is on the other side of the walls in your speaking room? Will the noise be a distraction to your presentation?
- What prevention could be put in place prior to the presentation to prevent potential distractions?
- The height of the ceiling has a significant effect on the acoustics and also on the position of many audio/visual components. Test the equipment.

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EFFECTIVE USE OF THE ENVIRONMENT CONTINUED

AWARENESS OF EXIT AND ENTRANCE:

- Where is it, or where are they positioned in the room in reference to the area from which the speaker would normally be giving the presentation?
- Does the door make any distracting sounds when it is open or closed?
- If there are multiple doors, would it be a positive to secure certain ones from entry during the actual presentation? Perhaps use signage?

Are there pillars or any other obstacles that could prove to be a hindrance or difficulty to your audience?

Windows:

- Are any open and can they be closed?
- Do you want any windows open for the potential need of fresh air ventilation?
- If all the window coverings are closed, will that eliminate outside visual distractions?
- How completely do the window coverings close off light from outside?

Lighting:

- Where are all of the lights positioned and to what degree are they all working?
- Where are the controls for those lights and do they all function properly?
- What are the specific types of light controls? (Switch, Dimmers, Timers, Remote)
- What is the range of lightness to darkness available?

FOCUS ON THE COMFORT OF YOUR PARTICIPANTS:

Chairs and Tables:

- Are there enough chairs for everyone or perhaps there are too many and some should be removed?
- Are tables going to be provided for a writing surface?
- Are the tables and chairs clean?

Temperature:

- Are the controls in the room?
- Set the temperature between 71 – 73 degrees

Restrooms:

- Location?
- Allow enough time on breaks dependent on the number of facilities.

BOTTOM-LINE RESPONSIBILITY:

The audience holds the speaker responsible for virtually everything except “Acts of God” and sometimes even those. Everything should be checked and double-checked under real conditions, with a back-up plan ready to be initiated if necessary.

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EFFECTIVE USE OF THE ENVIRONMENT CONTINUED

Makeup

Whether you are a man or a woman, don't shine. A shiny face or forehead can be distracting and send a wrong message that you are nervous. Using blotting papers or a light powder can remove the shine.

Lighting can affect how your makeup looks on camera. If you have bright light shining on you, it can wash out the appearance of your makeup. Test how your makeup looks by videotaping and reviewing.

Gestures

Be aware of the range and framing of your camera shot. Never move any part of your body that is not in the shot. It will seem like disconnected movement.

Also, how much of your body that is on camera should impact how much movement you make. The tighter the shot, the smaller the gestures need to be.

Facial Expressions

Unless you are delivering bad news, you should smile. Smiling not only warms up your visual presentation, it also warms up your voice. If you want to appear approachable, you can nod your head while speaking. If you want to appear credible, keep your head still and slightly drop your chin at the end of your sentences.

Eye Contact

Make sure that you are looking directly into the camera lens. If you cannot see your clients, imagine they are across from you as you look into the camera. If your eyes are focused elsewhere, your clients may feel you are not connecting with them.

On a virtual call, you will want to look at your clients so that you can read their body language. This can become a problem because you cannot focus your attention toward the camera when you are looking at the window through which your clients appear. To avoid this problem, make the meeting screen as big as possible, and sit or stand a little farther away from the monitor so that you can view them and the lens at the same time. You can also try a dry run, and if possible, videotape yourself before your meeting. It is much easier to see what you do well and what needs improvement when you can watch yourself.

Of course, always be yourself and have fun!

Author: Laurie Brown, CSP, is an international speaker, trainer, and consultant who works to help people improve their sales, service, and presentation skills. She is the author of The Teleprompter Manual, for Executives, Politicians, Broadcasters and Speakers.

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HOSTING HYBRID MEETINGS

THE CONFERECE ROOM

When Presenter is In-Person & Decision- Maker is Virtual:

- Know where the microphones are and avoid blocking
  - » Be considerate of anything that could create noise near the mic
  - » Speak at the mic
- Look at the camera (eye contact)
- Reposition as needed
- Use a 2nd laptop to see the virtual audience's view

When Presenter is Virtual & Decision-Maker is In-Person

- Look at the camera (eye contact)
- Spotlight your video in the meeting
- Assign an in-person representative to:
  - » Manage sound, video, & lighting
  - » Monitor platform features
  - » Communicate if issues arise (can't see screen sharing, etc.)

ENGAGEMENT TIPS & IDEAS



On camera

- Ask for a show of hands
- Thumbs up/down
- Show & Tell or Props
- Hat day
- Fun background day

BREAKOUT GROUP INSTRUCTIONS

In your group, discuss the following question:

- What are some of the best practices you use when presenting in an in-person or hybrid environment?

Be prepared to share with the rest of the group.



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BODY LANGUAGE AND NON-VERBAL COMMUNICATION



Key thoughts to keep in mind:

- All eyes turn toward you
- You are visible before you are heard
- While you're speaking, what is your body saying?

A significant percentage of your impact as a speaker depends upon your body language.

STANCE

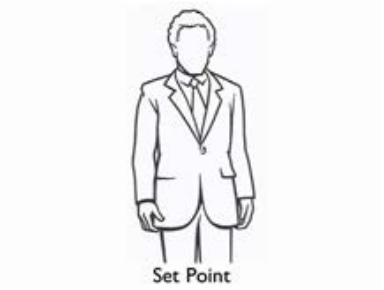
Choose a central spot with your feet pointing straight ahead into the middle of the audience. Lean slightly forward into the audience. This drives the energy towards the listeners. Do the same if seated at a table.

FACE YOUR AUDIENCE

Remember why you are giving this presentation. The audience is there for a purpose and it is up to you to fulfill that purpose. Unfortunately, many speakers seem to focus their attention on their visual aids instead of the audience.

GESTURES

- Gestures can often speak louder than words
- Add variety to your movements for emphasis
- Deliver your gestures with authority and conviction
- People have a tendency to trust their eyes more than their ears
- Create a natural set point – arms hanging naturally





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TOOL: AUTHENTIC BRAND

What do you want to be known for?

How do you want to be seen?

Who are you as a leader?

QUESTION	EXAMPLE	ANSWER
1. What is the ONE leadership role I most want to hold?	*e.g., Project Leader, First-Line Manager, Senior Manager, Director, Vice President, C-Suite Leader, Role Model Leader*	
2. What is the ONE THING I most want to do/accomplish as I work in my desired leadership role?	*e.g., successfully lead a new program, empower employees to turn around a failing program/ product, invent a new product/ service, help change a corporate culture, etc.*	
3. What is the ONE THING I most want to change as I work in my desired leadership role?	*e.g., Financial loss – turn a company around, My presence – become calm & peaceful; Negative relationship – Foster healthy workplace relationships, etc.*	
4. What is the ONE THING I know I have as a leadership strength that comes naturally to me?	*e.g., providing a safe environment for everyone to speak their truth, inspiring people to give their 100%, setting a clear vision that many follow, etc.*	
5. What is the ONE THING I most wish I would have received from authority figures growing up?	*e.g., seeing and celebrating my unique gifts and talents, modeling a healthy relationship, listening to my point of view, etc.*	

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MY AUTHENTIC BRAND IS...

I am a	#1
who	#2
I	#3
I give this by	#4
and	#5

AUTHENTIC BRAND EXAMPLE

I am a role model leader (#1) who teaches others how to be better leaders through leading by example (#2). I interact without judging or becoming defensive (#3). I give this by understanding individual choices, making wise decisions and meeting my commitments (#4 and #5).

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SUCCESS CRITERIA FOR LIVING MY BRAND

QUESTION	EXAMPLE	ANSWER
6. What is the ONE THING I most want to see as a leader?	*e.g. My mentees all get promoted, my organization transforms into my vision, to sell a big program, etc.*	
7. What is the ONE THING I most want to hear as a leader?	*e.g. "You helped me transform my life," "Without you we would have failed," "You are the best boss," "You helped increase profits by 50%," etc.*	
8. What is the ONE THING I most want to experience as a leader?	*e.g. Going to bed & waking up on a daily basis knowing I am making a difference, leading a high performing team, being recognized as a leading expert in my field, complete fulfillment in my work, etc.*	
9. What is the ONE THING I most want to say as a leader?	*e.g. "I have made the difference I wanted to make & have no regrets," "Listen I have something important to say," "I am the happiest I have ever been," "We need to pull together & get this done," "I balanced a great career & personal life," etc.*	
10. What is the ONE THING I want to feel as a leader?	*e.g. Proud of the life I have lived and the legacy I have left, happy and fulfilled in my life, confident that I gave my all, satisfied with the business results I achieved, etc.*	

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SUCCESS CRITERIA FOR LIVING MY BRAND

As a leader, I commit to:

1	See	#6
2	Hear	#7
3	Experience	#8
4	Say	#9
5	Feel	#10

SUCCESS CRITERIA EXAMPLE

I commit to:

- See people become great leaders because they modeled me. (#6)
- Hear people say that I was the best leader they ever had. (#7)
- Experience a great big party with a room full of people who thought I made a difference in their lives. (#8)
- Say “Wow I balanced a great career and personal life with no regrets of either.” (#9)
- Feel I would not have changed a thing regarding career and personal life balance. (#10)

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BREAKOUT GROUP INSTRUCTIONS

- Share Your Authentic Brand Statement (# 1-5, top of page 23)
- Share how it feels to read your statement aloud

"ONE THING" FOR TODAY

Inspire you to take your brand to your next level and connect with it more deeply than you ever have before.

UTILIZING YOUR APQ'S AND AUTHENTIC BRAND

- Every morning, read your brand statement out loud or before a big meeting or high-stakes presentation
- Make your brand visible.
- Continue to improve and adjust your brand statement throughout life.
- Continue to practice your APQ's – they help you focus on giving to others & get the most authentic "you" out of "yourself"



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PLEASE COMPLETE THE FOLLOWING REFLECTION ABOUT DAY 1 OF THE PROGRAM.

What are the key learnings I'm taking away?

How will I start to implement these?

DAY 1 HOMEWORK

- 5 Minutes: If needed, finish creating APQ development plan (page 16) and recognize APQs in the workplace.
- 10 Minutes: Set Success Criteria for your Brand (pages 24-25).
- 15 Minutes: Take Style Recognition Assessment (Pages 33-35).

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The Authenticity **Code**™

Authentic Presence & Presentation Skills

INSIDE-OUT LEARNING INC
Transformative Learning That Lasts

YOUR AUDIENCE + YOUR PRESENTATION

KNOW YOUR AUDIENCE / AUDIENCE UNDERSTANDING MATRIX

STYLE RECOGNITION

ATTENTION-GETTING OPENING

EXECUTIVE SUMMARY

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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 in this program.
- 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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BREAKOUT GROUP INSTRUCTIONS

With your Accountability Group:

- Share an overview of the presentation you will give.
- Share key insights about your Key Decision Maker or audience.

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TOOL: STYLE RECOGNITION

STYLE RECOGNITION ASSESSMENT

Clear Page

For each pair of statements below, distribute three points between the two alternatives (A and B), depending on how characteristic of you the statement is. This means that your answers for any pair of statements will add up to three. So in IA and IB, you might give yourself a 2 for 1A and a 1 for 1B, which would add up to a total of 3 for that pair set. Although some pairs of statements may seem equally true for you, assign more points to the statement that is more representative of your behavior most of the time.

Examples:

- If A is very characteristic of you and B is very uncharacteristic, write “3” next to A and “0” next to B.
- If A is more characteristic of you than B, write “2” next to A and “1” next to B.
- Please base your answers on how you actually behave, not on how you think you should behave.
- The total points for each question should always equal “3.”

1A	___	I’m usually open to getting to know people personally and establishing relationships with them.
1B	___	I’m not usually open to getting to know people personally and establishing relationships with them.
2A	___	I usually react slowly and deliberately.
2B	___	I usually react quickly and spontaneously.
3A	___	I’m usually guarded about other people’s use of my time.
3B	___	I’m usually open to other people’s use of my time.
4A	___	I usually introduce myself at social gatherings.
4B	___	I usually wait for others to introduce themselves to me at social gatherings.
5A	___	I usually focus my conversations on the interests of the people involved, even if that means straying from the business or subject at hand.
5B	___	I usually focus my conversations on the tasks, issues, business or subject at hand.
6A	___	I’m usually not assertive, and I can be patient with a slow pace.
6B	___	I’m usually assertive, and at times I can be impatient with a slow pace.
7A	___	I usually make decisions based on fact or evidence.
7B	___	I usually make decisions based on feelings, experiences or relationships.
8A	___	I usually contribute frequently to group conversations.
8B	___	I usually contribute infrequently to group conversations.
9A	___	I usually prefer to work with and through others, providing support when possible.
9B	___	I usually prefer to work independently or dictate the conditions in terms of how others are involved.
10A	___	I usually ask questions or speak tentatively and indirectly.
10B	___	I usually make emphatic statements or directly express opinions.

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11A	___	I usually focus primarily on ideas, concepts or results.
11B	___	I usually focus primarily on people, interactions and feelings.
12A	___	I usually use gestures, facial expression and voice intonation to emphasize points.
12B	___	I usually do not use gestures, facial expression, and voice intonation to emphasize points.
13A	___	I usually accept others points of view (ideas, feelings and concerns).
13B	___	I usually don't accept others points of view (ideas, feelings and concerns).
14A	___	I usually respond to risk and change in a cautious or predictable manner.
14B	___	I usually respond to risk and change in a dynamic or unpredictable manner.
15A	___	I usually prefer to keep personal feelings and thoughts private, sharing only when I wish to do so.
15B	___	I usually find it natural and easy to share and discuss my feelings with others.
16A	___	I usually seek out new or different experiences and situations.
16B	___	I usually choose known or similar situations and relationships.
17A	___	I'm usually responsive to others' agendas, interests and concerns.
17B	___	I'm usually directed toward my own agendas, interests and concerns.
18A	___	I usually respond to conflict slowly and indirectly.
18B	___	I usually respond to conflict quickly and directly.

After responding to the 18 questions, review your scores in the table below.

O - OPEN SCORE	G - GUARDED SCORE	D - DIRECT SCORE	I - INDIRECT SCORE
1A ____	1B ____	2B ____	2A ____
3B ____	3A ____	4A ____	4B ____
5A ____	5B ____	6B ____	6A ____
7B ____	7A ____	8A ____	8B ____
9A ____	9B ____	10B ____	10A ____
11B ____	11A ____	12A ____	12B ____
13A ____	13B ____	14B ____	14A ____
15B ____	15A ____	16A ____	16B ____
17A ____	17B ____	18B ____	18A ____
Total ____	**Total** ____	**Total** ____	**Total** ____

Compare the O and G scores. Write the higher score in the blank below and check the box with the corresponding letter:

Score: ☐ ☐ O or ☐ G

Compare the D and I scores. Write the higher score in the blank below and check the box with the corresponding letter:

Score: ☐ ☐ D or ☐ I

Plot your results on the next page.

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PLOTTING YOUR RESULTS

Score: Open or Guarded

Score: Direct or Indirect

Plot your score below and check mark the box for your preferred style.

- ALL CAPS: Primary Style
- Upper and Lower Case: Secondary Style

OPEN

☐ People PEOPLE	☐ Party PEOPLE	27 26 25 24 23 22 21	☐ People PARTY	☐ Party PARTY
☐ Planner PEOPLE **INDIRECT**	☐ Point PEOPLE	20 19 18 17 16 15 14	☐ Planner PARTY	☐ Point PARTY **DIRECT**
27 26 25 24 23 22 21	20 19 18 17 16 15 14		14 15 16 17 18 19 20	21 22 23 24 25 26 27
☐ People PLANNER	☐ Party PLANNER	14 15 16 17 18 19 20	☐ People POINT	☐ Party POINT
☐ Planner PLANNER	☐ Point PLANNER	21 22 23 24 25 26 27	☐ Planner POINT	☐ Point POINT

GUARDED

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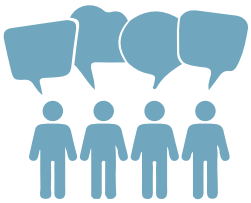
TOOL: STYLE RECOGNITION



	 ○ PEOPLE PEOPLE	 ○ PARTY PEOPLE	 ○ PLANNER PEOPLE	 ○ POINT PEOPLE
Pattern	Open/Indirect	Open/Direct	Guarded/Indirect	Guarded/Direct
Pace and Orientation	Slower/People Oriented	Faster/People Oriented	Slower/Task Oriented	Faster/Task Oriented
Their Goal	Steadiness	Influencing Others	Compliance	Dominance
Work Area	Casual, Conforming	Stylish, Interesting	Formal, Functional	Busy, Structured
Wants to	Build and Maintain Relationships	Interact and Be Recognized	Gather Information and Know Process	Get to the Bottom Line and Decide Quickly
Fear	Conflict	Loss of Prestige	Embarrassment	Loss of Control
Aggravated by	Insensitivity	Routine	Surprises	Indecision
Makes decision by	Considering Options	Spontaneity	Deliberate Action	Decisiveness
Decisions are	Careful	Impulsive	Planned	Steadfast
Measures success by	Compatibility, Depth of Relationships	Recognition, Applause, Compliments	Precision, Accuracy, Activity	Results, Track Record, Progress

Which style best represents you?

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VERBAL CLUES

Listen carefully in a virtual setting to the words used.

SPEED READ PEOPLE—READING OTHERS' STYLES

Verbal clues: If you meet someone, especially for the first time, and they come on strong, they are likely either a **Party** or **Point Person**.

If they are quiet and soft-spoken, they are probably a **People** or **Planner Person**.

NEXT CLUES: *WHAT* THEY SAY.

	STYLE	TYPICAL STATEMENTS	NOTES
	Point Person	"Tell him I want to talk to him ASAP!" "Let's get this settled right now!" "What's the bottom line?" "Cut to the chase; what are the options?" "Here's how we'll proceed…" "I want to win this – no ifs ands or buts." "Tell me what the goal is." "You handle it, but keep me informed."	
	Party Person	"Hey! Here's an idea! Whattaya think?" "Why don't you noodle on that for a while?" "I feel this is the way we ought to go." "Tell me what you think about…" "Spare me the details. Just give me the drift." "I think we're making progress. Now let's…" "My sense is that…" "Let's try it a different way, just for kicks."	
	People Person	"I'd like to go kind of slow on this. Is that okay?" "Have we determined the impact of this on the staff?" "I really enjoy working with you." "I'd like to help you however I can." "We can work this out, I'm sure." "How do you really feel about this?" "How's this likely to end up? I'd like to know first."	
	Planner Person	"Now, let's look at this logically." "Is that really the right thing to do? Can we justify that?" "Let's take this first step. Then we can decide step two." "Give me all the facts first." "What guidelines make sense for this project?" "Precisely what do you mean?" "I don't want any surprises." "Have we touched all the bases?"	

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ADAPTING TO OTHER STYLES

- Think about someone you have trouble communicating with.
- Determine which style best represents that person.
- Click on the boxes for the tips you plan to use when communicating with that person.
- Plan your next interaction with that person and used the tips.
- Use the tool again to plan a conversation with another person.

☐ To adapt to People People

Be warm and sincere by:

- ☐ supporting their feelings by showing personal interest when possible
- ☐ assuming they'll take things personally
- ☐ allowing them time to trust you
- ☐ discussing personal feelings – not facts when you disagree
- ☐ moving along in a slower, informal, but casual steady manner
- ☐ showing that you're actively listening

☐ To adapt to Party People

Show interest in them by:

- ☐ supporting their opinions, ideas and dreams when possible
- ☐ being upbeat, stimulating and fast-pace
- ☐ tolerating digressions and not hurrying a discussion
- ☐ trying not to argue – you'll seldom win
- ☐ being enthusiastic, spontaneous and casual
- ☐ explaining how action can enhance their image
- ☐ sparing them the details

☐ To adapt to Planner People

Show yourself to be thorough:

- ☐ supporting their organized, thoughtful approach when possible
- ☐ showing commitment through your actions, not just words
- ☐ being detailed, accurate and logical
- ☐ listing advantages & disadvantages of any plan organized
- ☐ providing solid, tangible evidence
- ☐ adhering to established procedures
- ☐ giving assurances that decisions won't backfire on them

☐ To adapt to Point People

Be efficient and competent by:

- ☐ supporting their goals and objectives when possible
- ☐ keeping your relationship businesslike
- ☐ using facts – not personal feelings – if you disagree
- ☐ being precise, effective and well organized
- ☐ recommending alternate actions with brief supporting analysis
- ☐ getting to the point quickly
- ☐ stressing competitive results and growth opportunities

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BREAKOUT GROUP INSTRUCTIONS - 10 MINUTES

1. **With your group of 3, assign following roles:**
   - The Planner Person
   - The Party Person
   - If group of 3 assign an observer (will not role play but will track time and give feedback)
2. **Read** through the scenario below (1 minute).
3. **Role play the conversation** using the adapting techniques on page 38 (3 minutes)
4. **Debrief as a group:**
   - Share what worked well & what could be improved (3 minutes)
   - **Discuss** what applications you see for Style Recognition (3 minutes).

PLANNER / PARTY ROLE PLAY SCENARIO

You're managing a major project and you're a Planner Person.

You get an update from your team sharing that the project is now over budget due to a supplier issue.

There's a project update meeting scheduled for this week and your manager is a Party Person.

How would you plan on sharing the project update to your leader?

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TOOL: ATTENTION-GETTING OPENING

KEY THOUGHTS TO KEEP IN MIND

- What's Your Point?
- Begin with the End in Mind.
- All effective communicators start crisply.
- You only have one chance at a first impression... In your first 90 to 120 seconds, your audience is making their decision about you and your presentation.
- What will intrigue those in my audience?

The beginning has to rivet the interest of the audience. More than any other part of the presentation, every detail should be planned. This is the time to set their expectations and establish your credibility.

OPENING TYPES

- **Open with a Quote:** A short relevant insightful quote, ideally by a notable person, will seize the attention of your audience and add sparkle to your total presentation.
- **Open with a Story:** A crisp, concise, and relevant story will engage your audience and set the tone for your presentation. Most everyone loves a story because from our earliest memories, we are hardwired to learn life lessons in this way. Stories are quite possibly the most powerful delivery tool for information.
- **Open with a Question:** Opening with a thoughtful question is a great way to captivate your listeners immediately as well as establish the theme of your presentation. This will arouse their curiosity and get them involved. Your audience will begin to contemplate the question and formulate their answers.
- **Open with a Statement:** Entice your listeners by stating something interesting and/or fascinating. Perhaps something that will generate a smile.
- **Open with a Statistic or Image:** The use of a dramatic comparison, shocking statistics or an eye-opening illustration.

ATTENTION-GETTING OPENING (CHOOSE ONE)	
Quote	
Story	
Question	
Statement	
Statistic or image	

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TOOL: EXECUTIVE SUMMARY

COMPONENT 1

What is the purpose of your presentation?

- Educate
- Project/Program Update
- New Project/Program Proposal
- The Value of a Product or Service

COMPONENT 2

Why does your audience want to listen?

- The technical, business, or global bottom-line impact of your topic:
  - Cost savings
  - Market share increase
  - Time and efficiency savings

COMPONENT 3

What action do you want the audience to take?

- A decision
- Input/Feedback
- Additional resources
- Help solving a problem
- Buy in to go to the next step
- Education to move forward to the next step

EXECUTIVE SUMMARY	
WHAT— "Purpose" What is the purpose of the presentation?	
WHY— "Value Proposition" What is the benefit to the audience?	
WANT— "Desired Outcome" What is the action that you want your audience to take?	

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PRESENTATION EXAMPLES

EXAMPLE 1

Presentation Audience

- Society of Women Engineers Regional Conference
- Engineers
  - 50% college students
  - 50% professional
- 1000+ people
- Not for decision; for inspiration
- Mixed Personality Types

Women Make Us Better
Evolving Your Passion Through Engineering

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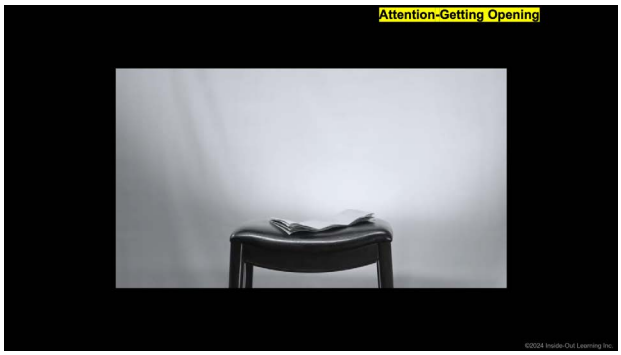

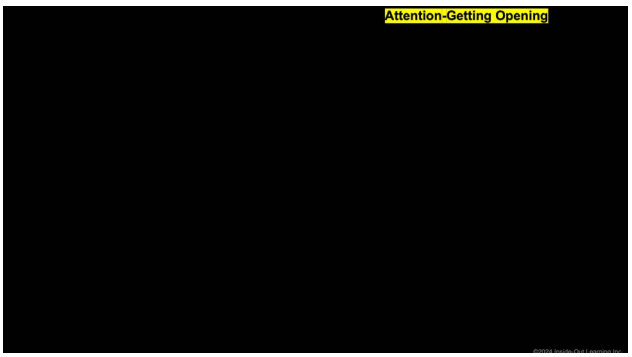

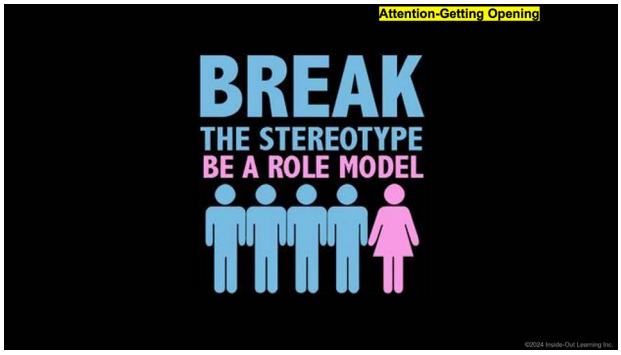

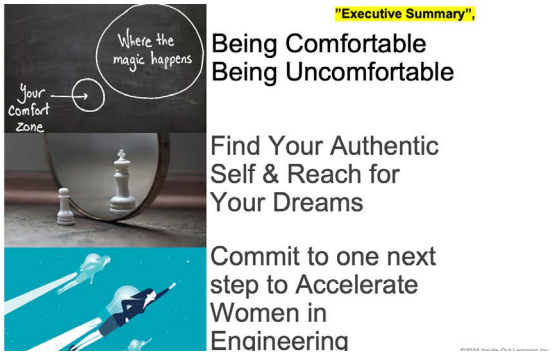

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PRESENTATION EXAMPLES

EXAMPLE 2

Audience Description

Meeting: Top Executive Committee

Key Decision Maker: CEO

Audience: Top Executive Committee

Location: Company Board Room

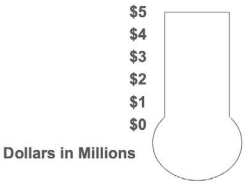
Personality Type: Mixed

Working Capital Update

John Smith
Executive Committee Review

Attention-Getting Opening

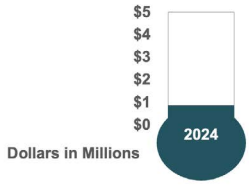
Working Capital Status



Initially Targeted $5M Improvement By End Of 2027

Attention-Getting Opening

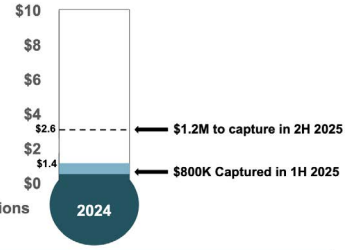
Working Capital Status



$600K Captured in 4Q 2024

Attention-Getting Opening

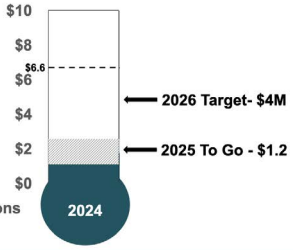
Working Capital Status



$1.4M Captured Through 1H 2025 . . . Increased Target to $10M

Attention-Getting Opening

Working Capital Status



$4M Target in 2026

Overall

Executive Summary

- **Purpose:**
  –Update on Working Capital improvements
- **Value Proposition:**
  – Improve operational efficiency
  – Cultural change has started
  – Potential 25% - 30% increase in stock price
- **Action:**
  – Flow down of recommended communication message

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PLEASE COMPLETE THE FOLLOWING REFLECTION ABOUT DAY 2 OF THE PROGRAM.

What are the key learnings I'm taking away?

How will I start to implement these?

DAY 2 HOMEWORK

- Finish (if not already) the Audience Understanding Matrix (page 30) on the audience for the presentation you are working on. NOTE: You will not be presenting this matrix.
- Create slides for and be prepared to present a **2 to 3-minute presentation o**f (see examples on pages 42-43 and on the program webpage):
  1. Your Audience Description: single, simple slide with the following information:
     - 1-3 word meeting description
     - Key decision-maker(s)
     - Audience (Number of people and their primary Style)
     - Venue (Virtual / In-Person / Location)
  2. Attention-Getting Opening (page 40)
  3. Executive Summary (page 41)
- Prepare to present to small group for next program.
- Think about what you've been working on in this course and what kind of feedback you're looking for (e.g. please count my filler words, give me feedback on the outcome of my executive summary, etc.).
- Recognize APQs in the workplace.

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The Authenticity Code™

Authentic Presence & Presentation Skills

YOUR PRESENTATION

GIVING AND RECEIVING FEEDBACK

AGENDA

CLEAR BODY MESSAGE

FINISH STRONG

CREATING COMPELLING SLIDES

FORMULA FOR PRESENTATION SUCCESS WORKSHEET

PRESENTATION EXAMPLES

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GIVING AND RECEIVING FEEDBACK

GIVING FEEDBACK

- Check your intention – do I want to help or hurt?
- Use “I” statements and focus on behavior – “When I saw you…”
- Be specific – give examples
- Do not comment on behavior that the individual has no control over
- Use the Presentation Feedback Forms (a link will be shared in chat during the presentations)

RECEIVING FEEDBACK

- Listen only – don’t evaluate
- Ask clarifying questions, if needed
- Avoid withdrawing from or dismissing the process
- Take what feels right, discard what doesn’t and be honest with yourself
- Show appreciation

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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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BREAKOUT GROUP INSTRUCTIONS - 30 MINUTES TOTAL



With your group:

- Take turns presenting (go in alphabetical order by first name).
- Elect a timekeeper for each presentation.
- At the beginning of your presentation, share what you've been working on in this course and what kind of feedback you're looking for (e.g. please count my filler words, give me feedback on the outcome of my executive summary, etc.).
- When not presenting, listen to the presentations and complete the feedback form.
- Use the unique link for each presenter in your group. Submit after sharing feedback with the presenter.
- Provide 2 suggestions per category (2 positives and 2 items to consider)
- Give stars after each presentation

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TOOL: AGENDA

AGENDA EXAMPLE

- Where we have been
- Where we are today
- Where we are going

AGENDA FOCUS

- A Short, Clear Outline of the Main Points

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

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TOOL: CLEAR BODY MESSAGE

"H" Hottest Topic/Highlight the Point	• Hottest topic starts (most important point)
"O" Ok, So What?	• Share the key meaning of your point (why does it matter) • Choose whether to verbally state it or show it visually

"R" Relevant Info/Data	• Essential data supporting your point:
	  • Your findings/results
	  • Resource requirements

"S" Summarize the Point	• If you have presented a longer point, summarize key takeaways
"E" Ease to the next topic	• Create transition statement • Can use agenda as transition slide

CLEAR BODY MESSAGE		
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 Finish Strong	

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TOOL: FINISH STRONG

KEY THOUGHTS TO KEEP IN MIND

- What do you want the audience to do, think or feel?
- Close every presentation strongly.
- Don't leave your audience with the thought, Now What?
- A powerful close is specific, concise and with a call for action.

The closing is your final opportunity to make your magic. There is nothing more important than your attention-getter to capture their attention during your presentation. However, it is your close that drives their action after your presentation has been completed. With this being what they remember, your closing should include a recap of your main points.

You will want to leave your message ringing in the ears of everyone present. Make your final words unforgettable. Know exactly what you want to say and say it with absolute confidence.

CLOSING TYPES

- **Close with a quote:** A powerful, relevant quote that is practiced and delivered with confidence, can add the perfect crescendo to your presentation.
- **Close with a Story:** Conclude with a pertinent story to captivate your audience. Dramatic, humorous, surprising, or allegorical stories leave a lasting impression.
- **Close by Emphasizing or Completing an Earlier Point:** Conclude by answering a question that you asked earlier in your presentation, or by repeating a particularly important point. This is an excellent way to reinforce your message. Repetition can be overdone. Based on the importance of something, it may well be worth repeating a number of times.
- **Close with a Question and/or a Startling Statistic:** By asking questions and allowing a pause for time to reflect, you engage your audience by programming a thought pattern.
- **Close with a Challenge:** If you want the audience to do something, give them a call to action.

FINISH STRONG
Summarize the benefits and actions you 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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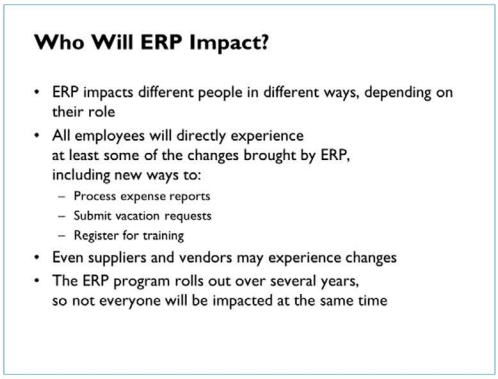
BEST PRACTICES

1. 3-5 Second Rule
2. Background
3. Colors
4. Images
5. Composition

BEFORE & AFTER







BREAKOUT GROUP INSTRUCTIONS

With your Breakout Group:

- Each person open the Sandbox file (or use the presentation you're working on for this program)
- Practice applying 1-2 of the tools covered in the demonstration
  - More advanced? There are some extra tools to try in the Sandbox Bonus Material Slides!
- Everyone will be at different comfort levels; help each other out!

PRESENTING VS. DISTRIBUTION

Best Practices in Creating Slides

- Organize your presentation using sections (for example, by topic or key message).
- Place technical or detailed content in hidden slides as backup

Best Practices for Slide Distribution

Send your slides as a PDF to prevent unauthorized edits and protects the integrity of your content.

Note:

- Technical notes in the speaker notes will not carry over to the PDF.
- Hidden slides and section dividers will not appear in the PDF version.

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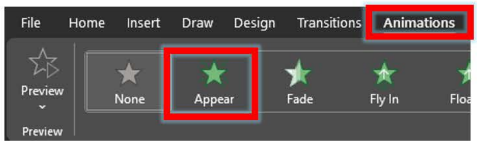
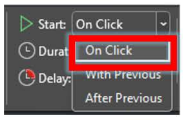
HOW-TO GUIDES

How to: Animation





1. Highlight the text or select the object(s)
2. Click Animation
3. Select “Appear” (keep it simple!)
4. Select “On Click”

To animate items to come in with another, select “With Previous”

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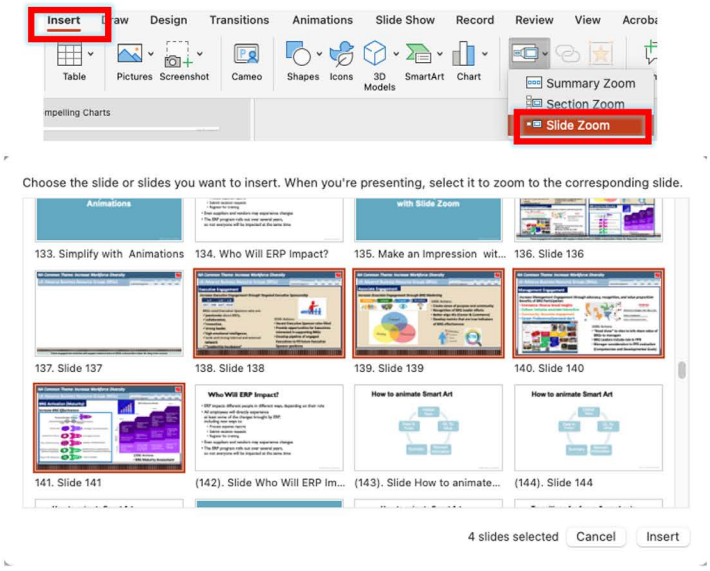
How to: Slide Zoom



1. Click Insert
2. Select Zoom > Slide Zoom
3. Select the slides you want to insert. Hold down the **SHIFT** key to select multiple slides.
4. Once selected, click insert.
5. Rearrange and re-size the inserted slides as desired.

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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 (page 57-58).
- 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?	
What is their primary style (People, Party, Point, Planner)?	

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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 Analogy 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 EXAMPLES

EXAMPLE 1

Presentation Audience

- Society of Women Engineers Regional Conference
- Engineers
  - 50% college students
  - 50% professional
- 1000+ people
- Not for decision; for inspiration
- Mixed Personality Types

Women Make Us Better

Evolving Your Passion Through Engineering

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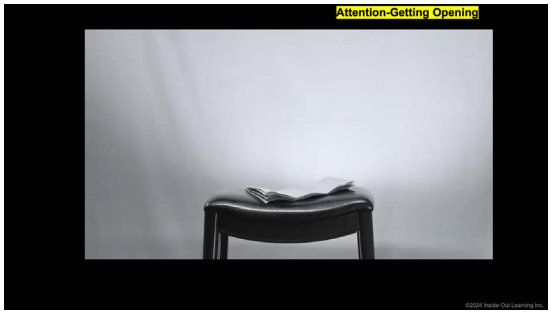
Attention-Getting Opening



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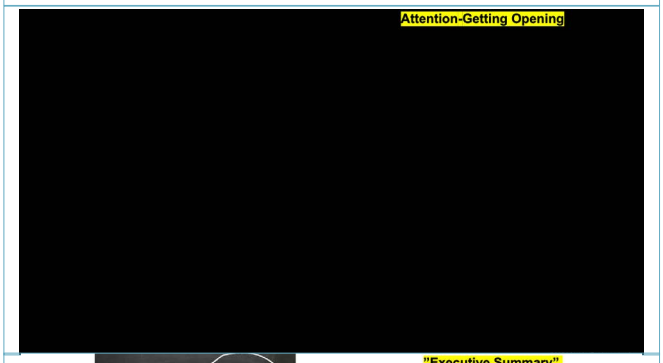
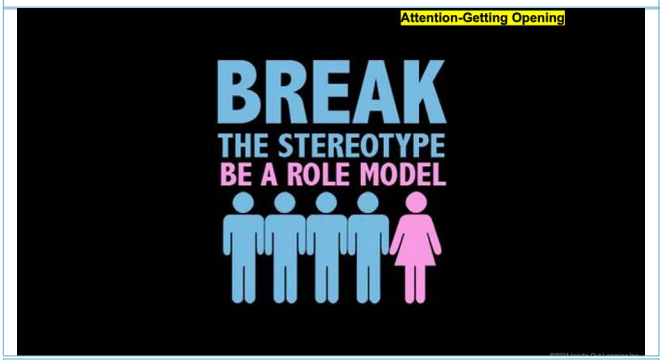
Attention-Getting Opening



Attention-Getting Opening



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"Executive Summary",



Being Comfortable
Being Uncomfortable

Find Your Authentic Self & Reach for Your Dreams

Commit to one next step to Accelerate Women in Engineering

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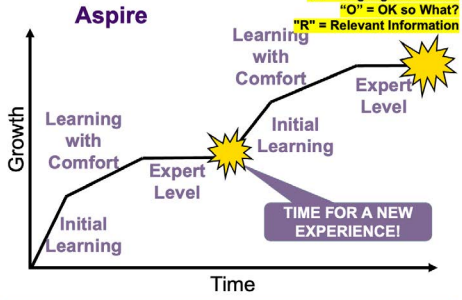
Agenda



"H" = Highlight the Point
"O" = OK so What?
"R" = Relevant Information



"E" = Ease to Next Point



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"H" = Highlight the Point
"O" = OK So What
"R" = Relevant Information

My Journey



Advance

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PRESENTATION EXAMPLES

EXAMPLE 2

Audience Description

Meeting: Top Executive Committee

Key Decision Maker: CEO

Audience: Top Executive Committee

Location: Company Board Room

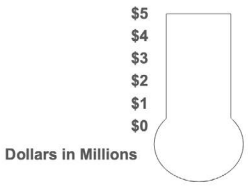
Personality Type: Mixed

Working Capital Update

John Smith
Executive Committee Review

Attention-Getting Opening

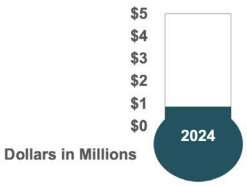
Working Capital Status



Initially Targeted $5M Improvement By End Of 2027

Attention-Getting Opening

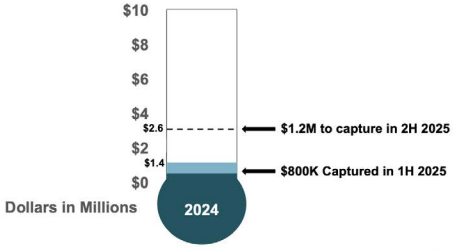
Working Capital Status



$600K Captured in 4Q 2024

Attention-Getting Opening

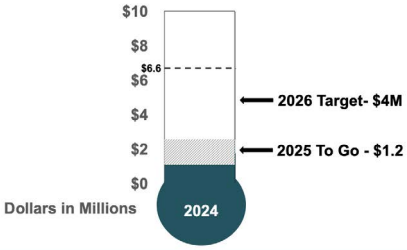
Working Capital Status



$1.4M Captured Through 1H 2025 . . . Increased Target to $10M

Attention-Getting Opening

Working Capital Status



$4M Target in 2026

Executive Summary

Executive Summary

- **Purpose:**
  –Update on Working Capital improvements
- **Value Proposition:**
  – Improve operational efficiency
  – Cultural change has started
  – Potential 25% - 30% increase in stock price
- **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



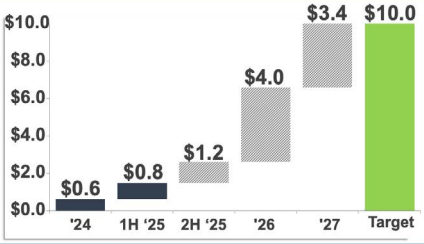
- 2025 target - $2.0M improvement
- Procure to Pay
- Inventory Management
- Communication strategy in place

Accelerating financial benefit…driving working capital culture

"R" = Relevant Information

Working Capital Status

$ in Millions



$10M Improvement over 3 Years

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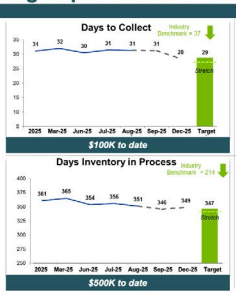
"E" = Ease to Next Point

Agenda

- Working Capital Status
- Metrics
- Next Actions

"H" = Highlight the Next Points (Overview)

Working Capital Metrics "Overview"



$100K to date



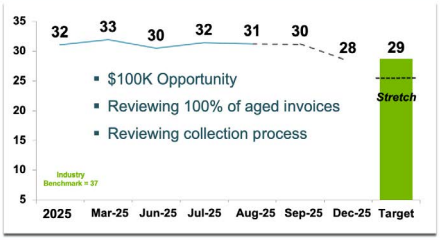
$700K to date

$500K to date

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

"R" = Relevant Information

Days to Collect



$100K to date

"E" = Ease to Finish Strong

Agenda

- Working Capital Status
- Metrics
- Next Actions

Finish Strong Close/Summary

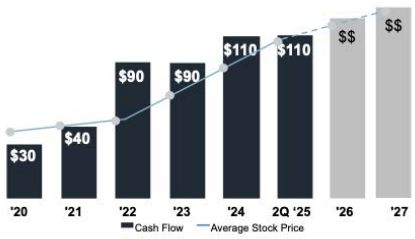
Actions

- Complete 2025 Commitments
- Drive Inventory Accountability
- Enhance 2026 Financial accountability
- Flow down of recommended communication message

Changing the Culture – Everyday!

Finish Strong

Cash Flow and Stock Price



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PLEASE COMPLETE THE FOLLOWING REFLECTION ABOUT THE PROGRAM.

How will I apply the presentation techniques I learned today?

What are my top three take-aways from the whole program, and how will I start to implement them?

HOMEWORK:

- Watch the recording of yourself presenting from Day 3 and complete the self-evaluation form.
- Optional (unless signed up for add-on): Apply feedback to AGO and Executive Summary (revise slides) and create slides for rest of presentation (Agenda, HORSE, and Finish Strong)
  - » *If you purchased the coaching add-on and video review, this is required.*
- For add-on: Compare your initially recorded benchmark presentation (pre-work) with your final presentation to see your progress and improvements.
- For add-on: Attend your coaching sessions and the final recording session.

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NOTES

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HOW TO STAY CONNECTED

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