

# Improving Presentation Skills

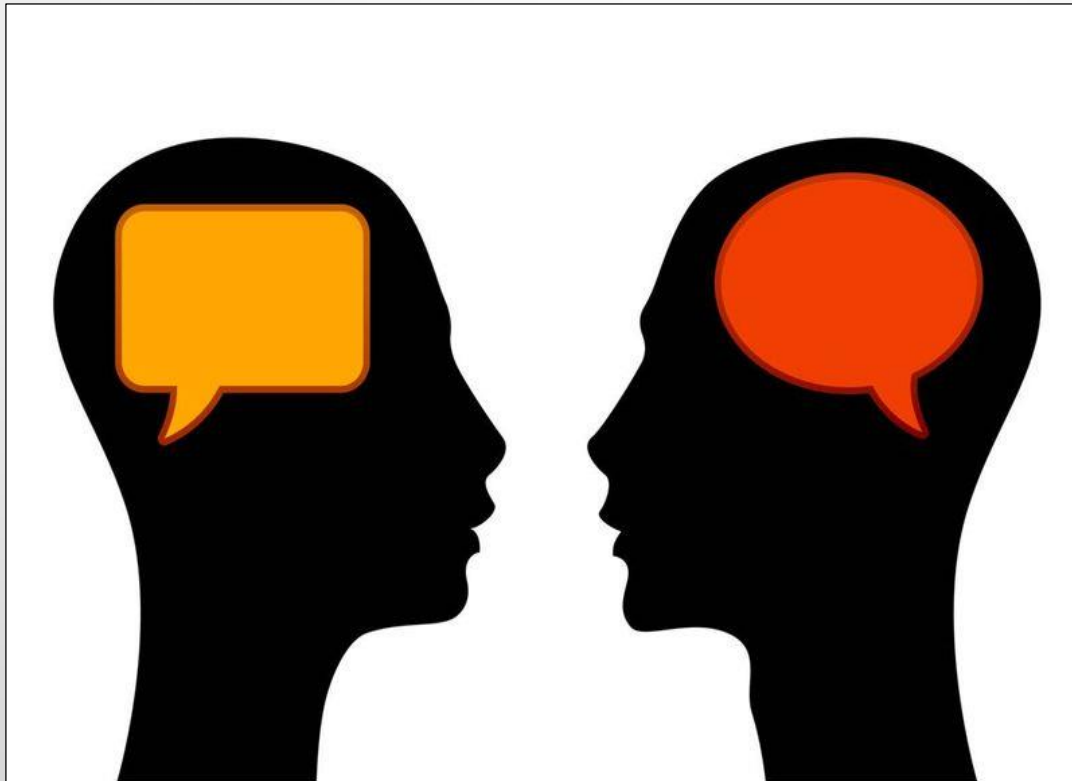


January 9, 2016  
Dallas, Texas

Darrell L. Browning  
Karen Friedman Enterprises  
Senior Improvement Officer



# Introduction and Opening Remarks



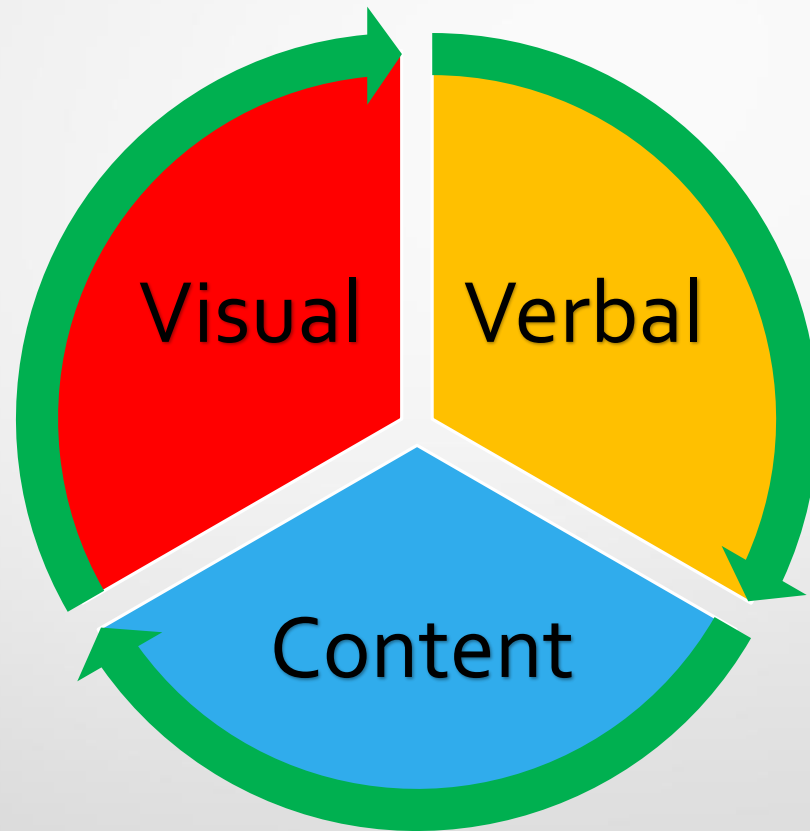
# The Purpose of Presentations

## Four Ways to Communicate Purpose

- Inform
- Educate
- Persuade
- Entertain



# All Communication Is...



# The Best Way to Reach People



- Appeal to their Self-Interest
- Define Your Audience
  - What
  - So What
  - Now What

# Engaging Openings

- Why Should They Care?
- Something in the News
- Don't Bury the Lead
- Stories, Analogies are Powerful
  - How Are Painters Similar to Good Presentations?
  - (Look for New Stuff: Be Creative)



# Interactive Exercise: Engaging Openings



- Choose a Leader at Your Table
- Create a Powerful Opening
- Practice Out Loud

# It's Not About Slides

- Don't Start LCD, EOD or General Presentation with Slides
- It's a Conversation, not a Presentation
- Look at People
- Adjust Verbal
- Frame the Message
  - Clear
  - Concise
- Three Points are Enough



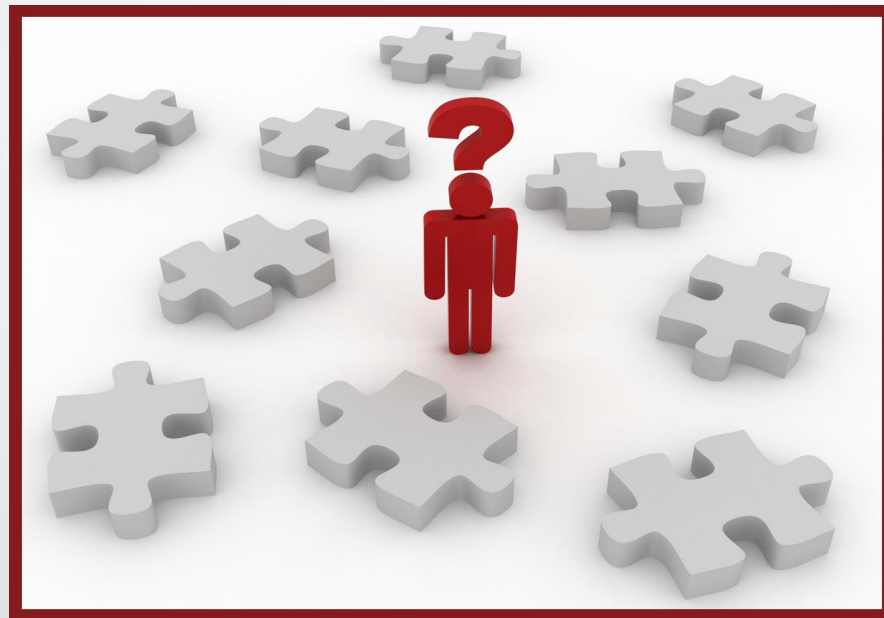


# Some Rules for Phone/Internet Presentations



- People Can See A Smile Over the Phone
- Don't Make Noise
- Mind The Gap: Keep Moving
- Adjust Verbal Delivery
- Use Dramatic Pauses
- Ask Questions, Then Answer Them
- Allow Interaction

# Transitions are Critical



# The Eyes Have It

- Two Rules for Eye Contact
  - Don't Move Eyes and Talk at Same Time
  - Don't Move and Talk at Same Time



# Body Language is Visual Communication

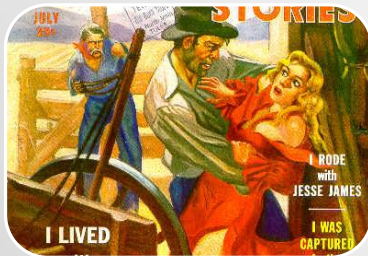


- Stand or Sit?
- Hands Off
- Gestures Matter

# How Others See You



# Supporting What You Say



Stories



Example



Case Study



Analogies

# How to Back Up What You Say

## CPR

- Compelling
- Personal
- Relevant



# Now, Prove It

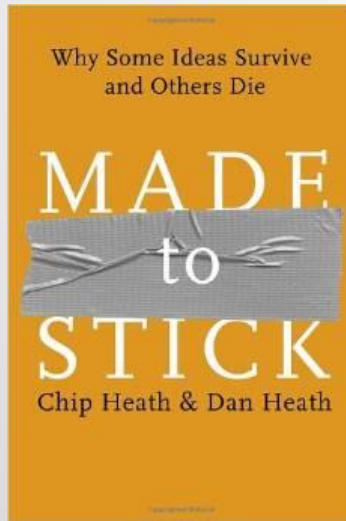
## Proof Points:



- Relevance: Who Cares?
- Does It Solve Problem?
- Perspective?  
Data/Facts/Numbers?
- Personal  
Experience=Transparency (Tell  
Stories)
- Examples, Case Studies and  
Analogies



# Interactive Exercise: Prove It



- Address ONE Galderma Product
- Why Should They Care?
- What Is In It for Them?
- Now, Prove It

# Create and Present: Pick Two Chapters About Something YOU Present

- Tell One Story
- Add an Example
- Or How Data is Relevant
- Possibly One Set of Facts
- An Analogy?
- Perhaps a Description of a Problem/Solution?



# What About the Headline?



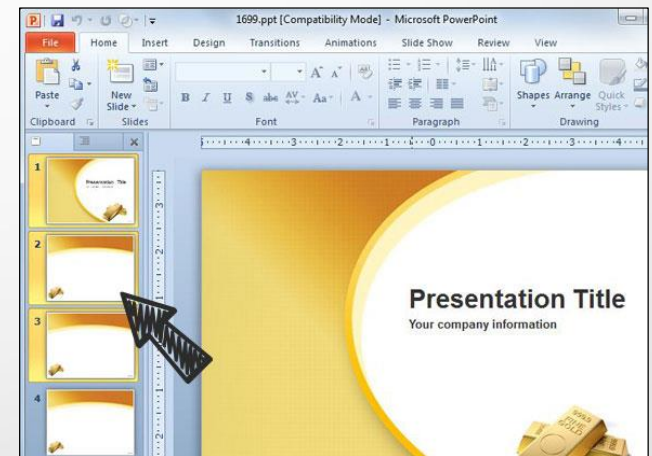
# And Now We Will Look at This Slide



- The Above is NOT a Transition
- Transitions MOVE: We've talked about Point A. Now let's look at Point B.
- Explain WHY next slide follows
- Abrupt Move: Let's shift gears and look at...

# Slides Won't Save You

- Slides are A Powerful Aid
- People Want to Hear You, Not Look at Slides
- Never Read Visual Content (Talk About It)
- Limit Slides, Don't Overload



# Delivery Tips



- Stand, Don't Sit
- Don't Read
- Don't Look at Slides
- Prepare and Practice
- Clear, Concise and Shut-Up

# How to Manage Time

- Could Know
- Should Know
- Must Know



# How To Practice



- Standing Up
- Out Loud
- Fresh Eyes
- Index Cards



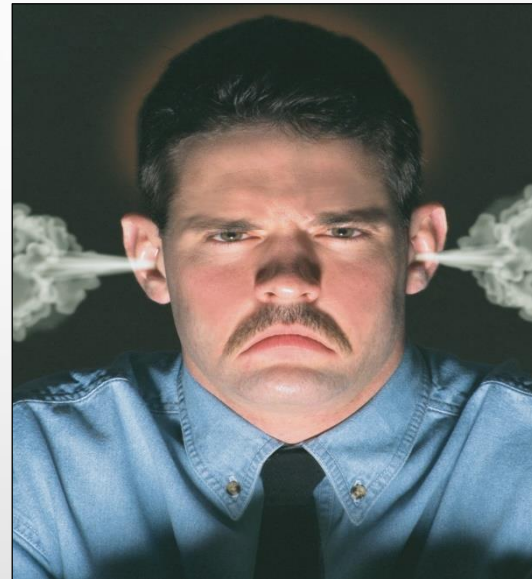
# Strong Closes



- Just as Important as Opening
- Repeat Key Chapters
- *Circle Back: Acknowledge Input*
- Promise or Pledge
- End a Story
- Next Steps
- Define Q&A if Necessary

# After the Presentation

- Managing Hostile Inquiries
- Limit Q&A
- Have Supporting Data Handouts
- Next Steps



# Thank you for Your Participation



For Copies of this PowerPoint, go to:  
[www.karenfriedman.com/galderma](http://www.karenfriedman.com/galderma)