



# Presentation Skills

**ModSpace Strategic Summit**

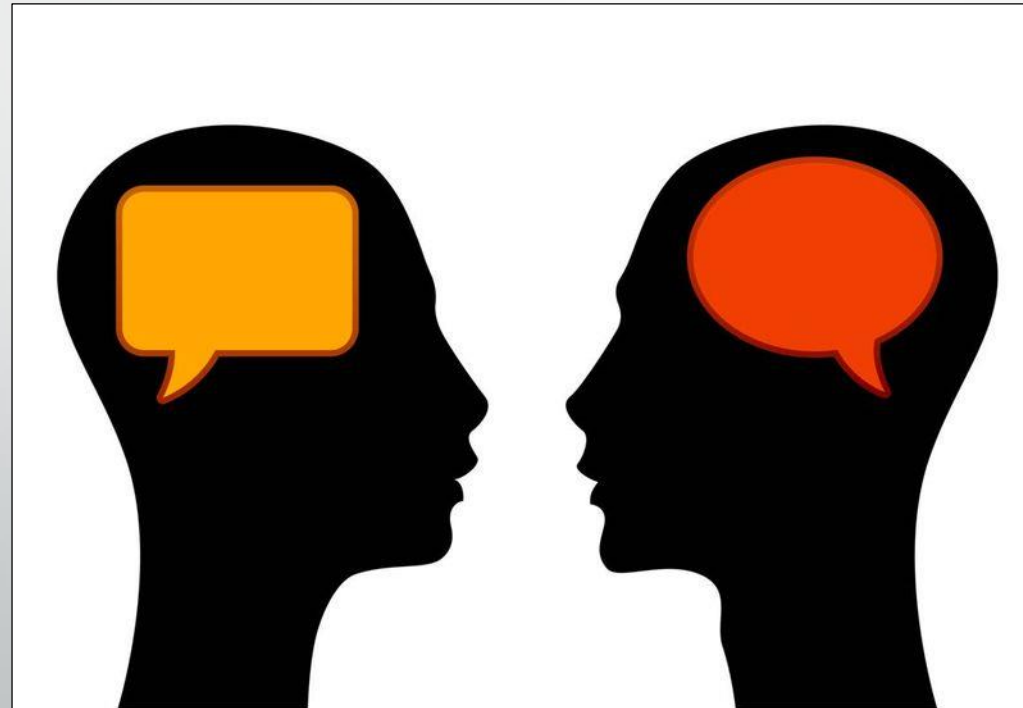
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# Introduction and Opening Remarks

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ModSpace



# The Purpose of Presentations

## Four Ways to Communicate Purpose

- Inform
- Educate
- Persuade
- Entertain



# 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)



# It's Not About the Slides



- Don't Start with Slides
- It's a Conversation, not a Presentation
- Look at People
- Frame the Message
  - Clear
  - Concise
- Three Points are Enough
  - The DRM Paradigm

# 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



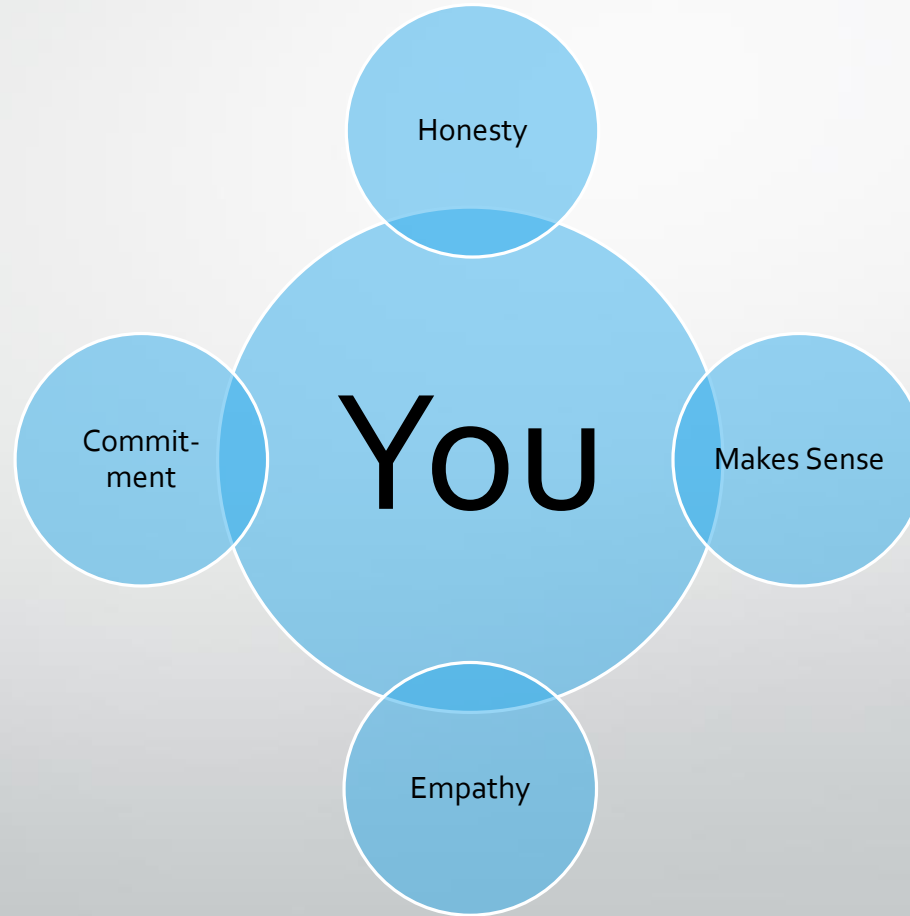
# Body Language is Visual Communication



- Stand or Sit?
- Hands Off
- Gestures Matter



# How Others See You

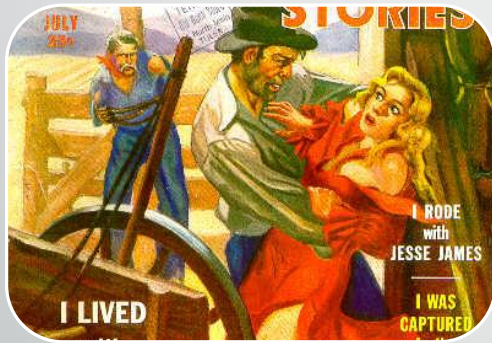


# How to Manage Time

- Could Know
- Should Know
- Must Know



# Four Chapters is More Than Enough



Stories



Example



Case Study



Analogies

# 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

# How to Back Up What You Say

## CPR

- Compelling
- Personal
- Relevant



# 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

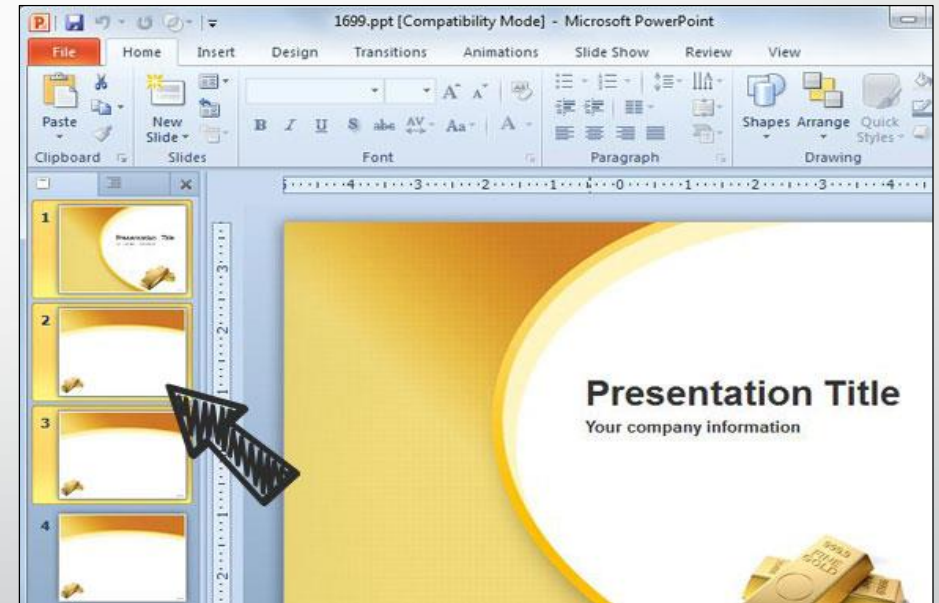


- The Above is NOT a Transition
- Transitions MOVE: We've talked about Point A. Now let's look at Point B.
- Explain WHY next slide follows
- Abrupt Move: Let's shift gears and look at...



# Slides Won't Save You

- Slides are A Powerful Aid
- People Want to Hear You, Not Look at Slides
- Make them Accessible Visually: 44 Pt/24 Pt
- Rotate and Rule Visuals Into Screen
- 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 Practice

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



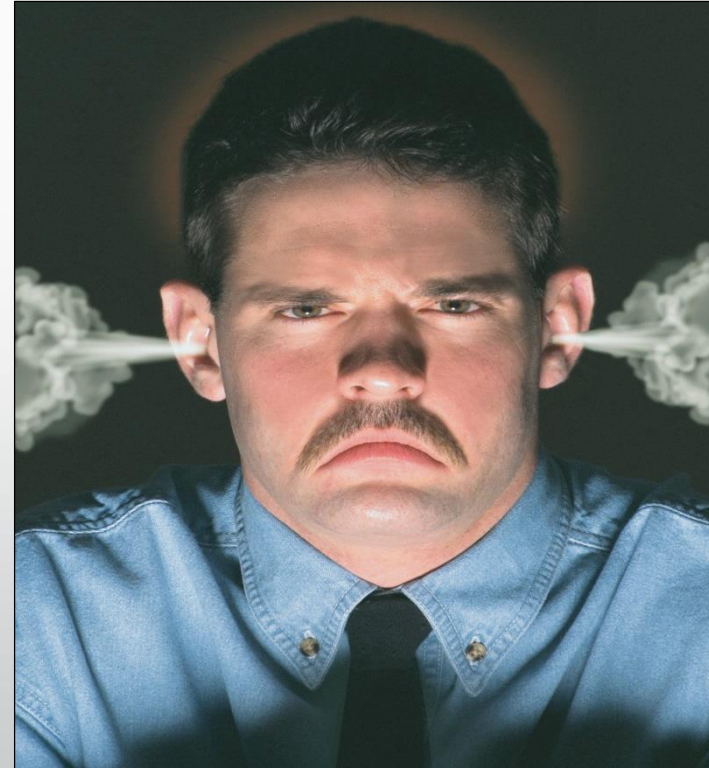
# Strong Closes



- 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



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