



Skills for Successful Business Presentations

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SHARE
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Abstract

Are your communication skills holding you back? Do you soar or sink with social? Learn how to stand out, in a good way, in your written and oral communications. How you communicate is a key differentiator now in a job market where soft skills can land you a job. Those same skills can lead you to promotions and increased perceived value or to the layoff list. Learn how to make the most of your business interactions in this session.

Agenda

- Why Care?
- Key Communication Types
- Presentations
 - Your audience
 - Your purpose
 - Preparation
 - Delivery
 - Review
- Questions
- Additional Resources



Six Soft Skills Everyone Needs

More Than Technical Qualifications Needed to Move Ahead in Your Career



By Larry Buhl, for Yahoo! HotJobs

In a 2008 survey of more than 2,000 businesses in the state of Washington, employers said entry-level workers in a variety of professions were lacking in several areas, including problem solving, conflict resolution and critical observation.

You'll likely see these "soft skills" popping up in job descriptions, next to demands for technical qualifications. Employment experts agree that tech skills may get you an interview, but these soft skills will get you the job and help you keep it:

Communication Skills

This doesn't mean you have to be a brilliant orator or writer. It does mean you have to express yourself well, whether it's writing a coherent memo, persuading others with a presentation or just being able to calmly explain to a team member what you need.

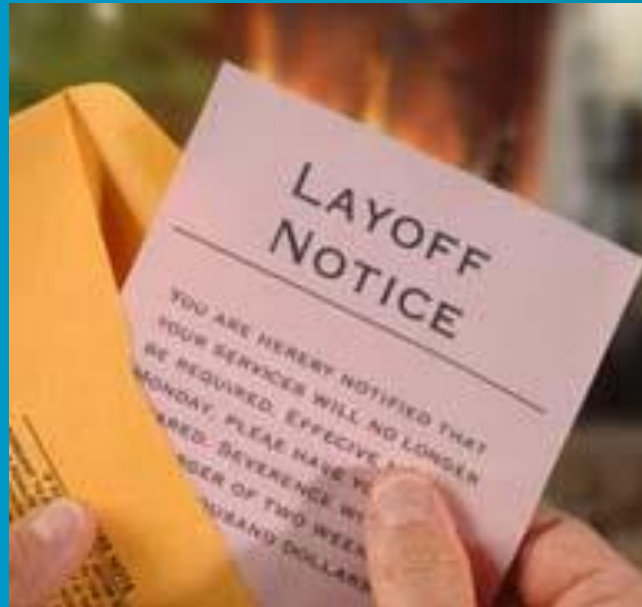
Figure: Top Ten Qualities/Skills Employers Want

1. Communication skills
2. Honesty/Integrity
3. Interpersonal skills (relate well to others)
4. Strong work ethic
5. Teamwork skills (work well with others)
6. Analytical skills
7. Motivation/Initiative
8. Flexibility/Adaptability
9. Computer skills
10. Detail orientated

source: *Job Outlook 2005* (Bethlehem, PA: National Association of Colleges and Employers, <http://jobweb.com/jjoboutlook/2005outlook/3a.htm>)

“Soft skills get little respect but they will make or break your career.”

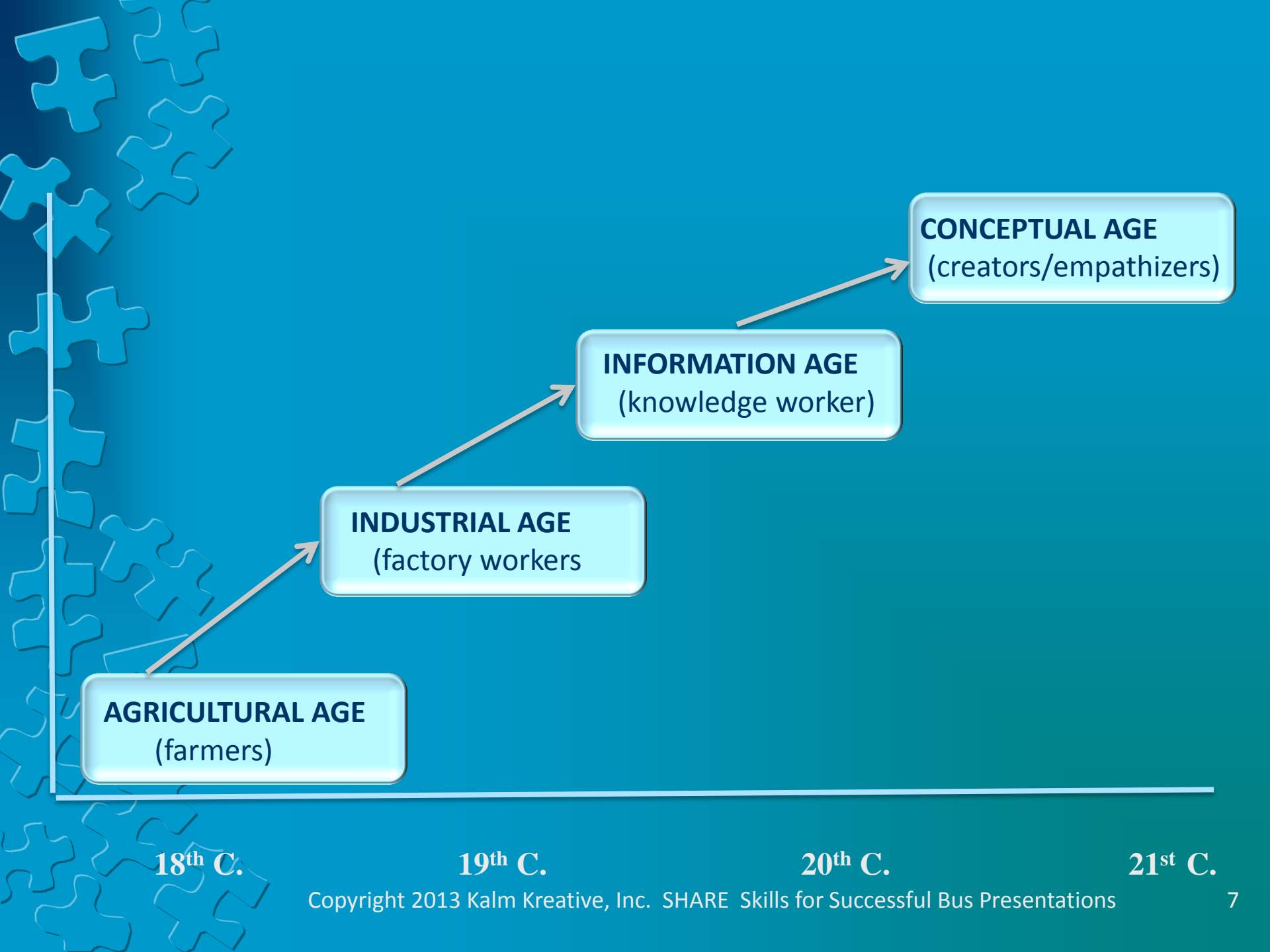
- Peggy Klaus



Why do you care?

- ❖ Team meetings
- ❖ Reviews
- ❖ Interviews
- ❖ Toasts
- ❖ Introductions
- ❖ Customer support
- ❖ Sales
- ❖ Personal interactions





AGRICULTURAL AGE
(farmers)

INDUSTRIAL AGE
(factory workers)

INFORMATION AGE
(knowledge worker)


CONCEPTUAL AGE
(creators/empathizers)

18th C.

19th C.

20th C.

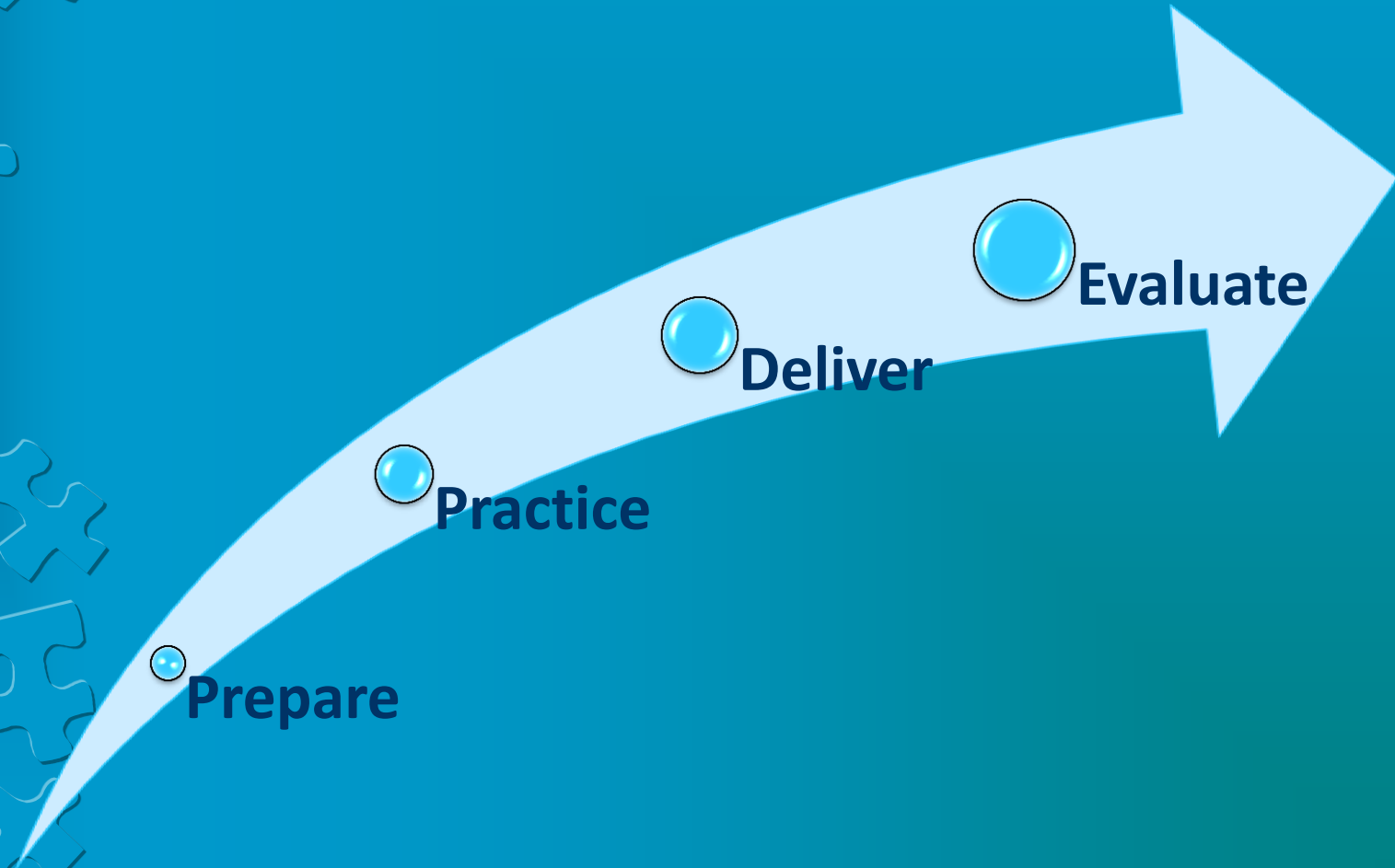
21st C.



“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.”

- Jerry Seinfeld

Tips & Techniques



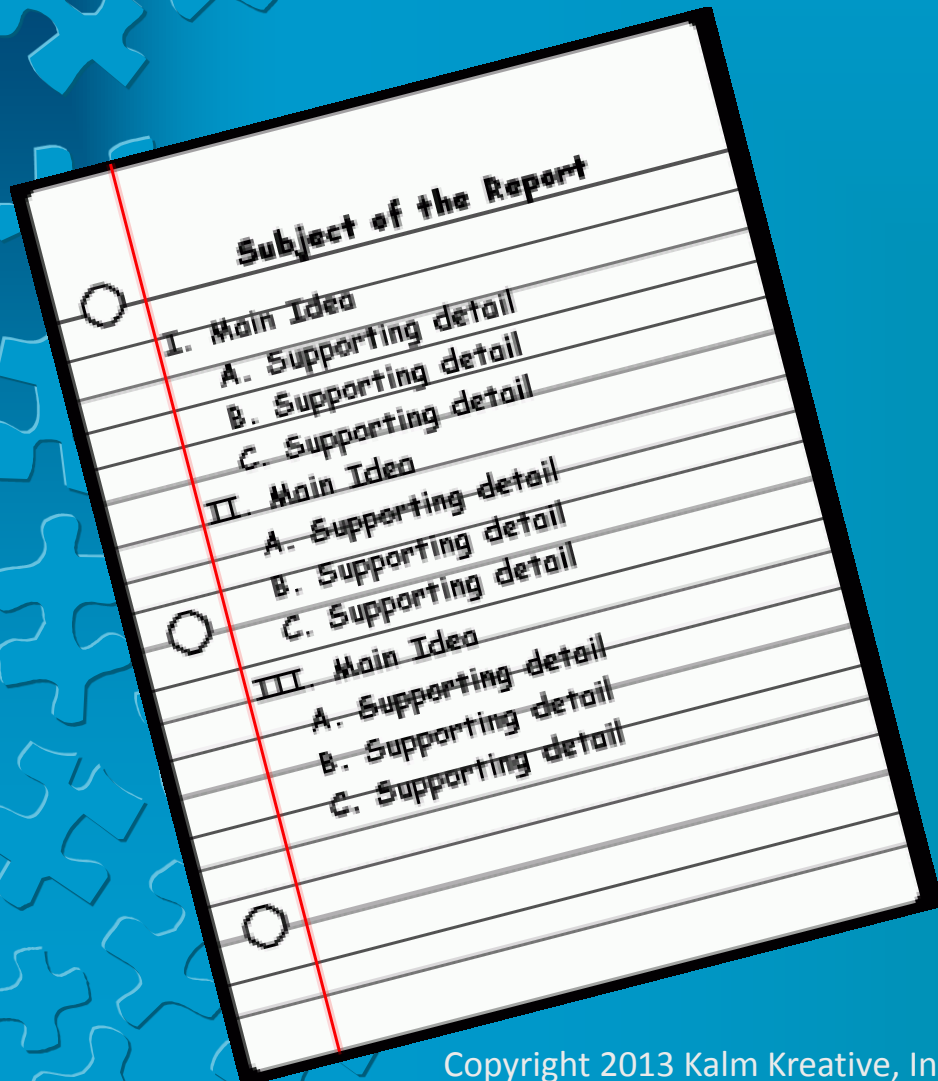
Prepare



Prepare



Prepare



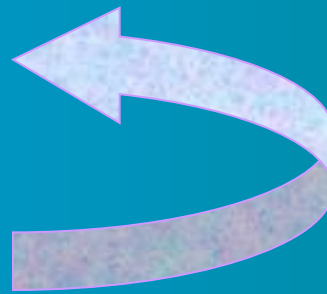
“If you don’t know what you want to achieve in your presentation your audience never will.”

Harvey Diamond

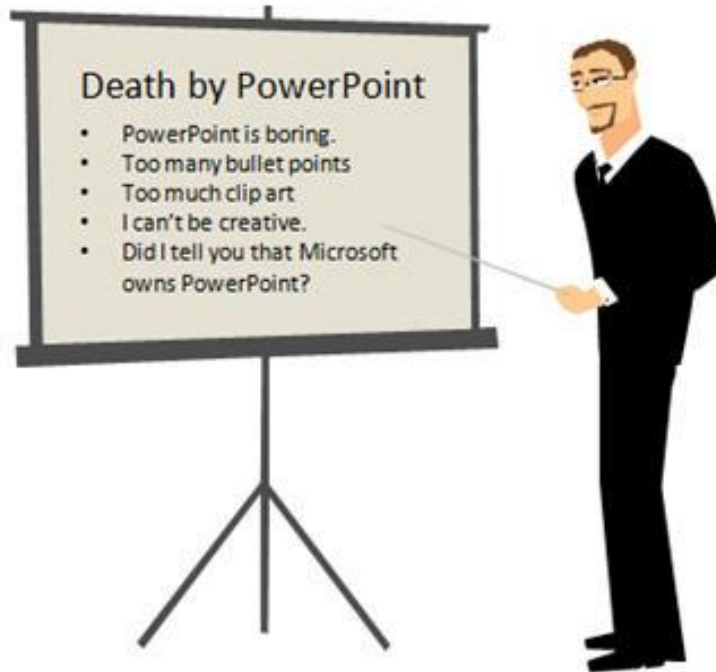


Structure

- Strong Opening
- Answer the question they are asking
- Premise
- Points of Wisdom
 - Example(s)
- Transition
- Strong Closing



Prepare



"In today's presentation, I am going to teach you why Powerpoint doesn't work well for learning. If you look at my first slide..."

Speaking Secrets



Stories

Fear to Energy

To One

Passion

Contrast

Effective PPT

Andrii Sedniev, Magic of Public Speaking

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PREPARATION

“By failing to prepare, you are preparing to fail.”

Benjamin Franklin

“90% of how well the talk will go is determined before the speaker steps on the platform.”

Somers White

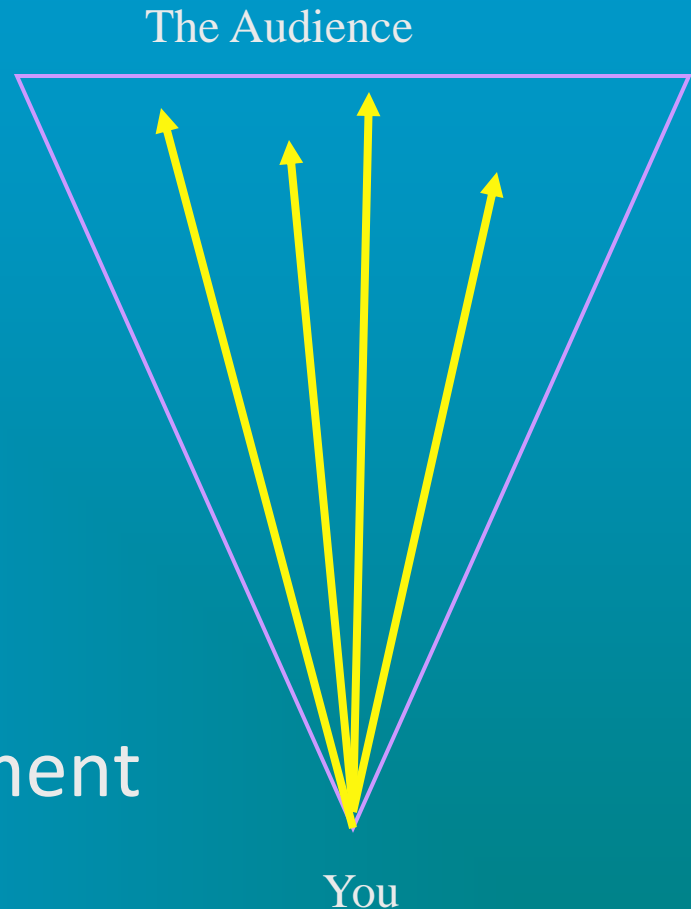
“It usually takes me more than three weeks to prepare a good impromptu speech.”

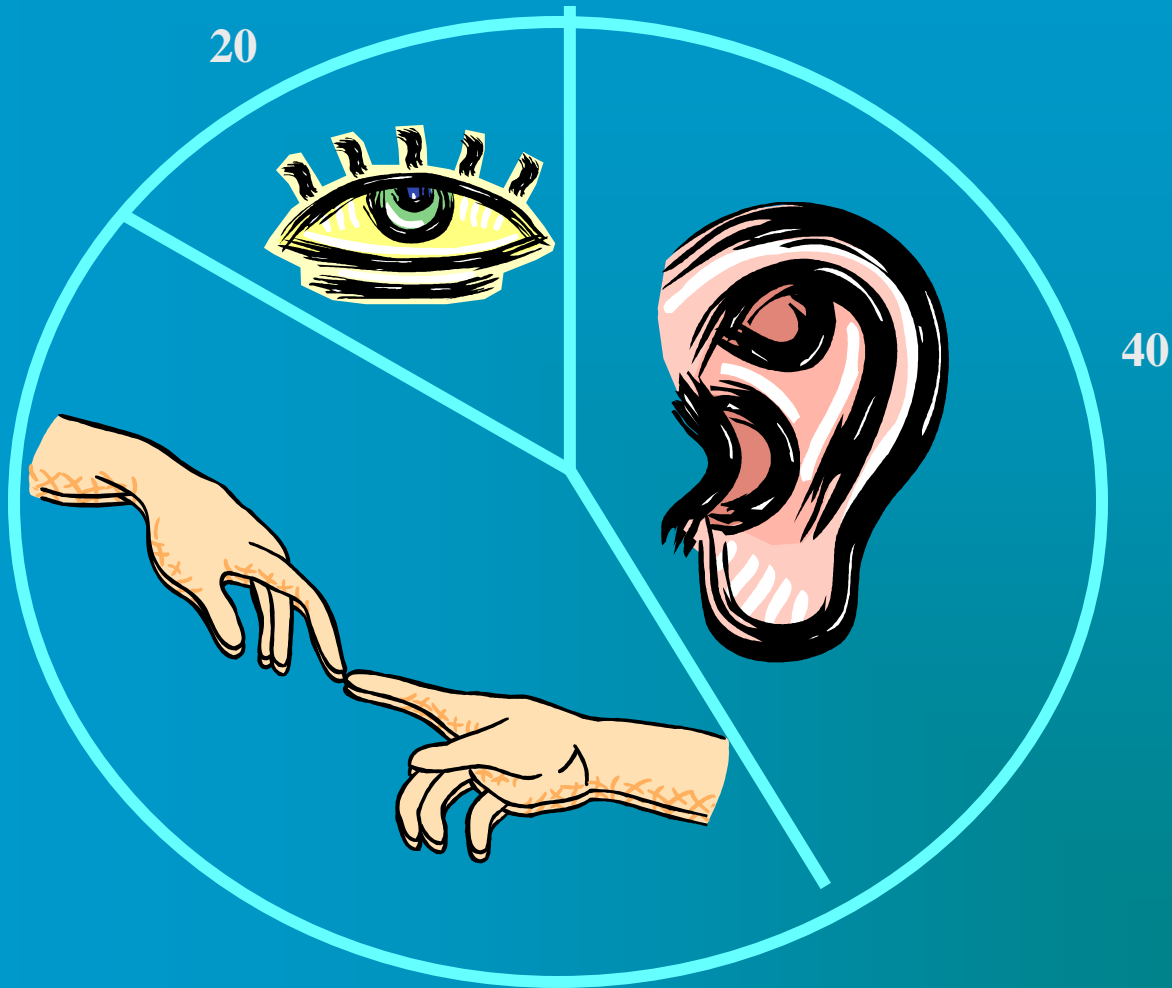
Mark Twain



Deliver

- I/You
- Emotional and Intellectual
- Silence and pauses
- Mental pictures
- Eye contact
- Body language and movement







See, Look, Show

Stories, Pictures,
Graphics, Videos

Rapid talker

Get to the point



Motor Mouth

Hear, Listen, Said,
Tell, Sound

Stories, References,
Their Words



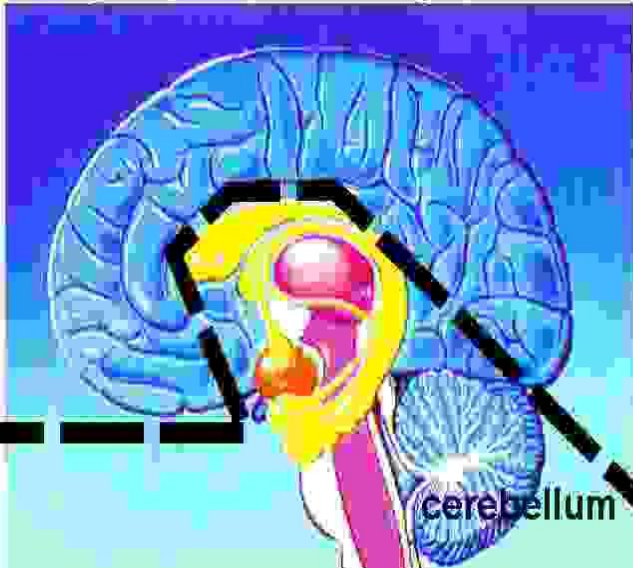
Few Words

Control, Feel,
Touch, Comfortable

Stories, Pauses,
Demos

NEW BRAIN

cognition empathy art sociability consciousness



- thalamus
- brainstem
- hypothalamus
- basal ganglia
amygdala
hippocampus

OLD BRAIN fear
control
dominance
reflexes



Powerful Close

- Last words linger
- End of the story
- Circle with opening
- Rule of 3
 - Challenge
 - Call to Action
 - Reinforce ideas
- Never end with questions



Interruptions & Objections





Ransberger Pivot

1. Stay calm and listen
2. What does the person really want?
3. Pose a question
4. Comment on shared values
5. Show how your message supports the person's values

Ransberger, R., Fritz, M., 1982



Rephrase and Reframe

Do you really know what they meant?
Are you sure.....



Review

“They may forget what you said, but they will never forget how you made them feel.”

Carl W. Buechner

Mistakes People (I)Have Made

- Preparation – too little
- Content – too much
- Not running it as a slide show first
- Didn't check out tech in advance
- Charts/figures that don't work
- Audience mismatch
- No take-home
- Only 1 learning style



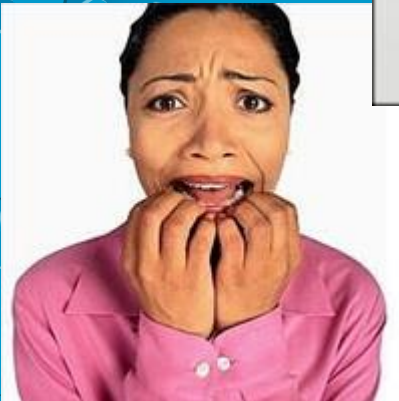
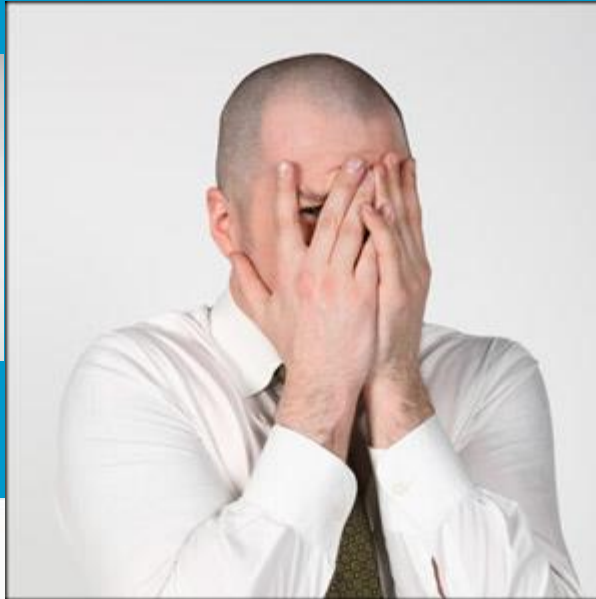
QUESTIONS?

What is a Toastmaster?

“The mission of a Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills.”



But what is it really?



No, really!



Gain Poise

**Increase
Confidence**

Learn Skills

**Receive
Evaluation**

**Increase
Personal
Power**

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.” - **Alexander Gregg**



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