

Developing and Delivering Successful Presentations: Creating Memorable (and Persuasive!) Messages



Jeanne Baer
Creative Training Solutions

1

Today, you'll learn how to. . .

- Compose content that counts
- Deliver presentations so listeners can remember and act on your advice
- Use 14 strategies to "W.I.N. R.A.V.E. R.E.V.I.E.W.S."

2

W: Why?

- Why should people pay attention and then act?
 - WIIFM -- What's In It For Me?
 - why relevant or useful
 - why urgent
- Make it clear before, during, and after presentation

3

I: Improve

- Improve your speaking ability
- Close the G.A.P. between yourself and great speakers:
 - G: Go
 - A: Analyze
 - P: Practice

4

N: Necessary

- Tell only what's necessary, vs. everything you know
- People can't tell "wheat" from "chaff"
- What *must* people know?

5

R: Rapport

- Build rapport before and during your presentation
- Establish commonality
- Be real:
 - not a phony know-it-all
 - not a forced comedian

6

A: Alive

- Make facts and figures come alive:
 - understandable, with vivid metaphors
 - memorable, with an emotional connection

7

V: Vary

- Vary your approach according to personalities:
 - Goal-focused, decisive
 - Get to the point, present clear alternatives, focus on results
 - Fact-focused, cautious
 - Be logical, promise details afterwards
 - Visionary, decisive
 - Pace their passion, point the way
 - People-focused, cautious
 - Explain how it will help people, provide assurance

8

E: Elephants

- Elephants never forget
- Build in mnemonics to aid recall:
 - acronyms
 - illustrations
 - context
 - rhythm and rhyme
 - stories
 - multiple encoding

9

Questions?



10

R: Ready

- Be ready for:
 - equipment surprises
 - hostile questions

11

E: Energy

- Ratchet up your energy– it's contagious
- Act "as if," if energy is low

12

V: Visual

- Engage listeners with visual aids:
 - slides
 - handouts (interactive, if possible)
 - flipcharts
 - yourself

13

I: Invite involvement

- Call on people to share their:
 - experiences
 - opinions
 - concerns

14

E: Examples

- Provide examples to aid understanding:
 - stories
 - analogies and metaphors
- Examples should be:
 - vivid
 - specific

15

W: Watch Waning

- Watch for waning attention and other forms of feedback:
 - fishmouth (confusion)
 - hostility
 - fatigue
- React appropriately

16

S: Stop

- To take (body and brain) breaks
- For H.C.I.U.T. (How Can I Use This?)
- To summarize (throughout)
- To let others talk or question
- When your time is up

17

Summary

- Use these 14 techniques and you will truly:
 - W.I.N.
 - R.A.V.E.
 - R.E.V.I.E.W.S.!

18

Questions?



19

Wishing you memorable,
persuasive presentations.



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www.cts-online.net

20
