

11th Annual Facilities/Operations Director Conference & Expo

Present With Style *From Design To Execution*

Presented By:
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References

- Clear and to THE POINT – Dr. Stephen M. Kosslyn
- Presentationzen – Garr Reynolds
- Made to Stick – Chip and Dan Heath
- Why business people speak like *idiots* – Fugere, Hardaway, Warshawsky
- The Simplicity Survival Handbook – Bill Jensen
- Really Bad PowerPoint – Seth Godin PDF

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Why Pay Attention

- Have you ever sat through a really bad presentation “enhanced” with PowerPoint?
- If you have – What could they have done differently??
- If you haven’t:
 - You’ve been asleep
 - You’ve never been to a presentation; or
 - You’re the middle child so everybody just get along and be nice.

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Only Three Types of Meetings

- Brainstorming
- Connection People and Ideas
- Making Decisions, Planning Next Steps

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Pre-Work

- Know
- Feel
- Do

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Remember

- Every presentation should always be about creating great dialogue, not 'presenting'.

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FOCUS! – Opening Remarks

- Be absolutely clear about the purpose of the meeting, the reason for this presentation, and what you will be asking for when you are done.

- Time – 1 minute

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The One Page Middle

- One Page Summary (5 minutes)
 - 5-6 bullet points providing an overview of your entire presentation with only one bullet presenting the problem
 - Tell a Story
- Leave plenty of room for discussion!
- Numbers and Details to back up your one page if necessary

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The One-Page Closer

- What do you need/want from the Audience?
- “Here is what we need from you, so we all can succeed.”

- Time 2-5 minutes

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Time Management

- If given an hour, assume that you get about $\frac{1}{2}$.
- Prepare for interruptions
- Reduce your Presentation to a one-page summary
- Shop your presentation around ahead of time.
- Invite questions before they get the chance to ask.

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Some Rules and Reasons

- Rules
- Reasons

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The Psychology

S. Kosslyn – Neuropsychologist, Chair of
Department of Psychology, Harvard University



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Psychology of PowerPoint

Three Goals

- Connect with your Audience
- Direct and Hold Attention
- Promote Understanding and Memory

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Obscurity Trap

- This is just the kind of synergistic, student-centric, outside the box, customizable, strategically tactical, best practice, seamlessly integrated, multi-channel thought leadership that will help our District!

- Escape through plain language and candor!

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The Innovation Agent Program

- In order to strengthen the culture of **innovation** and encourage **innovation** in the group, Statkraft has created an **Innovation Agent** program. Within this program, **innovation** agents from across the group are trained with a view to creating an organization which is able to **innovate** and is open to **innovation**. An **innovation** agent acts as a driving force for growth, with special expertise in the concept of **innovation**.

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Tedium Trap

- Boring them with prepackaged numbers, generalizations, drone-like figures, here-we-go-again with another "PowerPoint!"

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Hard-Sell Trap

- We overpromise. We accentuate the positive and pretend the negative doesn't exist.
- In the end, people hate to be sold to, but they love to buy!

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The Preparation

presentationzen by Reynolds



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Two Questions??

- What Is Your Point??
- Why Does It Matter??

The Steps

- **Step One – Brainstorming.**
 - It will get messy
 - See the issues from all sides
- **Step Two – Grouping/Identifying the Core**
 - What is the Central Theme?
 - What is the one key point you want others to “get”?

The Steps

- **Step Three – Storyboarding**
 - Ideas to post-it-notes
 - Focus on the story and the concept
 - Make it real in terms of the listener
- **Step Four – Preparing the presentation**

The Measurement Made to Stick by Heath

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SUCCESS!

▪ Simplicity – Simple And Profound Ideas

- Performance Intent
- Know – Feel – Do
- Finding The Core Of The Idea

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sUCCESS!

▪ Unexpectedness – Getting The “Audience” To Pay Attention To The Ideas

- Finding Humor
- Break The Pattern
- Surprise Gets Our Attention – Interest Keeps Our Attention
- Change Their Schemas – Mental Model Of Success

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SUCCESS!

▪ **Concreteness – Clear Ideas**

- Language Can Be Abstract – Life Is Not – Make It Life Focused – Use natural language.
- Even The Most Abstract Business Strategy Must Eventually Show Up In The Tangible Actions Of Human Beings.
- Give Them Something They Can Touch, Feel And Experience

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▪ **Credibility – Believe In The Ideas**

- The Messenger Becomes The Message
- Rumors Become The Message
- Vivid Details Enhance The Message's Credibility
- "Human Scale" The Message

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▪ **Emotions – Caring About Our Ideas**

- For People To Take Action They Have To Care
- Association With Emotions That Already Exist
- Find What They Care About
- WIIFY – What's In It For You – Not WIIFM (Me)
- What Would Someone Like Me Do?
- Become The Person Who Has The Problem
- Appeals Not Just To Their Self-Interest But To Their Identity

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▪ Stories – Acting On Our Ideas

- The Right Stories Make People Act
- Stimulation (Knowledge About How To Act); And
- Inspiration (Motivation To Act)

SUCCESS!

▪ Simple – Ease Of Understanding Of Ideas

- Visualize What Is And What Can BE
- To **Look** Is One Thing.
- To **See** What You Looked At Is Another.
- To **Understand** What You See Is Still Something Else.
- But To **Act** On What You Learn Is What Really Matters

What Will It Impact?



There are only 4 possibilities

- So simple it “can’t be true!”
 - Speed
 - Quality
 - Strength
 - Agility
- Where did you get these??

Thoughts Before You Start



Mental Preparation

- Solid content and logical structure
- Appeal to both the logical and the emotional
- Bring energy and passion to your delivery
- Don't hold back!
- Leave with everyone wanting more!
- Remove any barriers between you and everyone.
