

34

Week 34 Focus: Presentations

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Focus Question: What is important to communicate in your next presentation? How do you want to capture people's attention?

Description

As a remote professional it's likely that you'll be giving presentations to a wide variety of audiences, in possibly both the in person and virtual realms.

Fear of public speaking is usually listed as a Top 10 fear of adults. So how can we prepare to give a WOW presentation?

As a starting point, take 5 minutes to brainstorm. Make a list of everything you could possibly talk about. What are the topics that your clients or customers would really appreciate?

As someone who's been involved in presentation skills training for almost 2 decades, here are a couple of key things to keep in mind:

1. Speak in bullet points – reinforce what the main points are at the start, middle and end. What would you like people to take away from the presentation?
2. Connect people early on to what's important about the topic for them. We often call this the WIIFM (What's In It For Me?)

One of the biggest pitfalls you can experience as a presenter is that no one wants to participate. Tips to get participation happening:

- » Be clear with process let people know what process will unfold. Describe what they can expect to take away from the session (3 bullet points). Return to this throughout your session.
- » Connect them with their WIIFM – What's In It For Me? Connect people early in your presentation to how this topic has relevance to them. You might do this by asking the question – What's important about this topic to you right now? OR Who has a story that they can share? Consider how you will connect people early on.
- » Have a variety of strategies to engage people on a regular basis. From the litmus test of incorporating a pace change 7-10 minutes, to a more frequent pace change virtually, we want to keep things moving and involve the audience. Virtually, this can range from breakouts to annotation to polls. Get people involved in the presentation. Bring in their stories and voice.

Activity

Consider an upcoming presentation:

1. What is important to note about the process? What is the purpose? What is the presentation all about? What do you hope people will take away?
2. What will you do to connect people to their WIIFM?
3. What are the strategies you will use to connect people to their WIIFM? When?

For more on this topic check out

Section 3 of PlanDoTrack, specifically pages 81 and 82.

"People don't remember what we think is important. They remember what they think is important."

John Maxwell

Want to learn more?

Check out this blog post I wrote for the Teams365 blog on the Leadership Practice of Presentations - <https://www.potentialsrealized.com/teams-365-blog/teams365-1317-leadership-practice-presentations>