



STINE

PARTICIPANT GUIDE

Use this guide for meetings
the week of 4/6 thru 4/10

Presentation Skills for Meetings



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Three Elements of Your Story

- Characters - Villians & Heros
- Conflict - What's at stake and how characters react.
- Resolution - Winners & Losers

The Key Message

- Forrest Gump
- Wall Street
- Shawshank Redemption

When to Tell Your Story

- When you open your presentation.
- When you deliver the body of your presentation.
- When you close your presentation.

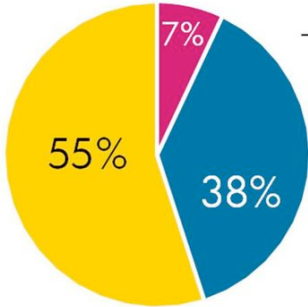
The Characters

The Conflict

The Resolution

The Key Message

Heard, Valued & Acted On



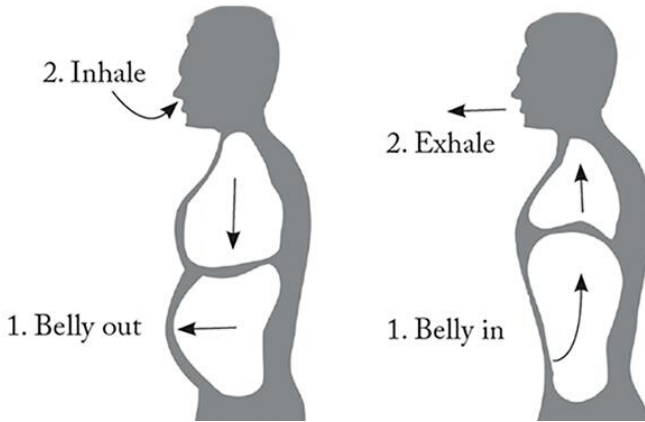
Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

- Parent calling kids for dinner
- Flight Attendant giving emergency instructions
- Athletic coach addressing team

Diaphragmatic Breathing



- Relieves stress
- Supplies more oxygen
- Improves concentration
- Deepens tonal quality of the voice
- Reduces coughing and hoarse voice

Tone & Volume

- Walking up the stairs - ascending scale
- Walking down the stairs - descending scale
- Staying on the landing - monotone
- Raising & lowering your volume

When to Accelerate

- Show enthusiasm
- Covering familiar content
- Providing summaries
- Create transition
- Soliciting feedback

When to Slow Down

- Introductions
- Unfamiliar or technical content
- Spelling out acronyms
- Highlight key ideas
- Delivering call to action
- Adding punch to a stat

When to Pause

- Important quotations
- Key product benefits
- Repeating stat or theme
- Inumerating points
- Building suspense

THE STINE STORY

Stine strives to reinforce the “STINE HAS YIELD” message by delivering the newest, highest-yielding corn and soybean genetics to its growers in the most cost-effective way possible to help them maximize per acre profits.

Harry Stine and his team understand that to deliver on this promise requires three key essential components:

1. Have the largest corn and soybean breeding programs possible;
2. Move with speed in order to bring newer, high-yielding genetics to market as quickly as possible;
3. Be efficient to ensure that our work produces the desired results cost effectively.

This has made Stine’s breeding and development entities among the largest and most successful programs in the corn and soybean industry.

One Sentence Version

We strive to reinforce the “STINE HAS YIELD” message by delivering the newest, highest-yielding corn and soybean genetics to our growers in the most cost-effective way possible to help them maximize per acre profits.

MY WORKSHOP PLANNER

▶ INSIGHTS ABOUT MYSELF

▶ ACTIONS I CAN TAKE

▶ PREP FOR WEEK OF 4/20