



PARTICIPANT GUIDE

Use this guide for meetings
the week of 3-30 thru 4-3

Presentation Skills for Meetings



T A B L E O F C O N T E N T S

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MASTERING YOUR STATE

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AUDIENCE

Who are they?
What's important to them?
Why did they come?
What keeps them awake at night?
How can you help them?
How might they resist?
Where do we agree?
What misconceptions do they have?
What do they need to know?



PURPOSE

W.A.I.T.

Why Am I Talking?

Educate, Emphasize, Prove,
Explain, Justify, Motivate,
Entertain, Convince, Welcome, etc.



OUTCOME

By the end of my presentation, my audience will...

Know...
Think...
Feel...
Act...
Believe...
Agree...

COMMUNICATION OUTLINE

The reason for communicating with... (Audience)...
is to... (Purpose)... so they... (Outcome).

What do they need to know?

- 1.
- 2.
- 3

Why should they care?

- 1.
- 2.
- 3

What is your message in one sentence?

The reason for communicating with my customers is to guide them thru our meeting so they feel welcomed, engaged and choose to buy from Stine.

What do they need to know?

1. The Stine team that is present and ready to serve.
2. How important they are to us.
3. The latest research on the best performing materials.

Why should they care?

1. They want experts who can answer their questions.
2. People like to feel important and appreciated.
3. Their livelihood depends on having materials that deliver the best yield.

What is your message in one sentence?

We're excited you're with us today to learn valuable information that can help grow your bottom line.

M E E T I N G H O S T

Start the Meeting

1. Greeting - Thank you - Meeting starting in x minutes
2. Greeting - Thank You - Self - Team - Stine story
3. Speakers & topic intros
4. Timing - housekeeping - notifiers
5. Thank you - Intro first speaker

Introduce Speaker

1. Topic
2. Interest to audience
3. Speaker's qualification
4. Speaker's title and name

Transition

1. Thank Speaker - Brief key point comment
2. Door prizes with picture of winner
3. Intro next speaker

Close the Meeting

1. Thank you
2. Positive rhetorical question that solicits applause
3. Final door prize with picture
4. Call to action

OPEN

- **Exec Summary** - You said you're dealing with, or looking for, or experiencing, or wanting to find out about. Today I'll be presenting...
- Media reference, quotations, powerful stat/fact
- Humor - not a joke, always self-deprecating
- Story
- Shocking claim
- Make a confession
- Use the word "imagine"
- Rhetorical questions
- Tell a historical anecdote
- Image that sets tone
- Song-Movie-Book
- Demonstration or prop



- **Transition to Start**

"You're probably ready to get started".

"I trust your curiosity is sparked."

"How many are ready to get started?"

BODY

Key Topics - Three Things They Need to Know

Supported by:

- 1 to 3 points
- Ordered for impact
- Using Logos-Ethos-Pathos

Transition Between Topics

- Numerical
- Extended Pause (Breathe)
- Last word - first word
- Rhetorical Question
- Direct Response Questions

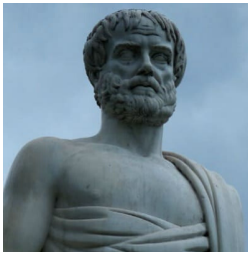
Example: One Topic & Three Supporting Points

- Engaged audiences remember more.
 - ▶ If you don't get people's attention, you can't expect them to remember.
 - ▶ I've presented in every state. The truth is, it's not what you say, it's how you say it that sticks.
 - ▶ At one presentation, a lady doing needle point told me something I'll never forget.

CLOSE

- Don't end with questions - take back control
- Signal end is near
- No apologies - direct, concise, with clear CTA
- Conclude - don't include
- Summarize key points - remember power of three
- Reconnect to theme
- Leave them smiling

2400 Year Old Advice



Tell them what you're going to tell them.

Tell them.

Tell them what you just told them.

Aristotle

What Is Your State?

Your state is the condition you are in physically, emotionally and psychologically. It's your overall wellbeing.

Your state determines your ability to:

- engage your audience,
- lead your team, and
- respond to what is happening around you.

Mastering your state requires developing your inner game. It puts you in the driver's seat so that you're having emotions instead of your emotions having you.

When it's time to present and you're under stress, anxious or nervous, you must be able to re-adjust your state.

HOW DO YOU DO THAT?

There are three core elements that consistently affect your state and that you can control on a consistent basis. They are your Body, your Mind's Eye and your Beliefs.

Body

The fastest way to build the emotion of confidence is to change what your doing with your body.

Specifically the way you:

- 1) move,
- 2) stand,
- 3) breathe,
- 4) use your facial muscles, and
- 5) gesture with your hands.

You have to manage your body first and connect with the feeling you want to embody.

Then you employ what's called a **Performance Preparation Pattern**.

Mind's Eye

We focus our minds eye on the questions we ask. When we ask a question, our brains immediately start searching for an answer.

The Challenge - When facing an audience, many people ask questions that cause them to focus on their fear.

- "Why do I have to speak at the meeting?"
- "Will they ask me hard questions?"
- "What if I forget what to say?"
- "Will they find out I'm not an expert?"

The answers can only produce a negative, nervous, anxious state.

SO WHAT SHOULD YOU DO?

Ask a Different Question

Ask a question with a **PRESUPPOSITION**. This is a truthful assumption revealed in a question.

- "How can I positively influence my audience"?
- "How can I use their questions to build trust?"
- "What will it feel like when I remember every point?"
- "Where in my presentation can I demonstrate my expertise?"

Turn Questions Into Positive Statements

- "Developing my speaking skills can make me a better leader."
- "I'm eager to hear their questions and learn what's important to my customers."
- "My point of view is valuable."
- "I'm prepared to deliver my entire message."

Your Question - Your Statement

Beliefs

Beliefs are based on your **facts** and the **stories** you tell yourself. They are always true for you. Whether or not anyone else would agree is irrelevant.

If you open a meeting with a roomful of customers and prospects and **you believe you hate presenting** and wish someone else was doing this, the audience will see that.

On the other hand, if **you believe in yourself, your company** and **what Stine offers**, and you see presenting as an opportunity to help your customers, they'll see - and feel - that too.

Always Remember

Facts are the things that happen. Beliefs are the stories we tell about those facts. With one set of facts, you can tell many different stories.

BUT YOU DON'T KNOW MY STORY!

So What's Your Story?

Let's say...

- ... you got asked a tough question once and really fumbled the answer.
- ... you received a last minute request to speak and rushed through your presentation.
- ... you see yourself as an introvert and have difficulty connecting with people.

So now ...

- ... you can't present without fear of being asked a question.
- ... you don't feel comfortable without advanced planning.
- ... you won't allow yourself to loosen up and have a little fun.

HOW'S THAT WORKING FOR YOU?

Make Your Beliefs Work For You

Write down your beliefs that are holding you back.

Now reword the beliefs so they pull you forward.

At the heart of your ability to communicate are your beliefs about yourself and your audience.

In Advance

- Prepare your communication outline
- Memorize your opener
- Rehearse, rehearse, rehearse
- Create positive presuppositions

In the Room

- Arrive early
- Stand where you'll present
- Set up your equipment
- Introduce yourself to audience members

In The Moment

- Employ your Performance Preparation Pattern
- Take 3-5 deep breaths
- Stand or sit tall
- Smile
- State a positive belief

MY WORKSHOP PLANNER

▶ INSIGHTS ABOUT MYSELF

▶ ACTIONS I CAN TAKE

▶ PREP FOR WEEK OF 4/6