

#PRESENTATION TWEET

WAYNE TURMEL

FOREWORD BY BETTE DAOUST, PH.D.

140 Ways to
Present with Impact

BOOK 01

A THiNKaha® BOOK

#PRESENTATION **tweet** Book01

140 Ways to Present with Impact

Book Excerpt

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140 Ways to Present with Impact



Foreword by Bette Daoust, Ph.D.

Presentation skills always come to mind when you work at any corporation. We spend a great deal of our time presenting information, gathering facts, delivering successes, and so on. I know for my days there are at least four hours of presentations each day and sometimes even more. Often keeping my attention is difficult as managing other priorities at the same time happens (so many of us multitask). If the presenter is not skilled at creating a presentation or even speaking at the right level to the audience, then the attention paid to the information becomes minimal and the message gets quickly lost.

When a presentation is crucial for moving the business forward, it is important to have good skills—both from a design and a delivery perspective. Making an impact on your audience is often critical to getting the information understood and delivering the outcome you need for success.

As a result *#PRESENTATION tweet* came into being.

A group of business professionals were polled for their thoughts on what made a good presentation as well as a look into the best practices from their point of view. You will find that this book offers insights to being a presentation guru thanks to those who contributed their expertise.

Bette Daoust, Ph.D.,
Learning & Development Manager, Cisco®

140 Ways to Present with Impact



Introduction

Here's the hardest lesson many of us will have to learn: your work doesn't speak for itself. Your ideas need to be transmitted from your brain into the brains—and hearts—of your audience. Those who do it well succeed. Those who don't can struggle mightily, despite how smart they are or how hard they work.

Nowhere is this seen more clearly than at Cisco®. Very smart people from around the world compete for project funding, scarce resources, and the limited attention span of the senior leadership. We asked hundreds of people throughout the company for their best thinking. What do they do on a regular basis to help their hard work, their ideas, and themselves stand out from the crowd?

I'm honored to learn from this outstanding group, and happy to share their best ideas with you. Here's to getting smarter together, one tweet at a time.

Section I: Define and Hone Your Message



Section I

Define and Hone Your Message

Before you open PowerPoint, let alone your mouth, you need to understand what your message is. What's your purpose for giving the presentation and what should the audience do with the information? When you can answer that, you'll be focused, clear, and on target. Let's face it, most people don't like to present, so if you're going to do it, get it right the first time.

Section I: Define and Hone Your Message

5

You have to understand both sides of the argument to ensure you respond and react to any direction the conversation might go.

6

Make sure you've considered the issue from all angles the audience would approach it from. Then turn their focus on your outcome.

7

Always remember that your presentation shouldn't be about explaining the slide deck—the slide deck should help explain your presentation.

Section II: Deliver Your Message Like a Pro



Section II

Deliver Your Message Like a Pro

What people see and hear when you speak either adds support for your words or creates barriers to understanding. Here are some great, simple tips for helping the audience see and hear you as competent, professional, and worth listening to (which you are).

Section II: Deliver Your Message Like a Pro

43

Know your subject (and audience) inside and out. Be clear and concise. Enunciate to sound confident.

44

Practice doesn't mean flipping through your slides talking to yourself. Practice out loud with the equipment you'll use.

45

Don't drink caffeine before
giving presentations.
Caffeine tightens the vocal
chords and tires you faster.

46

As you look into the audience, stop on a person, focus on them for ten sec. Finish a sentence, pause, breathe, and move on to someone else.

47

Learn to be comfortable with silence.
Don't feel you have to fill
every moment with talking.
Silence enhances or emphasizes.

48

SMILE! If you're having a terrible time
of it, so will they.

Section III: Presenting in a Virtual World



Section III

Presenting in a Virtual World

More and more the people we're speaking to aren't even in the same time zone, let alone the same room.

This section will show you how to take what you know about good communication and apply it to web meetings and virtual presentations.

If anyone knows how to do this, it's people at the company who brought us WebEx®.

78

What does your audience know about your topic? If they know a lot, don't bore them. If they don't, don't overwhelm them.

79

Tell the audience closing IM and email will save bandwidth and prevent screen freeze. It's true enough.

80

Ask them to close email and IM during the web meeting. Some will actually do it.

81

The longer you go without involving the audience, the faster you'll lose them.

Section IV: Present Up, Down and Across the Organization



Section IV

Present Up, Down, and Across
the Organization

Presenting to the CEO is different from presenting to colleagues or people who work for you. One of the career-defining (and limiting) skills is the ability to tailor your presentation appropriately for each audience.

Want that project funded? Want people to adopt your idea? Want people to change behavior? You'd better understand who they are, how they think, and "what's in it for them (WIIFM)."

Section IV: Present Up, Down, and Across the Organization

112

Check the participant list and see who's paying attention, or from whom you haven't heard for a while. Mention their name or ask a question.

113

Check in with your audience periodically to make sure they're seeing what you're talking about.

114

Make your peers realize
it is a “TEAM” effort. Always use
“We” not “I.”

115

Don't try to BS anyone about
anything! If you don't know, say so.
Don't waste people's time!

139

Even if you're not in sales, you're selling your idea. Treat your audience like customers and focus on them.

140

Those tough questions aren't personal. Stay focused on the end result you want to achieve.

About the Author



Wayne Turmel is an author, speaker, and the president of GreatWebMeetings.com. His podcast, “TheCranky Middle Manager Show” is heard by thousands around the world and he’s the “Connected Manager” Blogger for BNET. He’s mostly obsessed with helping people communicate effectively, whether at the front of the room or across the planet.

He lives in Glen Ellyn, Illinois, with his wife, The Duchess, his daughter, Her Serene Highness, and Byron, the world’s neediest cockatiel.

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(<http://www.happyabout.com/thinkaha//presentationtweet01.php>)

“#PRESENTATION tweet Book01” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at

<http://www.happyabout.com/thinkaha//presentationtweet01.php> or at other online and physical book stores.

Please contact us for quantity discounts sales@happyabout.info or to be informed about upcoming titles

bookupdate@happyabout.info or phone (408-257-3000).

#PRESENTATION TWEET

Great tips you can learn from and use immediately, from people getting it done every day.

"The norm in human communications is NOT to communicate -- the sooner technical workers get this, the sooner we eliminate project failure, mishaps and catastrophes. This book is a great help."

Charlie Pellerin, Author of *How NASA Builds Teams*

"If you want to learn anything, listen to smart people. This is a perfect example of that advice. Read and learn."

Kevin Eikenberry, @KevinEikenberry, Author of *Remarkable Leadership* and #LEADERSHIP tweet Book01

"Presentation skills matter! If you want to influence your coworkers and impact the bottom line, you must improve your presentation skills. Study, practice your skills and learn from the master and watch your career soar!"

Phil Gerbyshak, Professional speaker, Author of 3 books and Marketing Technology Strategist for Make It Great Institute

"Every project manager who presents online needs this."

Cornelius Fichtner, Host of *The Project Management Podcast*

Communication expert Wayne Turmel brings you practical, solid advice on making presentations that win results.



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