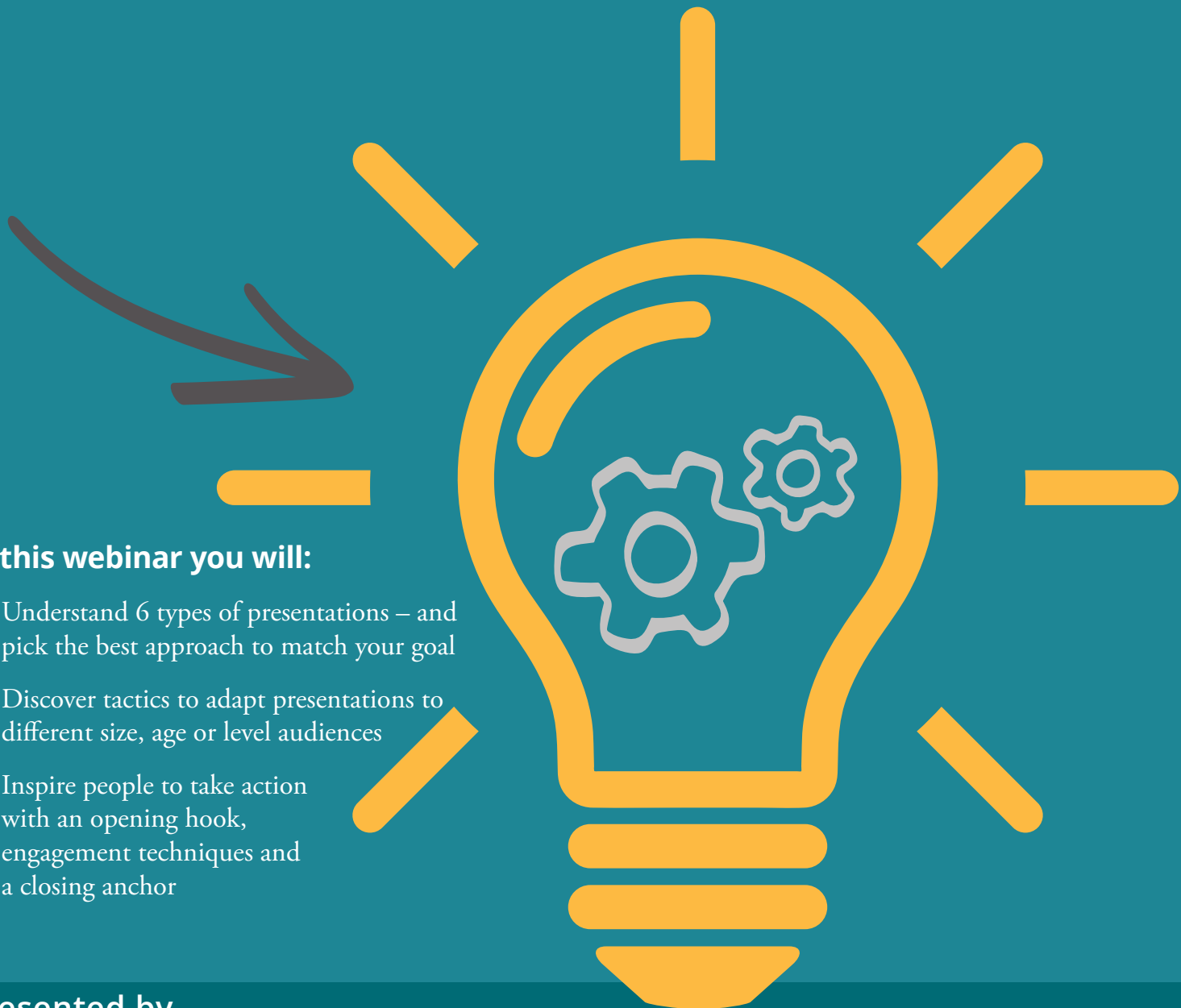




SPIFF UP YOUR NEXT PRESENTATION



In this webinar you will:

- Understand 6 types of presentations – and pick the best approach to match your goal
- Discover tactics to adapt presentations to different size, age or level audiences
- Inspire people to take action with an opening hook, engagement techniques and a closing anchor

Becky Pike Pluth, M.Ed., CSP, MPCT



With more than 15 years as a training professional and two training industry best-selling books on the market, Becky Pluth, The Bob Pike Group's President and CEO, doesn't rest on her laurels. "Continuing education, whether formal or informal, is critical for those of us in education!" Becky said.

"And, for many of us in this industry, I think the desire and passion for learning comes naturally."

As proof of her desire to continuously strive for "great," Becky was named one of *Training* magazine's Top 40 under 40 in 2012.

Becky has more than 17 years of exposure to Bob Pike's Creative Training Techniques® (CTT) and vast experience in cross-functional training design and delivery, project management and business operations. She easily employs a participant-centered approach to classroom training, one-on-one training and blended e-learning. Becky also infused CTT into all of her design and development while working as a corporate trainer for Target Corporation and overseeing the training department at Event Think, a multi-million dollar event management and communications company.

Programs she has particularly enjoyed designing and delivering include Webinars that Work, organizational-change management, systems training, and leadership and team development.

Becky's charismatic personality and facilitation style place participants at ease, and she empowers each learner to leave their training setting and immediately put their insights into action. Sustainable, practical change and strong adult learning principles in practice are her foci.

Becky has helped many Bob Pike Group clients realize cost savings and training efficiencies through utilizing a participant-centered approach. Some Bob Pike Group clients who have consulted with Becky are: Bose, Cisco Systems, Coca-Cola, Hewlett Packard, Intel North America, Interval International, Karl Storz, Kellogg's, Kimberly Clark, Kraft, Medica, Microsoft, Minnesota Education Association, National Park Service, Sepracor, Tampa Electric, Target Corporation, Uline, USA TODAY Education and Wells Fargo.

Becky is a certified K-12 teacher and received her master's degree from St. Mary's University. She is a member of the American Society for Training and Development and the National Speakers Association. She also is the author of the award-winning *101 Movie Clips That Teach And Train* and *Webinars with WoW Factor*.



THE
BOB PIKE GROUP

Engineer Curiosity

THE BOB PIKE GROUP

14530 Martin Drive, Eden Prairie, MN 55344
(800) 383-9210 • (952) 829-1954

www.BobPikeGroup.com

FOLLOW US!

Facebook: <https://www.facebook.com/thebobpikegroup>

Twitter: www.twitter.com/@BobPikeGroup

www.twitter.com/@beckypluth

LinkedIn: www.linkedin.com/company/232681

Google+: <http://bit.ly/13EvLCf>



B/W Presenters

B

W



6 Types of Business Presentations

<p>1. Sales presentation (selling a product, service or idea)</p> <ul style="list-style-type: none">• _____• _____• _____• _____	<p>4. Decision making presentation – (selling people on one decision over another)</p> <ul style="list-style-type: none">• _____• _____• _____• _____
<p>2. Informative – (selling people on new ideas or ways of doing things)</p> <ul style="list-style-type: none">• _____• _____• _____• _____	<p>5. Budget approval – (selling management on a budget)</p> <ul style="list-style-type: none">• _____• _____• _____• _____
<p>3. Training presentations – (selling people on new ideas or ways of doing things)</p> <ul style="list-style-type: none">• _____• _____• _____• _____	<p>6. Team meeting – (selling the team on an idea or new way of doing things)</p> <ul style="list-style-type: none">• _____• _____• _____• _____

Adapting to your Audience

Clues

vote

timing

questions

WII-FM's

telling

needs

- Know your audience, and frame everything around their “_____”
- During the meeting ensure you are presenting what the audience _____ – have attendees _____ (clicker questions)
- Be flexible enough to rework _____ based on their vote.
- Demonstrate your product/service/idea in some way, rather than just _____.
- Consider difficult _____ they might raise, and be ready to answer them.

1. **Know your audience, and frame everything around their WII-FMS.** What’s in it for them? What do they need? As one of the sharks said, “I only want to make money on this deal. If you can’t show me how I can do that, I’m out.” While your audience may not be that blunt, they constantly evaluate your presentation in terms of how it will impact them. Make it easy for them to see the benefits.
2. **Put content through filters.** Both cognitive and emotional. Part of knowing your audience is understanding what matters to each buyer before marketing or selling to them. This may mean prior to a meeting taking the time to experience their environment, business, location in the country and both watch and interact.

What types of filters have you applied before?

- _____
- _____
- _____
- _____

3. **Show, don’t tell, how awesome your product is.** Most of the contestants on “Shark Tank” bring a sample with them. And most effective presenters turn that sample into a compelling demonstration. Demonstration is one of the most effective means of communication because it puts your idea in the spotlight, creating a memorable experience for your audience. An interesting, compelling demonstration should be quick and simple. When you put it in their hands, you increase the likelihood that they will buy dramatically. People love a test drive. If they can touch it, taste it, and experience it for themselves, they often want more.
4. **Anticipate challenges, and be ready with strong answers.** Take the time to not only predict what questions might be asked, but to rehearse your answers so you won’t be taken off guard. And don’t argue. Your audience may very well raise objections. If you take it personally and start to argue, you will probably escalate tension and increase resistance. When you face resistance, keep your cool. Presenting in many ways is similar to appearing on Shark Tank. You have an idea to “sell” to your audience, and a lot riding on it. It’s a lot of pressure and limited time. But preparation and practice, a firm belief in what you are saying, and a cool head will greatly increase the odds of your success. Assume your audience will be skeptical, and be prepared to back up claims about your product with evidence.

Supporting Information FEASTED

To make your presentation points as persuasive as possible, it is important that your audience members have FEASTED on the following types of supporting information:

- F** – _____ Share with the group any supporting data or research that will make your information believable. (The scientific principle of Primacy shows that people are most influenced by that which they are first exposed to.)
- E** – _____ Discuss any specific cases, lessons and ideas that will add credence to your point. (A recent speaker began with this key point and is has stuck with me ever since.)
- A** – _____ Make a comparison about your point to something it shares in common with something else. (The Olympics begin and end in a powerful way, just as your presentation should start and end strongly.)
- S** – _____ Add figures, data or stats to your presentation. (Canada spent \$56 million on the opening ceremonies for the 2010 Winter Olympics.)
- T** – _____ Share how others have benefitted from the information. (A recent class member told us that by spending an extra 30 minutes planning her opening and closing, her presentation was much sharper and more focused.)
- E** – _____ Create an account of your point by giving commentary, expression or interpretation of it. (A strong opening will set the tone for your entire presentation and will engage your audience members right from the start.)
- D** – _____ Give an exhibition, illustration or showing of your key point. (I'd like you to try and remember these seven letters without writing any of them down.)

An additional form of evidence may be a story that you share with the group. Because this is such an important part of a persuasive presentation, we will devote a separate section to storytelling. Feel free to add stories to your arsenal of supporting information.

So how much evidence or supporting information is needed for each key point that you share? The answer will vary depending on the point you are making, its importance to your presentation and how much convincing the audience members will need. Generally, two or three key pieces of supporting information will be enough to make your point.

Presentation Outline

- **Pre-Planning**

- **Agenda**

- **Opening Hook**

- **Transition Statement**

- **Main Point #1**

- Supporting Info (FEASTED)

- **Main Point #2**

- Supporting Info (FEASTED)

- **Transition Statement to Closing Hook**

- **Closing Anchor** – Review of Key Points and recommendation

Create Your Opening Hook

If you want to catch a fish, you need to choose the right hook. Similarly, if you want to gain the attention of your participants, you need to “hook” them in right away. Your audience will decide in the first few seconds of your presentation how interested they are in what you have to say. In a written article, a hook is the headline that makes someone want to read the entire article. In a spoken presentation, your hook is the first few sentences that captures attention and causes participants to want to listen attentively.

Here are a variety of hooks that will grab the attention of your audience:

- Share a compelling story
- Refer to the _____
- Begin with a relevant quotation
- Offer a sincere _____
- Use a significant statement
- Refer to the previous speaker
- Make a _____
- Ask a challenging question

Here are some things to generally avoid when beginning your presentation:

- Apologizing
- Beginning with a joke
- Admitting you are unprepared
- Asking how much time you have
- _____

The scientific principle of primacy shows that people are most influenced by and remember best that which they hear first. A strong hook is critical to the success of any presentation. Start strong!

Effective Closing Anchors

Like the beginning, the closing of a presentation should be memorable and powerful. A good closing will anchor your presentation and leave participants thinking or reflecting, laughing or crying, challenged or inspired. Just make sure that your closing doesn't leave them hanging. End in a powerful way, because that will be the final impression you leave with your audience. Just as there are a number of ways to create your opening hook, there are a variety of ways to create a powerful closing anchor.

Here are some examples of effective closing anchors:

- Summary or recap
- _____
- Rhetorical question
- Like the _____
- Call for action

It is recommended that you let your audience know when you are about to close your presentation. Ending a presentation abruptly is like leisurely driving down a curvy road and turning the corner, only to come upon a sudden dead end. Give them a sign that the presentation is coming to an end. (“As I wrap up today, let me share ...”).

Advanced Closing Techniques

- End with an inspiring story
- Use an effective quotation
- Create a humorous closing
- Utilize a magic trick
- Share a poem or song

Participants remember openings and closings. The highest-priced Olympic event tickets are for the opening and closing ceremonies. Spend time constructing powerful hooks (openings) and anchors (closings). They are the bookends that help the rest of your presentation hold together.

10 Deadly Sins of Business Presenters

1. Failing to focus on the audience and “what’s in it for them.”
2. Delivering too much content.
3. Using jargon without explaining it.
4. Rambling on about technical content without emphasizing key points.
5. Using too many slides.
6. Putting too much content on the slides so that it is not clear or readable.
7. Failing to involve the audience.
8. Letting questions sidetrack them.
9. Speaking past their agreed-upon end time.
10. Not starting or ending in a strong way.

Fold Your Hands Opening Exercise

- Purpose:** To make a point about “change”
- Audience:** Any size
- Time:** 2–3 minutes
- Space:** No extra space needed
- Materials:** None
- Budget:** None
- Application:** Use this opener anytime you are selling participants on doing something in a new way, or asking them to embrace change. This exercise makes a great point about the difficulty of change.
- Process:**
1. Ask participants to fold their hands. Ask them to identify which thumb is on top – their left thumb or their right thumb, and ask them to raise their hands indicating which thumb they have on top. Share this humorous example with them:
 - Some research indicates that “left-thumbers” are the thinkers in the group
 - “Right thumbers,” however, are the lovers in the group
 - Then ask them if anyone has both thumbs together. They are the ones in the group who “think that they’re lovers.” (Pause for laughter.)
 2. Now ask them to put their hands together so that the fingers go together in such a way that the opposite thumb is on top. Ask how this feels to them.
 3. Participants will say it feels “awkward,” “weird,” “unusual.” Ask them why, and they’ll tell you it’s because it is a change – it is different.
 4. Tell them that this is the feeling they’ll have anytime they change something – that initially it seems awkward or different, but over time (66 day research about how long it takes to change) it will start to feel more comfortable. The key is – will the change bring about new benefits or added value.
 5. Ask them to discuss how this relates to selling – whether selling an idea or a product.
- Debrief:** Get feedback from the group, and emphasize that anytime we attempt to sell a new idea, a new way of doing things, or a new product, we are asking people to change. We need to help them see the value of making the change, or otherwise they will go back to what they were doing or using before.
- Cautions:** None
- Variations:** None

Mirroring Energizer

- Purpose:** To energize participants and have some fun
- Audience:** Any size
- Time:** 2–3 minutes
- Space:** The only requirement is that each participant can face a partner with both partners' arms extended toward each other.
- Materials:** None
- Budget:** None
- Application:** Although primarily used as an energizer, this exercise may be used as a way to make comments about the competitive nature of people. In selling, is it your goal to compete with your potential client, or collaborate with them? Make sure to use client-focused selling techniques – to help them gain the benefit of your product/service/idea.
- Process:** 1. Ask participants to stand, get a partner and face their partner. 2. Ask them to extend their arms straight out in front of them so that their hands are an inch or so apart from their partner's hands, with their fingers pointing up. 3. Ask the taller of the two to begin the process by moving his or her hands in any direction. The job of the partner is to “mirror” his or her motions with their hands. Tell them to begin. 4. Usually much laughter and banter ensues. After about 30 to 45 seconds or so, have them switch roles. The shorter person is now doing the hand movement, with the taller person mirroring the motions. Allow another 30 to 45 seconds for the activity. 5. Tell them to “high-five” their partners, and have a seat. 6. Debrief: Make the point about competition vs collaboration – that In selling our goal is to collaborate with our clients. Have them discuss what they learned in the exercise.
- Cautions:** None
- Variations:** None

The “Take Action” Close

- Purpose:** To encourage participants to take action on what they’ve heard in the presentation
- Audience:** Any size
- Time:** 60 seconds
- Space:** No extra space needed.
- Materials:** None
- Budget:** None
- Application:** This closer is short and to the point, and may be used when you are ready to “ask for the order” or have them take action on an idea you have presented.
- Process:** 1. Restate the main point of your presentation, or the benefit of them taking action or purchasing your product. 2. Then say: “So, in the words of Nike, _____.” (Hold your hands out in an open palm as you make this last statement. 98% of the time, several in the group will say “Just do it” as you do so.) 3. End the presentation by asking the question:
“Are you ready to take action today?” Smile, and say “Thank you!”
- Cautions:** Use this closer when you are confident that you have “sold” your product or idea. Also, once you’ve asked the closing question, DO NOT SAY ANYTHING ELSE except “thank you.” Let the question linger as a challenge for them to sign the order, take action on the idea, or change their way of doing things.
- Variations:** None

Social Media

Stay updated with The Bob Pike Group by following us:

Facebook: <https://www.facebook.com/thebobpikegroup>

LinkedIn: www.linkedin.com/company/232681

Pinterest: www.pinterest.com/thebobpikegroup

Twitter: www.twitter.com/bobpikegroup www.twitter.com/@beckypluth



Upcoming Seminars and Webinars

For a complete listing of our upcoming workshops and webinars go to www.BobPikeGroup.com or call The Bob Pike Group (800) 383-9210

Workshops

Train-the-Trainer Boot Camp

- April 24–26, 2019 (PLUS) Charleston, SC
- April 29–30, 2019 Boston, MA
- May 6–7, 2019 Chicago, IL
- May 16–17, 2019 Nashville, TN
- May 20–22, 2019 (PLUS) Denver, CO
- June 6–7, 2019 San Antonio, TX
- June 20–21, 2019 Washington D.C.
- June 24–26, 2019 (PLUS) Minneapolis, MN

Instructional Design

June 19–21, 2019 Denver, CO

Gamification

May 16–17, 2019 San Antonio, TX

Performance Consulting

May 2–3, 2019 Boston, MA

Live Webinars

Whether You Know it or Not, You're a Consultant

March 13, 2019 | 11:00 AM CST

How Game Elements Transform Training

April 18, 2019 | 11:00 AM CST

Dealing with Difficult Behaviors

May 9, 2019 | 11:00 AM CST

The Interactive Virtual Trainer

June 13, 2019 | 11:00 AM CST



The Bob Pike Group

The Bob Pike Group's Creative Training Techniques™ help people learn twice as much in half the time. Each project is designed from the ground up using activities that have attendees participating in their own learning. These tools allow learners to “catch” what’s being taught while having fun. Participants take ownership of their learning and quickly discover on-the-job applications for their training.

Our participant-centered approach is successful because it focuses on the needs of learners. We understand that attention spans are short, so we routinely capture people’s interests. Even television directors understand this challenge, and they change camera angles every six seconds to keep viewers hooked.

Our techniques, grounded in adult learning theory and brain-based research, create buy-in, enthusiasm, and ultimately change behavior. After all, learning doesn’t occur until behavior changes. Companies large and small work with us to save time and money on training while improving measurable results.

The Bob Pike Group design and training consultants are experts with real-world experience so they know what it’s like to be on the frontlines of industries like technology, healthcare, government, and manufacturing.

We are the industry-leading firm to train your trainers, design your training programs and develop your leaders. Over 300,000 people on five continents have changed the way they train forever because our interactive methods achieve more with less.

If you would like to discuss any training or consulting topic in more detail or you would like more information on The Bob Pike Group’s comprehensive system of performance solutions, please fill out the form or call us at 1-800-383-9210 and ask for one of our Client Solution Directors. We would like to assist you in your on-going personal and professional development goals for your organization.

