

# PRESENTING WITH PANACHE

Presenting with panache requires you to combine three critical elements; **preparation, persuasion and performance**. The purpose of this Sales Tool is to help you create powerful presentations that land with impact and make you magnetic. Being magnetic has three levels of progression. First, you need to **show up**, and that's about **preparation**...being really ready. Next, you need to **stand out**, and standing out is thinking through what moves and **persuades** people and equipping yourself with these tools. And finally, you need to **break through**. Breaking through is about combining the visual, vocal and verbal expert moves that make up magnetic **performances**.

## PREPARATION

**Show up** ready. Really ready. There are six steps to get there.

### 1. Goals

#### Do's

- Establish your goal for the presentation...your sale to be made
- Determine the emotion you want your audience to feel during and after

#### Dont's

- Assume that your goals are clear
- Leave emotion to chance

### 2. Audience

#### Do's

- Ask them what success looks like for them
- Find connection points to audience
- Understand cultural nuances

#### Dont's

- Leave understanding of audience at a surface level (i.e. demographics, job titles)

### 3. Structure

#### Do's

- Prepare the arc of the presentation with the four C's... context, conflict, climax, closure
- Context - Set the stage...why should they care
- Conflict - What problem is this solving
- Climax - The a-ha moment
- Closure - Call to action
- Less is more
- Prepare transitions when teaming

#### Dont's

- Let the deck drive the structure
- Robotically click through slides

### 4. Expert Moves

#### Do's

- Prepare a summary sentence
- Determine your "so what" for each visual
- Determine your "for example" for each visual
- Concrete first, then abstract
- Prepare to 'play acoustic' without technology
- Confirm all logistics day prior
- Get there 30 minutes early
- Bring two more sets of materials than you need

#### Dont's

- Bury the lead
- Do a slow reveal
- Leave AV check until last minute
- Start with theory
- Leave without manners...leaving room better than you found it

### 5. Open & Close

#### Do's

- Take command with a powerful opening
- Memorize opening and closing
- Deliver strong closing
- State clearly the summary, accountabilities and thank you

#### Dont's

- Leave opening and closing to chance

### 6. Practice

#### Do's

- Conduct full, timed dress rehearsal
- Spend at least one hour of practice for every hour of presentation
- Solicit feedback from a coach
- Practice with partner with similar mindset as audience
- Record yourself
- Listen back with sound on and off
- Pay attention to balance of visual, vocal and verbal
- Power pose 10 minutes before going on

#### Dont's

- Fail to schedule time for rehearsal
- Miss opportunity to get feedback
- Practice on your clients

## PERSUASION

Persuasion is about deciding on the elements of your presentation that will most **stand out** and influence your audience in the direction you want them to go. Like **Preparation**, there are a set of expert moves of persuasive presentations, as well as choices you must make on how you visually represent your ideas.

### Expert Moves

#### Do's

- Ask discovery and impact questions to listen and understand
- Tell stories to deliver emotion and context
- Use metaphor and analogy to make it sticky
- Translate abstract into concrete
- Distill
- Limit evidence, data and testimonials to only to the most compelling pieces
- Thank your audience at the beginning and at the end

#### Dont's

- Dilute important points by including more than three items in any group
- Use jargon
- Overstuff it
- Forget to listen and confirm what you heard the audience say

### Visual Impact

#### Do's

- Use hip-pocket frameworks to take command of everyone's attention
- Design art that is bespoke to this audience
- Substitute images for words on slides

#### Dont's

- Have more than 20 slides
- Forget that you are the presentation...not the visuals

## PERFORMANCE

Being magnetic is about delivering a performance that **breaks through**. As you perform, be cognizant of your body language, vocal rhythm and the words you are speaking and use these three powerful elements to draw your audience into your presentation and emotionally engaged.

### Delivery

#### Do's

- Lock down your visual...body language, posture, hand gestures, openness, facial expression, eye contact, resting face, dress, materials, manners
- Pay attention to your vocal...voice inflection, emphasis, tone, volume, pace and silence to draw people in
- Increase verbal impact with powerful phrasing, contrast and repetition
- Use peoples' names
- Balance boldness and humility
- Exude positive energy
- You give a presentation...make every one a gift to your audience

#### Dont's

- Dampen your verbal impact with filler words, upspeak or vocal fry
- Over-rely on slides
- Put your hands in your pockets
- Slump your shoulders
- Forget to engage entire audience
- Fail to repeat your key phrases
- Cede the room to anyone else

## RULES OF ENGAGEMENT

1

PRACTICE MAKES PERMANENT

2

VISUAL, VOCAL, VERBAL ...IN THAT ORDER

3

DISTILL, DISTILL, DISTILL

4

MORE STORIES, FEWER SLIDES

5

BOLDNESS...AND HUMILITY

6

IT'S A GIFT

# PRESENTING WITH PANACHE CONT'D

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## PREPARATION

**Show up** ready. Really ready. There are six steps to get there.

### 1. Goals

Goal for you:

Emotion:

### 2. Audience

Success for them:

Connection points:

Cultural nuances:

### 3. Structure

Context:

Conflict:

Climax:

Closure:

Transitions:

### 4. Expert Moves

Summary sentence:

"So what's:"

"For example's:"

### 5. Open & Close

Opening:

Closing:

"For example's:"

### 6. Practice

Feedback:

Observations:

Improvements:

## PERSUASION

Persuasion is about deciding on the elements of your presentation that will most **stand out** and influence your audience in the direction you want them to go. Like **Preparation**, there are a set of expert moves of persuasive presentations, as well as choices you must make on how you visually represent your ideas.

### Expert Moves

Discovery & Impact questions:

Stories:

Metaphors/Analogies:

Evidence/Data/Testimonials:

### Visual Impact

Hip-pocket frameworks:

Art:

Slides:

## PERFORMANCE

Being magnetic is about delivering a performance that **breaks through**. As you perform, be cognizant of your body language, vocal rhythm and the words you are speaking and use these three powerful elements to draw your audience into your presentation and emotionally engaged.

### Delivery

Visual:

Vocal:

Verbal:

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