

PRESENT WITH PANACHE™

Presenting with panache requires you to combine three critical elements; **Preparation, Persuasion and Performance**. The purpose of this 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. 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 **Preparation**.

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 five C's... context, conflict, climax, closure
- Character - Who's the hero?
- 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 connection, discovery and impact questions to listen and understand
- Bring a pointy POV
- 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

MAKE IT A GIFT

PRESENT 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

Character: _____

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

POV 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: _____

RULES OF ENGAGEMENT



PRACTICE MAKES PERMANENT



VISUAL, VOCAL, VERBAL
...IN THAT ORDER



DISTILL, DISTILL, DISTILL



MORE STORIES, FEWER SLIDES



BOLDNESS...AND HUMILITY



MAKE IT A GIFT