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

2. Audience

Do's

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

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 \Box Less is more □ Prepare transitions when teaming

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

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

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 \Box Listen back with sound on and off \Box Pay attention to balance of visual, vocal and verbal \square Power pose 10 minutes before going on

Dont's

 \Box Assume that your goals are clear \Box Leave emotion to chance

Dont's

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

Dont's

 \Box Let the deck drive the structure □ Robotically click through slides

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

Visual Impact Do's

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



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

- - resting face, dress, materials, manners □ Pay attention to your vocal...voice inflection, emphasis,

 - and repetition Use peoples' names
 - □ Balance boldness and humility □ Exude positive energy
 - audience

Dont's

Dont's

Use jargon

Overstuff it

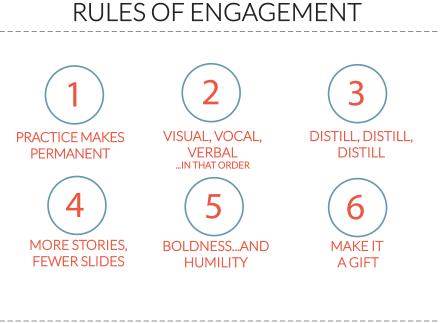
the audience say

 \Box Have more than 20 slides □ Forget that you are the presentation...not the visuals

□ Dilute important points by including more

Forget to listen and confirm what you heard

than three items in any group



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- \Box Leave opening and closing to chance

Dont's

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

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

Dont's



PERFORMANCE

- Lock down your visual...body language, posture, hand gestures, openness, facial expression, eye contact,
- tone, volume, pace and silence to draw people in
- □ Increase verbal impact with powerful phrasing, contrast
- □ You give a presentation...make every one a gift to your

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
- \Box Cede the room to anyone else



PRESENT WITH PANACHETM CONT'D

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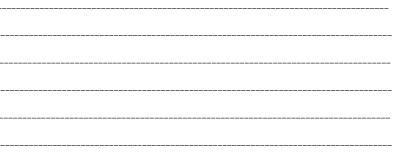
PREPARATION	PERSUASION	
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Goal for you:	represent your ideas.	
Emotion:		Delivery
2. Audience	POV Questions:	Visual:
Success for them:	Stories:	
Connection points:		
Cultural nuances:	Metaphors/Analogies:	
3. Structure		
Character:	Evidence/Data/Testimonials:	
Context:		-
Conflict:	Visual Impact	
Climax:	Hip-pocket frameworks:	
Closure:		
Transitions:	Art:	-
4. Expert Moves		
Summary sentence:		
"So what's:"		
"For example's:"		
5. Open & Close		PRA
Opening:		PE
Closing:		
"For example's:"		
6. Practice		MI FI
Feedback:		
Observations:		
Improvements:		·

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RFORMANCE

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RULES OF ENGAGEMENT

