



Winning Presentations Workshop

Welcome to Winning Presentations, the micro learning on persuasive public speaking. By reading this before our workshop, you are setting yourself up for learning success!

By far the vast majority of everyday presentations I've seen in large companies, are bad. Or maybe mediocre. Ironically, these are presentations given by highly intelligent professionals on their own subject matter. I've seen too The most common mistake is going on too long and **giving too much information**, but there are other missteps as well.

Fortunately, learning to give winning presentations is NOT HARD. In fact, it's easy and fun.

Welcome to this **Winning Presentation** learning adventure! The traditional approach to corporate training focuses time and energy on the training event, not the learner! You are in for a totally different **learning experience that leverages the latest in learning and creativity research**. Congratulations, you signed up for a more effective approach to learning a new skill and mindset through a format called micro-learning, or bite-sized training.

It's about better training in less time. It's about practical tools and retaining more of what you learn by capitalizing on the Pareto (80/20) principle.

As you may recall, in Italian economist, Vilfredo Pareto, observed that 80% of Italy's land was owned by 20% of the population. He then surveyed other domains to find a similar distribution, for example, 20% of the peapods in his garden contained 80% of the peas. He went on to develop the law of the vital few, which states that roughly 80% of the effects come from 20% of the causes. (Wikipedia, April 14, 2016.)

In the context of training, a focus on 20% of the learning yields 80% of the results, which raises your training ROI significantly.

Of course, frequency helps. I hope you will consider more frequent micro-learnings in your professional development and that of your team.

This **Winning Presentation** lunch & learn, a micro-learning, focuses on helping you solve problems in your all-too-real world. It's an approach to engage the learner (that's you!) and give you multiple opportunities to participate. Your learning will be reinforced after the event, a week

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later, when you are emailed an interactive assessment to help you recall and activate what you learned.

By keeping the lecture component of this workshop to less than 90 minutes, **you retain at least 17% more of the content.**

In this mini learning, you will become a more compelling communicator, which in turn allows you to close more deals, change minds, have better meetings and conference calls and be more at ease in your public role.

When we talk about communication, we really mean changing priorities and facilitating change. It's not just describing the landscape.

“The road to change starts with a conversation.” So it needs to be a good conversation. And presentations are just structured conversations.

Here's what happens when you give consistently deliver winning presentations:

- People take interest in what you say.
- You get your point across faster.
- People trust you more.
- You feel less stress.
- Your life gets easier.

We will discuss common blocks to good communication and the essential ingredient to changing minds. Think about it, if you know anyone who has lost a lot of weight or stopped smoking, when you dig into their story, you find an emotional connection to their goal.

The other night I was driving to buy dog food and flipping through the radio channels I got to hear Dave Ramsey. Listening to him coach people on changing their spending habits to get out of debt, I noticed that he encouraged them to get emotion on this topic, to literally 'hate' the debt and what it does to their families. #emotionisessential

So heads up, there has to be an emotional component to any winning message. This is often counter-intuitive to the brainiacs I often teach, but nevertheless, it is true.

The Inconvenient Truth about Presentations

You may think it's the weather. You could blame the boring topic – governance committees, anyone? Or your audience simply has a bad attitude, doesn't care about the company and it's almost lunch time.

There are no inherently boring topics. Only speakers suffering from the Curse of Knowledge.

Curse of Knowledge? This condition affects specialists. Like you. I first heard about it when I was working on my doctoral dissertation. It means that it's hard for you to remember that not everyone knows your lingo. Like “representative anecdote” or “negative halo” or “Trello.”

Not only do a lot of people in your audience not understand your topic, some of them would rather have a colonoscopy than admit they are lost. (Fear of looking stupid.) So it's your job to consider word choices that a less expert audience will easily understand.

You don't have to be boring. Ever. No matter what the topic. Trust me, I've seen more boring presentations on interesting topics and a few really great presentations on the most boring topics ever – including cyber security.

Boring presentations are basically the result of one thing: the speaker has not adapted [adequately] the message to the audience. That means the audience either doesn't get what you're saying because of too much lingo or jargon, or they don't see it as relevant.

You can take any topic and make it relevant to your audience and engage them in your message. For example, my retired English teacher mom fully understands the concept of cloud computing. She calls it "that place in the sky where they store everything." She's not dumb but she probably doesn't speak your flavor of technical language. Neither does the president of any large company. The difference is, my mom will tell you she doesn't get what you're saying. No fancy executive or investor will ever say that. It's your job to speak the language of your audience.

It's a matter of asking yourself some questions to help you serve your audience.

You can present on any topic with imagination, passion and style. At the Winning Presentations workshop, you'll learn to prepare your talk in less than half the time and engage people. And...you can actually enjoy the process.

Your audience wants you to be a successful speaker. They want to like you. And if you're the boss at their company, they want you to care about them.

When you don't take the time and effort to adapt your message to it engages your audience, they are going to tune you out. With or without their phones. If you are an executive at their company, your failure to adapt your message to them instantly gives several negative messages:

- That you don't care about them.... because you're wasting their time
- That you're incompetent... and overpaid.
- That you're not the brightest bulb in the box.

Rather than focusing their attention on your message, they're asking themselves when you're going to shut up.

The worst thing about this is not that they're astoundingly bored. The worst thing is that you are missing out on an incredible opportunity to connect with people and to let them see more of you. Not to mention, you can actually change minds and hearts through your message.

Even if you had the answer to world hunger or climate change, if you can't deliver that presentation in a memorable and engaging manner, you might as well not say anything. This is exactly what your audience is thinking.

7 Ways an Average Presentation is NOT Adapted to an Audience

- 1. Use of acronyms without explaining them. Is SU system upgrade or super user?**

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2. **Not telling how your topic impacts the audience but simply diving in to the new structure. What do governance committees have to do with my job?**
3. **Using technical language excessively, including brand names.**
4. **Not explaining benefits of your proposal to this particular audience.**
5. **Using small fonts and lots of bullet points (Actually that's always inappropriate.)**
6. **Not making your message easy to remember.**
7. **Not relating yourself to the audience in any way.**

The whole trick to an engaging presentation is to focus on your audience first. Then your message. Last, you add your own personal style as that special sauce.

To improve the quality and effectiveness of presentations at your company, engage Mixonian Institute for a Winning Presentations workshop. Private public speech coaching is also available.

For more information email Laura at laura@mixonian.com.