



Presenting with Impact Online

facilitated by **Gail Green**



1



Objectives for Our 3-Module Workshop

- Enhancing **presentation effectiveness** for online delivery
- Learning new tools for cultivating **engagement**
- Adapting material/approach to different **cultural audiences**

2



MARIE MORAN
COMPANY



What You Can Expect

For each of our 3 modules

- Engaging 2 hours of material with practice
- 10-minute break halfway through
- Breakout exercise
- Homework and application exercises



3



MARIE MORAN
COMPANY



Today's Agenda

For Module 1

- Refining your presentation style
- Managing your energy for presenting
- Clarifying roles in your meetings
- Initial takeaways from *The Culture Map*



4

MARIE MORAN
COMPANY

Introductions

- Your **typical audiences** for virtual presentations
- Brief story of a **difficult situation** when presenting
- 1 or 2 goals for this workshop series

5

MARIE MORAN
COMPANY

Refining Your Online Demeanor

- Keeping your **posture** upright
- Focusing your **eyes**
- Using effective **gestures**
- Animating your **voice**



6

MARIE MORAN
COACH

Gestures to Use

- Welcome
- Catching a leaf
- Ladder
- Chopping block
- Laying bricks
- All of us

7

MARIE MORAN
COACH

Adding Animation to Your Voice

- Sit up and breathe!
- Use your higher register
- Exaggerate when practicing
- Be incisive, convincing, passionate!



8

MARIE MORAN
COACH



Animating Your Message

- Use **brief stories**/examples
- Add **anecdotes and metaphors**
- Make sure they are culturally appropriate and relatable



9

MARIE MORAN
COACH



Practice Sentences

- *This is the most important feature we'll be addressing in 2021.*
- *It's critical to the organization that we all get on board.*
- *What a breakthrough for us!*
- *Now is the time to make our efforts clear and user-friendly.*
- *It's vital that we roll this out by the end of the quarter.*

10

MARIE MORAN
COACHES

Breakout Partner Exercise

- To practice enhancing your online demeanor, you will take turns being presenters and coaches.
- **Partner A** will have 3 minutes to tell a relevant story, practice sample sentences, and receive feedback from **Partner B**. We will notify you when it's time to switch roles.
- **Sample Sentences** are in your handout page for reference.
- We will debrief back in the main room when the time is up.

11

MARIE MORAN
COACHES

Breakout Partner Exercise

Coaches provide feedback on:

- **Posture**
- **Eye focus**
- **Gestures**
- **Voice**



12

MARIE MORAN
COACH



Discussion Question

*What are you currently doing to
manage your energy
as you prepare for your presentations?*

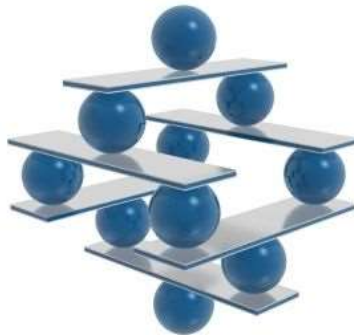


13

MARIE MORAN
COACH



What is Holding Power?



14

MARIE MORAN
COACH

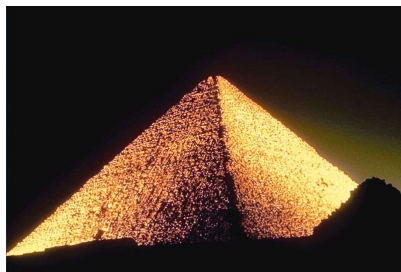
What is Holding Power?

The ability to stay balanced and poised, open to others, and present...

...even when facing pressure, conflict, dramatic change, or negativity from others.

15

Pyramid



What does it symbolize?

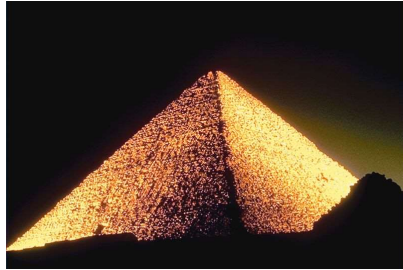
Staying present, calm and balanced

Overcoming worry

Focusing your energy for presentations

16

Pyramid



How is it used?

Picture the pyramid over your crown as you approach the situation.

Picture the pyramid all around you when you are feeling nervous or concerned.

17

Pyramid



Verbal Acknowledgements

"I can stay balanced."

"I can handle this."

18

MARIE MORAN
© MORAN



Discussion Question

Your Role as a Presenter

What is Experian's expectation of your role in presenting the Innovation material?



19

MARIE MORAN
© MORAN



Typical Meeting Purposes

- Informing and updating
- Persuading to take action
- Decision-making on various courses of action
- Monitoring progress
- Collaborating/brainstorming
- Providing a requested forum for input/exchange

20

MARIE MORAN
COACH

Roles at Virtual Meetings

- Participant/Listener
- Meeting organizer
- Meeting leader
- Presenter
- Facilitator
- Other audience member role

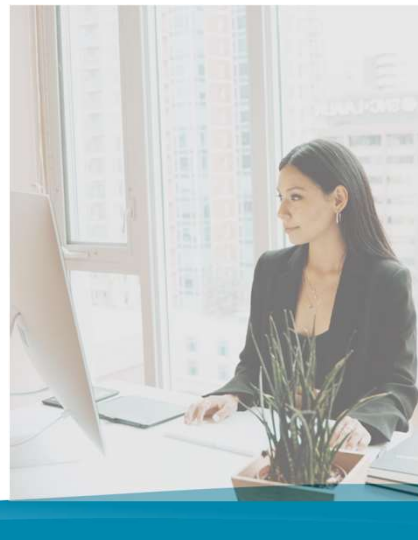


21

MARIE MORAN
COACH

Running Meetings Effectively

- Have a clear purpose
- Use an agenda
- Understand roles
- Appropriate time
- Engage your audience



22

MARIE MORAN
COACH

Choosing Your Style

- **Directive Style**
- **Facilitating Style**
- **Participating Style**



23

MARIE MORAN
COACH

Directive Style

- High tell and control by the leader
- Leader provides ample structure and uses their authority
- Leader set boundaries, and directs/re-directs discussion

24

MARIE MORAN
COACH



Directive Style

Uses:

*Great for informing, when structure is required
and time is of the essence.*

Downside:

*Some team members may not have
as much involvement as they would prefer.*



25

MARIE MORAN
COACH



Influencing Style

- Leader tells/informs a little, then asks questions to get input
- Stories or examples are used to illustrate or add animation
- Leader balances their own needs with those of the audience



26

MARIE MORAN
COACH



Influencing Style

Uses:

For persuasion, involvement, when you require buy-in

Downside:

Harder to control the time or direction of the conversation



27

MARIE MORAN
COACH



Participative Style

- Leader uses Open/Discovery Questions to involve the team; style is mostly "ask"
- Meeting members are willing and able to contribute their views
- There are few controls or concerns about time



28

MARIE MORAN
COACH



Participative Style

Uses:

Team members are mature and function well together, and a consensus approach or decision is advisable

Downside:

Time or effort may be wasted if there is a lack of knowledge or any dysfunctionality in the team

Doesn't lend itself to controls on time



29

MARIE MORAN
COACH



Discussion Question

Your Approach and Style

- *Which style is your "go to" style?*
- *What style does Experian expect?*
- *What style/s do your audiences expect?*

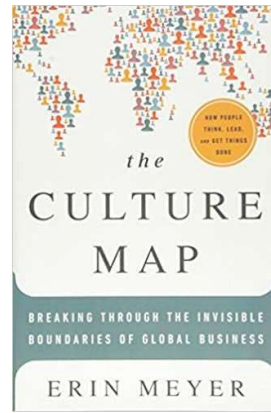


30

MARIE MORAN
COMPANY

Discussion Question

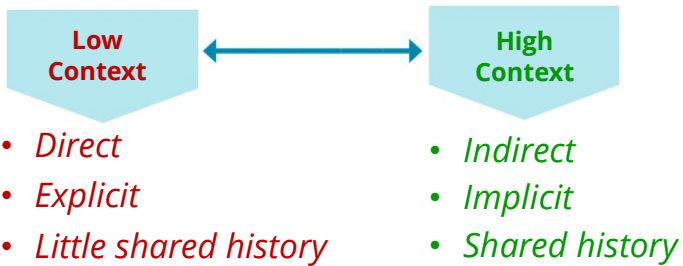
What are your
Initial Takeaways?



31

MARIE MORAN
COMPANY

Culture Map Learnings: Communicating



32

MARIE MORAN
© 2020

Homework for Module 2

1. Read your assigned chapter from [The Culture Map](#) and be ready to succinctly discuss:
 - The scale in simple terms
 - How it relates to you, your questions, exercises, etc.
 - An example where it applies in presenting
2. Prepare 2-3 minutes from a current presentation.
3. Prepare a question relevant to your materials for a breakout discussion.

