



Presenting with Impact Online

facilitated by **Gail Green**



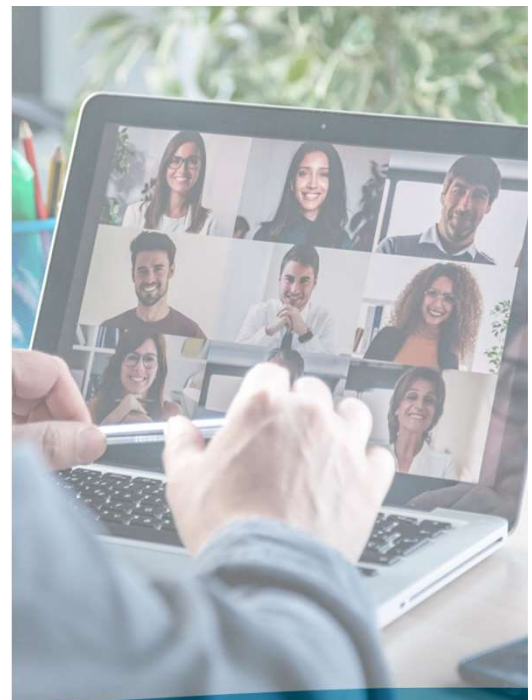
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Today's Agenda

For Module 2

- Setting the stage effectively
- Different styles of delivery
- Advanced interactive and technical skills
- Practice presentations
- "The Culture Map" applications



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Audience Involvement & Engagement

- **Setting the Stage**
- **Technical Skills for Engagement** (breakouts)
- Introduction to **Questioning Techniques**
- **Being dynamic** in your presentation

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Setting the Stage

- Provide an agenda with timeline
- Tell them upfront your process and expectations
- Explain what you'd like from them
- Consider putting this on a slide

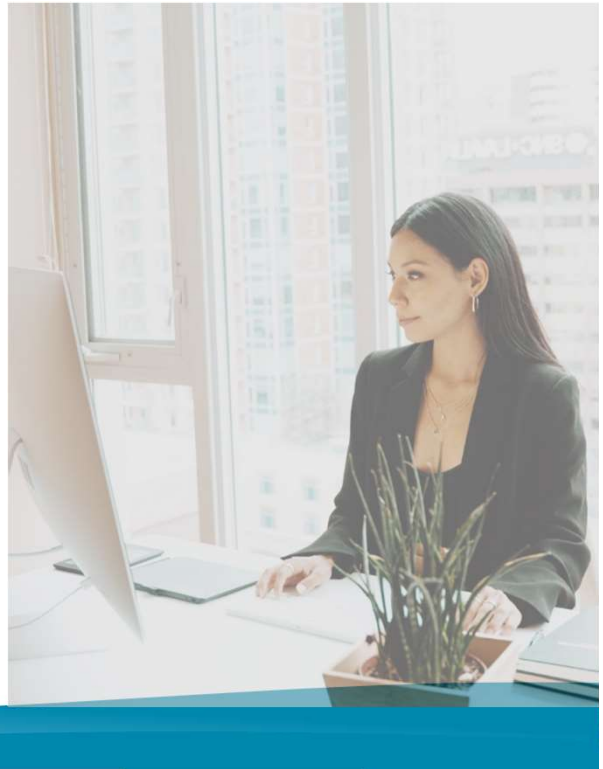


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Running Meetings Effectively

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

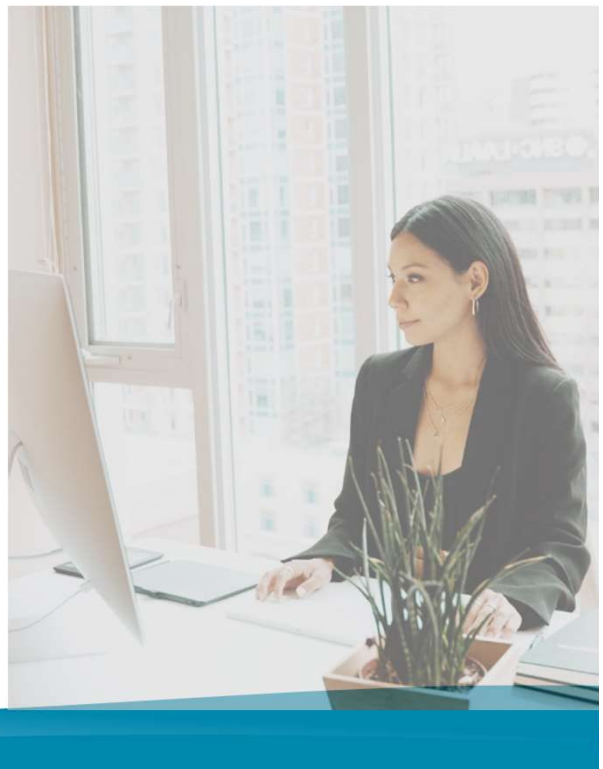


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Choosing Your Style

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



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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

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.

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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

Uses:

For persuasion, involvement, when you require buy-in

Downside:

Harder to control the time or direction of the conversation

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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

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



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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?*



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How to Set Up & Run Breakouts

1. Set up the rooms
2. Determine length of time
3. Assign participants to rooms (*manual or auto*)
4. Clarify instructions and timeline on a slide
5. Clarify the segue back
 - *We'll debrief in the main room when you are finished.*
 - *We'll have one person from each group summarize key points.*

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Presentation Exercise

- *You will have **5 minutes** to present your content/material*
- *Include a breakout question/exercise*
- *Receive feedback from your audiences/coaches*
- *Take notes on their input*

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Preparing for Your Presentation

- *You are moving into the **Influencing Style***
- *Take a few minutes to prepare*
 - *Manage your energy: Use the Golden Pyramid*
 - *Practice animating your voice (mute yourself)*
 - *Identify the question/exercise you will add to your material*

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Audience Feedback

What to look and listen for:

- *Posture and eye focus*
- *Effective gestures*
- *Animating your voice*
- *Clarity in content delivery*
- *Audience engagement: Breakout*

As a compassionate coach, include:

- *What you liked*
- *What caught your attention*
- *Suggestions on what could be tweaked*

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Guidelines for Power Point Slides

- *6 or fewer lines per slide, larger font*
- *Phrases, not sentences*
- *White space*
- *Two out of three: images, phrases, icons*
- *Different colors to separate thoughts*

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Why Use Questions?

- Increases audience engagement with your material
- Breaks up your pace
- You learn about your audience's comprehension or objections to your material
- More persuasive than Tell-Tell-Tell



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Types of Questions

Rhetorical vs. Real

- **Rhetorical:** Encourages thought. Presenter pauses and then answers.
- **Real:** Encourages participation. Presenter allows audience to answer.

Open vs. Closed

- **Open:** Encourages listener to give more information (What, How, Who, etc.)
- **Closed:** Forced answers (Do you...Is it...Can we...?)

Directive vs. Non-Directive

- **Directive:** Steers the conversation
- **Non-Directive:** Offers a wide scope of answers



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Discussion

Culture Map Learnings: Chapters 4 and 7

1. Describe your Chapter and its scale/s.
2. How does the scale apply to presenting?
3. Give an example/story.

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Culture Map Learnings:
Leading

Egalitarian

- *Boss is on the same level as the team*
- *Communication skips levels*

Hierarchical

- *Boss is above the team*
- *Communication follows hierarchical lines*

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Culture Map Learnings:
Disagreeing

Confrontational

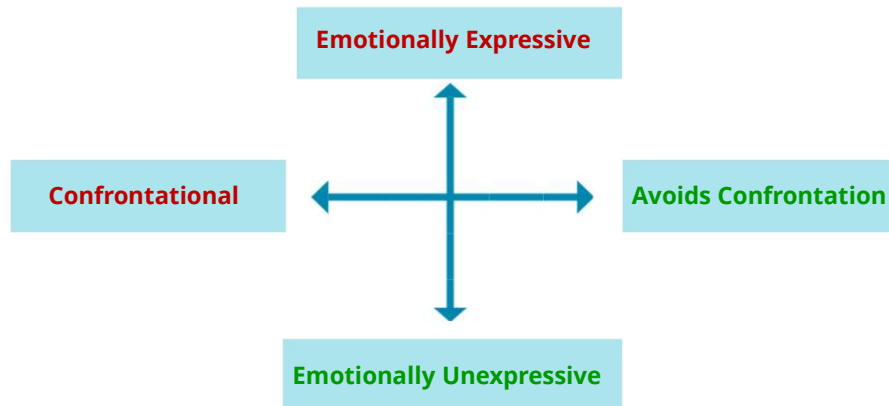
*Disagreements and debates are viewed as **positive** to the team/organization*

Avoids Confrontation

*Disagreements and debates are viewed as **negative** to the team/organization*

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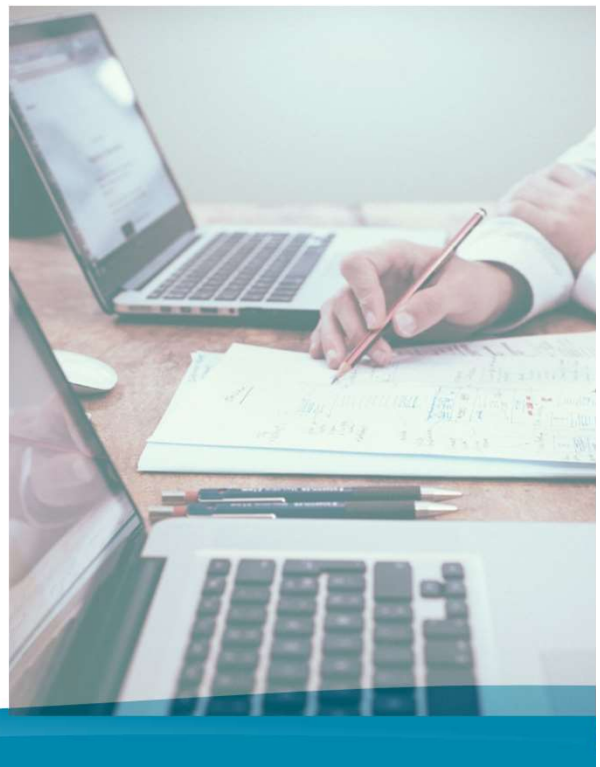
Culture Map Learnings: Expressiveness & Confrontation



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Homework for Module 3

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. Identify a new example/story from your current presentation, for an audience different than your own cultural region.



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