



# Presenting with Impact Online

facilitated by **Gail Green**



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## Today's Agenda

*For Module 3*

- Culture and its impact on your presentation approach
- Meeting management: Re-directing effectively (with practice)
- Involvement skills and questioning techniques
- Putting it all together



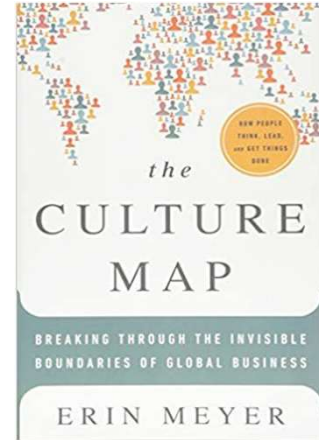
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## Culture Map Discussion

Take 5 minutes to present:

1. **Overview** of your chapter and its scale, in simple terms
2. **How it applies** to presenting and "reading" various audiences/cultures
3. **Example** – Yours or from the book



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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**



**Avoids Confrontation**

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

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

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Culture Map Learnings:  
**Expressiveness & Confrontation**

**Emotionally Expressive**

**Confrontational**



**Avoids Confrontation**

**Emotionally Unexpressive**

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Culture Map Learnings:  
**Persuading**



- *Begin with **theory and concept***
- *Build toward conclusion/application*
- *Begin with **fact, statement or opinion***
- *Add concepts afterward to back it up*

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Culture Map Learnings:  
**Trusting**



- *Trust is built through **work** – reliability, consistency, work relationship*
- **Business is business**
- *Trust is built through **life** – meals, visiting, shared experiences*
- **Business is personal**

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## Culture Map Learnings: Time/Scheduling



- Time is **sequential**
- One step at a time
- Stick to deadlines, promptness and good organization

- Time is **fluid**
- Many things at one time
- Adaptability and flexibility are valued

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## Types of Questions

- Rhetorical vs. Real
- Open vs. Closed
- Directive vs. Non-Directive



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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

### Learnings or Observations on Using Questions

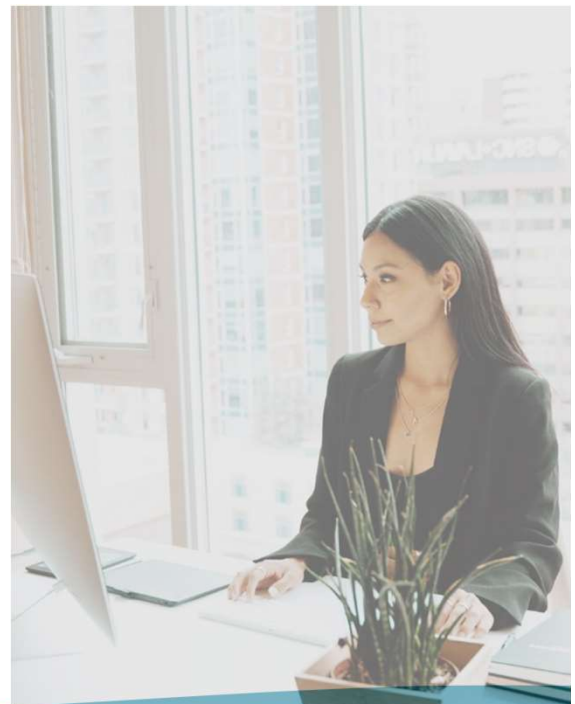
- Which questions will encourage more engagement?
- How do you determine which types of questions will be most effective with:
  - a. Senior leaders
  - b. Different cultures



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## How to Re-Direct a Meeting

- In advance, **allocate** time to each topic – include that on the agenda
- **Be aware** of where you are, **time-wise**
- Be open in your style, but **track and control** time as needed
- Use **Acknowledgement Language** to re-direct



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## Tips for Acknowledgement Language

- Use *“and”* rather than *“but”* as you bridge to your message
- Use soft versions of *“I disagree”* or *“We have to”*
- Acknowledge what is important to others

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## Breakout Exercise

To discuss implications of learnings from [The Culture Map](#)

- **You will each have 4 minutes in your group to speak to:**
  - *Key areas you will adjust to gain greater presentation impact with specific audiences*
  - *How the team can reinforce each other*
- We will notify you when it's time to switch roles.
- We will debrief back in the main room when the time is up.

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## Celebration of Our Learning!

### Your Summary:

- 2 Key learnings from the workshop
- One way to reinforce the learning with each other

