Leading With Your Voice: How to Get Groups to Listen

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OBJECTIVES

Teach attendees how to organize presentations to be more effective and to achieve better results from their presentations to groups. Attendees will get practical tips for getting their message across efficiently and effectively. They will also build experience by doing short presentations in groups.

TOOL KIT

PLANNING

- 3 Levers to pull
- Start with the end
- They don't care about you
- You are not the hero
- Be brief and be done
- Tell them what you're going to tell them...
- Point, Story, Application
- 1st and last thing matter most

ENVIRONMENT

- Set the tone
- Warm up the room
- Control the space & energy
- Know the acoustics
- Beware reading materials

PRESENTATION

- Focus on Active Learning
- Hook them and re-hook them
- Spurting neck wound
- Read the room (body language for everyone)
- Your movement matters
- Work in modules
- Balance info and resonance
- Murder your darlings

FOLLOW UP

- Master the call to action
- Minimize # of CTAs
- Create ownership with questions
- Create accountability
- Questions >>> Answers

BUILDING YOUR TALK

1) Audience

a. Who is your audience?

b. What do they care about?

c. How does your topic help them?

d. What do you have in common with them?

e. Do you have a story that highlights **their** problem?

2) Strategy

a. What does the space lend itself to?

b. How much time do you have? (Less is better!)

c. How many points will you make? (Less is better!)

d. How will you tell them what to expect?

e. How will you summarize when it's over?

3) Delivery

What are your modules?

What story/example will you use to illustrate your point?

Where will you open for discussion?

What knee-jerk question will you use to get them talking?

What exactly will your call to action be?

How will you get buy-in?

How will you build accountability?

Notes, Quotes, Reflections & Revisions

These are the things you need to remember