



Lalli | Executive Coaching

## Because Presenting Is An Art



High Class Presentation Tips for Chief Executives

2017



In this booklet I have compiled a couple of valuable tips for you, which will help you to get out of the presentation maze and create high class presentations instead.

I look forward to a deepening coaching with you and I hope you have a lot of fun with the reading ;)

*Dr. Roberto Lalli delle Malebranche*



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# High Class Presentation Tips for Chief Executives

“As a leader you should toss your PowerPoint slides and start telling stories”.

## **Robert McKee**

The rarest raw material today is hope, hope not founded on illusions but on truth, love and power.

Whether you are the leader within a company, an association, a political party or a non-governmental organisation, one thing is certain: the people who listen to you expect from you authentic words of hope, words that explain to them what your vision of a better tomorrow is.

How can you achieve this? This is the answer I provide in accordance with the bestselling authors James M. Kouzes and Barry Z. Posner:

### **1. Live Your Values**

### **2. Share Your Story Of A Better Tomorrow**

### **3. Show Them the Next Steps Into That Great Future**

### **4. Celebrate Success While You Advance Together Into The Future**

*Please read James M. Kouzes & Barry Z. Posner: “The Leadership Challenge”. Wiley.*

## I. Live Your Values

Your by far most important skill as a leader is your credibility, but you can achieve integrity in your work and life only if you have looked inward and decided what's really important in your life:

**“Why do I get up in the morning?”**

**“What arouses my passion, what gives me the strength to hold on to my goals in difficult times?”**

**“What do I wish with every fibre of my body?”**

Only when you can answer without hesitation the question what is important to yourself, your company and the people you are working with, can you take the next step and go “out” and convince customers, investors and journalists.

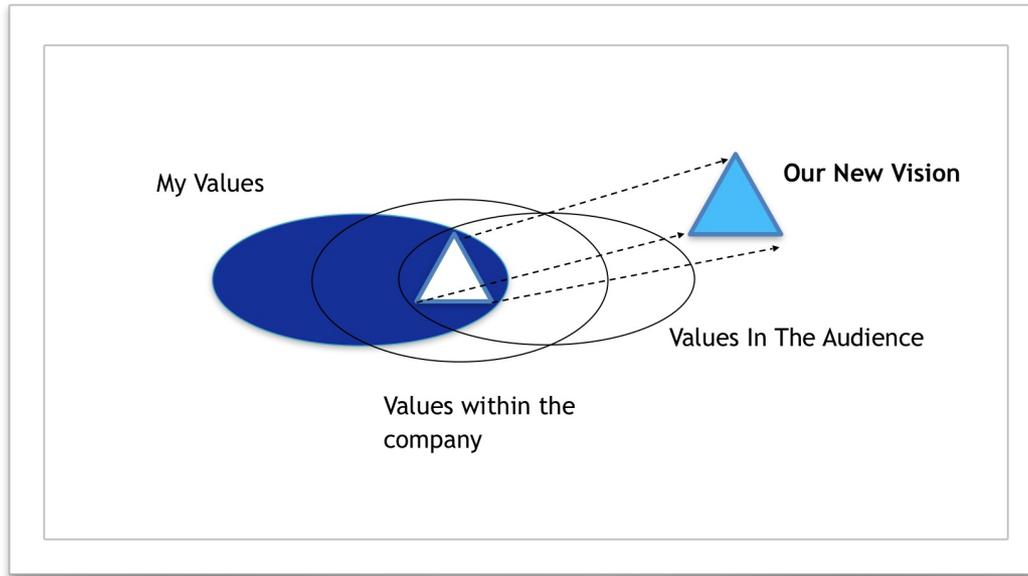
People will follow you only if they understand exactly **why** you do what you do. What you do only proves to people how seriously you are trying to live your values, as Simon Sinek puts it so brilliantly.

*Please watch the video of Simon Sinek: “How Great Leaders Inspire Action” on [www.ted.com](http://www.ted.com).*



## 2. Share Your Story Of A Better Tomorrow

But remember: employees, customers, investors, donors and shareholders do not just want to hear from you what your vision of the future looks like, they want to hear from you how **they** can achieve their own goals.



Identifying the “Golden Triangle” of shared values, emotions and individual life-drafts is an important step, but it does not guarantee you the optimal placement of your vision. Storytelling is a wonderful way to show people within an organisation why we do what we do and how our work and life in the “promised land” will gratify us after having overcome the obstacles ahead.

Good stories are always about real people and their actions, feelings and dreams and not about production figures, sales or survey results.

Leave out words like *company, employee and USP* and use “words of a friend” instead, words that you have chosen beforehand for your *Personal Values Statement*, words that are able to bring to life in a really touching way the common values you share with the people to whom you are talking. Make sure that your story:

**Follows a dramatic arc with a clear peak and is told in the present tense**

**(Suspense)**

**Contains obstacles as well as the lively described “promised land”**

**(Emotions)**

**Is presented lively with your whole body and an engaging voice**

**(Credibility)**

**Evokes detailed pictures/ creates memorable scenes**

**(Recall)**

**Conveys only one, unambiguous message and the little steps to take next**

**(Understanding)**

Storytelling is also very good for yourself: a good story will not only allow you to surprise your audience, but to touch it and open it for your message. Leave the lonely cage of your high position, descend the steps that lead to the centre of the crowd and connect with the people not only in appearance, but in an honest, authentic and credible way. And is this ability not exactly one of the conditions for happiness?

### 3. Show Them The Next Steps Into That Great Future

As a CEO, you are a commuter between two worlds: the world of calm analysis of the present, and the world of passionate “treasure hunting”:

**“Where does the future offer us opportunities and what are the challenges we must face in order to benefit from them?”**

It is important, however, to balance out the human desire for challenges on the one hand with the natural desire for security on the other. If you want to win people over innovative thinking and action, the big trip together into the future must begin with small, safe steps.

People need to experience success. Offer your audience the opportunity to connect the quest for the unusual with small, everyday success stories. Many small behavioural changes of many people in your company or organisation will achieve much more than large jumps of a few.

That is why it is so important that during your preview of the future you encourage your listeners to accept and even welcome “mistakes”. “Let’s make mistakes, as we break new ground - as long as we learn from them constantly” - this should be the tenor of all your stories about the future.



The word charisma (which in Greek means *grace, joy and beauty*) is often overused, but here it is appropriate: show your emotions while you are talking about the future, you should be enthusiastic, good humoured and brimming with confidence,

**Use your favourite words, quotes and metaphors, poems and proverbs; give a vivid and emotional account of your dreams.**

**Place suitable music at the beginning and end of your presentation, the melody and the rhythm should express the feeling “We face the challenges and win the future!”**

**Insert stunning photos and video clips.**

This will only work if you take all your enthusiasm and your energy into your presentation and actually think and feel what you communicate. If you cannot inspire yourself with what you have to say, why should others be?

*Please read about the “Charismatic Leadership Tactics” developed by John Antonakis, Marika Fenley and Sue Liechti on [www.hbr.org](http://www.hbr.org).*



#### **4. Celebrate Success While You Advance Together Into The Future**

The “meta-message” in your speeches and stories should always be the same: “We were right to put confidence in our people.” First trust and then praise: As the CEO of your company every celebration and ritual gives you the chance to say “thank you” and thus the possibility to praise not only individual employees, teams and departments but also to show everybody how the values of your organisation can be lived successfully step by step.

Show an especially filmed movie, in which people thank the hero of your story; reach out to your employees with metaphors, quotes and original sounds; make the common vision shine with the help of artfully designed icons and excellent photographs. Put a DJ on stage, invite guests, bring in acrobats, do whatever is necessary to make your presentation a memorable event for your audience. An event that will serve them as an inspiring “Navigation System” in the future.

That does not mean that as a CEO your only task will consist of celebrating success. On the contrary, your audience expects you to be honest and credible, and that includes a – positive – critical feedback when it is appropriate. But always keep in mind that your primary duty as a CEO is to create self-fulfilling prophecies that narrate in a passionate way how ordinary people can grow and eventually create extraordinary things together.



One last thing: As a CEO, you not only have the great privilege to be able to say “thank you” again but perhaps the greatest privilege of all; to create new rituals. Rituals are very important for the success of your company, since they act as catalysts for fun, courage and confidence in the future. Rituals create “moments of insight and power”, with long-lasting-effects inside your listeners.

Take advantage of this privilege and become a pro in “Corporate Celebration”. Did a legendary manager retire, did a major donor die, did a department win an international prize? Celebrate, mourn, praise, dance, drink, eat, sing – and do it together.

Exceptional leaders are constantly on the move, because they know how important their presence in major corporate rituals around the world is. Successful CEOs know how crucial it is to get together with your people in your company again and again, in order to answer again and again three major questions:

**What do we believe in? (Our Values)**

**What kind of future do we want? (Our Vision)**

**How can we achieve it together? (Our Mission)**

Whenever a presentation is on, whenever you make a speech or lead through an event; you can help people become aware of their own values, their own vision and their own core objectives.

Thus you will help them to find their own, authentic way – and be as good and successful as they deserve to be.

To set greatness free, in ourselves and in others – isn’t that the only truly worthwhile goal while we lead?



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Together WE Will Change The World!

**Myself as much as this brochure owe a lot to the following great authors, excellent books and outstanding publishing houses:**

James. M. Kouzes & Barry Z. Posner: **The Leadership Challenge.**

Garr Reynolds: **Presentation Zen.**

Jack Kornfield: **The Wise Heart.**

**I recommend you warmly** to buy these books.

The photographs in these booklet show the following artists:



Denis Patković, [www. denis-patkovic.com](http://www.denis-patkovic.com)



Garr Reynolds, [www.presentationzen.com](http://www.presentationzen.com)



Guy Kawasaki, [www.guykawasaki.com](http://www.guykawasaki.com)



The IdeasOnStage Team, [www.ideasonstage.com](http://www.ideasonstage.com)

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