



Lalli | Executive Coaching

Because Presenting Is An Art



High Class Presentation Tips for Managers

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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“Values form the basis for the innumerable decisions which we take every day.”

James M. Kouzes, author with Barry Z. Posner of *The Leadership Challenge*.

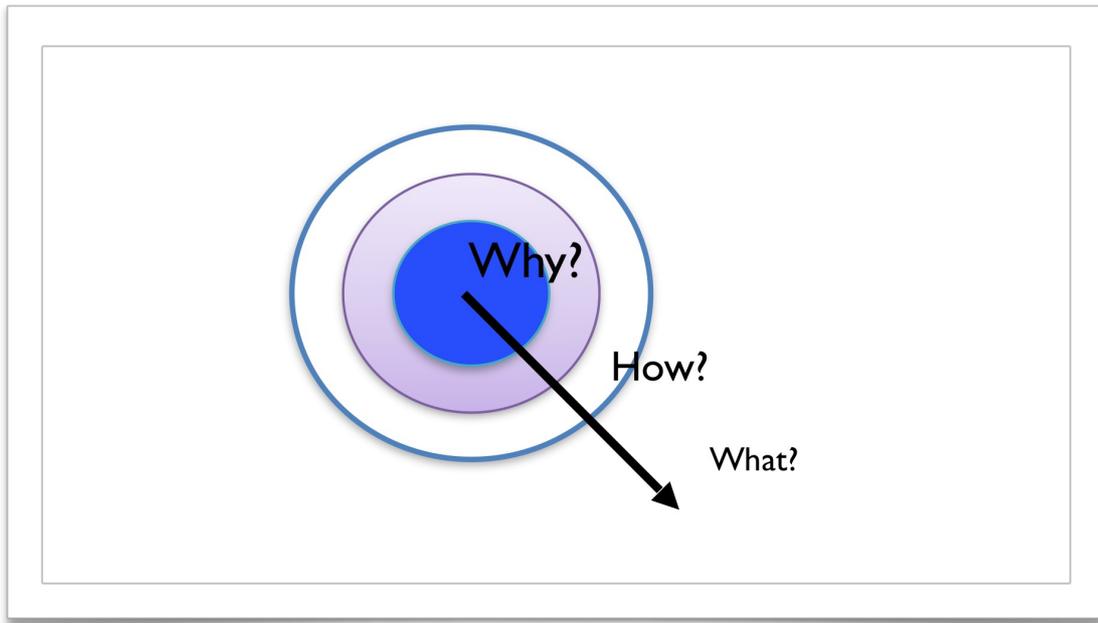
As a Manager you are probably on the most difficult level of your professional life. While you are still responsible to different supervisors, you must master a multitude of leadership tasks yourself; as a coach and developer of your team, as a contact person of your customers, shareholders and investors, and as an inventor of new business ideas.

As if this would not suffice yet, you are also expected to be able to adequately **present** your ideas in each of these roles, although most probably merely the bases of the effective business presentation were conveyed to you at your University or Business School.

You may try to bridge this gap, by putting figures and charts to the foreground: “What I can cover with facts, will convince the audience, and all of us know that as a Manager we are primarily measured against accomplishing the turnover goals anyway.”

The problem is that doing so will only lead you deep down into the presentation maze where words and numbers become insurmountable walls between you and the **hearts** of your listeners. With the presentation of facts alone you will not be able to lead and – in the long run – you will not be able to make the career you are dreaming of.

Let me clarify this thought briefly: Even in the case that the figures, the charts or even the slides to be presented are imposed on you "from above", your presentation should always address the **reason** why your enterprise pursues certain objectives and offers certain products or services (Why?).



Please visit www.ted.com, Simon Sinek: *How Great Leaders Inspire Action*.

Please read Simon Sinek: *Start With Why. How Great Leaders Inspire Everyone To Take Action*.

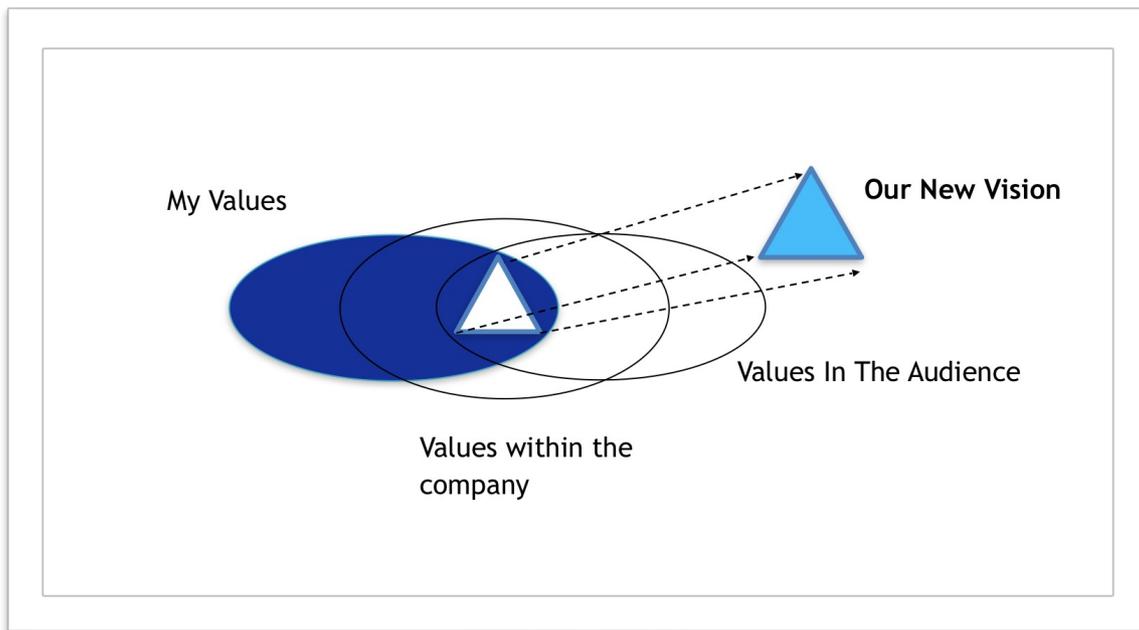
Unfortunately most company presentations today focus almost exclusively on the **What?**, and therefore on data and the **features** of a product or service. However, data and features have no inherent meaning, it's values, visions and the resulting emotions that give data its relevance.

An example: Does your car have seat belts? I know, it's a stupid question, however only because it is the year 2017. Do you know since when exactly automobiles have had seat belts in Europe? 1,732 people died in road accidents in the United Kingdom in 2015 but before the introduction of the seat belt obligation in 1983 it was more than thrice as many every year, although the seat belt for automobiles had been invented 70 years before and companies like Volvo, Mercedes and Porsche had equipped premium automobiles with seat belts since the fifties.

Do you see what I have in mind? What reaction would the figure of 5,953 road casualties have caused in a business presentation in the year 1980 standing there for itself? No reaction at all, if that enterprise presentation would have stopped at the What?, that is, at the "automobile standard" of the year 1980.

Facts do not create meaning; standing all alone they do not make clear anything and do not demand anything. We, your audience, need your **interpretation** of the facts, the meaning **you** give them, because that will lead us to think, to feel, to discuss and to change to the better. Let me repeat this: facts do not create meaning, people do by interpreting facts on the basis of their values.

This means for you as a manager that you first have to **gain clarity** regarding your own values, those of your enterprise and those of your respective audience, before you can successfully lead through presentations.



In this respect, you might find it very helpful to write down a personal **Values Statement**, which will give you an overview about the values you are willing to hold on to in this moment of your life. After that you should create your *Vision Statement*, which will contain the image of your ideal you, your ideal enterprise and ideal world in the future. The third step will consist of your personal *Mission Statement*, in which you can anticipate your concrete, small, magic steps that will get you to your promised land.

By the way: You should use powerful words, photos and symbols in the process in order to make your Values Statement become **visually** and **emotionally** appealing and motivating.

Once you have become aware of your true mission in life and learned to stand by your values, you are ready to get out of the presentation maze and to deliver amazing presentations instead. Because:

High class presentations are always a dialogue on values, visions and inspiring actions.

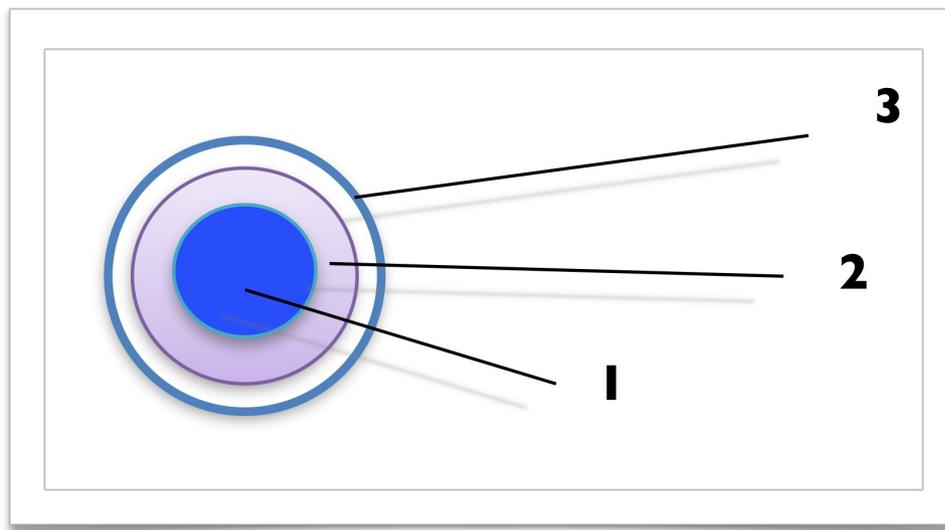
And now we will go into the details and take a look at how we can help you to get out of the presentation maze of meaningless data and towards amazing, touching presentations:



DEFINE YOUR GOAL. Do you want to **inform, explain, sell or call to action?** A report presentation must go beyond the listing of data, you must **interpret** the data and show us their relevance for our life, hopes, fears and dreams. An explanatory presentation must show us how something is done and how, thanks to you, we can reach a **higher level** doing it. A sales pitch must show us an important problem with all its dangers and how you, your firm, your product or service will help to fix it and at the same time add an **immaterial** quality to our lives. And a call to action presentation must take us first to the depths of despair and then help us to rise to a **new awareness and quality of action** to make the world a better place.

KEEP IT SHORT: Very often during your presentation as a manager you will be interrupted by supervisors or colleagues. All the more you must be completely clear about the **Core** of your lecture: What is the central message, the central value, the most important emotion connected with it? What is your most important slide, your verbal highlight, your non-verbal highlight, your content-related highlight? If you are able to answer these questions convincingly to yourself, you are on the right track. If not, this is not due to the complexity of the topic but to the fact that you have not penetrated the subject sufficiently yet. Start your preparation anew and make another "elevator pitch" (two minutes long at the most) as an preparatory exercise. Use Guy Kawasaki's **10-20-30-rule** for planning your presentation overall; no more than 10 slides, no more than 20 minutes, no less than 30-point-fonts on your slides.

STRUCTURE YOUR CONTENT :When you are completely sure about your message (1), prepare that kind of additional material that will help to **clarify** your central message if you should get the chance to speak longer than 20 minutes (2). Around this second level you then you prepare that information which your audience might ask after your presentation (3). All three circles should only contain the most important images, questions, thoughts and charts. All other information belongs in a **handout**.



CHOOSE YOUR FLIGHT LEVEL: Imagine the topic of your presentation to be a landscape or city and yourself taking your audience on a reconnaissance flight over it: How high will you fly? If you are too low, people will only see a lot of details and no streets, rivers and bigger structures, if you fly too high, your presentation might be too broad and abstract to interest and touch your audience. The best flight level is therefore most of the times low enough for touching pictures and details and high enough for your why?, for your bright vision of our future. But of course a very expert audience might expect a much more detailed flight than a less expert one.

TELL A STORY: Good content is not a guarantee for good delivery. So start with an **amazing story**, because good stories are fantastic icebreakers. You should practice two storytelling models: the **Core Story**, which can stand alone and is very suitable to present yourself, your enterprise, your team or your product in a brief and memorable way, and the **Intro Story**, which will introduce a longer lecture, but will help to make it clear from the start what exactly is at stake and what you want the audience to feel, understand and do.

For the preparations of your Core Story, a simple but revealing question might be helpful: "What kind of story describes what I, my company, my team or product do in such a concise and **thrilling** way, that tonight the listeners will tell their friends about it spontaneously?" It's important that you also include obstacles and failures in the story, showing how they turned out well in the end. Your audience will always identify with someone who is struggling without losing courage.

The preparations for your Intro Story will take a little more time. I recommend you to tell a story from your life, which includes only a few protagonists, unfolds a clear suspense line that leads to an easily recognisable climax, and praises a **specific value** and the resulting behaviour, no matter what the obstacles might be.



By the way, storytelling can also be used for topics which may seem hardly suitable for it at first sight. Example: A new USB transmission protocol – values, emotions and easily remembered pictures nil? Not at all. Even in this case, the central question will be **Why?** Why is this transmission protocol better able to support your customers in the effort to live according to their values and goals than others? How is this protocol making our lives better?

SHOW PASSION: Always deliver your story with your whole body, with a lively voice and by emphasising that kind of coloured and surprising details which will linger in the memory of your audience because they create strong pictures. Describe the dramatic transformation process your hero has experienced, so that we can see his or her feelings on your face. A good story works like a short play or movie and will stay in the memory of your audience for years, Give it a try.

Please read Robert McKee: Story: Substance, Structure, Style and the Principles of Screenwriting.

MAKE THE INVISIBLE VISIBLE: A master, from whom we can learn much in this regard, was **Steve Jobs**. During the presentation of the *iPhone*, he could have bored us with technical charts, but instead he started with the history of *Apple* and the **credo** of his company to produce not only good, but revolutionary products. Although Jobs left the full potential of Storytelling largely unused in that occasion, he nevertheless succeeded in making "see" the audience the invisible, that is the the idea that technology must and can simplify our lives as well as enrich it aesthetically at the same.

iPhone and Apple are registered trademarks of the Apple Company, Cupertino, USA. Please watch Steve Jobs' iPhone-presentation 2007 on www.youtube.com.



GO BEYOND TECHNICAL FEATURES: This gets us to an important point. Are you conscious of what distinguishes a business presentation in the year 2017 from one held in the year 1997? Please **write down** your answers to this question here:

Whatever answers you may have listed, one thing is certain: Within the last twenty years the world economy **changed dramatically:**

1997	2017
Hierarchical	Flat
Few, Direct Customer Contacts	Many, Indirect Customer Contacts
Heavily Accessible and Expensive Information	Easily Accessible and Cheap Information
Products	Services or Immaterial Product Features
Few Media, Few Channels	Many Media, Many Channels
Slow	Super Fast
Local or International	Network: Local and International
Technical USP, Quality Based USP	Status USP, Brand Image Based USP

Nowadays we must be able to present **immaterial** dimensions of services and products, because services are basically invisible and technical features and overall product quality are not convincing brand differentiators anymore: Everybody offers them by now. We must therefore again and again make the audience feel, grasp and "see" the (immaterial) value of what we offer on the silver screen in their **minds**. Again, amazing stories can do exactly that. But they must be stories that your audience can link to **their own stories**, to what they are telling themselves about themselves.

CONNECT TO THE STORIES OF YOUR AUDIENCE: Self-realisation, ecological sustainability and other immaterial dimensions of life quality are more important for every audience today than twenty years ago. The material ownership of goods is less important, **sharing and enjoying** without the burden of possessing are part of a new collective vision for our future. Accordingly people see themselves today more tolerant, open, flexible, but also better informed and therefore more demanding than their parents. The stories people tell themselves have changed from to-have-stories towards to-do-and-enjoy-stories, from what-stories to why-stories.

With a technically oriented presentation alone, therefore, you will not even be able to tempt a single soul today. Your audience expects a presentation that is "post-technical" and loaded with **stories, images and emotions** instead, your audience longs for a better world for all, and it wants to see and feel how exactly you and your brand are making our life and our world better. Therefore:

LOAD YOUR SLIDES WITH EMOTIONS: Only the best photographs and most concise and elegant charts are good enough for your presentation, because you can appeal to **values** effectively and arouse strong **emotions** only in such a way. And of course every slide should contain only one message, as few text as possible and an amazing picture that has a high resolution, a great contrast and is always positioned at the exactly same spot..

Please read Garr Reynolds: Presentation Zen. Please read Nancy Duarte: Slide:ology.

Unfortunately, the mandatory slide design of most companies looks rather **sterile and lifeless**, and this applies even to international multibillion Holdings. Most of them express all possible things with their predefined slideshow design, but for sure not the knowledge of how important values and emotions are today. Try to do better, take all the design freedoms which are at your disposal for your presentation and provide a visually convincing answer to the questions Why?, Who?, Where?, When?, How much? and How?.

In fact most presentations could get along amazingly well with **just eight slides**: You start with your question that you are going to answer (why?) or even better with a story that contains that question, then describe the hero of your presentation (who?, what?), then show us where you lead us (where?) and of what period of time we are talking (when?), then you show us what's at stake (how much?), how we can win the challenge (how?, next steps to take?), and the last slide will provide your answer to the initial question (that is why!) and a final, memorable claim or quote that we will be able to take away with us and remember.

Please read Dan Roam: Show and Tell. How Everybody Can Make Extraordinary Presentations.

CHOOSE THE BEST ROOM:The place where your presentation takes place should be hierarchically flat, as open as possible and green. Do not hide behind a desk; climb down from the high pedestal of your rank whenever possible and **get in touch** with the people.

A high rank in an enterprise nowadays does not automatically convey authority to you any longer. If you want to lead as a manager in the world of social media, millennials and daily economic disruptions, you should get out of the presentation maze of meaningless data and offer your employees, colleagues, customers and shareholders a value based, visionary and inspiring, that is **a truly meaningful, high class presentation.**

Your best presentation will therefore take into account your individual, wonderful uniqueness, as well as the fact that we are all connected to each other and that we can create meaning and hope for a better world only **together** with others.

Welcome on your way out of the presentation maze.

I am looking forward to your high class presentations!



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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:

Dan Roam: **Show and tell.**

Garr Reynolds: **Presentation Zen.**

Nancy Duarte: **Resonate.** Nancy Duarte: **Slide:ology.**

I recommend you warmly to buy these books.

The photographs in these booklet show the following artists:



Denis Patković, www.denis-patkovic.com



Garr Reynolds, www.presentationzen.com



Guy Kawasaki, www.guykawasaki.com



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