

CHAPTER 1

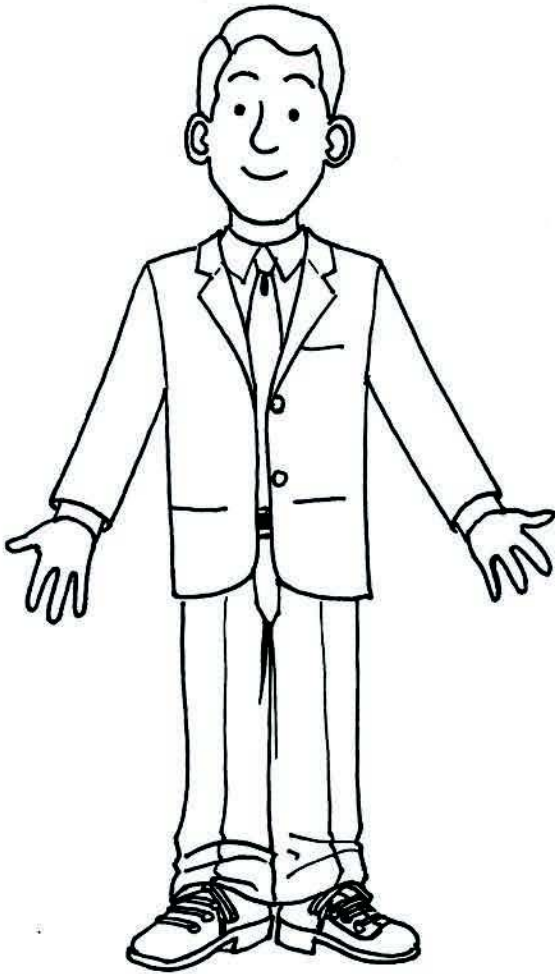
KNOW YOUR

AUDIENCE AND

GIVE THEM A POINT!



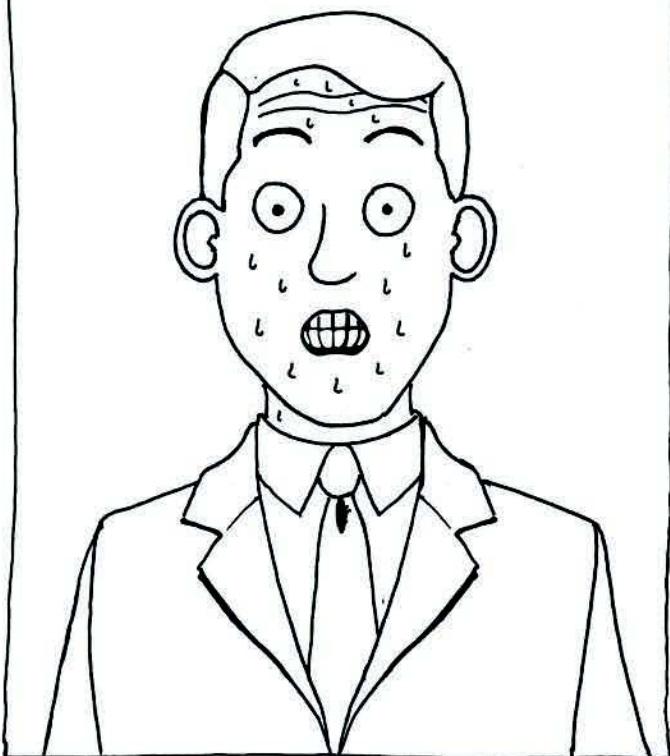
So you have to make a...



PRESENTATION



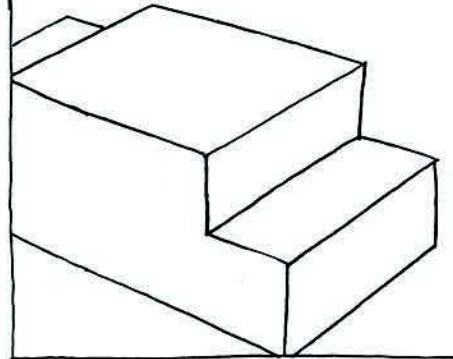
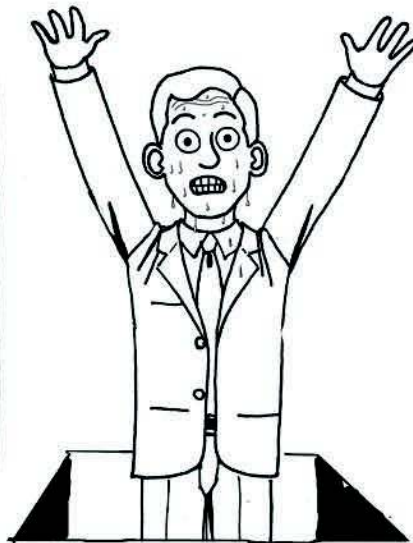
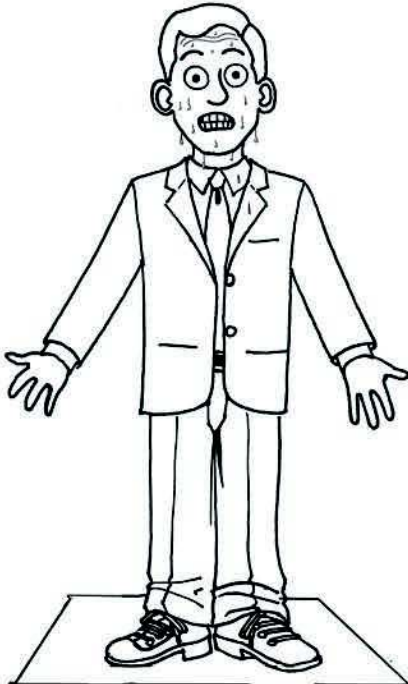
Your face starts to sweat...



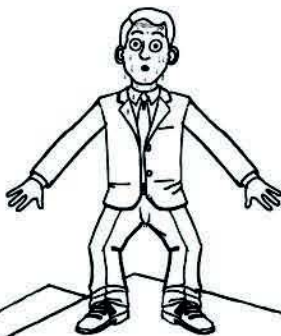
Your heart starts to beat faster,
and faster,
and faster...



You don't know where to start and you're expecting the worst possible outcome...



But there's no need to panic.



Let's break it down and make it easy for you.



In fact, let's make it so easy that you have some fun and even look forward to it.



Chapter 1: Know Your Audience

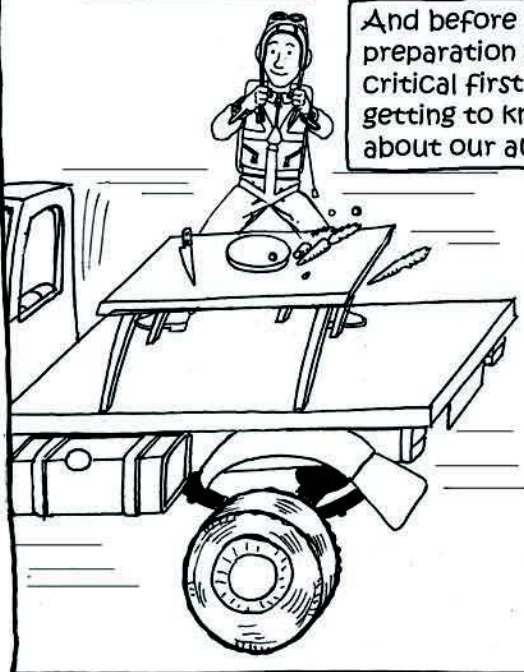
So this book will start with the presentation preparation process...



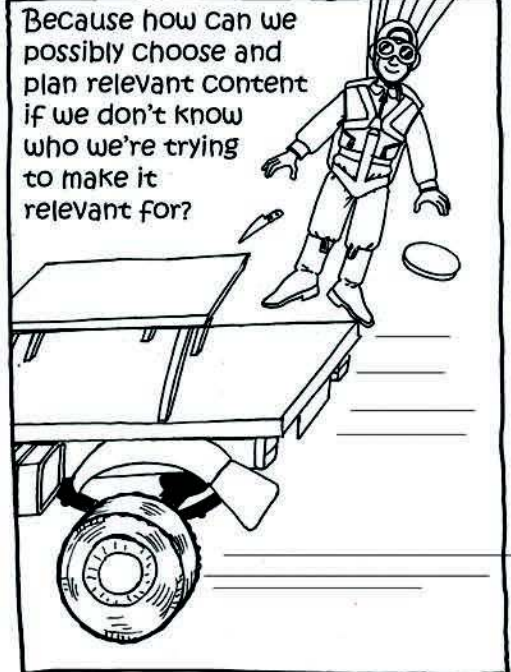
and then we'll talk about delivering the presentation, because you can't feel confident about delivery when you're not well prepared.



And before we even get to the preparation process, there's a critical first step, and that's getting to know something about our audience.



Because how can we possibly choose and plan relevant content if we don't know who we're trying to make it relevant for?



So we've got to do some audience research even before we start preparing.



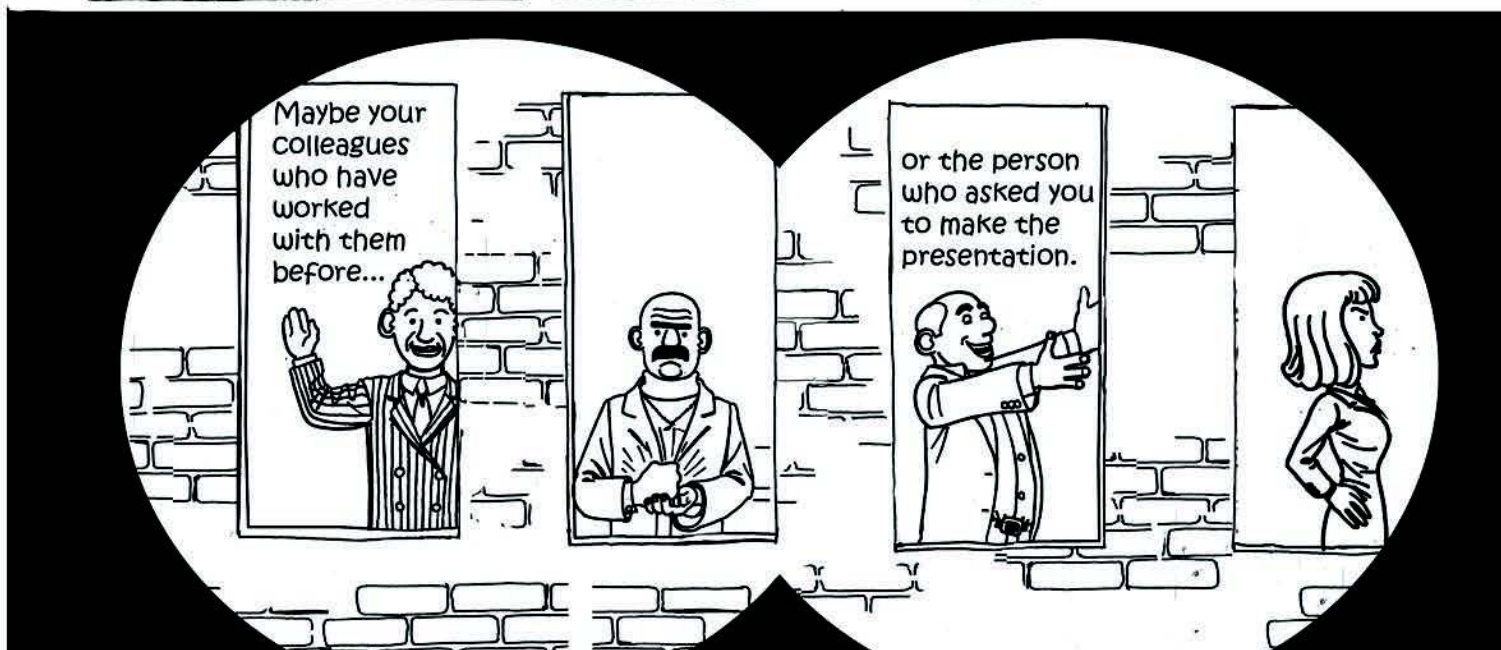
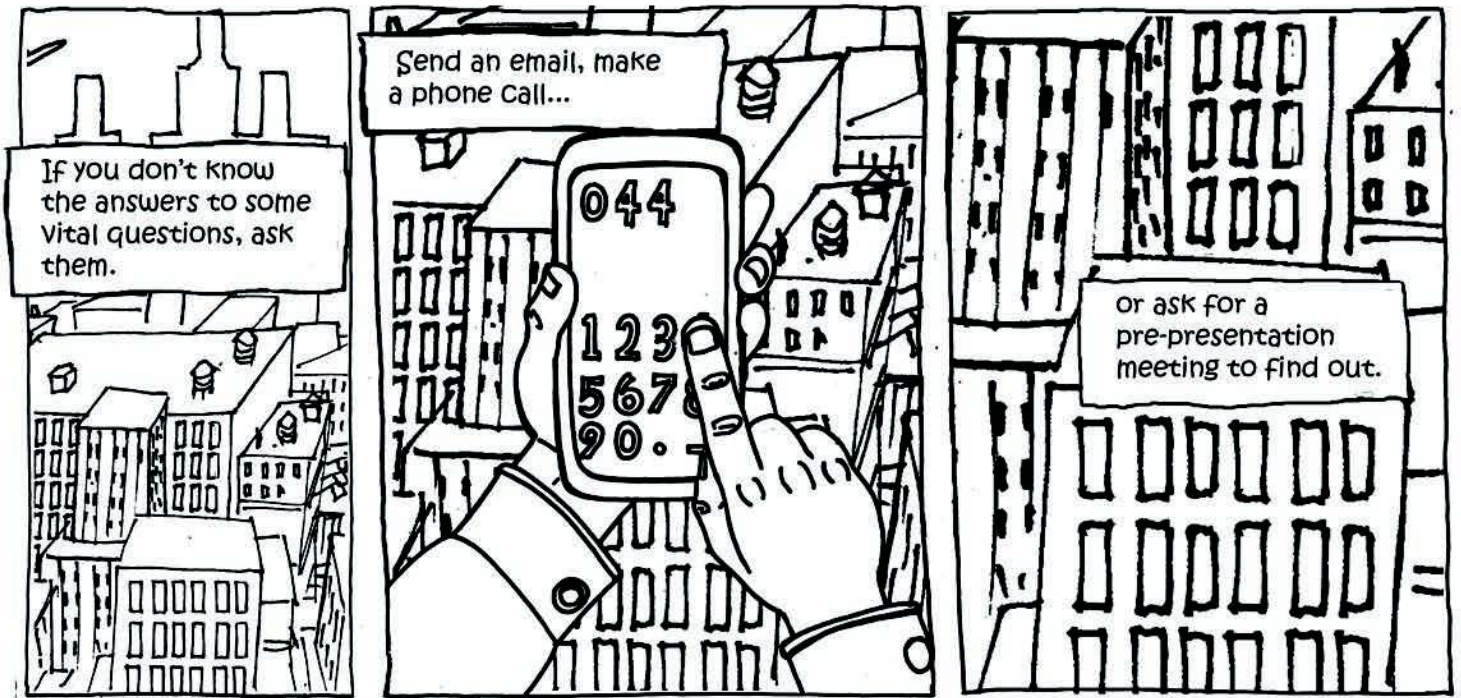
We need to know who they are, what they do...

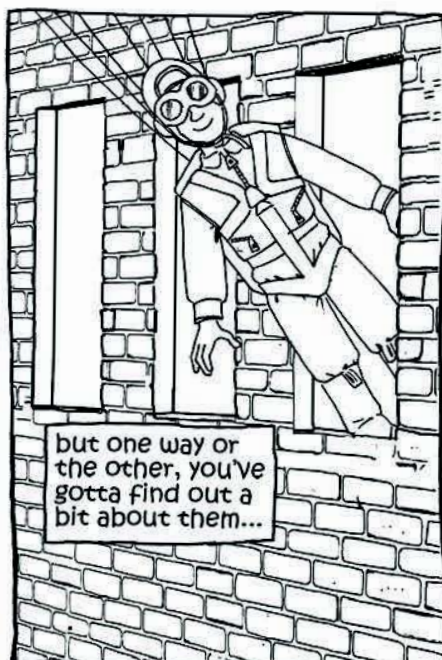
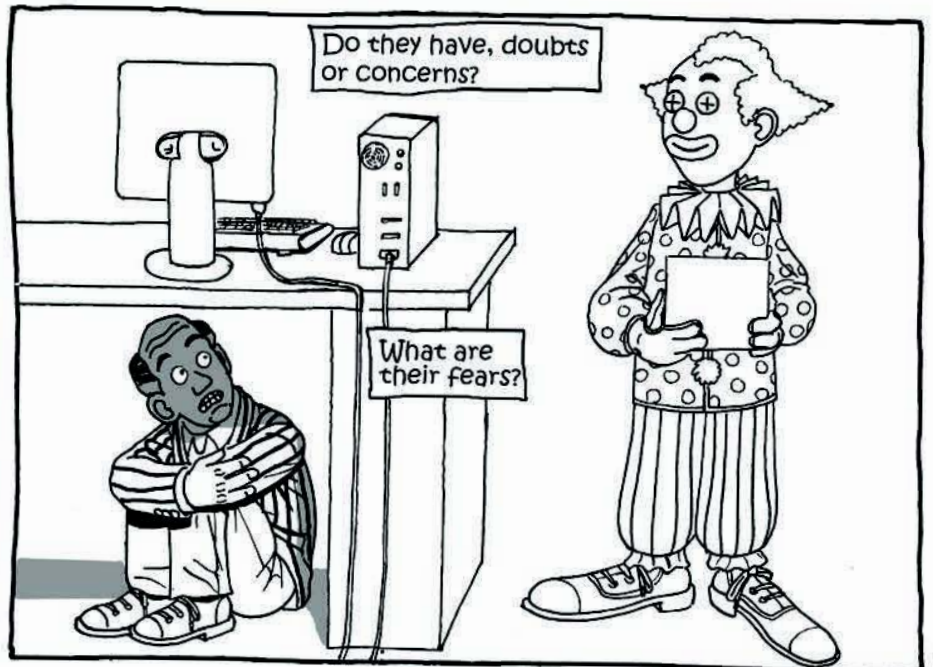
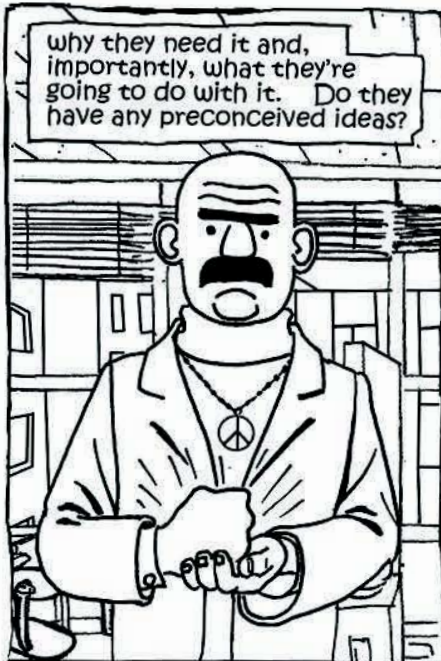


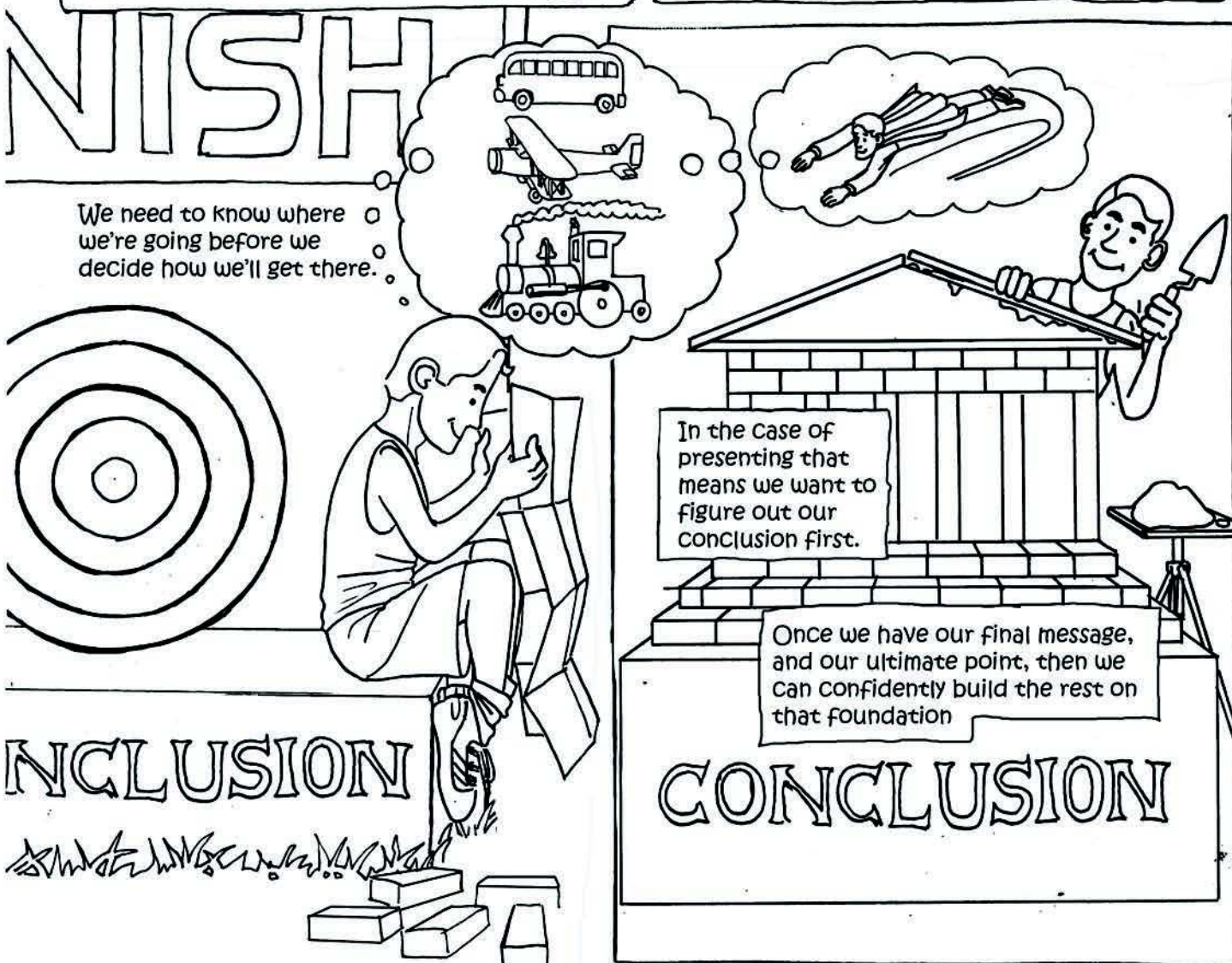
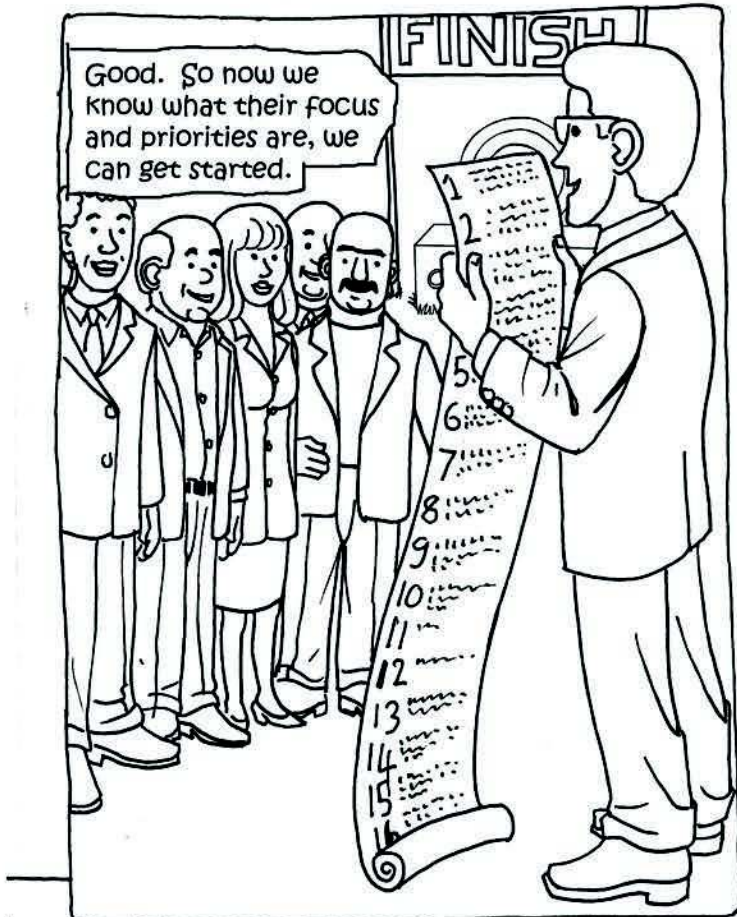
and who the decision-makers and influencers are.

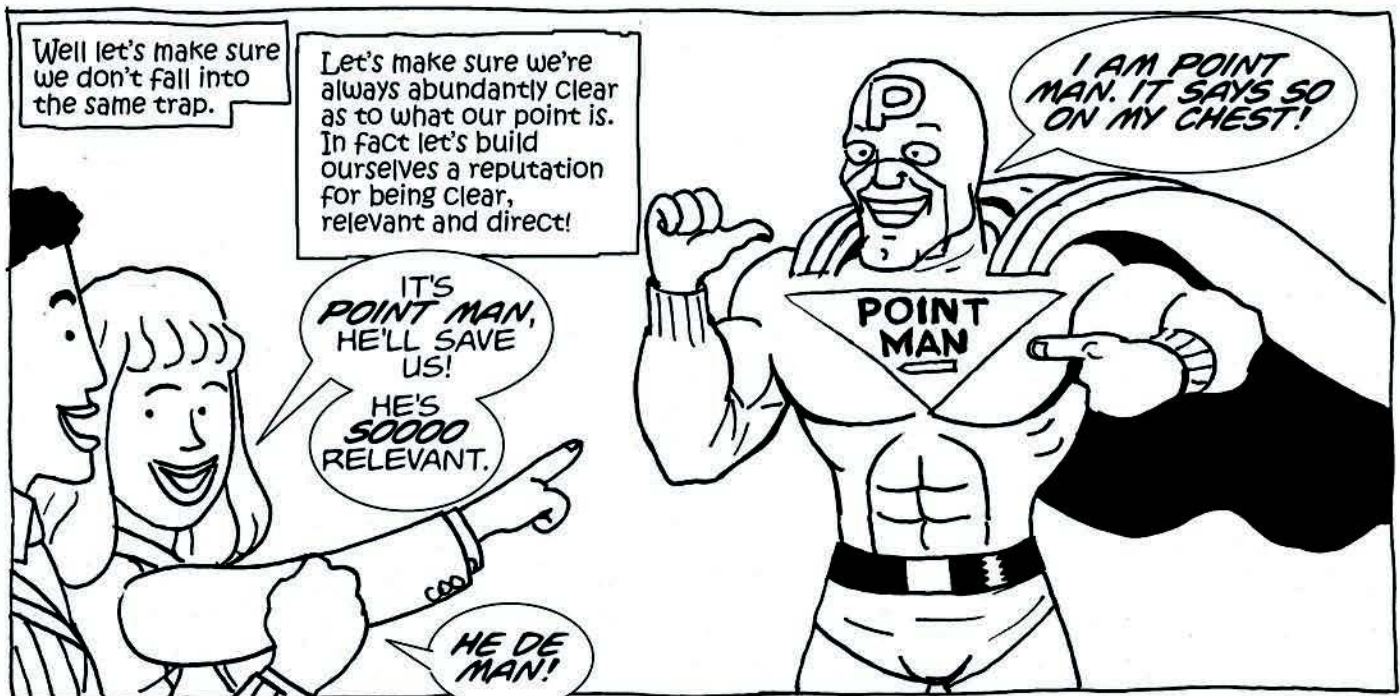
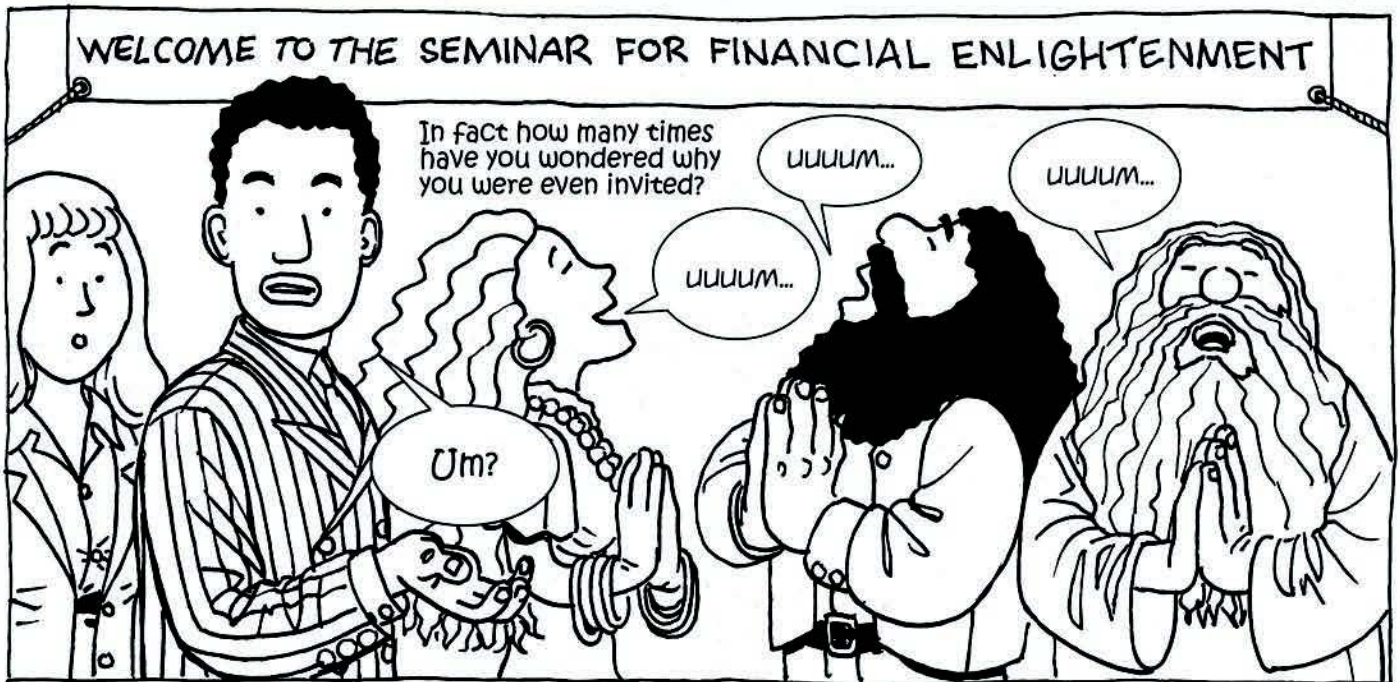
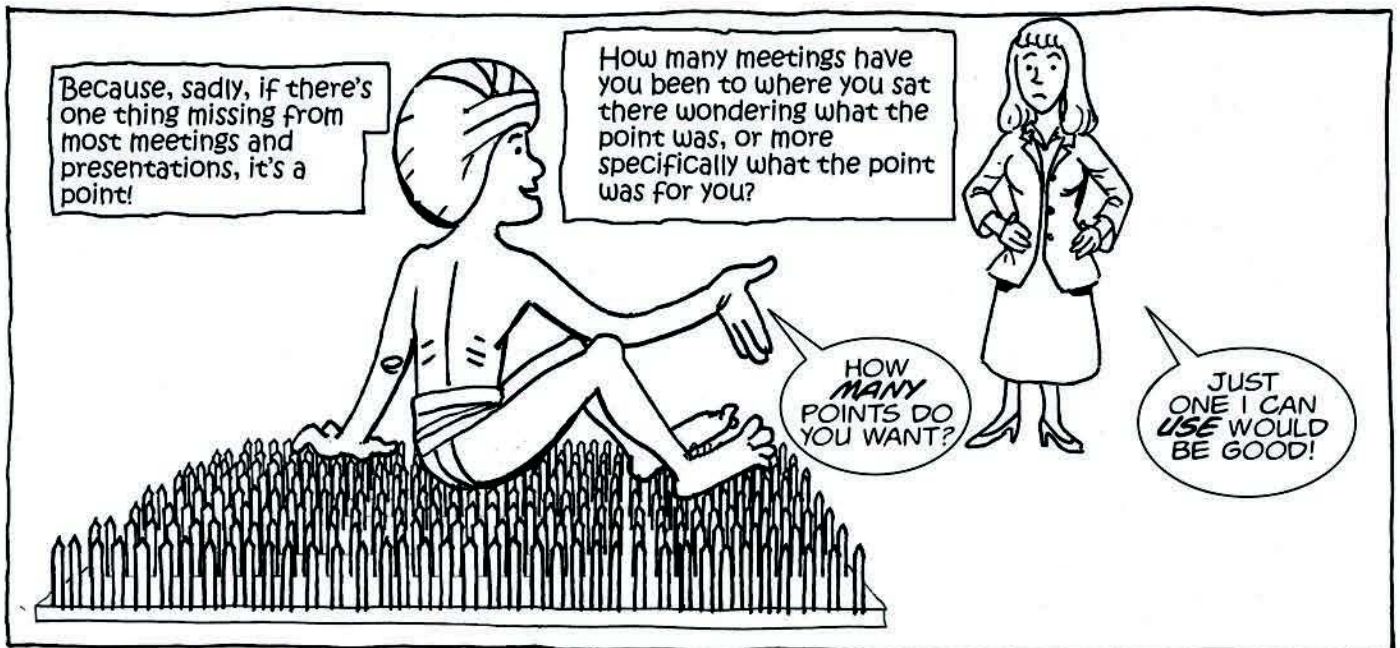


Presenting to the Max

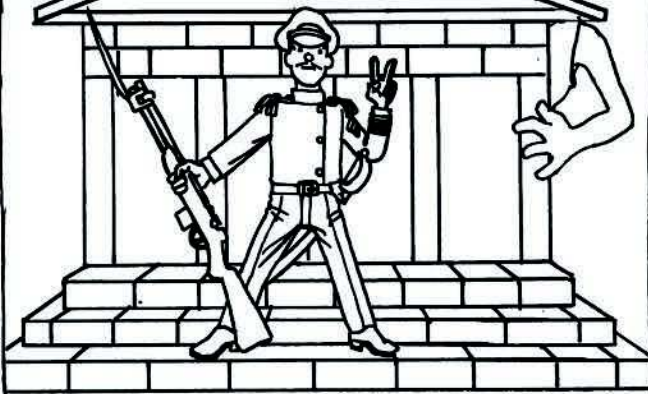




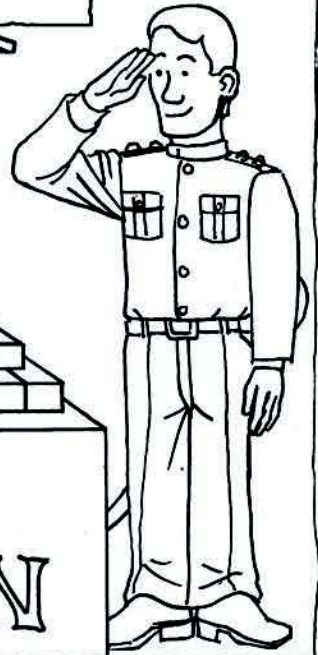
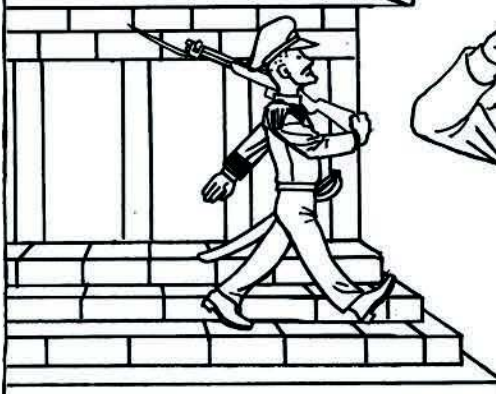




Easy to say, 'start with the end in mind', but how?
Well, there's two criteria your point or conclusion **MUST** meet.



Firstly, it's gotta be actionable.
What are you asking your audience to do as a result of this?



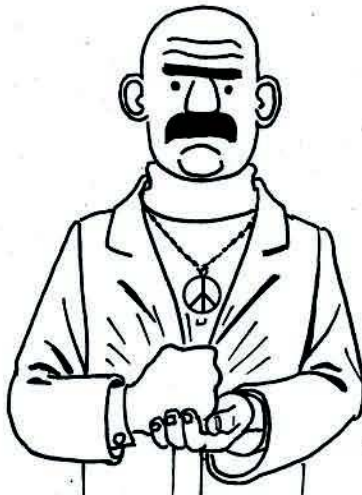
CONCLUSION

INCLUSION

Do you want them to give you feedback...



make a decision...



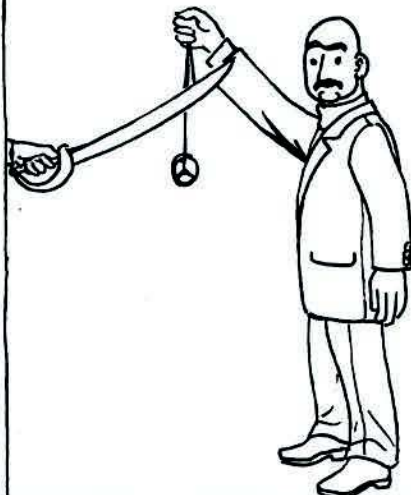
take a particular direction, or implement a strategy?



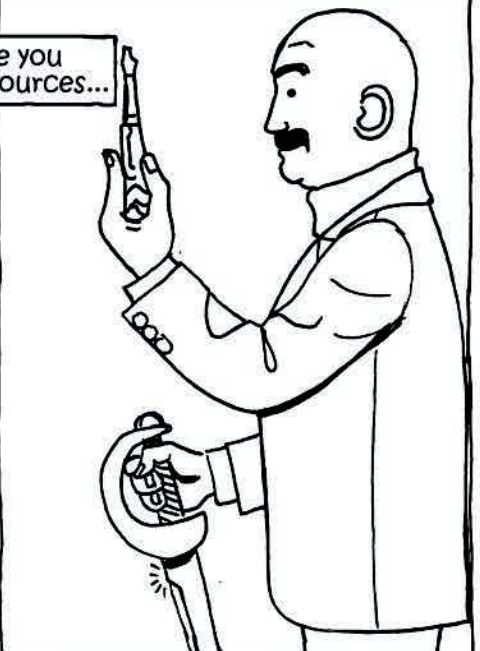
cooperate...



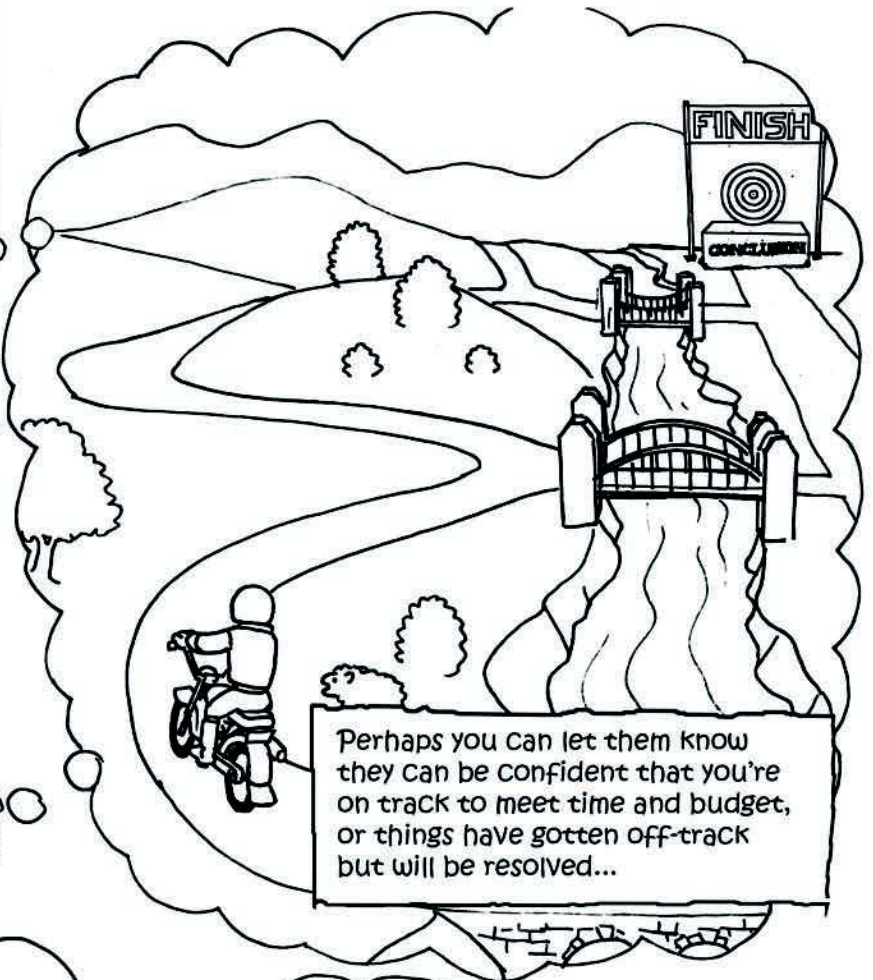
engage...



give you resources...

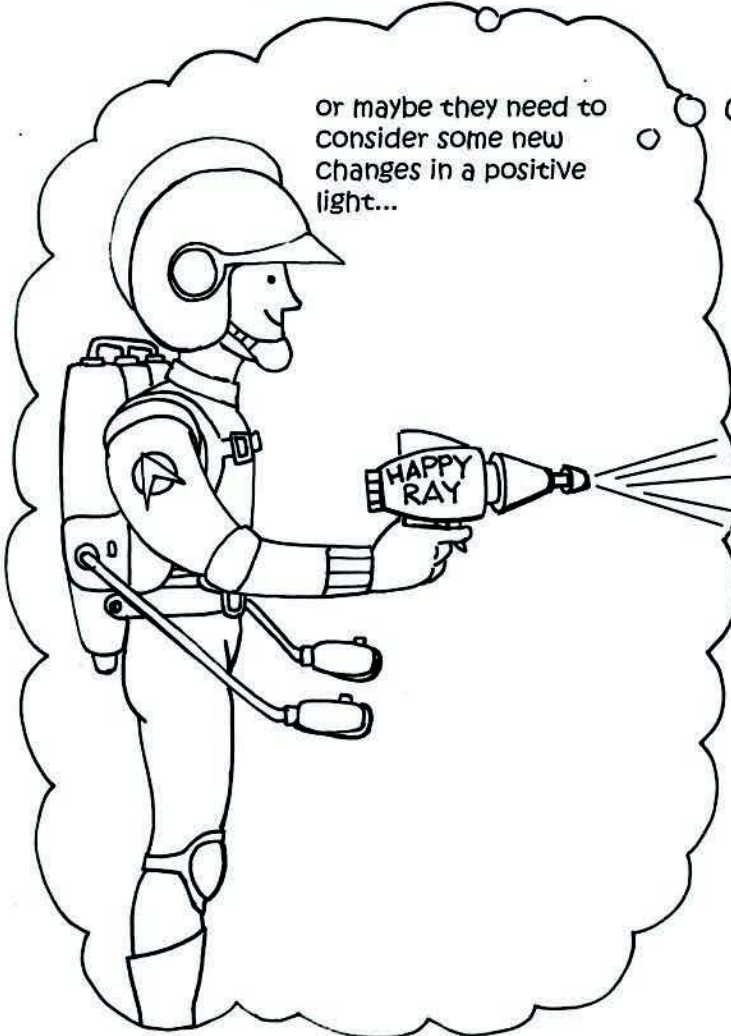


If it's a work-in-progress meeting, you may not be asking your colleagues to do any of the above. If that's the case, if you're not asking them to 'do' anything, then you need to be very specific in asking them to 'think' something.

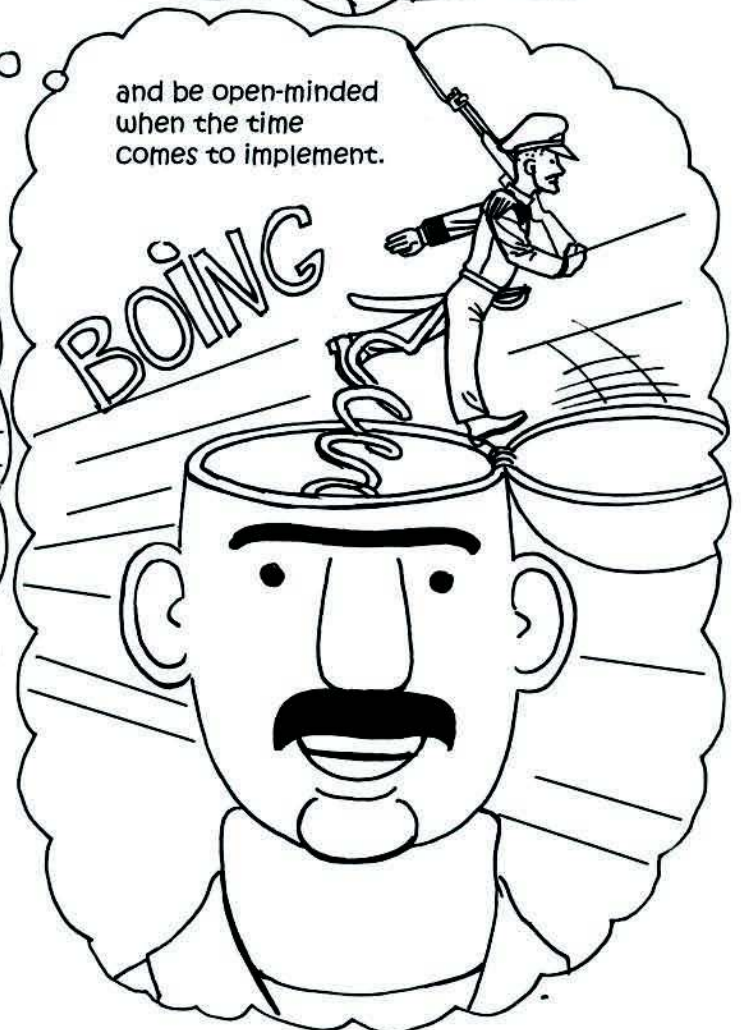


Perhaps you can let them know they can be confident that you're on track to meet time and budget, or things have gotten off-track but will be resolved...

or maybe they need to consider some new changes in a positive light...



and be open-minded when the time comes to implement.



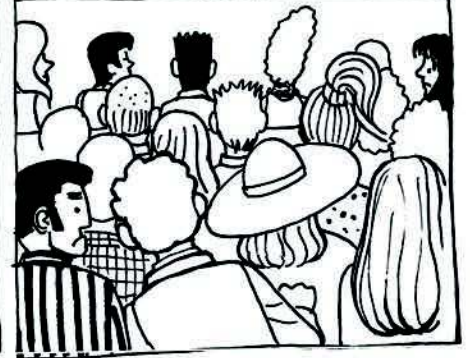
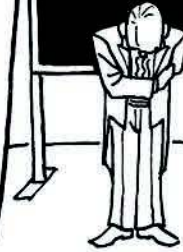
But we're always asking the audience to think or to do something, otherwise the question is, "Why are you there?"



If you can't think of anything you're going to ask them to think or to do, then you either need to find an angle...

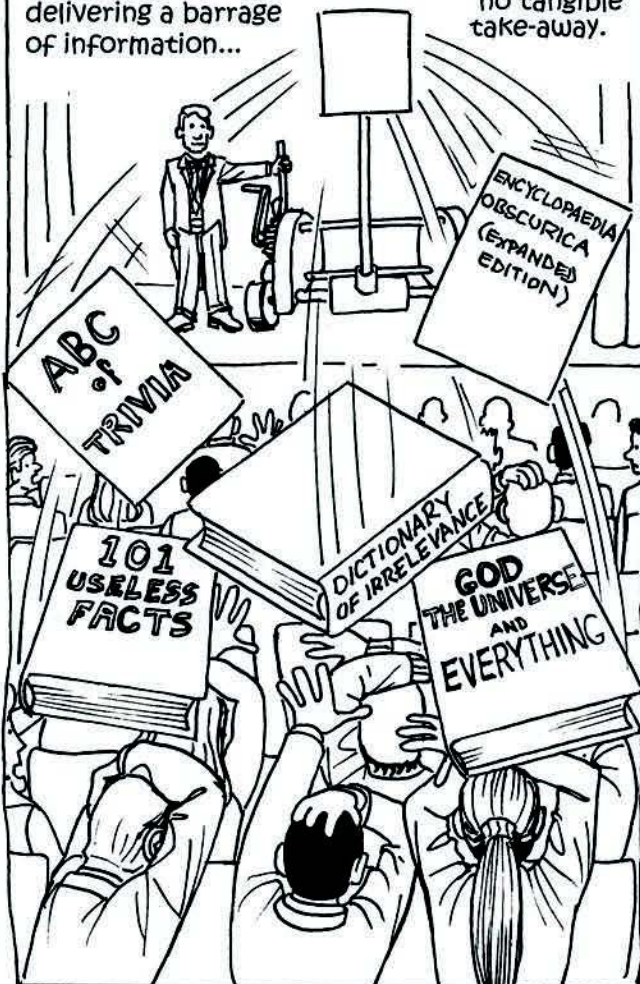


or bow out.



No point wasting their time and yours by delivering a barrage of information...

with no clear purpose and no tangible take-away.



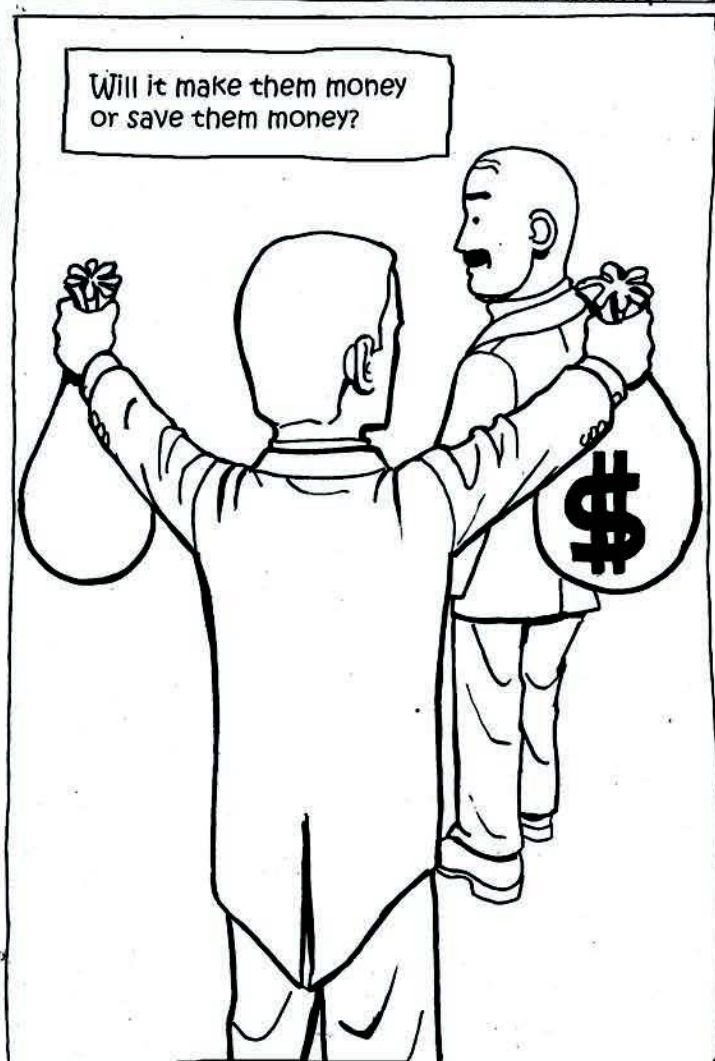
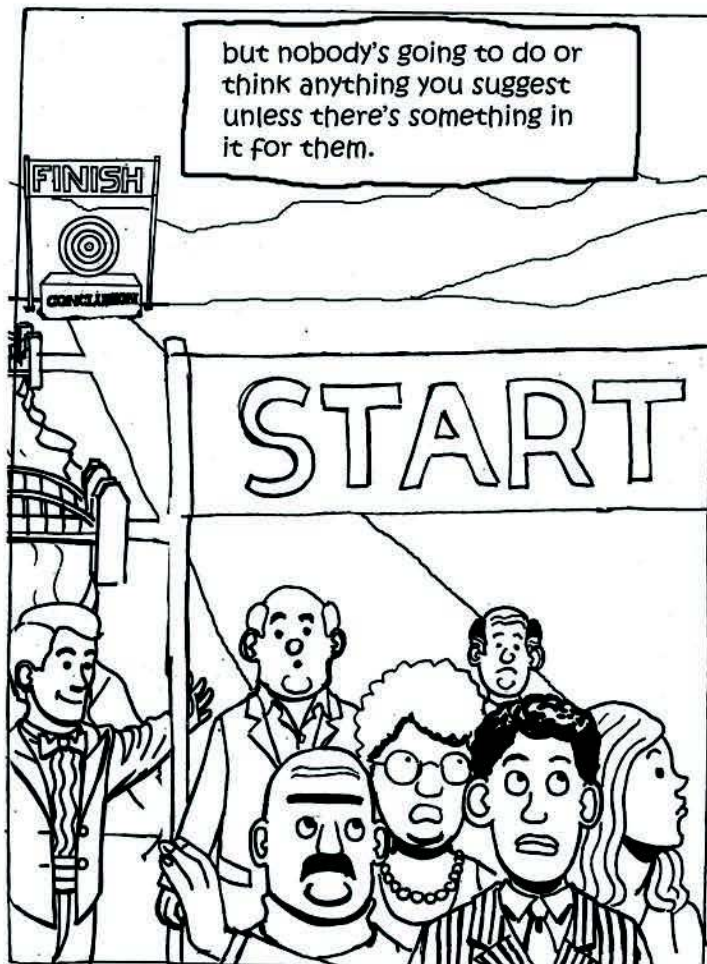
BAM SUNG

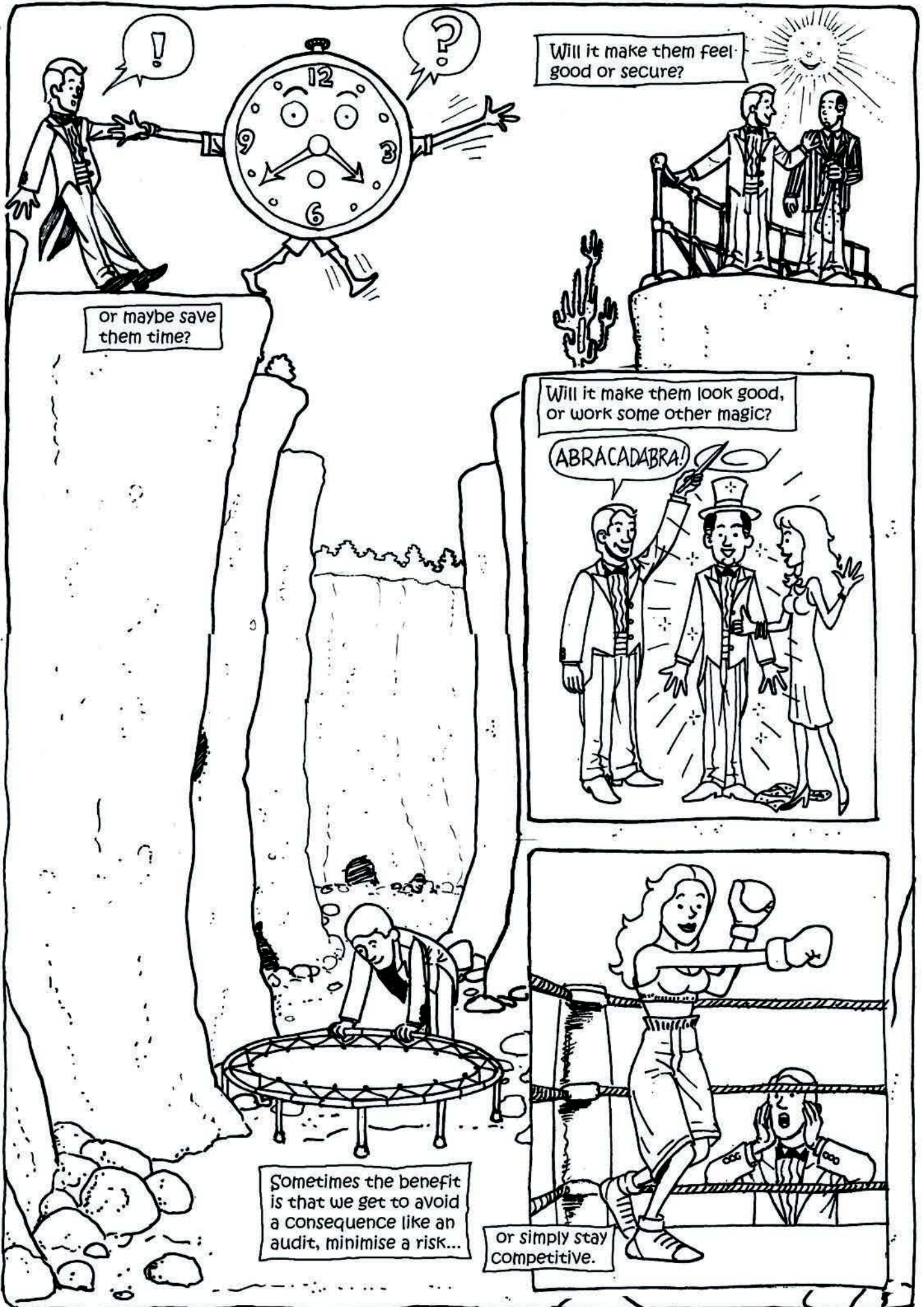
BUY MORE

THEATRE of DISAPPOINTMENT
PRESENTOR
THE LAME 1 NIGHT ONLY
NOW SHOWING

All you've done then is add to the noise pollution and information overload in the world.



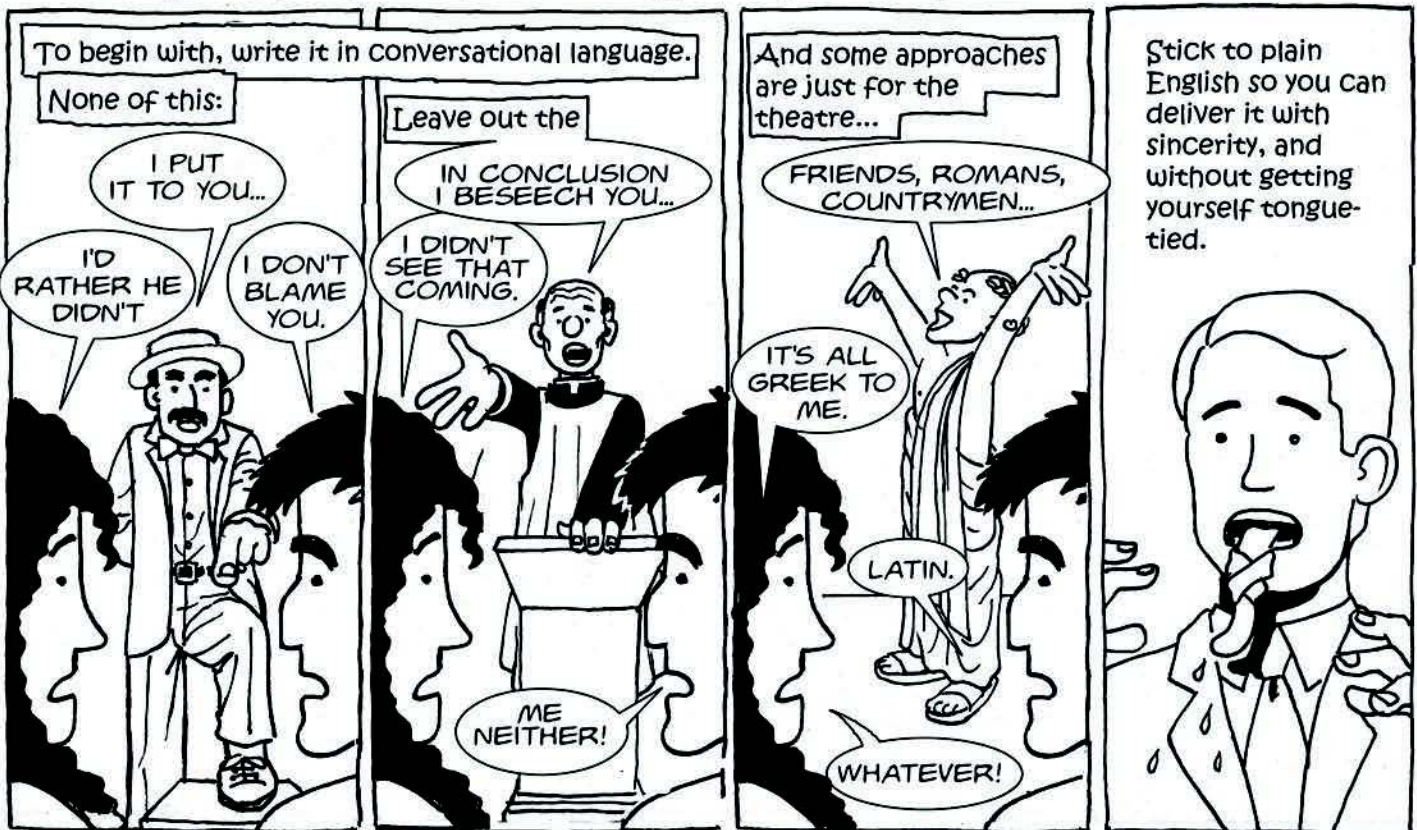




Chapter 1: Know Your Audience

So now we've got a two-part message that's actionable and beneficial. We're asking them to think or do something and giving them a reason to do so.

To make sure your message rolls off the tongue comfortably for you and cuts through with your audience, here's two suggestions for tweaking it.



Secondly, for the sake of succinctness, edit your message down to a single sentence. It should run something like this: "if this (action) then that (benefit)".

Eg: "If we implement these efficiencies, we'll reduce duplication by 20%".

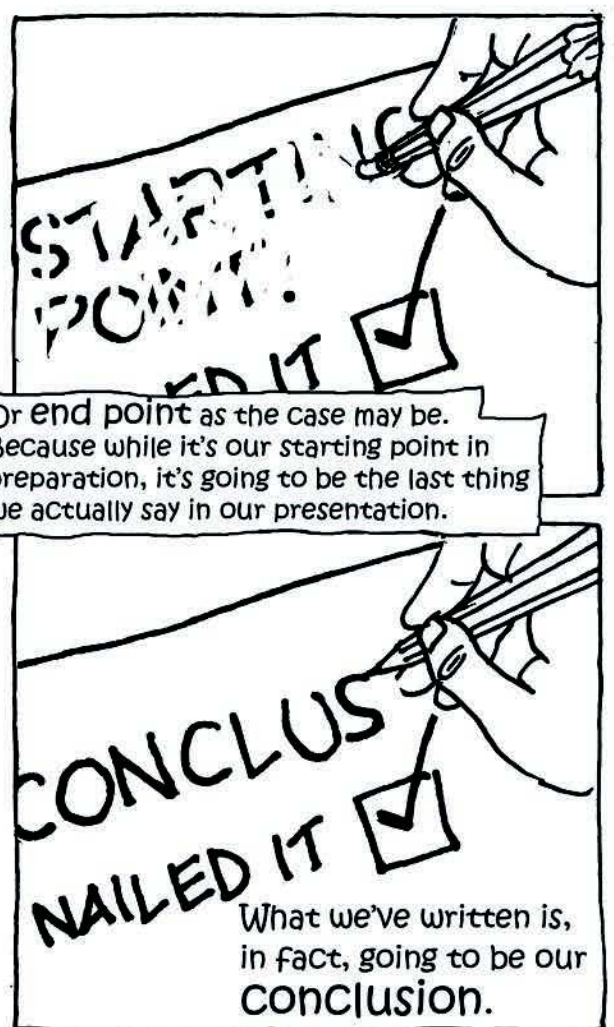
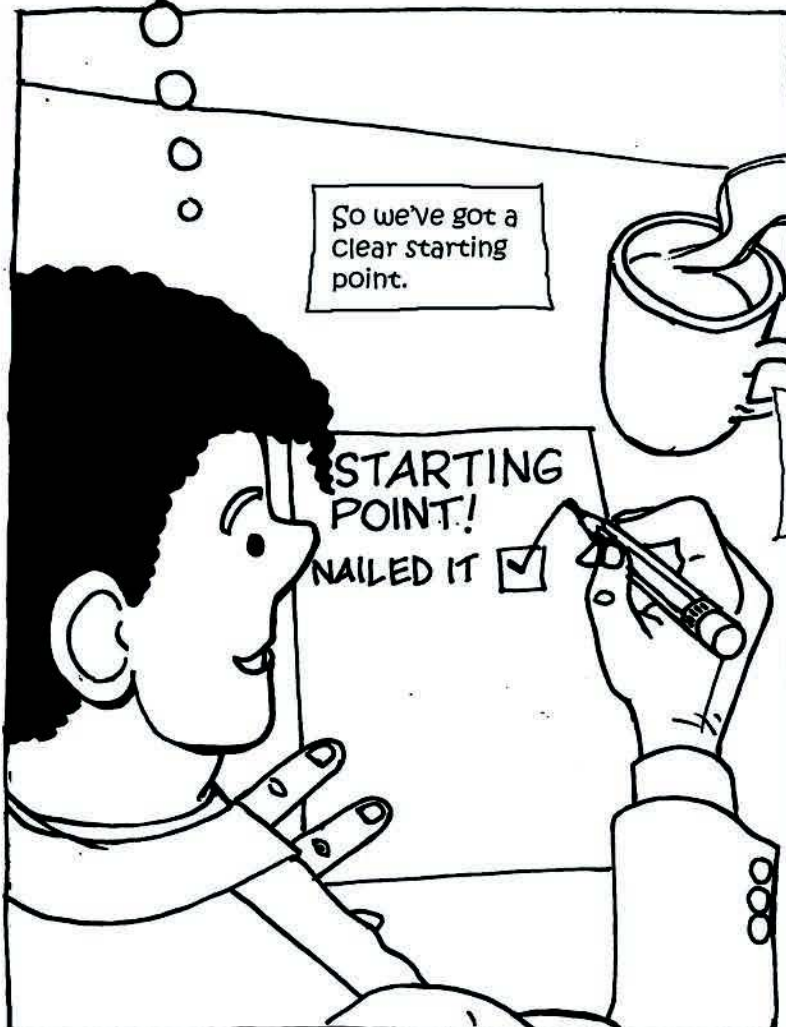
"By adding 1 person to the team, we can eliminate the backlog within 6 months, reduce burnout, and focus our time and energy on more important priorities".

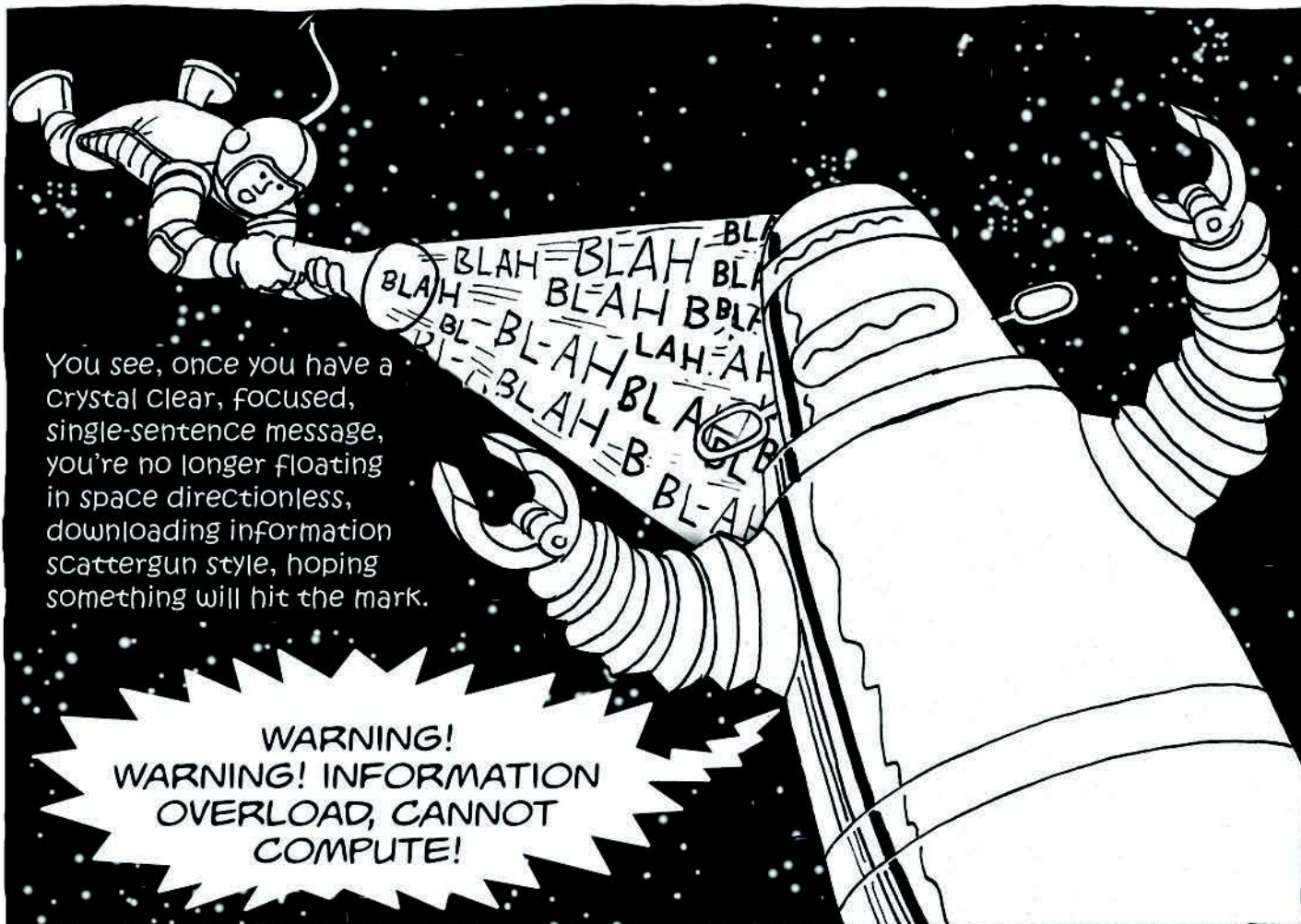
~~I BELIEVE THAT, IN THE~~
~~WE GO TO THE TROUBLE OF~~
~~IMPLEMENTING THESE SENSIBLE~~
~~EFFICIENT STRATEGIES, WE'LL~~
~~REDUCE ALL OF THIS DUPLICATION~~
~~BY 20%. AND FURTHERMORE~~
~~BY ADDING 1 PERSON TO THE~~
~~TEAM~~
~~GROUP CURRENTLY~~
~~OPERATIONS~~
~~VERY LEAST~~

Or if you're talking your partner into going to Bali for a holiday it might be...

COME WITH ME TO BALI FOR THE HOLIDAY OF A LIFETIME!

WELL, SEEING AS YOU PUT IT *THAT* WAY...





So there's another benefit to writing this one-sentence message beyond clarifying a meaningful take-away point for the audience. And that is gaining your own clarity of purpose and the subsequent peace of mind.

**I HAVE IT!
PERFECT
PRESENTING:
FROM UM?
TO OM! IN A
FEW SIMPLE
STEPS.**

You're on a mission to convey a message that suggests an action, or a change of thought...

FROM
UM
TO
OM

IN A
FEW
SHORT
STEPS

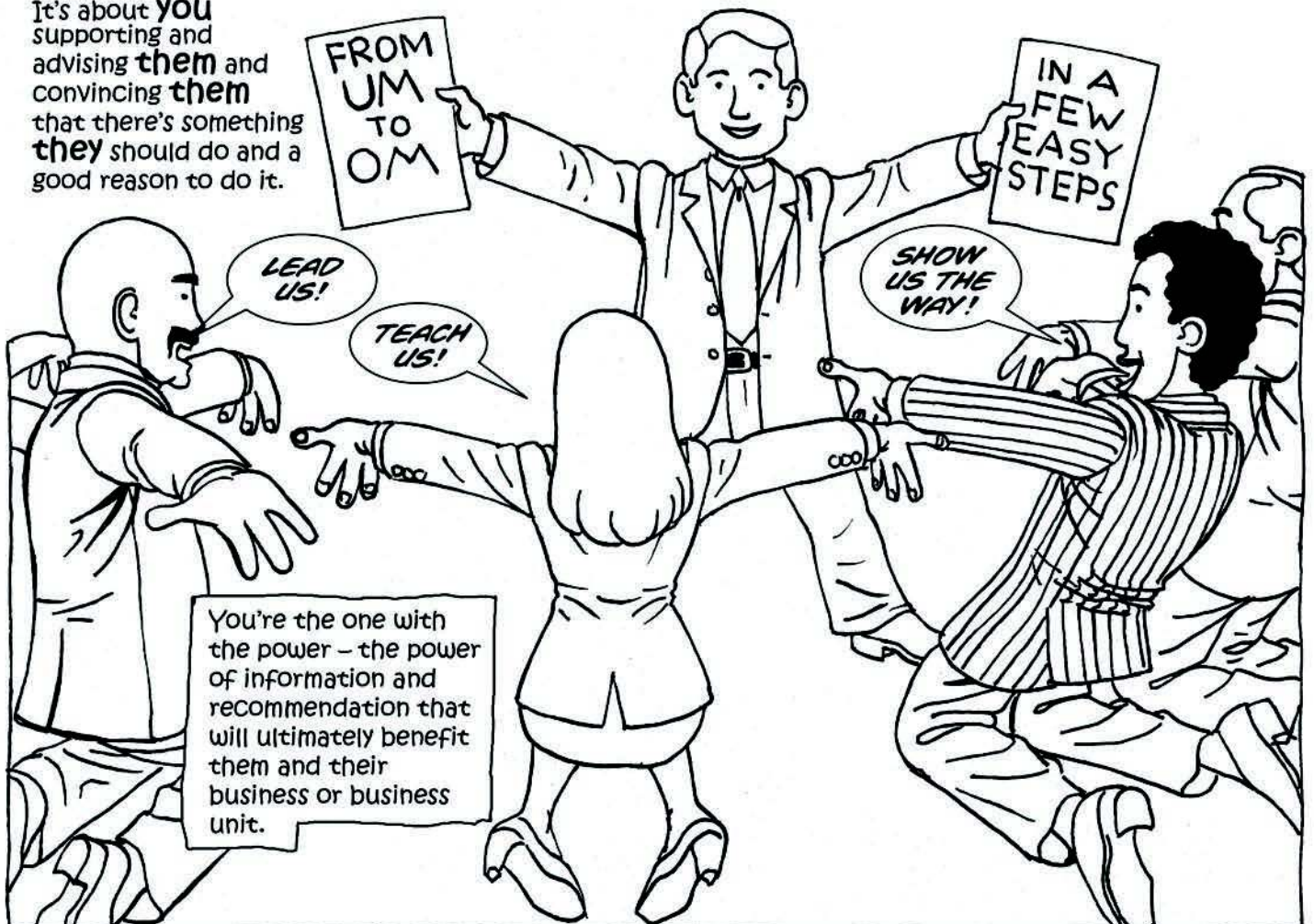
One that will make a tangible and measurable difference to the audience, their team, their organisation, their stakeholders or customers.

And there's a further advantage to writing your one-sentence conclusion or message at the outset of your preparation, which is that it turns the mental tables.

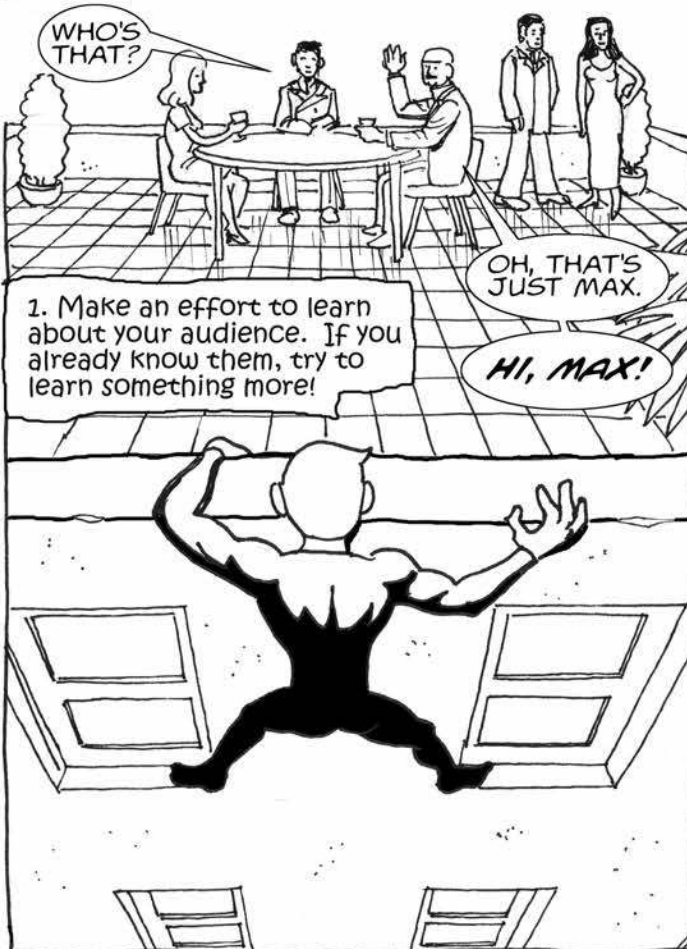
It's no longer about **them** watching **you** and judging **you**.



It's about **you** supporting and advising **them** and convincing **them** that there's something **they** should do and a good reason to do it.

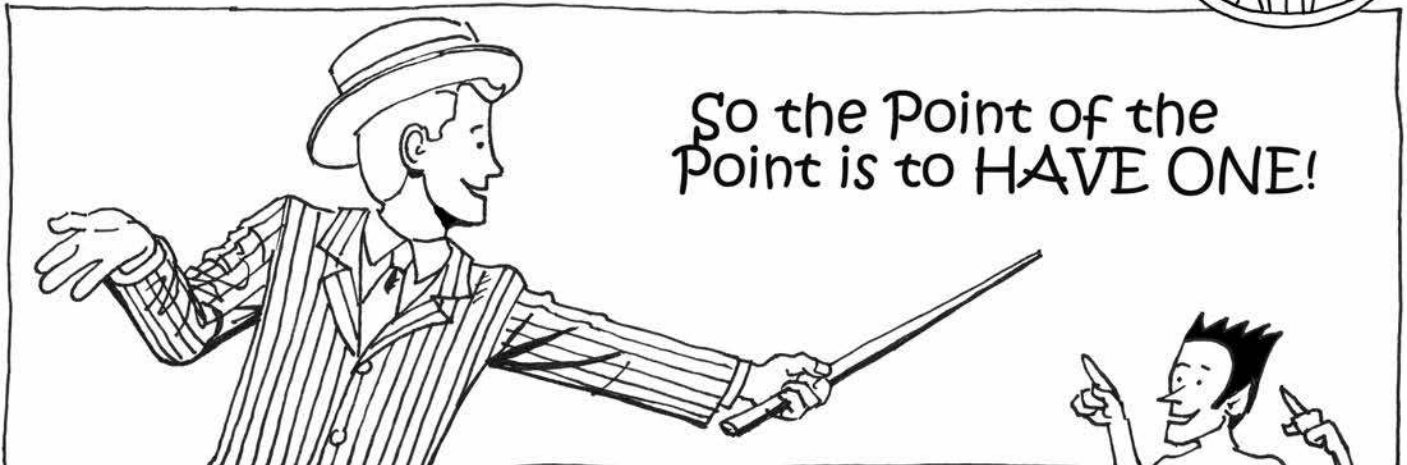
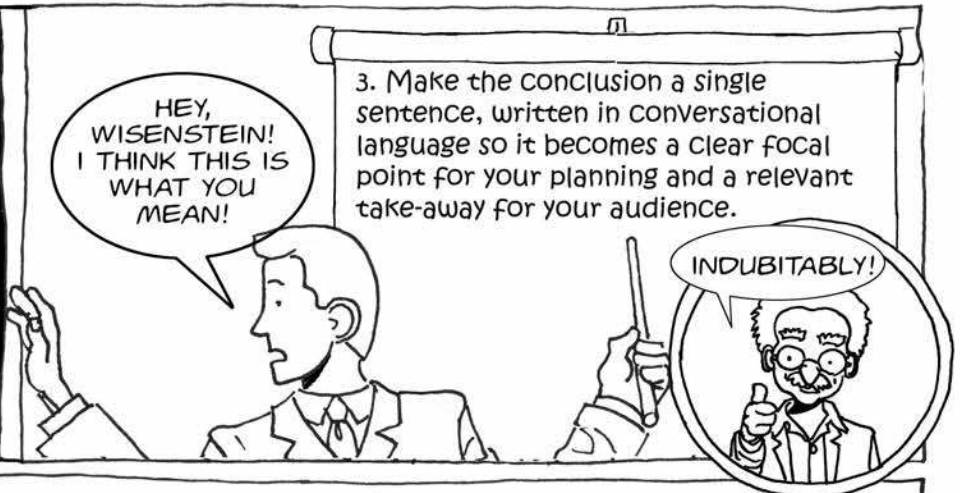
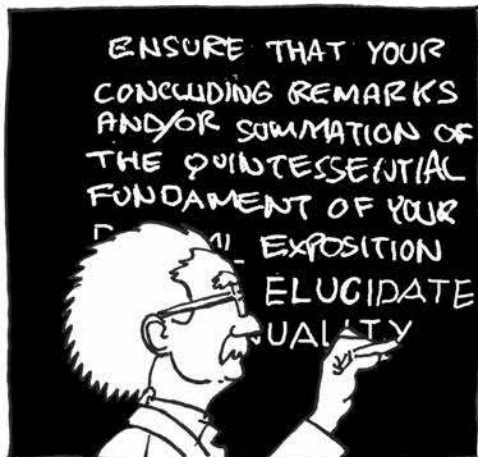


SUMMING UP CHAPTER 1



2: Start your planning by defining the Point (conclusion) making sure that both the action and benefit for the audience are crystal clear

CONCLUSION



CHAPTER 1 WORKSHEET

USEFUL THINGS TO KNOW ABOUT YOUR AUDIENCE

- Who will be there? and how many: _____

- What are their roles? _____

- Are there any strong personalities that will need managing? _____

- What's challenges & stressors are they facing? _____

- What would be their priorities right now? _____

- What's their level of knowledge on this subject? _____

- How do they feel about this issue? _____

- Do they have any preconceived ideas? _____

- What are their concerns, fears or doubts about a: this topic?: _____

_____ b: organisation/our business unit? _____
_____ c: Me? _____
- What are their needs & expectations at this meeting/presentation? _____

- Do I need to cover the high-level, detail or both? _____
- Do I need to 'sell them on the need' before 'selling them on the solution' and if so how? _____
- Are there any downsides with this issue that can't be changed but should be acknowledged? _____
- How should it run? _____
- Should there be interaction/brainstorming? _____
- How much time do we have/do we need? _____
- What's the set-up of the room? What equipment will be required? _____

Brainstorm your upcoming presentation here:

CHAPTER 1: Example 1-sentence messages

1. It's critical that government better understands red tape, improves how initiatives are selected and evaluated, and critically revises the approach to stakeholder engagement, if it's to effectively and continuously reduce the burden on the economy and unlock significant growth.
2. We have deliberately developed an insurance product using the simplest and most reliable measure in the market to make your life, and your client's choice easy, so please use it to broaden your referral base, deepen the conversation with your current clients and grow your business.
3. While it's a fairly bleak picture in the short-term with no opportunities left in the traditional market as we've known it, with a Creative exploration of these three potential growth markets our significant infrastructure network and investment can be redeployed and given a new lease of life and our customers supported in more relevant and meaningful ways.
4. The bottom line is, don't assume that if you remove the copyrighted material you will be out of trouble or that in the worst-case scenario you will receive a take down notice from the author - the removal of the copyrighted material will not remove the copyright infringement at all and if the author decides to go after you in court you will be in trouble all the same.
5. Please don't be a statistic – come and see us so we can together take charge of your superannuation and ensure you have sufficient funds to maintain a comfortable lifestyle throughout your retirement.

Your turn:

Action you want them to take or specific thought you want to leave them with:

Benefit to them if they do take the action or consequence if they don't:

Massage both answers above into a single sentence final conclusion using conversational language:
