

Cracking the

C.O.D.E.™

to Presentation Greatness



Professionally Speaking™

What is the winning formula for an engaging and impactful presentation?

It's as simple as 4 building blocks – put them together, add up the results and you've cracked the C.O.D.E.[™] to a powerful presentation.

My name is Stephanie Scotti, Professionally Speaking[™]. I work with business leaders worldwide to help them become more confident and engaging speakers when the stakes are high and results matter. Clients have identified these tips as the winning formula to Cracking the C.O.D.E.[™] to presentation greatness.



*Read on, and learn how you too can
Crack the Presentation C.O.D.E.[™]*

Decode The Presentation C.O.D.E.TM

There are four building blocks to becoming a confident and engaging presenter — **Clarify, Organize, Develop, Express & Engage** — what I call the Presentation C.O.D.E.TM

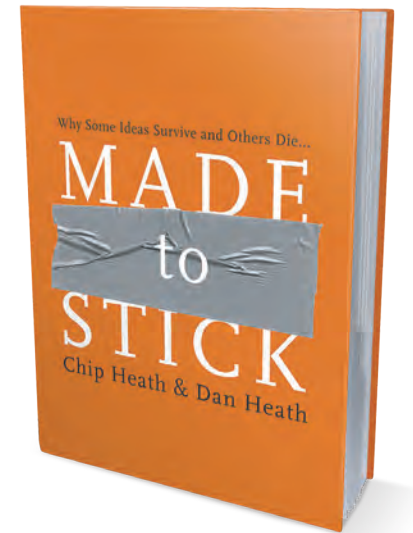
When your content is clarified, organized, and you have developed your story, you're ready to focus on the "E" — expressing yourself with conviction and engaging your audience.



Don't Fall Victim To The Curse Of Knowledge

In the book **Made to Stick**, authors Chip and Dan Heath say that many experts try to share everything they know instead of delivering what listeners need to know. As a result, many presenters are like the *Energizer Bunny*.[®] They keep going... and going... and very little sticks with their overwhelmed audiences.

Clarify and organize your message; focus on what's relevant and your audience will benefit



Develop Your Unique Perspective

Many presentations are little more than a laundry list of data. To set yourself apart from the typical speaker, start by identifying what makes your “story” unique. Be sure your presentation has a distinct core message that captures your unique perspective.

By sharing your unique perspective on the topic or issue, you increase the odds of connecting with your listeners and inspiring action!



Get Organized - Chunk It

To prevent the dreaded “curse of knowledge” organize your content by grouping it into small, digestible “chunks” of information. Provide your audience with a schematic that will help them quickly and easily understand how you are going to talk about the topic. Suggested schematics include:

- Past, present, future
- Problem, consequences, solution
- Theory, practice
- Who, what, when, where, why, how?

Get organized and boil your content down to 2-5 digestible “chunks” of information.



Put The Power Back In PowerPoint

Slides have just one purpose — to maximize your message. To develop strong visuals, use our RSVP™ method. Ask yourself if the slide is:

- Relevant to the topic?
- Subordinate to the speaker?
- Visible to the audience?
- Pictorial rather than dense text?

Applying RSVP™ will put the power back into your PowerPoint, moving listeners from passive listening to inspired action.



Prepare Don't Despair

With demanding schedules, carving out time to prepare for a presentation may seem like a luxury — it is so much easier to cut-n-paste from existing presentations or worse yet, wing it! To achieve the results you desire, preparation is an absolute necessity.

Preparation eliminates desperation.



Timing Is Everything

Always be aware of how much time you have for the presentation. A good rule of thumb is to plan to speak for about 80% of the time allotted. That way you have time for Q&A as well as your prepared remarks.

Staying within your allotted time shows respect for your hosts, your audience, and the speakers who follow you.



Rehearse Out Loud

Practicing out loud is the only way to guarantee your content and delivery truly work. Rehearsing helps you determine the exact length of your presentation as well as identify hard-to-pronounce words and determine where to pause or add emphasis.

What's "well done" on paper is about 70% done in reality. On average, it takes saying it out loud five times to seal the deal.

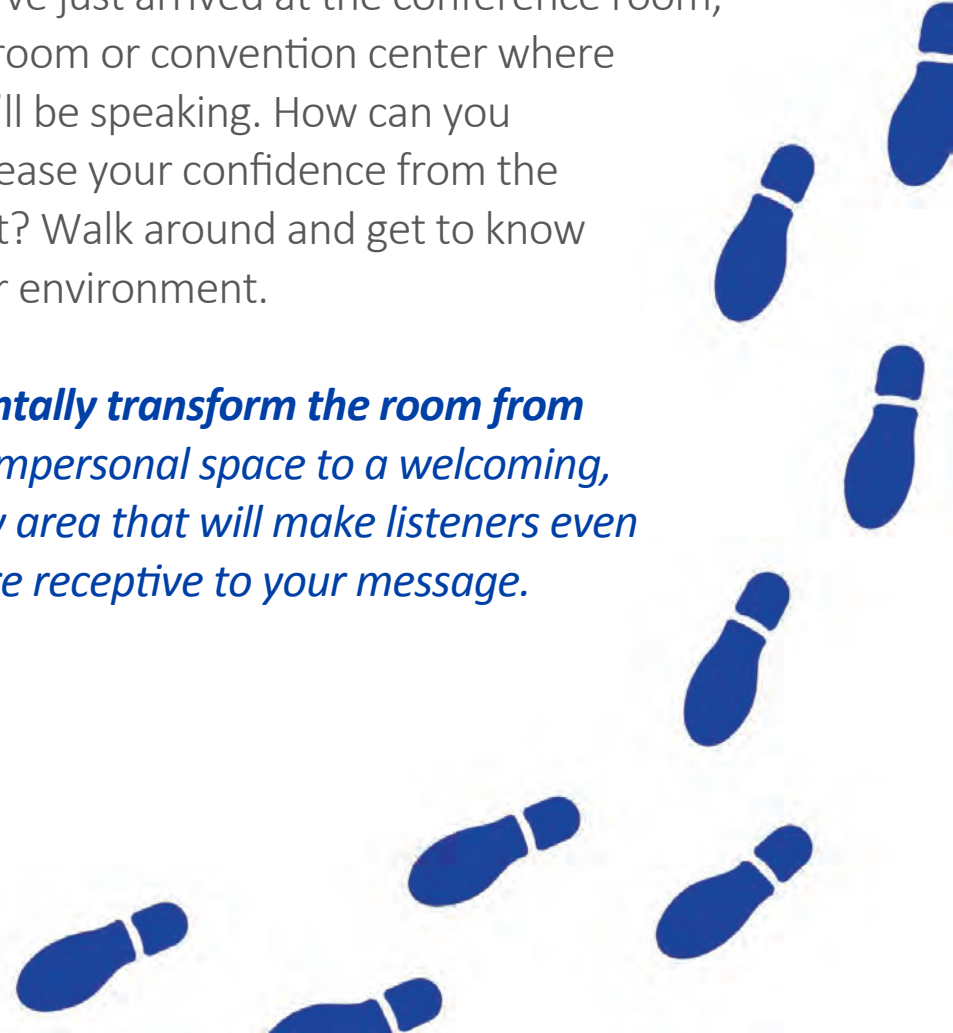


**SAY IT
OUT LOUD
5 TIMES!**

Walk The Room

You've just arrived at the conference room, ballroom or convention center where you'll be speaking. How can you increase your confidence from the start? Walk around and get to know your environment.

Mentally transform the room from an impersonal space to a welcoming, cozy area that will make listeners even more receptive to your message.



It's About Connection, Not Perfection

With a career-defining presentation, swap wanting to be a perfectionist with being a “connectionist”!

Instead of trying to be flawless, focus on what's important to your audience and engage them in the conversation.

“Authenticity and connection always trump perfection!”



Preparation Not Memorization

Being a “perfect” speaker does not mean memorizing your presentation. The trick is to use your hard copy as a reference, not a script. This allows you to remain directly connected to your audience by maintaining 90% direct, roving eye contact.

If you memorize, you are more concerned with remembering than connecting with your audience. If you prepare, you are more likely to be conversational.



Present Like You're Conversing

Most people are comfortable having a one-on-one conversation. Put them in front of a crowd, however, and everything changes. But it doesn't have to! Imagine you're simply talking to one person who's genuinely interested in what you have to say.

*Talk to your audience
as if you are talking to
a good friend sharing
a cup of coffee.*



It's Never About You; It's Always About Your Audience

You may be surprised to learn that while you are the speaker, your presentation is never about you. Speakers that **Crack the C.O.D.E.**[™] and become great presenters know that success comes from focusing on the audience with a desire to connect and inspire action.

Remember, it is never about you; it is always about your audience.



What's at stake?

Your reputation and the success of your business!

Professionally Speaking serves high-level executives in pharmaceutical, healthcare, technology, retail and financial industries. We understand the challenges of preparing for influential industry events. When results count, you need to be at your very best.

Crack the C.O.D.E.TM — call today to set up your 30-minute free consultation.

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 **Professionally** Speaking™