

# THE HUMAN CONNECTION



## Presenting Powerfully with Graphics

*by*

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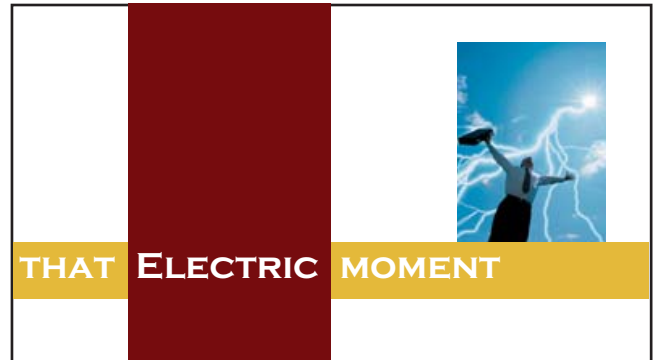
*Prepared for:*

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**International Association of Business Communicators**

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## What's the difference between a written proposal and a live presentation?

The whole point of a live presentation is to make the **Human Connection** with the listeners. Otherwise, you could phone it in or send another written report. In a sales presentation, after the technical proposal has been received, the client now wants to see and get a feel for the people behind it. They have to believe they can trust and communicate with you, and that you will listen and be responsive to their needs. You want to **move** them to work with you!

### Your Goal:

**Remove all barriers between you and your audience and fully communicate your message**

## You – the Presenter

- What does it mean to "Be Yourself"?
- Personal expression

## The Presenter's Tasks

- Creating your content
- Your task as presenter

## Graphics Support

- Creating powerful graphics
- And how to use them!

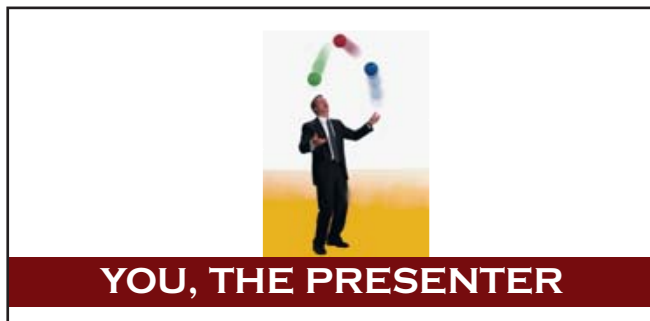
## Practice, Practice, Practice

- Rehearsal tips
- New ways to rehearse

## Big Bold Choices = Big Bold Results

**Skills applicable to formal & informal presentations**

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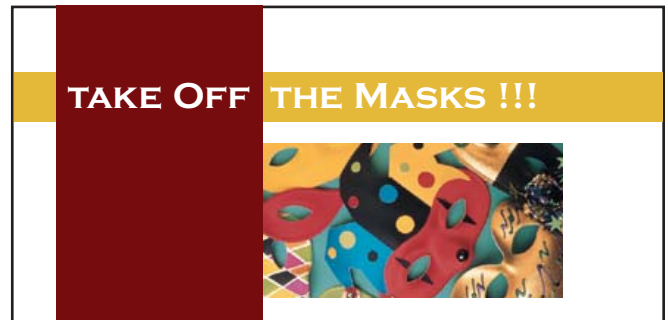
## Nerves

- Nervous energy is natural and can be useful in bringing life to the presentation
- In the presentation situation, we tend to be concerned about what others think of us
- Nerves can cause us to doubt ourselves and feel we need to be more than we are

### The Presenter's 1st Job...

## BE YOURSELF

- TRUST who you are, what you know, what you can do
- YOU are your own greatest asset
- No one can do what you do the way YOU do it
- Creativity = your own personal expression, doing something the way only you can do it

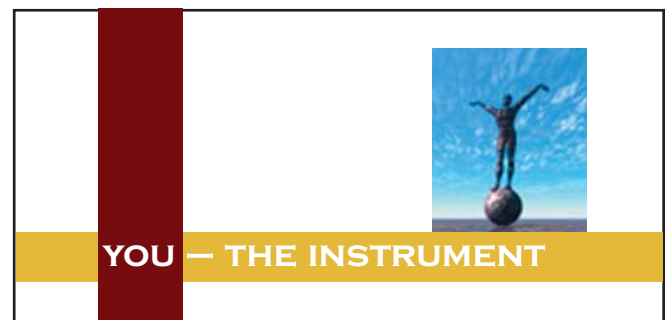


### What are your masks?

- Each of us uses different masks to hide behind - they can be physical, emotional, psychological
- The first step in taking off the masks is knowing what they are

### What Happens ... ?

- Masks separate the presenter and listener
- Masks don't help you feel better – they only try to cover up the fear
- The result is a boring, lifeless presentation



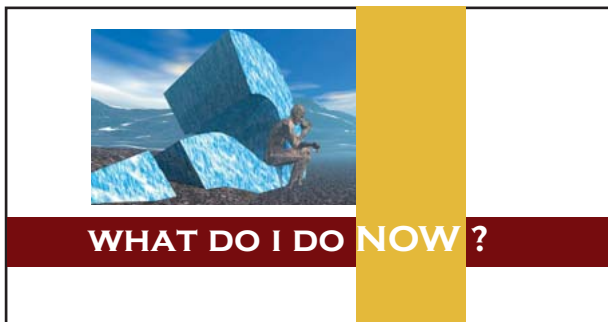
### YOU – The instrument of communication

- Tools: Mind, Body & Voice
- Each one has unique colors, qualities, and expressions

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Knowing what you're doing is your **Biggest Weapon** against fear and nerves



## Gather the Material

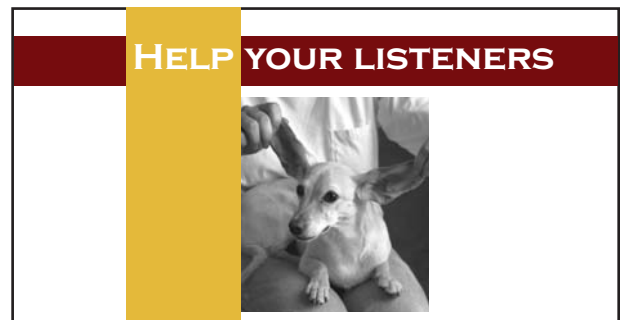
- You can't begin to work on your delivery or communication of the message until your material is put together and clear

## Learn the Material (Homework)

- Make the material your own – tell YOUR story
- Your task – personalize the material. The story has to make sense to you not just intellectually, but emotionally
- Don't memorize a word for word "script" – make short roadmap bullets for notes

## Remember !

**If the material interests you,  
it will interest the listener.  
If it bores you,  
it will serve as a sleep aid.**



Do whatever you have to, to help them get your message



- YOU are the presentation, not your PowerPoint show. Graphics should support you and your message, never overshadow it.
- Remember, the stronger your visuals, the stronger your presentation skills need to be.
- Nothing should come between you and your listeners. That includes tables, podia, attitudes, posturing, fear, graphics, props and models.
- What wins a shortlist presentation is a human connection between you and your selection committee causing them to trust you.

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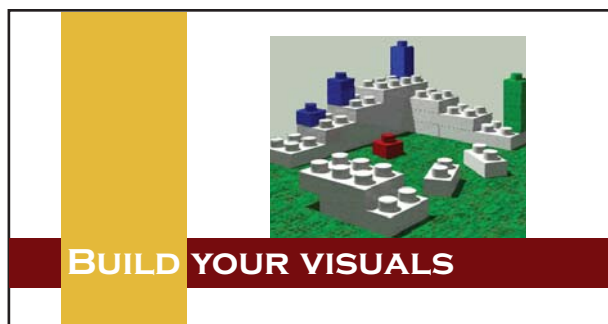


## Visual Basics

- Use **color** to enliven the images
- Use **few** words
- Use **graphics** for **interest**
- Use **one designer** for **unity**
- Use **bold** fonts
- Use **simple** charts & graphs

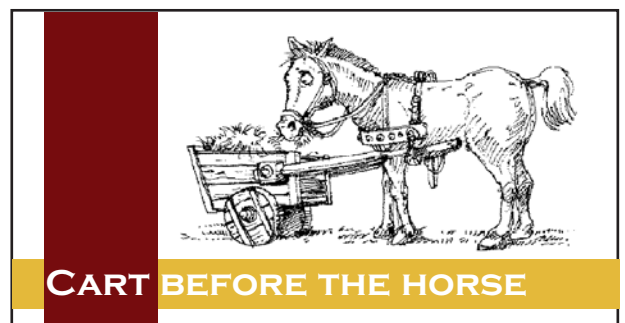
- Help your listeners follow you by building your visuals step by step. The “follow the bouncing ball” effect.
- People want to see something and hear something at the same time. This creates a golgi link in the brain and is known to cause people to remember.
- Build your bullet points. If you put the entire list up, they will read ahead and stop listening to you.
- Other well-known graphics that need building:
  - Organization charts
  - Matrices
  - Process and flow charts
  - Really - any graphic!

**PLEASE!** *(thank you, in advance)*



Live presentations are a different communication medium than the written word. You have one moment in time to communicate a message to your listeners. Simple clear messages with selective detail is much more effective than giving them the entire story with every detail.

- When you display a graphic, it’s an immediate signal to the audience “read me and understand.” Your audience will focus on the graphic and stop listening to you.



## The Order of Things ...

There is a proper order for preparing and rehearsing your presentation. Following these steps will not only save you time, but will ensure a much more successful presentation.

Don’t yield to the temptation of taking an old PowerPoint show and shoehorning a new message into an old graphic. You’ll only end up starting over the day before your presentation.

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## The order ...

- Research and strategize - determine your client's hot buttons
- Develop your team messages – create the agenda
- Homework - develop your own pieces
- Create graphics to support those pieces
- Rehearse - practice out loud
- The final layer in your rehearsal is coordinating the “clicks” with your words

Presentations are built in layers. Following this order will expedite the process and allow you to put the finishing touches on your presentation. And the fine details will cause your presentation to “sing!”



## Why don't we rehearse?

### FEAR

- It's not easy being vulnerable in front of your peers.
- It's easier to postpone or avoid the presentation situation altogether.
- But, you'll feel more comfortable and less afraid when you rehearse. So, go ahead!

## Rehearsal Tips

- Practice out loud
- Practice with your props, graphics and models
- Practice without your graphics!

Practice telling your story without using your images. See the images in your mind's eye and paint the picture using your full instrument of communication: your mind, voice and body. Here's the truth – if you see the image, your audience will see it. If you just say words without seeing the image, your message will fall flat and no one will see it.

When you have succeeded at practicing this way, when you add your two dimensional images, they'll be gravy -- and *wonderful* gravy at that!

## Contact Information:

Feel free to call us at any time for advice or to bounce around presentation ideas. We'd love to hear from you.

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