

The Secrets to the Art of Dynamic Speaking

Avoid Massive Mistakes that Presenters
Make that Leave their Audience totally
Disengaged

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WELCOME TO THE SECRETS TO THE ART OF DYNAMIC SPEAKING

Congratulations for investing in your own learning. Often people learn a subject matter & feel that they know everything about it. It's like they have landed into mastery and therefore close their mind to the opportunity to develop even more. My thought is that you never land. There is always opportunity to learn & grow if you are open to it. The best investment you can ever make is between your ears. 80% of Success in life is about showing up, you just did that today so Well done!



You may be new at presenting or an experienced presenter, regardless, there's valuable information that you can immerse yourself in with this eBook. Even if there is material here that you already know, the unconscious mind is constantly deleting information so the more repetition you have the better.

You may also learn some new techniques. How exciting is that? In this eBook, we are going to dive into the Art of Dynamic Speaking.

By the end of this eBook, you'll know:

- **How to have a mindset & physiology of excellence as a Speaker**
- **The power of communicating that captures your audience**
- **Structuring your presentation that speaks to the different behavioural styles**
- **Utilising the power of language to influence & engage your room and much, much more**

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AKNOWLEDGMENT

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Joe Pane, you are the bomb. Such a professional with exceptional skills & your teachings have been invaluable. Your lessons are implanted in my brain and you are the new mini me voice inside my head, which is a great thing.

Alice Haemmerle, the lady with the biggest heart. You are the magician of coaching. Creating magical change with heart & soul to everyone that you touch. My parents have both been instrumental in my life. Mum has shown me the importance of giving to others & how important people are in our lives. Dad who is no longer with us, was and still is a big part of who I am. He taught me to be Bold, go after what I want and in his words, I can achieve anything. His favourite saying to me was, "There is no such word as can't". I have lived by that saying.

I've also been blessed with 3 amazing sisters Carol, Sharon & Raylene and my super brother Jeff. We are like a bunch of licorice allsorts. All very different but with a uniting spirit of family & we learn so much from each other. A big thank you to my 2 boys at home, my husband Rocky (together for 26 years) & my son Dylan. My biggest supporters with what I do together with challenging me to keep me striving for excellence. I thank them for keeping me in check with my health & wellbeing, when I go a bit nuts working to all hours on my vision. Thanks to the mentors that I have never met but have influenced me profoundly in my life. Anthony Robbins, Stephen Covey, Oprah Winfrey, Richard Branson and Nelson Mandela. You all continue to inspire me on my mission every day.

1 EMPOWERING MINDSET & PRESENTERS STANCE

Mindset of a Dynamic Presenter

Many people that start off in my Presenting courses talk about nerves. Whether nerves are expressed by sweating, physically shaking, voice quivering, mind fog or just feeling like you want to bury yourself in a hole. Nerves are real and can prevent you from expressing your important message. That feeling of anxiousness can come from the measure of how important the outcome is for you. The feeling of adrenalin can work for you when channeled in an empowering way however it can be debilitating if you let it overcome you. Most people start their presentation focusing on themselves. Am I going to do a good job? What will the audience think of me? Will I remember everything I need to say?

It's all about Me,Me,Me. That is the perfect hibernation place to enhance the growth of our worst enemy for presenting called Nerves. The secret is to shift your focus on to your audience. How can I serve my audience? What value can I give them? What is the important learnings that I want to share? What is my message that will help support my audience in their lives?

Whenever you feel the nerves come up, it means you are focusing on self. Take a deep breath from the bottom of your lungs before you present. A tip is that a good Yawn when no-one is present does a great job. Focus solely on serving your audience and the nerves will dissipate. If you have some memories that are holding you back, you may need to see a coach to clear the negative memory so that you can move forward (these are called negative anchors in coaching terms).

In the section on how we communicate, you will find further important strategies on how you can empower your state so that you have a mindset & physiology of excellence.





“Be your **own best mentor** not your worst critic”.

– **Janelle Johnston**



Presenters Stance

What is Presenters stance & why is it important?

Presenters stance or Trainers stance as it is also known, is your home base. This is how you stand when you are not moving with purpose which we will get into in the next section. As a Presenter and one that commands a room, the audience needs to feel safe, confident & secure with your presence. 55% of how we communicate is through our physiology (body language) so it is important how we are perceived by our audience in regards to how we move & hold our body.

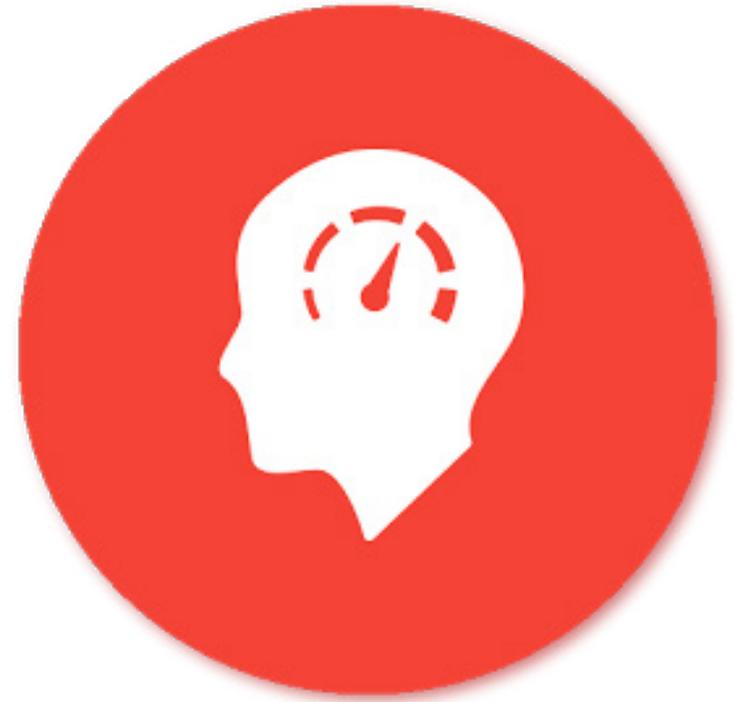
To obtain the correct Presenters Stance, you will have your feet shoulder width apart, shoulders back, head up, knees slightly relaxed, weight equal on both feet and hands to the side of your body where your middle finger tip is nearly slightly touching your side.

The first part of the journey when attendees commence my presenting courses is to make Presenters stance the normal base position & to remove any idiosyncrasies that are distracting the audience away from the presentation. Make it easier on yourself and ensure you haven't any items on your body that will entice you to fiddle with like glasses, clicky pens, fringe flicking etc.

It is also important to have your base camp spot for where you stand on the stage/front. It is from there that you will move with purpose as per the chapter that will be discussed to come. with purpose as per the chapter that will be discussed to come.

Uptime & Expanded Awareness

Uptime is your continual focus on serving your audience as we discussed in the mindset section. To be able to do this effectively you need to have mastered Expanded Awareness. This is opposite to having Foveal vision, being able to only see one target area at a time. With expanded awareness, you can see everything that is happening within your room. Someone walks in, you see them, a person yawns, you're onto it. You can practice doing this by focusing on a spot in front of you. You keep focusing on that spot and then slowly extend your vision whilst still looking at the spot so that you can see all of your peripheral areas.



2 MOVING WITH PURPOSE

Now that we know the importance of our Presenters Stance, we want to be able to move within our presentation in a way that adds value rather than distraction. I call this Moving with Purpose. You don't want to be a Statue (Are they alive up there?) and likewise you don't want to be someone with Ants in their Pants (they're making me dizzy).

It is important that when you move it is done with volition. A purposeful movement to create certain internal states in your audience. Virginia Satir, an American Psychotherapist, developed the Satir Categories which are ways that you move your body to communicate certain archetypal messages. They can help produce an internal response relatively quickly in your audience.

PLACATER

Action: Bend your arms at the elbow with palms facing upwards. The Placater character is always trying to please. They are wanting to serve you. Using Placater is a good softening frame. It can be used to get yourself out of trouble if something confrontational happens in your room. I also like to use this when I am asking questions of the room as it makes the audience feel safe & reinforces the request for answers.

BLAMER

Action: Is a strong action by either using a flat hand (thumb tucked in) or a clenched fist. You can use one or two hands together. The blamer is a dominator. The energy is strong and confident. Blamer will present a strong position of authority. Use the blamer to get through to someone who isn't hearing that they need to change and to drive a message home. A strong Alpha Male or Female in your audience will be looking for strength from the presenter. This is a great way to start your presentation to get them on board with confidence early on.

COMPUTER

Action: To put your hand on your chin whilst resting your elbow on your other hand in a thinking gesture. The computer is cool calm & collected. The intellect. Use this move to match someone in the audience that is disassociated and to cool someone in the audience down. The analytical types in your audience will relate when you do this move & therefore help build rapport unconsciously with them.

DISTRACTOR

Action: Posture is angular, asymmetrical, arms and hands in opposite directions. The distractor is full of fun & spontaneity. It's a great way to lighten things up, add humour and to soften the blamer.

LEVELER

Action: Leaning slightly forward, palms facing towards the ground. The leveler represents frankness & truth. Use the leveler to gain credibility and believability. This gives a feeling of groundness & stability.

A Quick Note on Stage Anchoring

What is stage anchoring? "Anchor" is a term commonly used to describe a stimulus that creates a specific and predictable response within your audience. Where you stand is important as it can create a negative or positive internal state within your audience. This is covered in the "Masters Presenting Course" that I run throughout the year.

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“What you do speaks so loud that I cannot hear what you say”.

- Ralph Waldo Emerson

”

3 HOW WE COMMUNICATE

Effective communication is key to a successful presentation. It is important that we are congruent with the message that we are delivering. 55% of how we communicate is through our physiology, 7% with our words and 38% with the tonality of our voice.

Physiology

With your physiology, utilise the presenters stance together with the Satir movements. Your physiology needs to represent that you command the room, that you are confident and you can utilise the movement of your body to change the state (energy) in your room. For your own positive psychology, with the connection of mind & body, by having an empowering physical stance, this reinforces the feeling of confidence within your unconscious. The other important tip is to ensure that you are open to the audience. If you are protecting yourself by hiding behind a chair or table then you are dividing yourself from connecting with your audience. Hence, I am not a great fan of presenting behind a lectern.

Now a word about eye contact, everyone likes a different amount of eye contact but a good rule of thumb is to relate it to throwing a ball. Direct your eye contact and wait for the person to catch it and hold. Remember to include all of your audience from the back to the front & both sides. Be natural with your movement & go where the energy takes you but be mindful not to be a Human Light house (moving your eye contact from side to side awkwardly).

The other watch out is to not play favouritism. Directing your focus on someone you know that you're comfortable with or the teachers pet member, who s e e m s t h e most enthusiastic. Share the love.

Words

Even though words are only 7% of how we communicate, our words are extremely important. Your words have a charge to them. If someone asks, "How are you?", you could say ok, good, great, sensational. Each word has an energy to them. It is imperative that you understand as a presenter that your unconscious mind cannot process negatives which means that if you say, not bad, you need to think of the word bad to process the sentence. With this in mind, you do not want your audience to have any negative representations in their minds.

Rather than not bad you could say fantastic, instead of no problem you could say my pleasure. It is also important that we don't have our own broken record words. You know the ones, the ones that you like to use on a regular basis. Your word might be awesome, beautiful, ok etc. As a presenter, you need to expand your vocabulary as the repetition of a word can become annoying to your audience and deflect from your presentation itself.

One of the biggest turnoffs is when presenters say the words Umm or Ahh. Filling in a space with these words are frustrating to those who have to listen repeatedly to the non effective blah blah language. My tip is to stop, breathe and pause. By creating pauses, not only do you stop with the Umms, you also can create more of an impact with the words that you are expressing.

Be also mindful of the word I. This presentation is not about you, it is about your audience. Focus on directing your language to them and using the word You. There is one word that each audience member really loves & is connected personally to and that is their name. Ensure you use this when you are talking to them individually & if you are not great at remembering names yet, ensure that you have pre prepared name tags for all of your audience members. Regardless, with an audience that do not know each other, name tags are a great idea to enhance communication and the bonding process.

There is a whole repertoire of Influential language called Milton (created by Milton Erickson an American psychiatrist) that I teach in my Masters presenting course. This language combined with all of the other techniques in communication is so powerful that you communicate to the unconscious mind of your audience. This accelerates the learning process of individuals and opens their minds to a new level of thinking. This language is a powerful tool in sales & negotiations.

Tonality

With tonality, it is also the speed of your voice, rhythm and volume. All of which is key to your delivery. There are 3 different tonalities that I look at in my courses, Questioning, statement & command. Questioning is when the tonality goes up at the end of your sentence (this can put a question into your audiences mind that you may not want), statement or monotone

(great to put people into trance or bore them to tears) and command, where the tonality goes down at the end of your sentence (this is what you utilise in your presenting to command the room).

The speed of your voice also plays a key role in engaging your audience. Often when presenters are nervous, they start talking quite quickly. Mix up the speed of your voice and slow down areas together with utilising the power of the pause to emphasis your key points. Be mindful about the rhythm of your voice as I've seen presenters can have such a beat happening that I'm waiting for them to break out into a song.

I recently coached a client in regards to this & had her running around the room mixing up her beat. In between our laughter the job was done & the beat box rhythm was no more. Projection of your voice is essential to be able to command a room & for all of the audience members to hear the valuable information that you are sharing. If you are using sound equipment, ensure that you test it prior to your presentation and a quick tip from someone who has learnt the hard way, make sure you turn off the headset when you are not on stage. (Very awkward)

Congruency of your message

Your communication needs to be congruent which means that the message that you're wanting to send to your audience through words, needs to match the tonality that it is said with together with the physiology that your body displays.

Have you ever experienced or heard someone else in an argument say "I'm Fine" in a tone that clearly defines that they are actually NOT fine? That is Incongruence.

Ensure that your desired message is not diluted by the incongruence of your communication.

“

“Nothing great was ever achieved without enthusiasm.”

– **Ralph Waldo Emerson**

”

4 BEHAVIOURAL PROFILES

Extended DISC® Model behavioural profiling is based on the work of Carl G. Jung (Swiss Psychiatrist) in 1921 & further developed in 1928 by William Marston (American Psychiatrist) where Disc profiling was developed and in 1994 the Extended Disc profiling system was born. Marston's theory centres on four different behavioural traits: Dominance, Influence, Steadiness and Compliance. As an Effective Presenter, we must flex our style to suit all of the different behavioural profiles in our audience so that we build rapport & engagement. We need to dance between behavioural styles. This can be a stretch when the behavioural style is not as prominent in your own profile. Here is the overview of the styles.

Dominance (15% of population)

- Competitive – wants to win
- Focuses on outcome, facts, results
- Big picture – visionary
- Makes decisions fast and based on their criteria
- Assertive in self
- Blunt
- States own opinions as facts
- Impatient
- Left brain thinker – logic, analysis, facts, process
- Primary question is What?
- Doesn't like being told what to do
- Literal communicator

SAYING – JUST DO IT!

- Influence (35% of population)
- Wants to be liked – Dislikes rejection
- Focuses on relationships
- Big picture
- Makes decisions fast based on feeling
- Fun Energy – Loves Humour
- Loves being the centre of attention
- Social/ talkative
- Influential
- Right brain thinker – emotion, imagination, expression
- Primary question is Who?
- Optimistic, positive
- Inferential communicator

SAYING – LET’S DO IT HAPPILY

- Steadiness (35% of population)
- Wants to be comfortable
- Focuses on connection & relationships
- Likes the detail
- Decisions – can be a fence sitter
- Warm Energy
- Prefers to be behind the scenes
- Great Listener
- Patient & calm
- Right brain thinker – emotion, imagination, expression
- Primary question is How?
- Slow to accept change
- Inferential communicator

SAYING – LET’S DO IT TOGETHER

- Compliance (15% of population)
- Wants to be Right as in accuracy
- Focuses on precision
- Loves the detail
- Makes decisions slowly based on proof
- Reserved, introverted Energy
- Pessimistic – can be overly critical
- Analytical
- Asks many questions around the detail
- Left brain thinker – logic, analysis, facts, process
- Primary question is Why?
- Values respect, wants people on time
- Literal communicator

SAYING – LET’S DO IT RIGHT

As a presenter with the possibility of having all of these behavioural styles in your audience, you need to represent each of the styles throughout your presentation. Talking Big picture for the D & I and then down into the detail for the C & S. Remembering that it is a fine balance. Stay too long in the detail and the D & I people will get impatient. Ensuring you have logic & facts together with feelings & emotion. The I’s want to experience fun and the D’s want to see confidence & certainty. Whereas the S want that sense of connection & warmth where the C’s want attention to detail. All of this needs to be delivered in a seamless natural flow. The focus is to build that rapport with your audience so that you can deliver your content in a way that maximises the learning potential of each person in the room. Each of these behavioural styles have a learning preference as you’ll discover in the next chapter.

“

'Seek first to understand, then to be understood.'

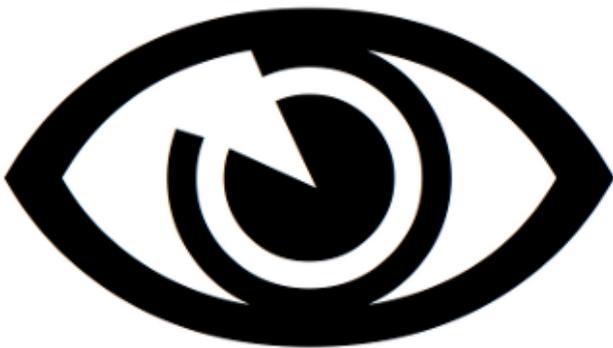
- **Stephen R. Covey**

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5 LEARNING STYLES

How people learn depends on an individual's natural or habitual way of acquiring and processing information. Individuals differ in how they learn, having a preference for either Visual, auditory, kinaesthetic or Auditory Digital. This preference also affects how we build rapport with others as a presenter. If someone has a preference for Visual, then they may communicate with Visual language. It is then important for the Presenter to flex your style with your language & training format to build rapport & enhance learning.

Visual



A visual learner learns through observation & seeing the content. They think in pictures and need to create vivid mental images to understand & retain information.

They enjoy looking at pictures, colours, charts, symbols & videos and are often good at puzzle building, creating visual metaphors, reading & writing. Their learning motto is: "Show me and I'll understand".

A highly visual person usually dresses with colours matching and often likes to wear different colours. As a learner, they will watch the trainer when they move around the room. They often stand or sit quite erect with their eyes focused up. They are less distracted by noise. From a physical perspective they are often thin & wiry. They may not grasp a concept if it is just told to them so by drawing a picture it helps with their comprehension. When communicating, a visual person will say things like, "I see what you mean", "Can you paint me a picture?", "It looks good to me" or "I can't see it clearly".

As a presenter, you need to ensure that you utilise visual language in your presentation together with having visual concepts within your presentation. This could be powerpoint, posters around the room, coloured marking pens to draw with and mind maps for the learners to format so to retain their learnings. Dominance behavioural style is usually highly visual.



Auditory

Auditory learners learn through listening and have highly developed auditory skills. They think in words rather than pictures.

They can learn well by talking things through and listening to what others have to say.

Highly Auditory people may wear dull type colours and may even not have items of clothing matching. They do not have to look at the presenter to learn as hearing the words that you are saying is enough. They may sit in the audience with their head leaning to one side and may move their eyes from side to side. They typically talk to themselves. Often they are misinterpreted by the presenter for not being engaged due to not visually connecting. Their learning motto is: "Tell me clearly and I will understand."



Kinaesthetic

Kinaesthetic Learners learn through doing, physically touching and they express themselves through movement. They remember and process information through interacting with the people & environment around them.

It can be challenging for them to sit still for long periods and may become distracted by their need for activity. Kinaesthetic learners benefit from demonstration & learning from others. They enjoy playing games & role playing. A kinaesthetic learner feels their way through the world. They will have gut feeling about things. They often move very slowly and will be interested in your presentation if it feels right.

Their motto is:

“Show me & let me do it, then I will understand.”

The language they may use is “It feel good to me”, “Let me get a grip on things”, “I warmed up to them.” To enhance the learning of kinaesthetic learners ensure you utilise their language and set up your presentation to allow for them. Have objects on the table for them to fiddle with if relevant, ensure that you have frequent breaks & allow the participants to get up and move. Influence & Steadiness behavioural styles are usually highly kinaesthetic.



Auditory Digital

Auditory Digital learners need to know the specifics. They love facts & structure in a presentation. It is important that the presentation makes sense to them. They will spend a bit of time talking to themselves. It is important to talk them through the agenda at the start of your presentation so that they are comfortable that they are aware of the steps & process of the training. Their motto is: "It must make sense". The language they may use is "This is accurate", "What are the facts?",

"We need to do a systems analysis".

We need to do a systems

To enhance the learning of Auditory Digitals, have some statistics, facts & data within your presentation.

Use the language that lights them up like sense, facts, statistics, systems, procedures. Compliance Behavioural style is usually highly auditory digital. It is important to note although we all have a sensory preference of how we learn, utilising a mixture will enhance learning for all as you retain more information whilst combining them.

“

"Your purpose is to make your audience see what you saw, hear what you heard, feel what you felt. Relevant detail, couched in concrete, colorful language, is the best way to recreate the incident as it happened and to picture it for the audience."

- **Dale Carnegie**

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6 STRUCTURING YOUR CONTENT

How you structure your content is extremely important to capture all of the different learning styles in your audience.

The 4Mat model was originally developed by Bernice McCarthy in 1980. It is based on research from many fields, but mainly is a collection of findings from the fields of learning styles, and right and left brain dominance.

The 4Mat system is the perfect format to achieve this together with enabling the presenter to remember the presentation without notes.

Prior to presenting you need to ensure you know what your objective is and the clear message that you want your audience to remember. The objective is what you want your audience to do differently after your presentation. If you are not crystal clear on this either will your audience be.



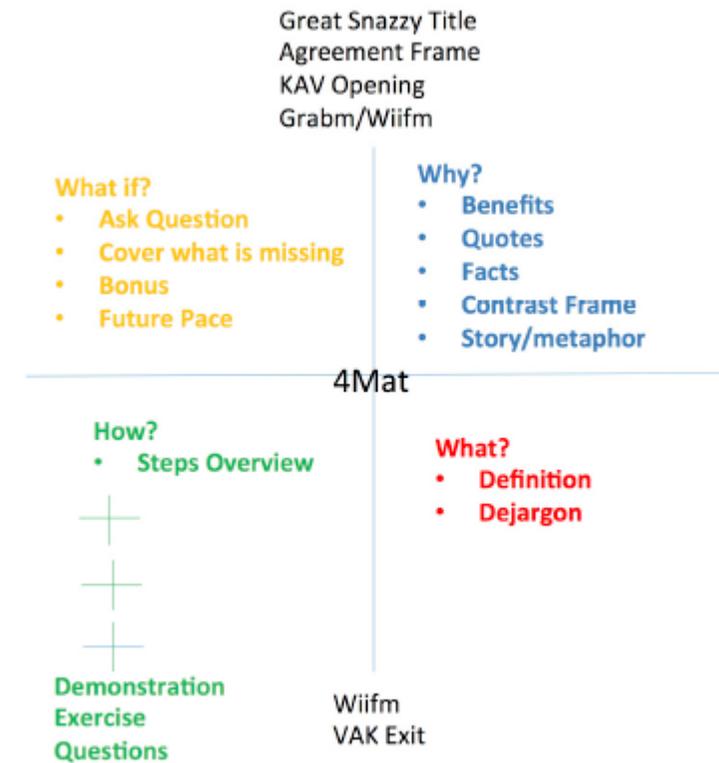
It is imperative that you know what the key message or messages are that you want your audience to have implanted in their mind. Drive these messages home utilising your format structure and combine this with any sensory aids like posters or activities to continually drive your message home.

The other important factor is to know your audience. This isn't always possible but if you can do any research beforehand it can really pay off. You may have a lot of IT tech people in your room therefore you might scale up your statistics, facts & technical savvy information to cater for them. If you are presenting in a country town & utilising humour you may throw in some fun facts about the town or local footy club to engage them. Presenting in other countries, it pays to understand their cultures & knowing if you may need an interpreter organised. The last point I would like to make on your audience is that you may need to know what pre conceived objections they may have to the content that you are delivering. I call this the study of consequences. If you can nip any objections in the bud prior to them even coming up, this paves the way for an even more open mind to listen to the rest of the content that you deliver.

Now lets get into the structure of the 4Mat system.

STEP 1 is to start with a snazzy title for your presentation. One that grabs your audiences attention before they even get into your room. If you are presenting on time management, “Time Management Course” is a bit of a yawn but if you called it “Get back your lunch hour”, your audience may be more inspired. Get creative and have fun with your title.

NEXT is the very important Agreement frame. What is that? It is getting your audience to say yes with you from the start so that they unconsciously open themselves up to you asap. What you do is that you think of 3 questions that you know that most of your audience will say yes to. Say it’s a presenting course, you might say, Who here has ever or knows someone that has ever sat in on a presentation & was bored?, (Presenter puts up their hand at the same time & nods), who here has also been to a presentation & been inspired or mesmerised by the presenter, (Again, direct the hand & nod), then you can say look around at everyone in the room. Wow, that’s nearly 100% of the audience, Who wants to have the skills to be able to do that?



Done, you've got most or all of your audience agreeing with you from the beginning and by getting them to look around the room at everyone else with their hand up, it reinforces the wanting to belong mentality that they are then included in the group. Now let's talk about the KAV opening being Kinaesthetic, Auditory & Visual in that order. Remember the learning preferences that we talked about earlier. By opening your presentation with language that grabs your learning styles & lights up their neurology is a key skill to gaining rapport rapidly. How do you do that? Remember the language that we talked about earlier? Here is an example of an KAV opening.

"I can feel the fantastic energy in the room (K) and I could hear in the foyer all of the chatter of excitement of you all getting to know each other. (A). I'm really excited for you all to see the fantastic learning that will be achieved today. (V).

NEXT is your Grabm & Wiifm. Now this could come now or at the start of your presentation. Your choice.

Grabm simply is to grab your audience's attention. Again use your creative flair here. It could be a dynamic video, you dressed in costume, a shocking fact or even an image on the flipchart that your audience has to guess the meaning of. The important thing is that it relates directly to your presentation & reinforces the message that you want to portray.

Then we have the Wiifm, (what's in it for me) and no I'm not talking about the presenter but instead the audience. You need to ensure that the audience from the beginning are clear on what they will get from listening to your presentation. A great check in is to have in your mind that the audience is saying "So What?" to your information.

A great prompter to ensure that you explain the benefits to them on the subject that you are talking about. You might say something like "Today you will walk away with 3 key techniques that will assist you in achieving more sales, increase customer loyalty & improve productivity with your staff." You will continue to revert back to the Wiifm (or why frame) throughout your presentation as you will see in the 4Mat system.

Lets begin with the rest of the structure of the 4Mat system. Firstly, with all of the quadrants you will notice that they are in different colours. This is so the unconscious mind can remember the content and where it sits easily within your structure. Now I have the quadrants with the content of what you will have in each area however you will not have words. Your unconscious mind remembers pictures & symbols easily so within each area you will create either symbols or pictures for your presentation that represents each subject in the same colour of the quadrant.

“

"The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart."

- Helen Keller

”

Now we are ready to get into the Why frame. This is the key quadrant to focus on as it reinforces the Wiifm to your audience. You can journey to this quadrant as much as you desire as it will continue to establish why your audience should listen to you & why by taking action on this information is of benefit. In the why frame, talk up the benefits of your subject and reinforce with extra facts & quotes that bring in other expert parties to back up your presentation.

Most times you will have people that will not believe that 100% of what you are portraying will work for them. It's important to talk about the exceptions as not everyone is the same and by doing this, you are stamping out the mistrust that could be there if you generalise only on the one sided opinion. For example, you may say, "At this presenting course you will learn some gold techniques that will rapidly increase your ability to influence your audience, now these results wont be achieved by everyone. Some people will not want to model these techniques and stay within their comfort zone and therefore will not achieve the same amount of success as the individuals who choose to stretch themselves."

If you think of presentations that have wowed you and that you have connected your heart with, it's usually the story or metaphor that you remember.

Ensure that your story relates to your objective of your presentation and that you immerse your audience into the story. This is not about you. It is about your audience connecting with your story or metaphor with heart & mind so that they truly embrace your message.

The What part of your presentation is clarifying what it is you are talking about. What is the definition of your subject matter. So if it is Presenting, what is Effective presenting?

Then it is important to de-jargon any language that is part of your What. Now not everyone knows what anchoring, Milton language or seeding is in presenting so if I was giving a presentation about these areas, I would need to de-jargon this language. The de-jargon process needs to happen throughout your presentation.

Now lets get into the How Frame.

The how is the steps of how we do whatever it is that you are presenting on. Start off by revealing how many steps there are so that the structure is set up for your audience but stop yourself from going into the detail yet or else they may not stay engaged as they feel that they already know what you are going to say.

You could say something like this. We have 3 steps to how to overcome anxiety when you present. Who here wants to unveil the curtain to see what they are?

Then you go into your first step. Now you will see on the diagram that there is a little mini format picture in the How frame. That is exactly what you do. You mini format your How. So starting with the first step, you need to take it back to your Why. For example: "Step 1 is Physiology of Excellence, the reason why this is important is that your mind & body is connected therefore if your body is portraying a powerful confident stance, it's telling your mind to follow."

Continue to sit in the Why with stats etc and then move to the What." So what is a Physiology of Excellence?", and you explain what that looks like and then you step into the How of doing it.

You can then go into the What if by asking if anyone has any questions.

Now you will see that I have demonstration and exercise in the How. You can choose to have a demonstration for all of your audience to watch & then get them to do an exercise on their own or in groups based on what you are teaching them. This can be done after each step or at the end of all the steps.

You might be saying, but I haven't got time to do a demonstration or exercise. Cool, then leave it out. Remember, that you have people that learn by seeing & doing so if you can include it, that is even more powerful.

Even if you have an audience of 1000, be creative with how you can get them involved.

Now for the What if Frame.

A watch out here is that you may have What If people in the audience that can bombard your presentation at any stage with the question. This can completely derail your presentation if you let it and cause a sense of uncertainty in your room. Can you imagine, you have just started your presentation on presenting and you're talking about the importance of statistics and someone puts their hand up and says, "I'm still thinking about that snazzy title you were talking about earlier", or "I'm just wondering what time our breaks are today". Or they may say about the topic of statistics, "I'm not sure about how they do those surveys & get these statistics".

As a presenter, the choice is yours around how you deal with a What if question at the time but the most important question you need to ask yourself is, is this serving the room right now? If someone brings up a topic that had already been discussed, I usually would say something like, "love that you are pondering on that, I'll leave that with you to sit on & happy to chat about that with you on the break".

If they ask a logistics question like breaks, I will usually say that our next break is at this time & I will give you the logistics at the end of this session. I may even make light of the fact with humour so that I respectfully give the message of it really wasn't the right time to ask that question.

Now the question on statistics, I would really make light of this one. The analytical & cynics want to know the ins & outs of a subject that can really put off the rest of the room. This is easy to combat, I would say something like, "I've got no idea, I don't do the surveys but feel free to do some research and get back to me on your findings."

All of this is done of course in a respectful way & communicating your body & tonality in a way that is suitable for the purpose of serving the room. You are also wanting to set the standards in the room from the beginning. There are other ways that you can manage what if questions like having a poster paper with Car park on it that you can park any questions that come up that are not relevant for the time.

Now you also can choose to answer the question, remembering only if it serves the room. What if questions can be really helpful to a room because it can expand everyone's thinking including the presenters.

One thing I would say for every presenter out there is to not be too attached to your material. Have you ever sat in with a Know it All trainer? How did you feel?

A great trainer or presenter is happy to explore the subject. It's not about knocking an idea on the head because it doesn't fit in with your way of thinking. Remember, the presentation is not about you & your ego, it's about your audience and the value that you can deliver & facilitate.

Now getting into the What if.

It is great to open up to your audience for questioning with these 3 questions. What did you notice, what did you love and what would you like to share. As the unconscious mind loves hearing things in 3's, it opens up their minds to ask questions on any of those areas. You can then also add some bonus material that you can give even more value for your audience if you have time or cover anything that you think you may have missed.

An important part of the What if is the Future Pace. This is important because it reinforces your message & puts the positive outcomes for actioning their learnings into your audiences unconscious.

So what is Future Pace. It is putting the future reality utilising the senses into 3 bite sized pieces. You could say: "Imagine in a weeks time, when you stand up & present at your next meeting, seeing all the peoples faces engaged, feeling a sense of confidence & hearing all of the fantastic feedback after you have presented.

Then in 6 months time, after really practicing your learnings, reflecting back & feeling a sense of achievement, seeing the success that you have achieved and telling yourself how proud you are of sticking to your learnings.

Then in 12 months time, you're unstoppable, You feel super confident about presenting, you see how fluently you have embraced your learnings & people are telling you what an Amazing presenter you are."

Future pace is a powerful coaching tool that used in presenting, can increase the action that your learners take once they leave your room.

Then we finish off our presentation with the Wiifm, (what's in it for me). Really driving home what your audience will gain from implementing what you have presented.

Finally, finishing off with a VAK exit. (Visual, Auditory, Kinaesthetic).

You might say something like, "I can't wait to see the results that you will all achieve with your new learnings. I would love to hear about your successes so please shoot me an email & share them with me. I feel that all of you are committed to implementing your learnings & I'm excited about the ripples that you will create as others model your performance of excellence."

The important thing for any presenter is to be genuine & come from a place of true heart space. Now I know, this might sound airy fairy, take it however you choose. As a presenter you have a responsibility for your audience and one that I take seriously. You have a message to deliver & an ability to create positive ripples and brilliant learnings with those that you touch so to be able to utilise as many proven tools to do this makes complete sense.

The other point I would like to add is Practice, Practice, Practice.

I'm not just talking about your content here. Where will you stand? How will you deliver? What pauses will you emphasise in areas? How will you move around the room? Immerse yourself in the presentation. This is your opportunity to bring your message to life. Make every second matter.

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.”

- **Alexander Gregg**

7 DELIVERING AN ENGAGING PRESENTATION

Author Sue Gaulke, researched what audiences like from presentations delivered. She then broke this information into 3 distinct areas, Steak, Style & Sizzle. Steak being the content, Style being how you deliver through voice, physiology, use of stage & eye contact and Sizzle are the stories, metaphors, quotes and props that you add to the power of your presentation. Sue then surveyed a diverse group in regards to what they love about presentations and then calculated the results. Steak came out at 17%, Sizzle 33% and Style a whopping 50%. The consensus was that the way material is delivered is of most importance. Now I put the question to you, how much prep time do you put into the content compared to the delivery? Now, the content is still very important but you can have amazing content and if you deliver it in a way that isn't engaging for your audience, you will lose them. Ensure you put time into all 3 areas to maximise the impact of your presentation.

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“They may forget what you said, but they will never forget how you made them feel.”

Carl W. Buechner

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8 POWER OF EFFECTIVE FACILITATION

Where do I start with facilitation? A Great Presenter & Trainer will not only have a diverse skillset in delivering a presentation but also a toolbox of facilitation techniques to enhance the learning of their audience.

As with most of the points I've discussed in this eBook, I could write a whole book just on facilitation but I want to touch on some key areas for you here. When you get a group for the first time into a room, it is your job as a facilitator to reach a form of consensus. In the beginning, each person may have their own opinion on the topic you are delivering or even not much of an opinion at all. It is your job to unite the group. It's like bringing them all around the campfire as one. How do you do that?

Firstly it is important to get the group to take ownership of the journey and set this up at the beginning. I may say, "today I'm here to play at 100%, to open myself up to not only sharing some of my knowledge but to also learn from all of your experiences in the room. Who here is joining me at playing 100% today to maximise our learnings?"

Now the agreement frame at the start of your 4Mat will also help unite the group and another great way is to chunk up. What does that mean? Chunk up is to ensure that if the group starts getting into the nitty gritty detail of areas that you take them into the big picture. Disagreement happens within the detail so it is all about taking it from the specific to the vague.



If an individual or even the majority of the group challenge a specific you can chunk this up, for example. Audience member says: "It needs to be the cheapest price", and you could say "So getting value for your investment is important to you isn't it?" You may also pick up generalizations in the language when an audience member challenges a point within their belief system. They might say something like "We think that this structure wont work." Now here you can say something like, "Who's we?",

this gets the individual to own their comment and sets the standard for others in the room. Now when you are facilitating, keep in mind that you utilise how you communicate effectively to create the state in your audience that you choose. By utilising the Satir movements, you can soften a strong statement with a distractor move to enhance agreement.

Now building trust & encouraging participation is a skill on its own. By rewarding the audience for participating & giving genuine, direct acknowledgement sets the scene for others to also contribute.

Ice breakers are a great way to get a new audience to bond. An icebreaker is a facilitation exercise intended to help a group to begin the process of forming themselves into a team. Get creative with your icebreakers.

Depending on the size of the group, it can be as simple as getting everyone to put their handout for a handshake, turn around and introduce yourself to the person behind you & tell them why you came to this training. In a small group, you could get everyone to send in a photo of themselves as a child & then on the day everyone has to guess who it is. If you can link this into your presentation even better.

It goes without saying that a great facilitator will have excelled questioning & listening skills. Be present to your room or your room will not be present to you.

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“Patience, persistence and perspiration make an unbelievable combination for success.”

-Napoleon Hill

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Now you may have what are called mismatchers in your audience. These people will frequently respond to a presenter with what may sound like they are arguing or disagreeing. They may be the ones in the audience that refuse to involve themselves in an activity like when you ask everyone to close their eyes, they may keep theirs open.

They can have opposing points of views and in their minds they may not be arguing but attempting to get information that will fill in the missing pieces of data for them.

Be mindful of the language that you use as you want to build rapport and if you know that an individual will mismatch what you are saying you need to utilise the present tense. Instead of Will you close your eyes, you might say as you close your eyes right now and you feel how heavy your eyelids are feeling.

Another idea is if you say to your audience, "You must take these learnings and implement them as soon as possible", knowing that you will have people mismatching that request, add "or Not".

Then when they mismatch you in their head, all is good. The other tip is to take any response as leading to an outcome. If a mismatcher says, you cant make me close my eyes, you say, you are right I can't.

Remember how the unconscious mind doesn't process negatives, this can also be a great strategy for your mismatchers.

Don't close your eyes and feel how relaxed that feels right now.

Another great way is to challenge them, I doubt if, I wonder if you can, I question if.

You have a responsibility to ensure mismatchers have an open learning experience and these techniques support that. With activities, mix it up, ensure people that like to reflect have time to do that together with those that like to talk things through. I love TPS, Think pair share. Think is where the learner thinks on their own & can take notes, then you get them to pair up with someone else & share their experience.

It's also great to have larger group sessions in the mix to exercise the dynamics within the groups & see from a trainers perspective, who takes the lead, sits back or is the ultimate team player.

Now a note on when so called things don't go to plan. The answer here is utilisation. What is that? It is utilising what happens in the room to your advantage. Someone's phone rings right when you are going to reveal your big event, instead of saying, who's phone was that? You can incorporate it into your presentation as though it was meant to happen.

You could say "I can hear a ring, this is a sign that we are approaching an important part in our training."

Or Someone in the audience opens the door of your training room & everyone turns to look, You could utilise this by saying, "As you see this door open, it is the opening of your mind to our next topic, listening."

This might sound a bit silly but in the moment, your unconscious mind will take in what it sees together with what it hears and is accepted easily.

The key to facilitation is for all of your learning styles & diverse group of people in the room, as a presenter, you can get them to combine as one, supporting each other & open their minds to learn as much as they can to enhance the results that they desire.

9 LEARNING THAT STICKS

Tell them what you want to tell them, tell them and then tell them what you just told them. Did you know that 90% of learning is lost within 12 months unless it is regularly reviewed & applied? Crazy isn't it?

Give your learners the best opportunity to retain their learnings. Start off with effective pre work before they even enter your room. Can your participants read an article relating to your presentation, complete a survey, write down their goals for what they want to achieve from their training, listen to cd's that reinforce the learning that they are going to experience?

When I was studying Neuro Linguistic Programming (manual for the mind), my pre work was to listen to 19 training cd's 3 times over. Now I remember listening to the cd's for the third time and some of the material I swore I hadn't heard before.



That's because our minds delete information all of the time so it is important to have as much repetition as you can. By the way, the unconscious mind loves the number 3 so if you can have that as a minimum for repetition, that would be a great start. If you can demonstrate some of the delivery skills that we talked about in the earlier chapters, this will also help connect the heart with the mind of your audience. Utilise multiple sensory experiences in your room because if you see, feel, hear a message, you have multiple senses involved and hence this will help retain your information.

experience the learnings first hand. It's one thing to understand the knowledge logically and another to experience it for themselves.

With challenging subjects it is great to disassociate the person from the event. For example, if they have had a challenging customer, they can play 3 parts in the exercise. One, themselves, telling their point of view, then step into the customers shoes & tell their story (what happened, how it made them feel from the customers perspective) and lastly as an observer. This can take some facilitating as the learner will want to slip back into their own view. I also get them to sit in different chairs as they do the swap over to help the process.

If the training is over consecutive days, you can choose to give home play and then utilise the information in your course the following day.

At the completion of the training, to enhance further learnings post work can be given. This could be a case study, book to read or an online assessment. The more touch points of learning that you can give your audience the better so go for it.

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"Tell the audience what you're going to say, say it; then tell them what you've said."

- Dale Carnegie

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10 EMBRACE FEEDBACK – THE ULTIMATE GIFT

Feedback is a gift. Yes it can be confronting sometimes but think about the last time you really obtained a valuable learning & grew as a person. I'm guessing that it was through stretching yourself and at first, doing something that may have felt uncomfortable at first.

How can you get this valuable feedback? I have a survey at the end of my courses that my participants complete. You could also do this online with an option of it being anonymous to get perhaps more direct feedback that people may not normally

give. Another great way is to film yourself presenting and get a Master Coach in presenting to give you feedback. This is a great way to see yourself in action as you may not realise some of the idiosyncrasies that you display or the strong talent that you naturally can play on even more.



Whatever form of feedback you choose, be open to the learnings & be mindful that your ego may pop up at this time. Be aware of this as you may justify your actions at the same time & therefore close yourself off to the learnings in front of you. In saying that, it is a balance of what you choose to take on board or not. You may not be able to please everyone in your audience and some critique, even though respected, can be left to the side & placed in the thanks but no thanks basket. Feedback is not about beating yourself up instead it is an empowering tool to enhance your growth. Enjoy & welcome this ultimate gift.

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“A mind is like a parachute. It doesn't work if it isn't open”.

- Frank Zappa

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1 1 COMMIT TO YOUR LEARNING

A GREAT PRESENTER IS A LIFETIME LEARNER.

You don't just get to a stage of saying, hey I've landed now. No way. Once you do that, you are behind the pack doing the same old stuff that you did years ago. Life is always evolving and it is your responsibility to embrace the changes & implement new learnings that will help your audience learn. You owe it to them.

One of my mentors, Joe Pane, once said to me, you're either Green & growing or ripe and rotting and this metaphor stuck with me. I choose to be green & growing at a rapid speed. Always enhancing my learnings so that I can be all I can be & share these valuable learnings with my clients so that they in turn can continue the ripple effect of growth.

I commit to an hour of power every day to feed my mind. I might utilise this time reading a book, watching a video, chatting to a mentor or researching the net to learn more about my craft.

Whether you are a professional Speaker, Leader in a business or your focus is to be able to have your own voice in a meeting, we all have a unique message to share, it's your time to share it with confidence.

“The more that you read, the more things you will know.
The more that you learn, the more places you'll go.”

- Dr Seuss

12 ABOUT THE AUTHOR

Janelle Johnston the Founder & Director of Corporate Training & Life Coaching Institute is a Human Behavioural Specialist with an extensive Retail, Wholesale, FMCG, Beauty & Hospitality background. Janelle is a Transformational Life Coach, Trainer & Master NLP Practitioner, Master Deep State Re-Patterning, Master Hypnotherapist, Accredited Extended DISC Behavioural Profiling Consultant & Trainer and an Accredited Cert IV Trainer & Assessor.

Corporate Training & Life Coaching Institute are the Human Behavioural Specialists. Supporting clients with Leadership Programs, Sales Training, Executive Coaching, Presenting Skills, Behavioural Profiling & Key Note Speaking.

Janelle conducts coaching & training all around the world & is passionate about developing individuals & businesses to reach their full potential. Contact Janelle at enquiries@ctlci.com.au to book in for a confidential chat about how she can assist you with your vision.



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"The coaching techniques & strategies that Janelle has developed in my Leadership team has made an expediential difference in the productivity & overall performance that they have delivered to the business in a rapidly short period of time. As a trainer & coach, she would have to be one of the best in the business."

- Jeff Skinner, General Manager, Territory Discoveries Travel

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