

OmniSkills
Field Guide Series, #2



The Field Guide for Presenters

Presentation Planner Pages

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THE PRESENTATION PLANNER PAGES

YOU: Personal Skills Development [1]
WHO: Knowing the Audience [2]
WHAT: Know the Details [3-4]
WHY: What is the Purpose/Goal? [5]
WHERE & WHEN [6]
HOW: Select a Route (Structure) [7]
HOW: Draw a Map or Outline [8]
HOW: Write the Opening [9]
HOW: Build the Content [10]

HOW: Content Tools [11]
HOW: Anticipate Questions [12]
HOW: Write the Closing [13]
ENHANCE: Using Language [14]
ENHANCE: Telling Stories [15]
ENHANCE: Planned Interactions [16]
ENHANCE: Visuals & Physical Stuff [17]
HOW: Plan the Timing [18]
AFTER: Assess Yourself with POINT [19]



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YOU: Personal Skills Development

Which skills will you focus on developing during this presentation process?

Every time you agree to present, you should select one or more skills on which you will focus.

<input type="checkbox"/> Presentation structure / How to organize information
<input type="checkbox"/> Presentation content / How to create the presentation
<input type="checkbox"/> Creating handouts
<input type="checkbox"/> Handling nervousness / Anxiety
<input type="checkbox"/> How to begin a presentation (openings)
<input type="checkbox"/> Engaging the participants / Keeping it interesting
<input type="checkbox"/> Interacting with the participants
<input type="checkbox"/> Answering questions
<input type="checkbox"/> Fitting everything in / Pacing
<input type="checkbox"/> Presenting with PowerPoint
<input type="checkbox"/> Presenting without PowerPoint
<input type="checkbox"/> Dealing with trouble
<input type="checkbox"/> How to conclude a presentation
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

What is your most important personal development goal for this presentation?



WHO: Know the Audience

Who will be there?

What is your relationship to the group or to the individuals?

What are the significant relationships between group members?

What are their expectations?

What can you expect from them?



WHAT: Know the Details

What is the presentation about? [brief]

Presentation Length & Type

0-5 minutes: Introduce Yourself Introduce Someone Give a Toast Present an Award Other:

6-60 minutes: Idea Solution Proposal Pitch Meeting Speech Other:

60+ minutes: Meeting Speech Conference Session Training Other:

Presentation Format

Live: One-way (no interaction) Interactive Discussion Other:

Recorded: Audio/Podcast Video

Group Size

Exact number, if known: Or, select a range: Small (2-20) Medium (20-50) Large (50-100) Jumbo (100-1000)

Formality [continuum]

Informal

Formal

Context: what is the current situation/environment, as it affects this presentation?

"What" continued on next page



WHAT: Know the Details (cont.)

Content: list everything to be covered in the presentation [preliminary]



WHY: What is the Purpose/Goal?

Why is this presentation needed? What is the situation?

This presentation is needed because...

What is the desired outcome?

When the presentation is over, participants will...

What happens afterward?

As a result of this presentation...

What are the stakes?

The stakes for the organization / department / team / etc., are...

The stakes for me are...



WHERE & WHEN

When is the presentation being held?

Day, Date
Time of Day (beginning, ending)
How does this affect the presentation?

Where is the presentation being held?

City, State, Country
Building, Room
How does this affect the presentation?

Additional notes & comments on who, what, why, when, and where

--

Contact Information

Scheduling Contact:
Venue Contact
Technical Contact:
Other Contacts:



HOW: Select a Route (Structure)

To begin thinking about how to structure the content, select a general structure for the presentation. Use the blank cells to write notes about the message/content in that phase of the presentation.

Short and Sweet

1. Open	
2. Continue	
3. Finish	

Straight and Simple

1. State the issue	
2. State your idea	
3. Show your evidence	
4. Sell it	
5. Suggest next steps	

Say it in Six

1. The Burning Issue	
2. The Overview	
3. "IT" – The Idea Made Tangible	
4. The Payoff	
5. Interactive Close	

Whole-Part-Whole (WPW)

1. Open	
2. Whole	
3. Parts	
4. Whole	
5. Close	

The Reveal

1. Open	
2. Build	
3. Reveal	
4. Close	



HOW: Draw a Map or Outline

Concept Map vs. Outline

A concept map is a visual way to organize content. An outline is a hierarchical list. Your preference determines which you choose.



HOW: Write the Opening

Opening Types [tip: try more than one to see what works best]

Be Provocative or Controversial

Challenge the Participants

Make a Connection

Facilitate an Icebreaker / Warm-up / Energizer / Exercise

Tell a Story [try Action-Back Story-Conflict-Destination]



HOW: Build the Content

Add Details to the Map/Outline

Content Page No. ____

Topic
What will you say?
What will you do?
What will you show?
What else?

Topic
What will you say?
What will you do?
What will you show?
What else?



HOW: Content Tools

Content Tools

Step through the presentation and apply these tools

<p>Have Really Useful Ideas</p> <p>How: Eliminate that which is not new, useful, helpful, important.</p>
<p>Audience-based Message</p> <p>How: Make sure that you have considered their needs, wants, pains, and messes instead of your own.</p>
<p>Simple Structure [see Form 7]</p> <p>How: Critically analyze: does it flow? Does it move cleanly from one topic to the next? Will they get lost?</p>
<p>Six-minute Scenes [see Form 7]</p> <p>How: Break up long sequences into smaller chunks (any topic can be divided into parts).</p>
<p>Plant Flags</p> <p>How: make sure each "scene" has a point of emphasis, and make that point clear (say it, highlight it, post it).</p>
<p>Use Lists</p> <p>How: Add lists where you can. Turn some of your content into lists.</p>
<p>Plan Interactions [see Form 16]</p> <p>How: Find places where you can deliberately cause the audience to interact with you. Ask questions, assign work, etc.</p>
<p>Anticipate the Questions [see Form 12]</p> <p>How: Write down every question you can anticipate getting, and be sure you have the answer or know where to get it.</p>
<p>Map It</p> <p>How: Create a concept map to be your visual guide while delivering the presentation</p>
<p>Plan the Timing [see Form 18]</p> <p>How: Use a time grid or other means to plan how long each segment will take</p>
<p>Plan the Cuts</p> <p>How: Decide, for each segment after the first, what can be cut if you have to cut. Ways to cut: remove an entire topic; shorten a topic by removing some of the items in the topic; shorten a topic by covering it in less depth.</p>



HOW: Anticipate Questions

Anticipate Questions and Find Answers

Write down every question you can anticipate getting, and be sure you have the answer, or know where to get it

Question
Answer or Answer Source

Question
Answer or Answer Source

Question
Answer or Answer Source

Question
Answer or Answer Source

Question
Answer or Answer Source

Question
Answer or Answer Source



HOW: Write the Closing

Six-step Close [use only those steps that are needed and appropriate]

1. Announce that you are about to close down

2. Summarize what you talked about

3. List the next actions, if any

4. Thank your host (person, organization, etc.), if appropriate

5. Make a call to action, or a rallying cry, or tie back to the opening

6. Thank the audience



ENHANCE: Using Language

Language Tools

Step through the presentation and find places to deliberately use these tools

Word choice: select a more descriptive or more interesting word. Examples: Is it red, or blood red, or crimson?

Description: use a more colorful way to describe something. Examples: Is it big, or is it the size of a Hummer? Is it gray, or is it the color of a filing cabinet?

Visualization (mental imagery): evoke a picture in their minds. Example: "A divot the size of an undershirt" (John Updike)

Analogy: one thing compared to something similar. Example: "The knee is like a hinge," "the heart is like a pump"

Metaphor: a comparison not meant literally. Example: "She is the sun, the moon, the stars," "he is a snake"

Simile: a comparison between two different things. Examples: "She is like a rose," "he was as white as a sheet"

Hooks: something that aids memory, such as a phrase or a theme that runs through a presentation. Example: Apple iPod commercial: "A thousand songs in your pocket."

Humor: stories, one-liners, clever word play, unexpected twists, witty responses, quotations, and self-deprecation, Example: "As they say, the only certainties in life are death, taxes, and someone who wants to embarrass you on YouTube."



ENHANCE: Tell Stories

Find your stories

List of Possible Stories	Lessons
	<ol style="list-style-type: none"> 1. 2. 3.
	<ol style="list-style-type: none"> 1. 2. 3.
	<ol style="list-style-type: none"> 1. 2. 3.
	<ol style="list-style-type: none"> 1. 2. 3.
	<ol style="list-style-type: none"> 1. 2. 3.

Build a story

A	Action	
B	Back Story	
C	Conflict	
D	Destination	



ENHANCE: Planned Interactions

What, When, Why

Planned interactions include: asking questions, facilitating a discussion, small-group work, and all-group activities.

WHAT will you do?
WHEN will you do it?
WHY are you doing it?

WHAT will you do?
WHEN will you do it?
WHY are you doing it?

WHAT will you do?
WHEN will you do it?
WHY are you doing it?

WHAT will you do?
WHEN will you do it?
WHY are you doing it?

WHAT will you do?
WHEN will you do it?
WHY are you doing it?



ENHANCE: Visuals & Physical Stuff

Visual Tools: What do you need?

<i>Props (actual objects and visual metaphors):</i>
<i>Flip Charts & Easels:</i> Yes No If Yes, how many?
<i>Whiteboards:</i> Yes No
<i>PowerPoint / Presentation Software:</i> Yes No
<i>Projected computer screen:</i> Yes No
<i>Audience response system:</i> Yes No
<i>Smart Board:</i> Yes No
<i>Other:</i>

Handouts

<i>Do you need handouts?</i> Yes No
<i>If yes, how will you create them?</i>
<i>Will there be an electronic equivalent?</i> Yes No
<i>If yes, what format, and how will it be distributed?</i>
<i>Handout notes:</i>

Additional Stuff: What else will you give out or make available?

<i>Table Toys (specify):</i>
<i>Writing/Note-taking Supplies (specify):</i>
<i>Food and Drink (specify):</i>
<i>Other:</i>



AFTER: Assess Yourself with POINT

How did you do?

What skill(s) were you working on for this presentation?	How did you do? What did you learn?
Skill 1:	
Skill 2:	
Skill 3:	

Positives: what worked, what went well?

Opportunities: what could this lead to?

It might...

Issues: what did not work, what did not go well?

New thinking: how to overcome one of the identified issues (at least 15 ideas)