



DebDeniS
EXECUTIVE COACHING

My gift to you

I admire you for always looking for a better way of being in your professional life. That is why I want to share with you these 5 tips - to get you started thinking *just a little differently* about your presentations. I have used the **PresentationYOU** approach in many of my presentations and conversations with tremendous results. I want you to experience the same.



Fellow entrepreneur and presentation coach **Linda DeLuca** created this collection to help you Present with Impact.

We want you to get your idea across to your audience in a way that somehow changes them. It changes them so much *they are ready to take action*.

Are you ready to change the world with your ideas?

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5 Tools for Presenting with Impact



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#1 Preparation Phase: Brainstorming with Mind Maps

Mind Mapping Alone

There are times when solo mind mapping is preferred: Setting personal goals or projects and even brainstorming to prepare for a collaborative mind mapping.

The tool you use to mind map is a personal preference. A whiteboard is a great medium for mind mapping. An online option is [FreeMind](#).

Collaborative Mind Mapping

The benefits of collaborative mind mapping include: bringing together multiple perspectives; inspiring ideas in others; increased energy; interconnectedness; and shared goals.

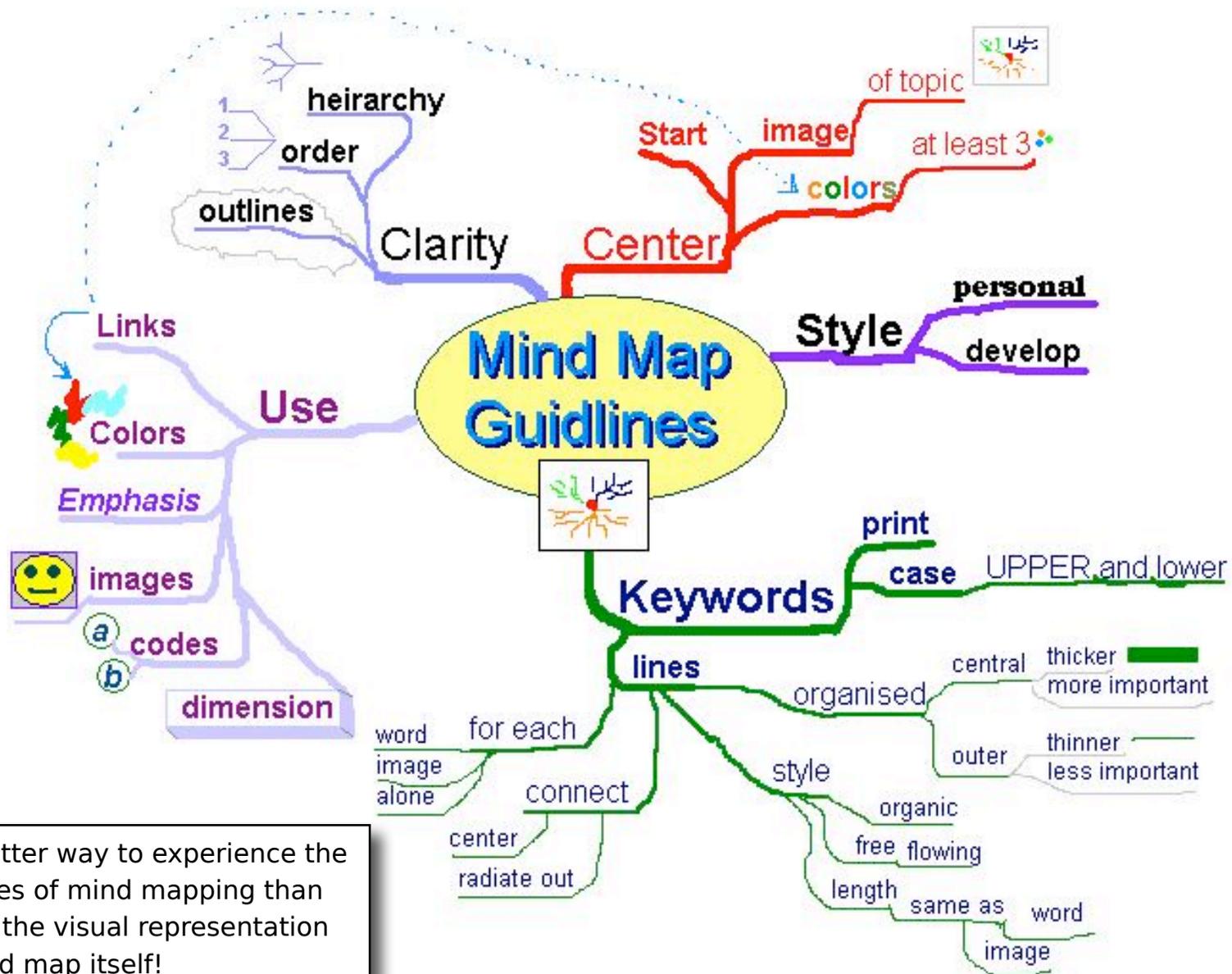
As with mind mapping alone, it can be done on a whiteboard or flipchart or it can be done with software. The benefits of using software are increased exponentially when that software is web based. Using online software solutions such as [MindMeister](#) provides not only the benefits of mind mapping, but allows for the collaboration to take place with anyone in the world. Your creativity potential just shot through the roof!

Basics of Mind Mapping

Just like with other brainstorming tools, mind mapping is about going with the flow of ideas and not judging. It is a visual and non-linear tool. In his books, author [Tony Buzan](#) suggests using the following guidelines for creating Mind Maps:

- Start in the center with an image of the topic.
- Use images, symbols, codes, and dimensions throughout your Mind Map.
- Use single words or images for each idea / line.
- Lines are connected, starting from the central image and get thinner as they radiate out from the center.
- Use multiple colors for visual stimulation and to distinguish a group.
- Use emphasis
- Show associations between items.
- Keep the Mind Map clear by using radial hierarchy, numbers, or outlines to encircle the branches.
- Develop your own style

#1 Preparation Phase: Brainstorming with Mind Maps



What better way to experience the guidelines of mind mapping than through the visual representation of a mind map itself!

image courtesy of DannyStevens <http://en.wikipedia.org/wiki/File:MindMapGuidlines.JPG>

#2 Preparation Phase: Brainstorming With Powerful Questions

The Preparation phase of the PresentationYOU process begins with brainstorming. Often the blank whiteboard (or virtual mindmap) is just as paralyzing as the first blank page of your presentation.

Use these question to *stimulate the discussion*. Don't be too structured, however. If you find you and your team (or just you) go off on a string of thoughts - follow it! When you need another boost, come back to this list and select another question.

1. What brought me to this opportunity?
2. What is the presentation about?
3. Is this part of a larger program?
4. Who is the audience?
5. What is the audience's background?
6. What is the audience's knowledge of my topic?
7. What questions does the audience want answered?
8. What are the different perspectives the audience may have?
9. Am I comfortable speaking on this topic? to this group?
10. Am I the best speaker for this topic?
11. What knowledge do I have on this topic?
12. What is my unique perspective on this topic?
13. What do I want the audience to do as a result of this presentation?
14. What are the important points about this topic?
15. Is there a logical sequence? A process?
16. What is the journey I want the audience to take?
17. Why is this topic important right now?
18. What is the problem the audience is looking to solve?
19. How many people are expected to attend?
20. Will there be questions expected or allowed?

#3 Design / Develop Phase: Grouping and Filtering

An affinity diagram is a good tool to organize ideas, issues, and opinions. The creation of an affinity diagram stresses creative and intuitive thinking more than logical thinking.

1. Gather Ideas

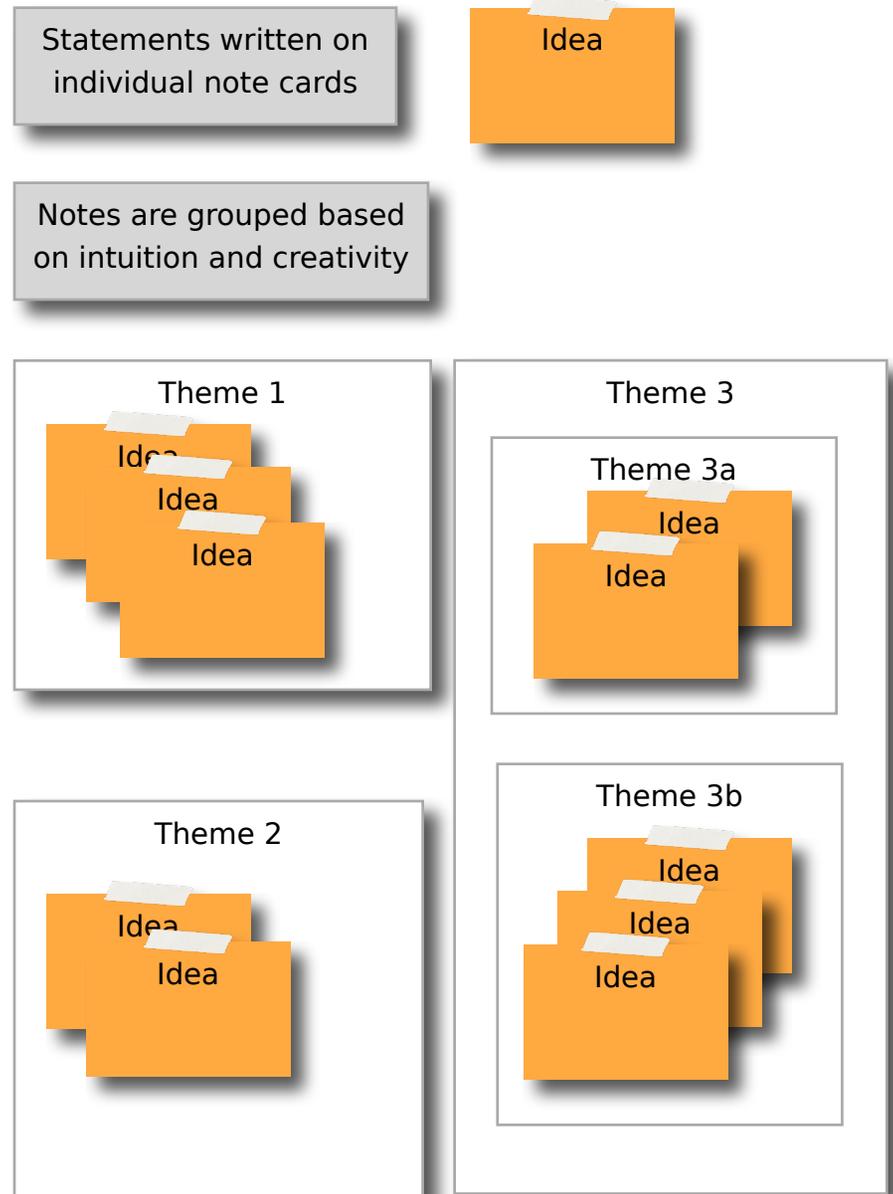
Gather your brainstorming results. Using virtual or physical cards or sticky notes, transcribe one statement or idea per card.

2. Find the 'Affinity'

Your mind map will probably have a few logical themes. It may be obvious and show up as your individual branches, or you may want to group branches together. Using cards will help you review each individual idea. Read the card and begin placing them, one at a time, in their 'affinity' group.

2. Create Filters

During the mind mapping process, all judgements were tabled....until now. At this point you want to go through the ideas and select the ones that match your meeting or presentation goals and objectives. If an item does not support your goals, and objectives then it comes off the list. This is your first filter.

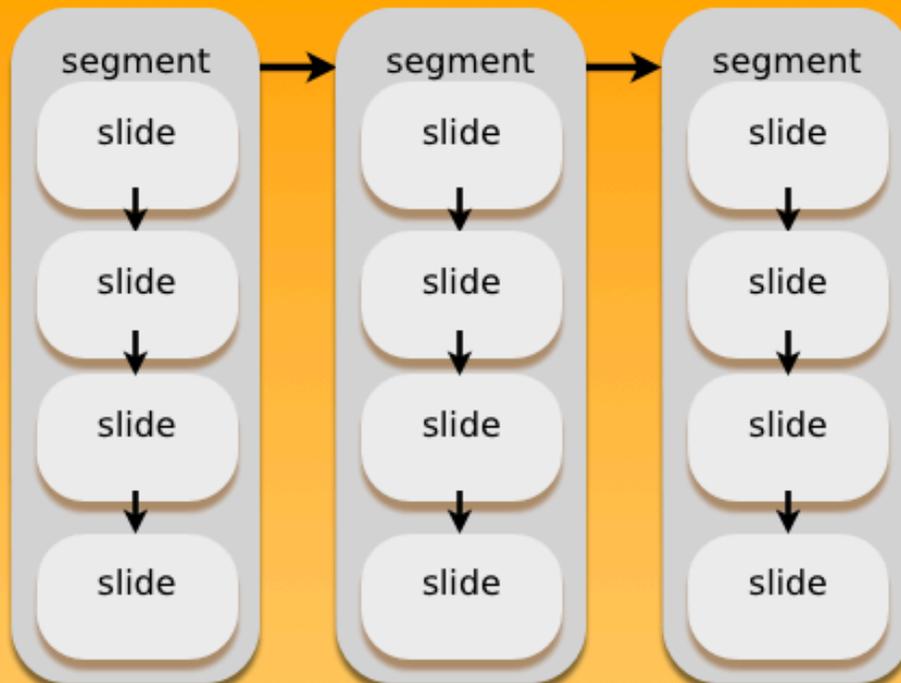


#4 Design / Develop Phase: Presentation Structure

Presentation Structure

opening

overall objective | set the stage



closing

summarize | call to action

the segment

Each segment has one objective that supports the overall presentation. It can be treated as a mini presentation!

- Open with objective
- State role / expectations of participants
- Present topic
- Facilitate discussion (if appropriate)
- Summarize: key points, actions, decisions
- Restate objective (was it met?)
- Close segment and segue to next topic.

the slide

Each slide has one idea - one point to make; but flows within the structure of the segment and the overall presentation.

#5 Delivery Phase: Delivery Method Matrix

Choose a Delivery Format

With more meetings and events taking place virtually, selecting the right tool for the event becomes one of many success factors. Use this one page matrix to begin your assessment of selecting the right tool for the job!

Here are some useful definitions to help in your decision:

Tele-seminars: sometimes called tele-lectures, draw on the leader's knowledge. The leader is seen as the expert and is present to disseminate information. The group has gathered to learn from the speaker. The format is structured, and there is some interaction with attendees, but it is limited.

Tele-meetings: are highly collaborative events in which all participants are responsible for knowledge-sharing and content. The objective of a tele-meeting is similar to in person meetings. Often objectives include decision-making, project-tracking and updates, and staff meetings

Webinars: Short for Web-based seminar, a presentation, lecture, workshop or seminar that is transmitted over the web. A key feature of a Webinar is its interactive elements - the ability to give, receive and discuss information. Contrast with Webcast, in which the data transmission is one way and does not allow interaction between the presenter and the audience.

Web-meetings: Sometimes referred to as web-conferencing, it utilizes the internet to allow participants to collaborate on documents, share applications, and otherwise conduct a meeting with multiple people as they would in person.

#5 Delivery Phase: Delivery Method Matrix

	Tele-seminar	Tele-meeting	Webinar	Web Meeting	In person event
Recommended Length	30 minutes	60 minutes	30 minutes	60 minutes with break	90 minutes with breaks
Number of participants	unlimited	15	Unlimited	15	various
Role of Participant	Pay Attention	Collaborate	Pay Attention	Collaborate	various
Objective	Convey message; share knowledge; Make announcement	Collaborative; all attendees participate	Demonstrate, engage, share knowledge	Collaborate, engage, identify actions, gain commitment	various
Obstacles	limited real-time feedback	No visual support, mis-communications	Distractions	Distractions, technical challenges	High cost
Visual Requirements	No	No	Yes	Yes	Yes
Technology Risk	Low risk	Low risk	Medium	High	none
Example	Introduce a policy / procedure	Project team meeting; staff meeting	E-learning	Project Planning Meeting	Ideal for High conflict Resolution



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We hope you have found these tools of value and use them to prepare for presentations, meetings, and important conversations.

Receive more tools and tips on Presenting with Impact by
[Signing up for Linda DeLuca's Newsletter](#)



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