

7 EASY STEPS TO BECOMING A BETTER PRESENTER

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Ground Rules

- This session is for you, so please participate.
- These are tricks and tips that worked for me but might not be right for everyone or every situation. Please consult a coach or physician to find a program that is best for you.
- No animals were harmed during the creation of this presentation, and please support pet rescue groups.



If you only remember one thing today:

**What's in it
for your
Audience?!!!**



[Photo by Andre Mouton from Pexels](#)

7 Tips So Easy That They Can't Possibly Work

1. What's in it for them? Not WIIFM!
2. Start with the end: What's your desired outcome?
3. Build your case to achieve the desired outcome.
4. Create an emotional connection for the audience with your outcome.
5. Never trust your audience to reach the correct conclusion.
6. Focus on only what supports your outcome.
7. Know your material and speak with confidence.

It's really that easy.

Start with the end - What's your desired outcome?

- Support or Approval
- Decision
- Advice
- Deferred action

- Three options and recommendation
 - Define the outcome
 - Present three options
 - Recommend the decision
 - Delegation poker



Source: [Luis Molinero Martínez](#)

Build your case to achieve your desired outcome



- Distill background information.
 - Notes > patterns > themes
- Narrow to only the most important points.
- Align to your desired outcome.
- Verify: Does it support the impression you want to create.

Source: [convisum](#), Image ID: 34233297

Which would you choose? \$3 million budget

Update Security Platform

- \$4.5 million license agreement.
- Few system changes needed.
- Drawbacks:
 - No Single Sign On (SSO) support.
 - Changes typically cost 4X.
 - Current performance gaps.
 - Poor support for other systems.

Upgrade to Full Platform Suite

- \$5.6 million total cost.
- New technology stack aligned with future enterprise architecture.
- Full SSO support.
- Low TCO.
- Unlimited licenses for 3 years. At the end of 3 years, all licenses in use are included in annual support. \$300,000 per year.

Create an emotional connection for the audience

- Recruit your champions.
- Align to benefit or cost/risk avoidance.
- Sell the quick win.
- Demonstrate alignment to value drivers.
- Avoid scare tactics.

[Switch: How to Change Things When Change Is Hard](#)

by Chip Heath, Dan Heath



Source: [alphaspirit, Image ID : 33981921](#)

Never trust your audience...

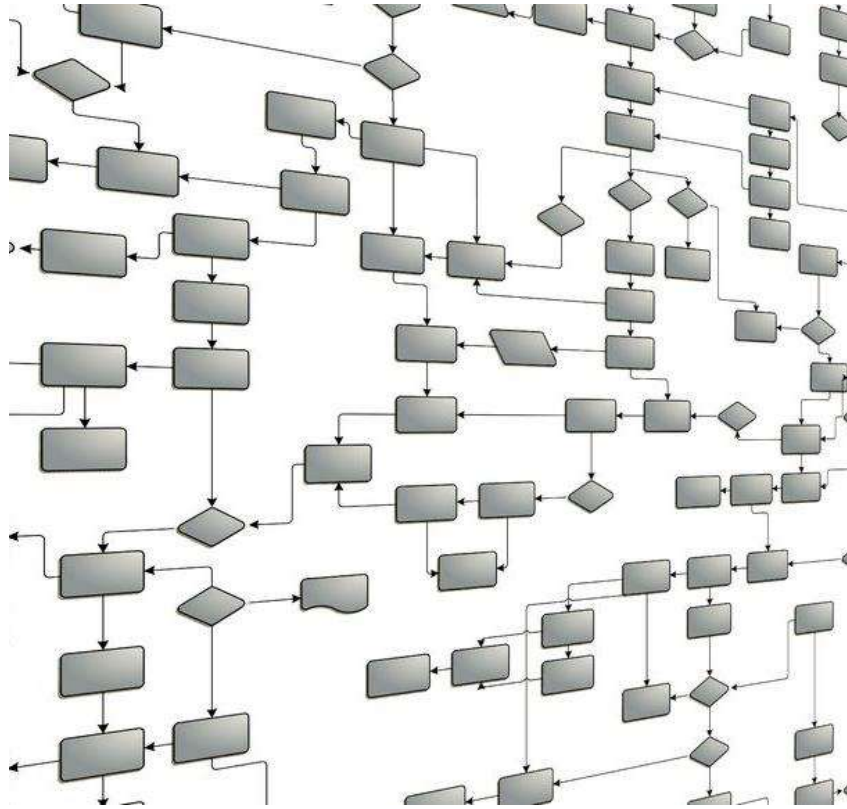
...to reach the correct conclusion.

- What is good or bad?
- When should I worry or help?
- What are you doing about it?
- Tell them how to interpret.

Business Value	Technical Health	End-User Perspective	Total Cost of Ownership
2.0	4.7	2.4	5.0
3.0	4.6	2.3	5.0
4.3	4.6	4.4	4.8
4.8	4.3	4.9	4.4
2.3	2.9	2.0	3.4
5.0	5.0	5.0	5.0
5.0	1.0	5.0	5.0
1.0	5.0	5.0	5.0
1.0	1.0	5.0	5.0

Source: [Info-Tech Application Portfolio Management Foundations](#)

Focus on only what supports your outcome



Source: [atm2003_ID: 10306679](#)

- Beware of the hindrance of knowledge.
- Focus on the most important keys to reaching your outcome.
- Make sure everything supports your recommendation.
- Put everything else in the appendix.

Be the champion for your outcome

- Know your material.
- Speak with confidence.
- If you don't know, don't make it up. Follow up.

A lack of confidence in your tone equals a lack in confidence in your outcome and recommendations.



[Photo by Diva Plavalaguna](#)

Be amazing!

Three Mistakes

- Show hesitation because of their position of power
- Talk to themselves, not the audience's WIIFM
- Let the audience interpret the information and draw their own conclusions

What The Best Do Best

- Focus on the audience
- Guide them to the desired outcome
- Connect them to the outcome as champions for your goal

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Stay Connected

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