You’re One Presentation Away from Changing the World

Presented by: Brian Washburn, CCAS BA ‘97

January 22, 2014

12 pm – 1pm EST
CAUTION

POP QUIZ AHEAD
Before we go too far…

If you have a question or comment, please type them into the Q&A box below.
Let’s test this out!

Using the Q&A box below, type in one thing you’re hoping to take away from today’s session.
Poll Question #1

What is your GW affiliation?
Poll Question #2

Where will the GW Men’s basketball team end up in March?
Getting To Know YOU

What kind(s) of presentations do you typically do?
Think of a recent presentation…

What did you do as a result of that presentation?

<table>
<thead>
<tr>
<th>Amazing Presentations</th>
<th>The Rest</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Presentations Can Curb Injustice
Presentations Can End Colonial Rule
Presentations Can Eliminate Blindness

Where’s the photo of the famous speaker on the world stage?
Presentations Can Eliminate Blindness
Where do these world changing presentations happen?
Meetings

Presentations with an Audience
How do these world changing presentations happen?
There are two keys

- Clearly defined outcomes
- A strategy to engage
Presentation Planner (Sample)

**Intended Outcome:** This presentation will be a success if the attendees are able to...

1. 
2. 

<table>
<thead>
<tr>
<th>Procedures/Instructional Technique:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Estimated Time</strong></td>
</tr>
<tr>
<td>Gesture, small group discussion, large group discussion, demonstration, case study, brainstorm, combination of these, etc.</td>
</tr>
</tbody>
</table>
What makes this tool so good?
Poll Question #3

What is the first thing to cross your mind when I say the following word...
Learning Styles!

## Presentation Planner (Sample)

**Intended Outcome:** This presentation will be a success if the attendees are able to...

1. 
2. 

<table>
<thead>
<tr>
<th>Procedures/Instructional Technique:</th>
<th>Instructional Technique: Lecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated Time</td>
<td>Content/Key Points</td>
</tr>
<tr>
<td>Estimated Time</td>
<td>Content/Key Points</td>
</tr>
<tr>
<td>Estimated Time</td>
<td>Content/Key Points</td>
</tr>
<tr>
<td>Estimated Time</td>
<td>Content/Key Points</td>
</tr>
</tbody>
</table>
Because I said so.

- Relevant information
- Solves an immediate problem
- Allows attendees to contribute
I said so, too.

Multi-tasking is a myth.

Making foie gras is an ugly process.

People remember the big picture, not details.
What does this look like in action?

Getting a GRIP - A Team Pulse Check

Intended Outcome: This presentation will be a success if the attendees are able to...
1. Articulate strengths and growth areas for our team based on the G.R.I.P. model.
2. Identify behaviors that individuals and the team would like to continue, start and/or stop to enhance our effectiveness as a team.

Procedures/Instructional Technique:

<table>
<thead>
<tr>
<th>Estimated Time</th>
<th>Content/Key Points</th>
<th>Instructional Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 minutes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
  - Transition from prior segment
  - Place activity as an opportunity to pulse check how effectively the new team is working together
  - Will help identify strengths and areas of improvement for team members and leadership by reflecting on our work together in the past 6 months
  - Importance of sharing perspectives honestly, divergent views are welcome, it's natural and essential that team members do not always view things the same way.
| Lecture       |
| 2 minutes     | Instructions for activity:
  - Ask team members to stand in a circle.
  - Each team member introduces a card to a partner who will read the statement on the card aloud to the rest of the team - 10 statements total.
  - After hearing the statement, team members reflect on the last 6 months, take one step inside the circle if they agree with the statement, one step outside the circle if they disagree. Can remain in place if they feel neutral.
  - Re-emphasize importance/value of honest responses. Team members will have the opportunity to discuss their responses and ask questions.
| Activity and group discussion |
## Presentation Planner (Sample)

**Intended Outcome:** This presentation will be a success if the attendees are able to...
1. Leverage LinkedIn to manage their professional relationships and career interests
2. Inspire fellow GW friends to learn best practices to help strengthen GW’s LinkedIn network and sharing of knowledge

### Procedures/Instructional Technique:

<table>
<thead>
<tr>
<th>Estimated Time</th>
<th>Content/Key Points</th>
<th>Instructional Technique</th>
</tr>
</thead>
</table>
| 10 min         | - Introduce myself and get to know the audience  
                  - Understand the different types of LinkedIn users in the audience  
                  - Provide a quick history of LinkedIn  
                  - Outline the next 35-40 minutes | Lecture:  
                  - Poll audience about frequency of using LinkedIn (monthly, weekly, daily)  
                  - Encourage audience to ask questions at any point during the presentation |
| 10 mins        | - Profile overview  
                  - Professional image and headline – Why is it important?  
                  - Customized URL – personal branding  
                  - Summary – highlight your story  
                  - Experience, Education, Causes – showcase your strengths, accomplishments, and interests | Projector:  
                  - Use LinkedIn website to provide live demonstration of key features |
| 25 mins        | - Network  
                  - Your personal CRM – LinkedIn is a tool to manage your professional relationships  
                  - Tags, How you met, Notes – demonstrate examples  
                  - Interests  
                  - Groups – Why are groups valuable?  
                  - Companies – Who should I follow and Why?  
                  - Pulse and Education – quickly explain these sections for audience to explore further | Activity:  
                  - Encourage audience to think about how they want to organize their network. Each person think about 5 key tags they could create to keep their contacts organized for their needs. |

© Endurance Learning 2014
Presentation Planner (Sample)

**Intended Outcome:** *This presentation will be a success if the attendees are able to...*

1. 

2. 

<table>
<thead>
<tr>
<th>Estimated Time</th>
<th>Content/Key Points</th>
<th>Instructional Technique: (lecture, small group discussion, large group discussion, demonstration, case study, brainstorm, combination of these, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Your Turn

Email to: bpwashburn@gmail.com when finished
Lecture is never an effective presentation strategy.
When you’re getting ready for a presentation, this should be your first thought:

“Oh no, I have to present in front of people. I hate public speaking!”
Pop Quiz – Question 3

When you’re getting ready for a presentation, this should be your first thought:

“What should I tell my audience?”
Pop Quiz – Question 4

When you’re getting ready for a presentation, this should be your first thought:

“What will my audience be able to do differently or better as a result of my presentation?”
Pop Quiz – Question 5

Your next presentation – whether 1:1, in a team meeting, or in front of a larger group - has the potential to change the world.
Thank you!

Connect with me via:

• LinkedIn:

• Twitter:

• Blog: http://trainlikeachampion.wordpress.com/

• Email: bpwashburn@gmail.com