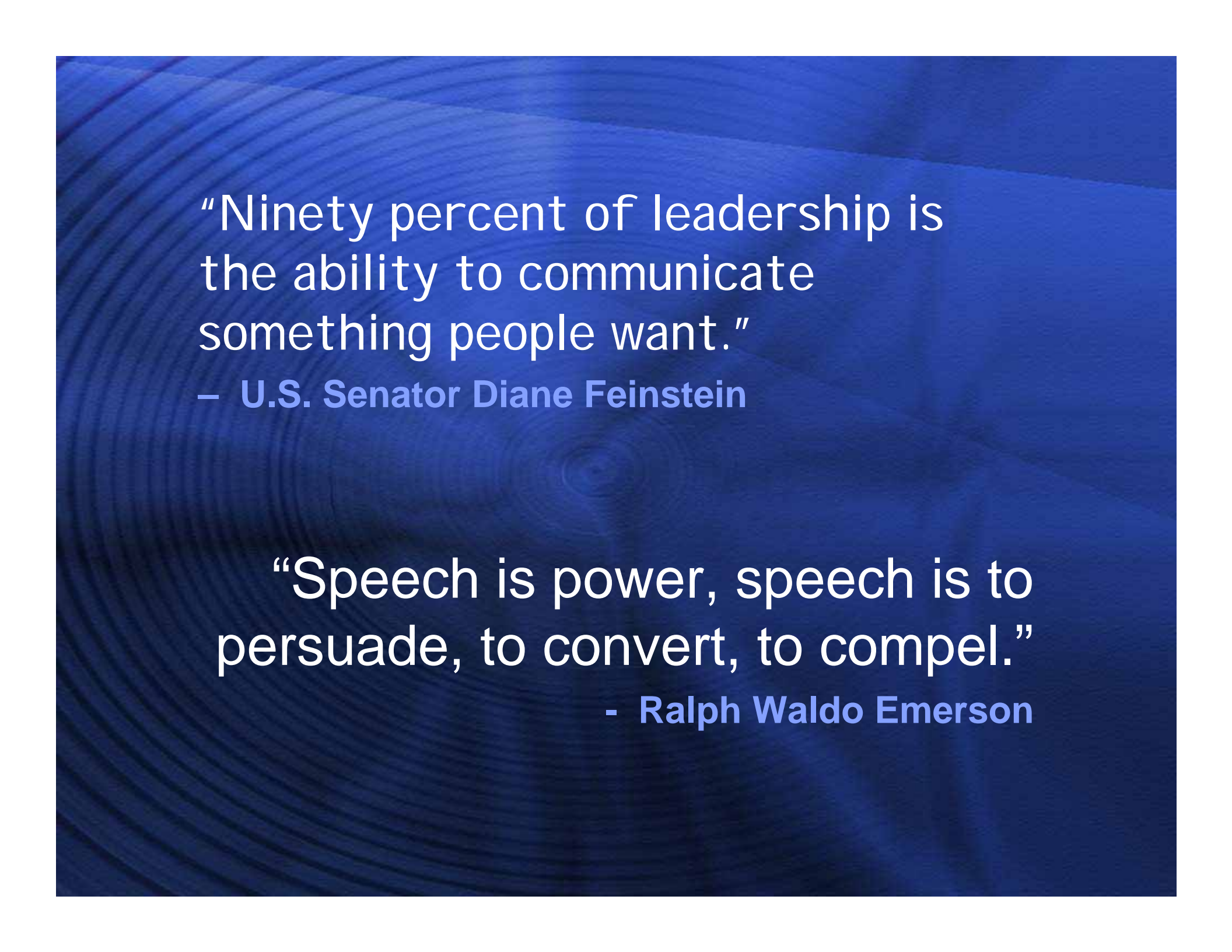


# NARPM 2008 Annual Meeting

*“Know What to Say and How  
to Present it Well”*

July 7, 2008



“Ninety percent of leadership is the ability to communicate something people want.”

– U.S. Senator Diane Feinstein

“Speech is power, speech is to persuade, to convert, to compel.”

- Ralph Waldo Emerson

# Know What to Say - Be Prepared

"It usually takes three weeks to prepare for a good impromptu speech."

– Mark Twain

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# Know What to Say - Be Prepared

## Top 3 Presentation Mistakes

- **#1 - No clear cut agenda or plan.**  
Good presentations don't happen by accident. They take lots of planning and preparation.
- **#2 – Not playing to the right audience.** You are not the audience.
- **#3 – Cramming too much in.** Select three or four key messages. And, keep it simple.

# Crafting Your Plan – and Presentation

## Have a clear agenda.

- Know your audience.
- Know what they want and need.
- Know the three or four messages you want to convey to them.
- Know what you want them to do in response.

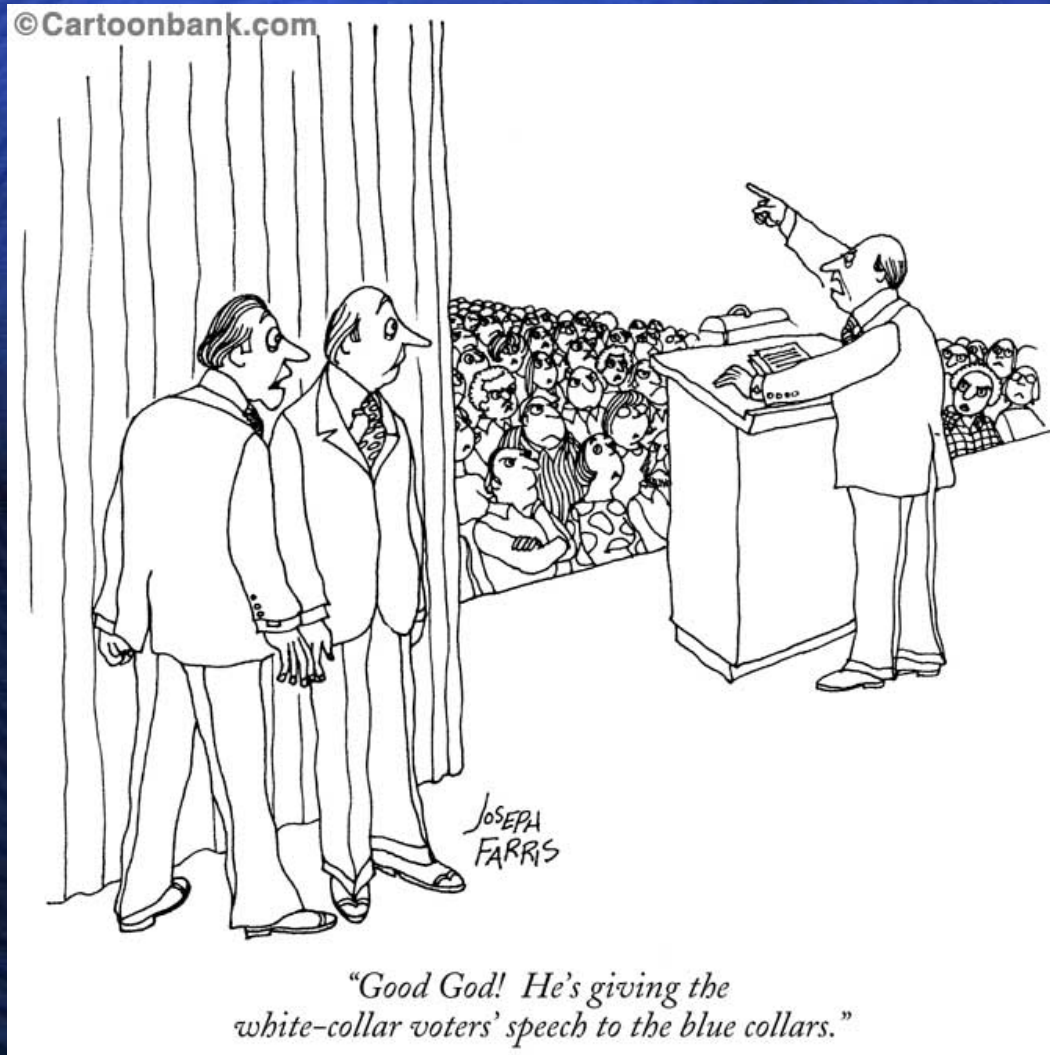
# Crafting Your Plan – and Presentation

Who do we need to *reach*?

What do we need them  
to *know*?

What do we want them  
to *do*?

# Know What to Say – Organizing Your Presentation



# Presentation Elements

1. **Content** – How much information can the audience absorb in one sitting?
2. **Structure** – A logical beginning, middle and end.
3. **Packaging** – Well prepared and delivered.
4. **You!** – Your style counts.

# Types of Presentations

1. **Timeline.** Events presented in chronological order.
2. **Order of Importance.** Most relevant to least relevant issues/topics/items.
3. **Problem/Solution.** Problems presented, solution given, benefits/results discussed.

# The Opener

Make the audience eager to hear more.

Some openers:

– *A startling statistic.*

“Homeowners use up to 10 times more toxic chemicals per acre than farmers.”

# The Opener

— *A quotation:*

*“Public speaking is the art  
of diluting a two-minute  
idea with a two-hour  
vocabulary.”*

*President John F. Kennedy, Jr.*

# The Opener

– *Rhetorical question:*

“Who is scared to death that I’m going to call on you to do an impromptu presentation? Raise your hand.”

# The Opener

## *A story:*

Stories should make a point and have a purpose that's obvious to the audience. Stories about people are best. Your own stories are even better.

# The Body of Your Presentation

This is where “What do they need to know?” messages come in.

- Stick to three or four key messages.
- Make it simple – even for technical audiences.
- Lead from one idea to another.
- Capture attention with real-life examples, videos, interactive exercises, etc.

# The Conclusion

**Main job is to:**

- Summarize your presentation
- Provide closure
- Offer an opportunity for questions

# The Conclusion

## Don't:

- Go overtime
- Ramble
- Add new points
- Say you forgot to mention something

# The Conclusion

## Do:

- Keep it short – no longer than 10 percent of your talk
- Summarize key points
- Provide closure and/or a call to action
- Provide an opportunity for questions

# Rules of Audience Participation

“According to most studies, people’s number one fear is public speaking. Number two is death... This means if you go to a funeral you are better off in the coffin than doing the eulogy.”

– Jerry Seinfeld

# Rules of Audience Engagement

**Identify your audience's level of understanding.**

- Am I presenting to experts? If so, assume that they know the terms and the basic info.
- What does the audience expect to hear from me?
- What does the audience need to do with the information?
- Have they heard similar presentations?

# Rules of Audience Engagement

## **Simplify, simplify, simplify.**

- Except when presenting to peers, get rid of the jargon. (Not everyone, even within the EPA, knows what ATSDR means.)
- Rule of three. Convey three key messages per presentation.
- Use analogies where appropriate. (Level of risk, size of a particle, etc.)

# Rules of Audience Engagement

## Find ways to relate.

- Share something about yourself that relates to your audience.

“When I was conducting a public meeting about this Superfund site...”

# Rules of Audience Engagement

## Find ways to relate.

Tell me about...

- The *strangest* thing that ever happened at a meeting.
- The *dumbest* thing you've ever said or heard at work.
- The *buzzword* you hate the most and why.
- Something that seems funny *now*, but didn't when it happened.
- Your *worst* public meeting experience.
- Your *best* public meeting experience.

# Rules of Audience Engagement

Actively engage your audience.

- Ask questions that *require* audience interaction. The more an audience feels like a part of the presentation, the more attentive they will be.

# Rules of Audience Engagement

**Make nervousness work for you.**

- An adrenaline rush can make for a more animated and enthusiastic performance. It's better than a shot of caffeine.

# Rules of Audience Engagement

## Controlling Anxiety – *Stress-Buster Exercises.*

- Stand on one leg and shake the other. Switch leg and shake. (Remove high heels or cowboy boots.)
- Shake your hands... fast. Hold them above your head, bending at the wrist and elbow and then bring your hands back down.
- Ease tense facial muscles by opening your mouth as wide as possible. Then close. Open and close.
- Do shoulder and neck rolls. Imagine you're eye level with a clock. As you look at 12, pull as much of your face up to 12 as you can; now move it to 3, then down to 6 and finally over to 9.

# Rules of Audience Engagement

## Working With Different Learning Styles

### *Seeing. Hearing. Touching.*

- **Visual Learner.** Responds well to PPTs, video, etc. Needs to “see what you mean.”
- **Auditory Learner.** Likes lectures. Pays close attention to your tone, pitch, word choice. Needs to “hear what you mean.”
- **Kinesthetic Learner.** Learns by doing. Needs hands-on training. Wants to “practice” what you preach.

# Rules of Audience Engagement

## *Dealing with a Difficult Participant*

- Not everyone will agree with you. Don't get rattled. You are the pro.
- Find a way to agree with part of the questioner's argument: "I understand your point, however. . ."
- Respond to the entire audience, not just the questioner.
- Do not debate. Suggest meeting during a break or after the presentation.
- If nothing else works, engage a supporter to intervene.

# Say It Well and With Style

Your voice is your most valuable tool.

*Tips:*

- Warm up your voice. Hum, do some vocal exercises, or talk to yourself.
- Avoid “dry throat.” Sip water.
- Vary your vocal style.
- Vary your volume, pitch and speed. Use force and volume to emphasize your key messages.
- Watch for “speed bumps” -- Words and phrases easy to flub. Slow down to aid articulation.

# Say It Well and With Style

## *More Vocal Tips:*

- **Pause from time to time.** It will make you seem thoughtful.
- **Inflection.** How you vary your speech influences retention. Over-act.
- **Say: “*This new CERCLA policy is going to be extremely effective.*”**
  - Change your tone. Add surprise, irony or anger, for example.

# Nonverbal Tips

**Body language and overall demeanor says a lot about you.**

- **Eye contact.** Don't read from your notes. Gaze around the room rather than at one person or spot. Look at your audience, rather than over their heads.
- **Facial expressions.** Smile. It relaxes your audience and makes you look, and sound, friendly. Use facial expressions to make a point, i.e., raised eyebrows for a startling fact or statistic.

# Nonverbal Tips

And finally,

**don't over-rehearse.**

It looks and feels staged.

# Know What to Say... and How to Say It

## At-a-Glance:

### Don't

- Speak too long.
- Talk to the PowerPoint, rather than the people. Try not to turn your back to your audience or step in front of the slides.
- Gesture too high or too low. From your waistline to your eyes is your “power space.”

# Know What to Say... and How to Say It

## Don't

- Keep hands jammed in pockets.
- Wobble back and forth when speaking. It distracts listeners.
- Use jargon when speaking to a lay audience.
- Try to be a comedian. A little humor is fine, but jokes can alienate others.

# Know What to Say... and How to Say It

## At-a-Glance:

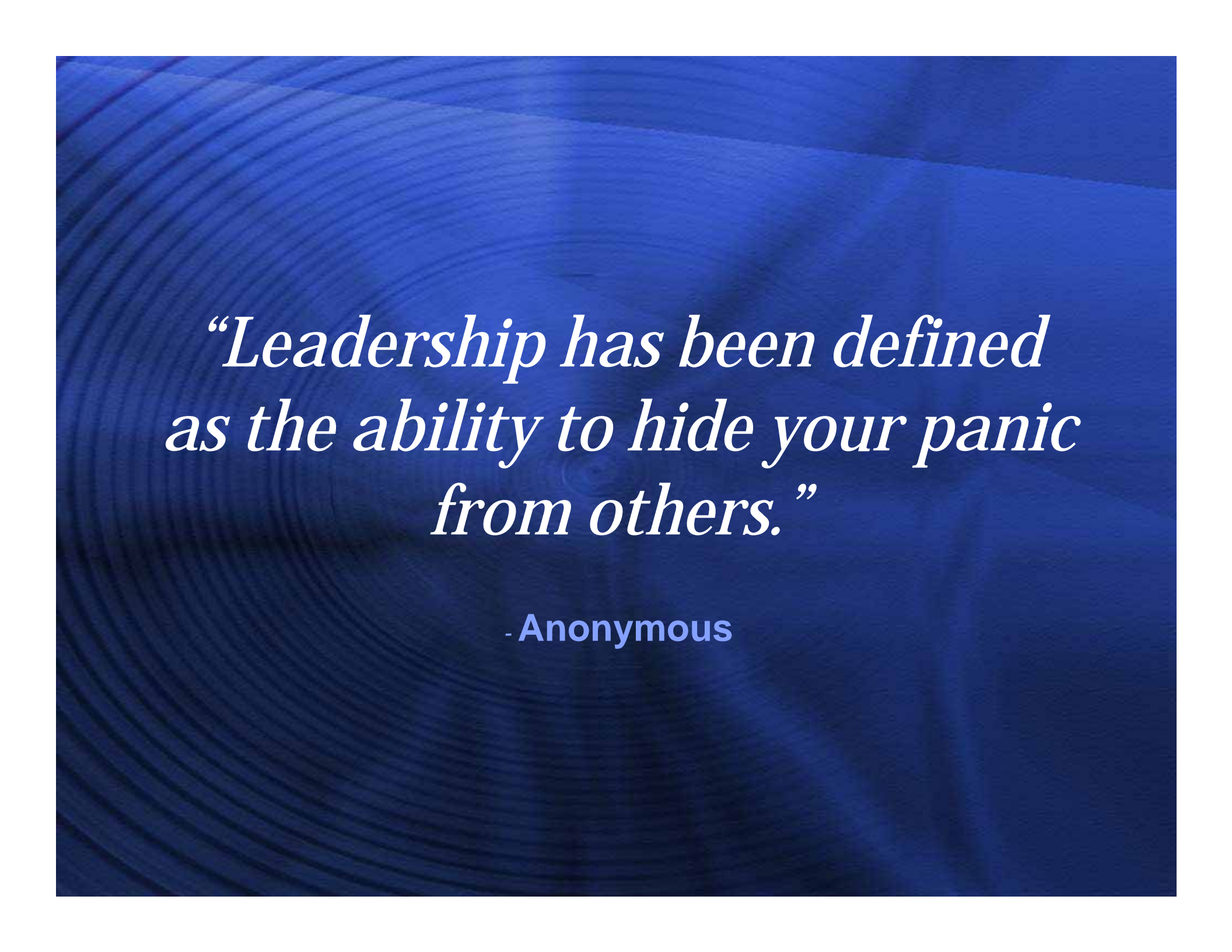
### Do

- Be prepared for impromptu speaking opportunities.
- Know your audience and their expectations.
- Have a clear, focused agenda.
- Know your topic inside and out.
- Stick to your messages.

# Know What to Say... and How to Say It

## Do

- Use hand gestures appropriately.
- Vary your speaking style.
- Dress appropriately.
- Rehearse.
- Use relaxation techniques prior to the presentation.



*“Leadership has been defined  
as the ability to hide your panic  
from others.”*

- Anonymous