

# Engage. Empower. Emerge.

## Powerful Presentations

Presented by:

**Alex DerHovhannessian**

*President*

Advantage Global Solutions

July 13, 2010



# Agenda

<b>Topic</b>	<b>Time</b>
Introductions & Expectations	10 mins
Types of Presentations (SPIES)	10 mins
Breaking the Rules	15 mins
NICE Tips	15 mins
Lightning Round	05 mins
Activity (Tentative)	
Open Q/A	



# Introductions

## 20 Second Introductions

Please share the following:

- Name
- Firm
- Background
- Presentation “pet peeve”
- One thing you want to learn from this session



# Expectations

## Expectations of participants today

1. Be Engaged
2. Treat this as a Dialogue...not a Lecture
3. Be an “Active Listener”
4. “Give to Get”
5. Follow-up with me, if needed



# Types of Presentations

The type of presentation should correspond to the delivery and messaging (SPIES)

- 1.Sell**                      *Provide several “closes” throughout*
- 2.Persuade**                *Begin with the “end goal” in mind*
- 3.Inform**                    *Focus on “level-setting”*
- 4.Educate**                 *Explain the “so what”*
- 5.State**                      *Provide Facts*



# Breaking the Rules

## Break the Golden Rule

Traditional Rule #1:

**Do unto \_\_\_\_\_ as \_\_\_\_\_ would like  
\_\_\_\_\_ to do unto you.**

Advantalk Rule #1:

**Do unto \_\_\_\_\_ as \_\_\_\_\_ would like  
to be done!**



# Breaking the Rules

## Break the Golden Rule

Traditional Rule #1:

**Do unto OTHERS as YOU would like  
THEM to do unto you.**

Advantalk Rule #1:

**Do unto OTHERS as THEY would like to be done!**



# Breaking the Rules

**V = Victory during the Presentation**

Traditional Rule #2:

**Talk the \_\_\_\_\_ & Walk the \_\_\_\_\_**

Advantalk Rule #2:

**Focus on Vs: \_\_\_\_\_, \_\_\_\_\_, &  
\_\_\_\_\_!**<sup>1</sup>



<sup>1</sup>Based on Albert Mehrabian's "Silent Messages" © 1981

# Breaking the Rules

**V = Victory during the Presentation**

Traditional Rule #2:

**Talk the TALK & Walk the WALK**

Advantalk Rule #2:

**Focus on Vs: VERBAL, VOCAL, & VISUAL!<sup>1</sup>**



<sup>1</sup>Based on Albert Mehrabian's "Silent Messages" © 1981

# Breaking the Rules

## The Proof is in the Question

Traditional Rule #3:

**There is no \_\_\_\_\_ question.**

Advantalk Rule #3:

**Create your \_\_\_\_\_ to get \_\_\_\_\_,  
\_\_\_\_\_, or \_\_\_\_\_!**



# Breaking the Rules

## The Proof is in the Question

Traditional Rule #3:

**There is no STUPID question.**

Advantalk Rule #3:

**Create your PRESENTATION to get ANSWER,  
INFORMATION or INTRODUCTION!**



# Breaking the Rules

## More than Spelling

Traditional Rule #4:

**Don't forget the three R's:** \_\_\_\_\_, \_\_\_\_\_,  
& \_\_\_\_\_.

Advantalk Rule #4:

**Use these R's:** \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_ & \_\_\_\_\_!



# Breaking the Rules

## More than Spelling

Traditional Rule #4:

**Don't forget the three R's: READING, WRITING, & ARITHMETIC.**

Advantalk Rule #4:

**Use these R's: READ, RECORD,  
REITERATE, & REVIEW!**



# NICE Preparation Tips

## Advantalk Presentation Preparation Tips:

- Need**      What do you NEED from this presentation?  
What do you want to accomplish?
- Identity**      What makes your IDENTITY unique?  
What separates you from your peers or other presentations?
- Common**      What do you have in COMMON with audience members?  
What passions, interests, goals, or background do you share?
- Experience**      What have you accomplished through your EXPERIENCE?  
What were the qualitative and quantitative results?



# NICE Delivery Tips

## Advantalk Presentation Delivery Tips:

- |               |   |
|---------------|---|
| Natural       | Be you, be genuine, be positive, and be confident.          |
| Interesting   | Be interesting, be relevant, and be involved.               |
| Communication | Be articulate, be well-paced, and be prepared but not rote. |
| End Result    | Be memorable, be a follower, and be targeted.               |



# Lightning Round!

## What do you want to discuss?

### The Presentation

Navigational Tool

Materials

Inform, Confirm, Repeat

### The Meeting Room

Lights

Setup

Tools

### Presentation Tools

Wireless

Video

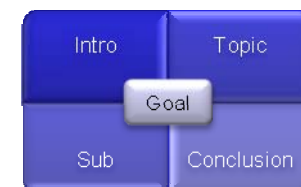
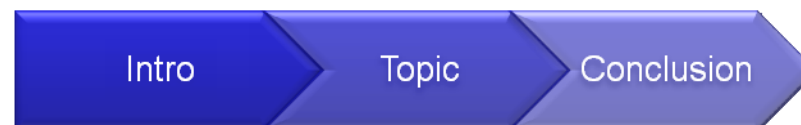
Color Codes/Audience Input

### Follow-up

Survey

E-mail

Supporting Documents



# Activity Details - Presentations

Move into teams of 2 or 3.

Take 30 seconds and present one topic from each area:

Area A:

Goal in your current job

Biggest strength

Proudest moment of your life

Area B:

Worst part of your job

Biggest weakness

Challenge in your life



# Activity Details – Presentations: Debrief

## When you were presenting about yourself

- Were you detailed?
- Did you say “um”?
- Did you feel confident, make eye contact, and engage?

## When you were listening

- Were the words matching the message?
- Were you providing feedback (verbal/nonverbal)
- What words below described the person providing information:

Confident

Direct

Articulate

Dynamic

Engaging

Balanced

Mature

Credible

Unsure

Rambling

Slurred

Monotone

Bland

Polarizing

Immature

Unbelievable



# Questions/Contact Information

Do you have a question or need some “impartial” advice?

Do you need assistance on a presentation?

Please feel free to contact me:

Alex DerHovhannessian  
*President*

Advantage Global Solutions  
4870 Sadler Road, Suite 300  
Glen Allen, VA 23060

alex@advantageglobalsolutions.com  
Direct (804) 482-1475  
Cell (804) 647-3570



Advantage Global Solutions



Advantage Global



Advantageglobalsolutions