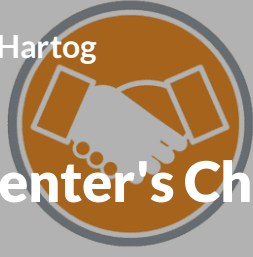




CH Clayton Hartog

The Presenter's Checklist



1.

KNOW YOUR
AUDIENCE

2.

MAKE THE RIGHT
FIRST IMPRESSION

3.

MAKE A BOLD
PROMISE

4.

INVOLVE THE
AUDIENCE

5.

BE MEMORABLE



Whether you are presenting to a small medical practice or a large corporate audience, being prepared as a presenter is the key to success! Learn the steps of the Presenter's Checklist to feel confident and prepared as a presenter!



Know Your Audience



Make the Right First Impression



Make a Bold Promise



Involve Your Audience



Be Memorable



QUIZ



Supplemental Material

Know Your Audience

CH Clayton Hartog

Who is the guy in the back row?

Have you ever presented to an audience you knew nothing about? Scary isn't it? Follow these guidelines to ensure you know you have tailored your message to the audience.

1

IT GOES FAR BEYOND BASIC DEMOGRAPHICS

- Knowing your audience helps you make a connection, establish credibility and set the foundation for a successful interaction. You must drill down to the core of your audiences

2

IS YOUR MESSAGE RELEVANT TO YOUR AUDIENCE?

- Don't be overly formal if you're working with a more relaxed or casual audience
- Adjust content based on their knowledge, experience and needs
- Be prepared to change your goals once you know more about the audience

3

UNDERSTAND YOUR AUDIENCE TO MAKE A GREAT IMPRESSION

- One of the most important reasons to know your audience is so that you can leave a great impression on your audience. Understand their needs so that you can establish the credibility and empathy you need to win them over.

CONTINUE

Make the Right First Impression

CH

Clayton Hartog

You only have a few seconds....

When we show up to the presentation you only have a few moments to set the tone. Did you do your homework? Did you scout your audience? Follow these guidelines to make the right first impression.

1

ACHIEVE CREDIBILITY IN THE FIRST FEW MINUTES

- The opinions we form in the first few minutes of encountering something new play a significant role in determining our willingness to engage or disengage.
- A phony and canned opening sets the stage for a mediocre and forgettable interaction.
- The first right impression means that people will view you and your message as credible and, therefore, readily accept it.

2

BUILD TRUST IMMEDIATELY OR SPEND THE REST OF YOUR TIME TRYING TO GAIN IT BACK!

- Branding, appearance and showmanship set the tone for the entire interaction.

- You are the message! Therefore, making the right first impression is extremely important:
 - Performance starts from the moment you arrive
 - Your demeanor, appearance and attitude are notice

CONTINUE

Make a Bold Promise

CH Clayton Hartog

A Promise is a Promise...

Audiences want to be captivated and left with a feeling that they invested their time wisely. By providing a Bold Promise, you give your audience a chance to walk away with some value!

1

DELIVER A COMPELLING STATEMENT THAT PROMISES RELEVANCY

- A Bold Promise captures your audience's attention by declaring your specific and actionable commitment.
- The Bold Promise is your thesis. It's the *raison d'être* for your entire presentation.
- It is the reason for the audience to stay engaged because it clearly states the benefits of doing so.
- By making a Bold Promise to your audience, you elevate the presentation from "same old" to something that fosters real and impactful change.

2

ACHIEVEMENT UNLOCKED

- Your Bold Promise should be ambitious, but be careful that it remains achievable! If the promise is out-of-reach or impossible it can backfire and damage morale!

- “Q1 was tough, but here are three easy ways for us to hit our numbers in Q2!”
- “If activated in this fashion, our teams can triple sales by the end of next quarter!”
- By understanding this one key element about gatekeepers, you’ll get to the decision maker every time!”

CONTINUE

Involve Your Audience

CH Clayton Hartog

Everybody loves Audience Participation....

When your audience shows up for your presentation, give them a conversation! By including the audience in the presentation it adds an element of learning that helps to 'Make it Stick.'

1

ACTIVE PARTICIPATION HELPS AUDIENCES REMEMBER YOUR MESSAGE MUCH MORE EFFECTIVELY THAN PASSIVELY LISTENING!

- People remember things in which they actively participate.
- Keep it interesting for participants.
- Politely yet boldly engage with your audience.
- Show instead of tell: use demonstrations when appropriate, as opposed to simply talking about a product.
- Ask a lot of questions and leverage their intelligence.
- Keep the focus on generating ideas, solving problems and agreeing on solutions.

2

INTERACT BY ASKING: THE SOCRATIC METHOD

- Ask engaging questions that solicit an open-ended response:

- Questions that can only be answered “yes” or “no” tend to slow down a conversation and reduce enthusiasm
- Open-ended questions tend to spark discussion and genuine interest
- Have a two-way discussion instead of a lecture.
- Be prepared for audiences to resist participation:
- Use prompts and questions to get the discussion going
- Compel your audience to answer questions or offer opinions

3

WHEN AUDIENCES PARTICIPATE, THEY REMEMBER!

- Engage the audience in a dialogue, not a lecture.
- Prepare more questions than you think you may need.
- Be comfortable with temporarily giving up control, but have a plan to move the discussion along if it begins to wander.
- Think back on this presentation; are there any moments of involvement that stand out?

CONTINUE

Be Memorable

CH

Clayton Hartog

We all want to be remembered....

Your presentation should not be over when your time with the audience ends. Take the time to create powerful takeaways and action items that your audience will want to return to, time and again!

1

BEING MEMORABLE LEADS TO SUCCESSFUL RESULTS

- Leave your audience with powerful takeaways as they prepare to take action:
- Things they can latch onto and remember
- Keep it simple
- Teach them HOW to do it; don't just focus on WHAT and WHY
- Give them something that:
- Points toward making their life easier
- Shows them how they will be happier, more fulfilled, more successful
- Expands their knowledge base
- Gives them direction for the next step

2

MEMORABILITY LEADS TO SUCCESS

- Leave your audience with powerful takeaways as they prepare to take action:
- Show them specific and simple tasks or processes they can use immediately
- Your presentation should expand the audience's knowledge while providing a clear path for additional action.

3

LINK BACK TO THE BOLD PROMISE

4

Close the loop on your Bold Promise by offering a new action or task for the future that provides tangible benefit.

5

Build agreement with the audience as you close the presentation!

CONTINUE

Lesson 6 of 7

QUIZ



Clayton Hartog

This is a short Quiz to test your understanding of the elements of The Presenter's Checklist

Question

01/03

Which option is NOT a part of 'Know your Audience?'

- ☐ IS YOUR MESSAGE RELEVANT TO YOUR AUDIENCE?
- ☐ UNDERSTAND YOUR AUDIENCE TO MAKE A GREAT IMPRESSION
- ☐ DELIVER A COMPELLING STATEMENT THAT PROMISES RELEVANCY
- ☐ IT GOES FAR BEYOND BASIC DEMOGRAPHICS

Question

02/03

Which statement is NOT a part of the 'Deliver a Compelling Statement that Promises Relevancy.'

- ☐ The Bold Promise is your thesis. It's the raison d'être for your entire presentation.
- ☐ It is the reason for the audience to stay engaged because it clearly states the benefits of doing so
- ☐ People remember things in which they actively participate.
- ☐ By making a Bold Promise to your audience, you elevate the presentation from "same old" to something that fosters real and impactful change.

Question

03/03

Match the 5 Elements of The Presenters Checklist.



1.
KNOW YOUR
AUDIENCE



2.
MAKE THE RIGHT
FIRST IMPRESSION



3.
MAKE A BOLD
PROMISE



4.
INVOLVE THE
AUDIENCE



5.
BE MEMORABLE



KNOW

Your Audience



MAKE the Right

First Impression



MAKE a

Bold Promise



Be

The Audience



Involve

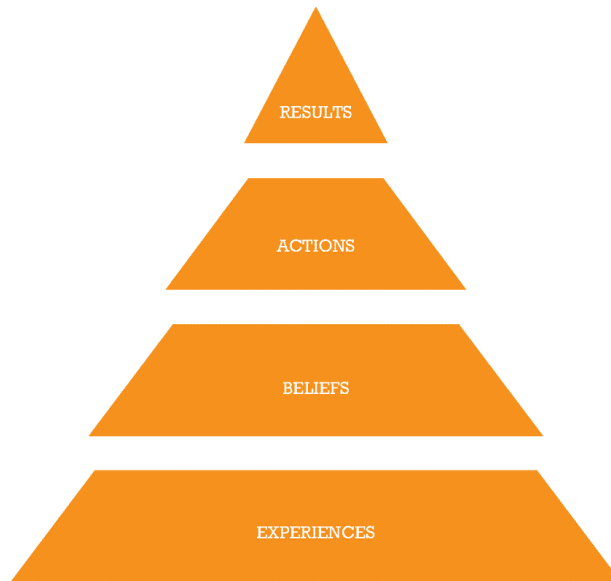
Memorable

Supplemental Material

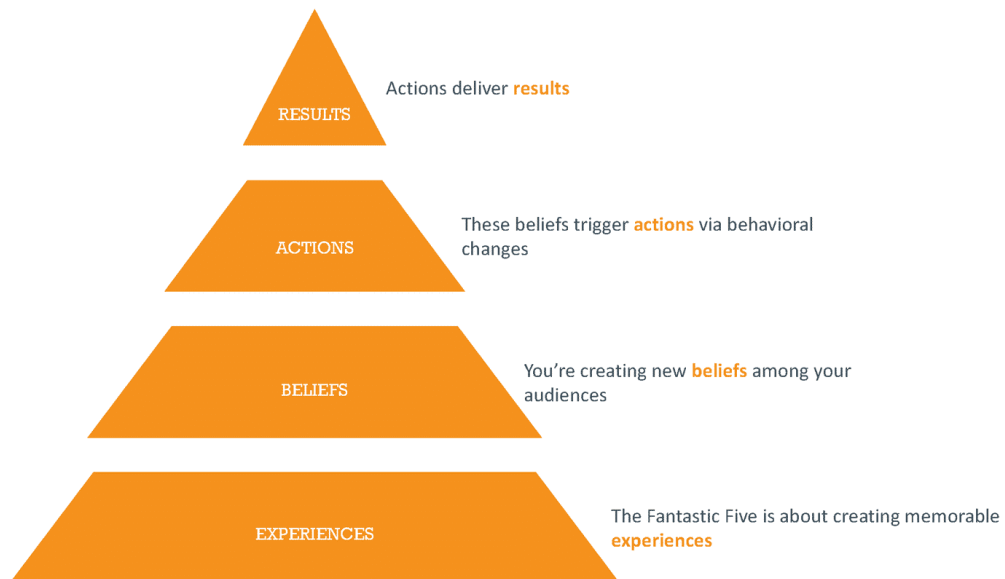


By following **The Presenter's Checklist** you will lead your audience to the right **Experiences** that will lead to a change in **Beliefs**. These beliefs will lead to new **Actions** that will end in positive **Results**.

A Sale, a Consultation, a New Account.



The Experiences to Results Pyramid



The Experiences to Results Pyramid
With Explanation
