



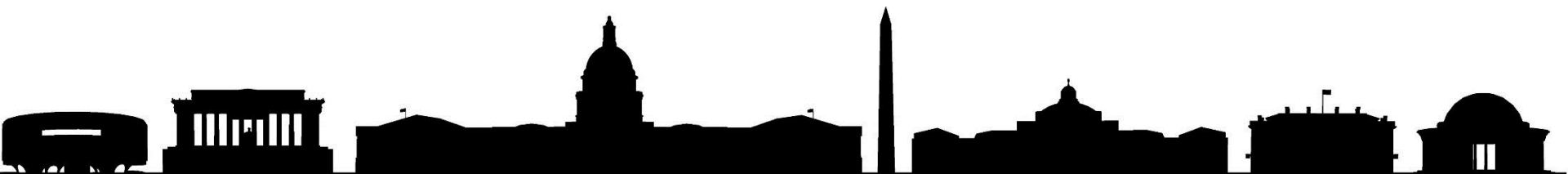
APMP-NCA MID-ATLANTIC  
CONFERENCE & EXPO 2015

## Navigating the Procurement Obstacle Course



# Conquer your fears: **Be a Star Presenter**

Chris Simmons  
Founder and Principal  
Rainmakerz Consulting LLC





At a funeral, the average person would rather be in the casket than giving the eulogy.  
--Jerry Seinfeld





# Collect Information



# Organize



# Presentation Tips

- S + NV = 90%
- Strong opening
- Hara hachi bu
- Power of stories
- Write it down
- Practice, practice, practice, practice
- Stronger closing
- Be you at your best
- Relax, have fun!



# Smile + NV = 90%!

Body Language	55%
Paralanguage	38%
Verbal	7%

Non verbal matters....

.... more than you think!



# NV Behaviors/Emotions

- Head/Face
- Hands/Arms
- Posture
- Several cues in succession
- All at once



Smile + NV = 90%



# Who is Rainmakerz Consulting LLC?



- ▶ Let's face it. Do you really care who Rainmakerz Consulting LLC is?
- ▶ Your probably thinking. I paid a lot for this conference, my time is valuable. I want to learn something new.
- ▶ Why is this guy wasting my time talking about his company?
- ▶ Okay. Back to reading the slide.
- ▶ Wow, does this slide have a lot of text! I'm sitting here reading it and not really listening to what Chris is saying. In fact, I'm reading it faster than he is and I'm ready to go on to the next slide.
- ▶ I wonder who this guy is and what was he thinking when he developed this slide. BORING!!
- ▶ Oops I haven't been paying attention and Chris is on the next slide. Lots more bullet points ahead. Just another wasted presentation with the same old beginning and useless, uninspiring, text filled slides.
- ▶ Can't wait until this one's over. Sounds like this guy is full of himself. No reason for me to pay attention. Time to check my smart phone while no one is looking.



## **Celebrating over XX years of growth**

- #1 revenue growth among like companies
- XX,XXX associates with more than XXX offices worldwide

## **Complete end-to-end services and global delivery capabilities**

- Systems Integration
- Consulting
- Management of IT and Business Functions

## **Flexible, accountable and objective partnerships**

## ■ **Extensive XXX Experience**

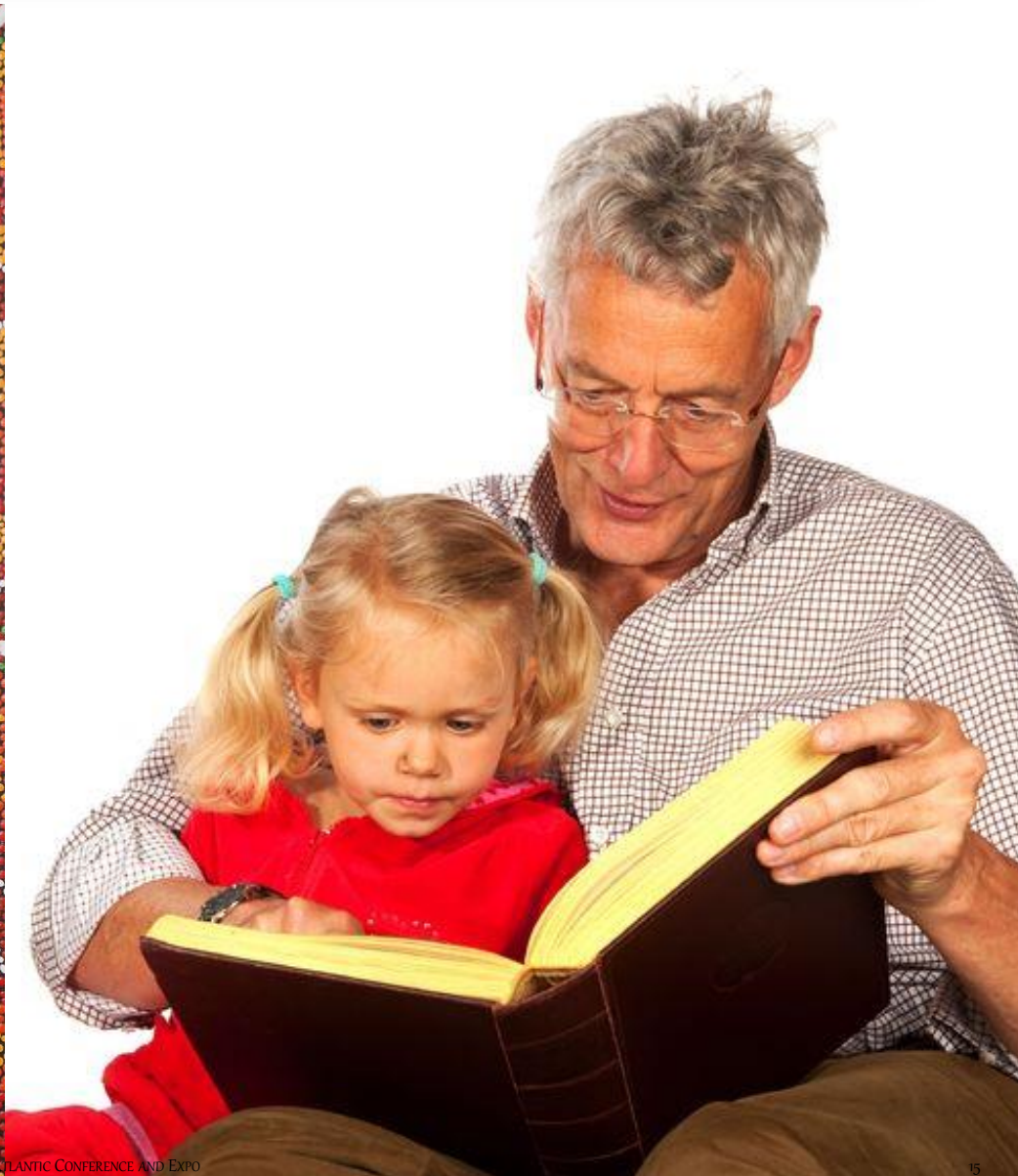
- <Past Performance Project #1>
- <Past Performance Project #2>
- <Past Performance Project #3>
- <Other less relevant projects>
- <Hardly relevant project>
- <Project not relevant but included anyway>
- <Ditto>





# Hara hachi bu





# Write it Down



- *Best way to remember*
- *Bulleted or numbered points*
- *Helps to organize/categorize/chunk*
- *Facilitates understanding/delivery*
- *3x5 cards = easy to manage*





“How...can I make my teammates better by practicing?”

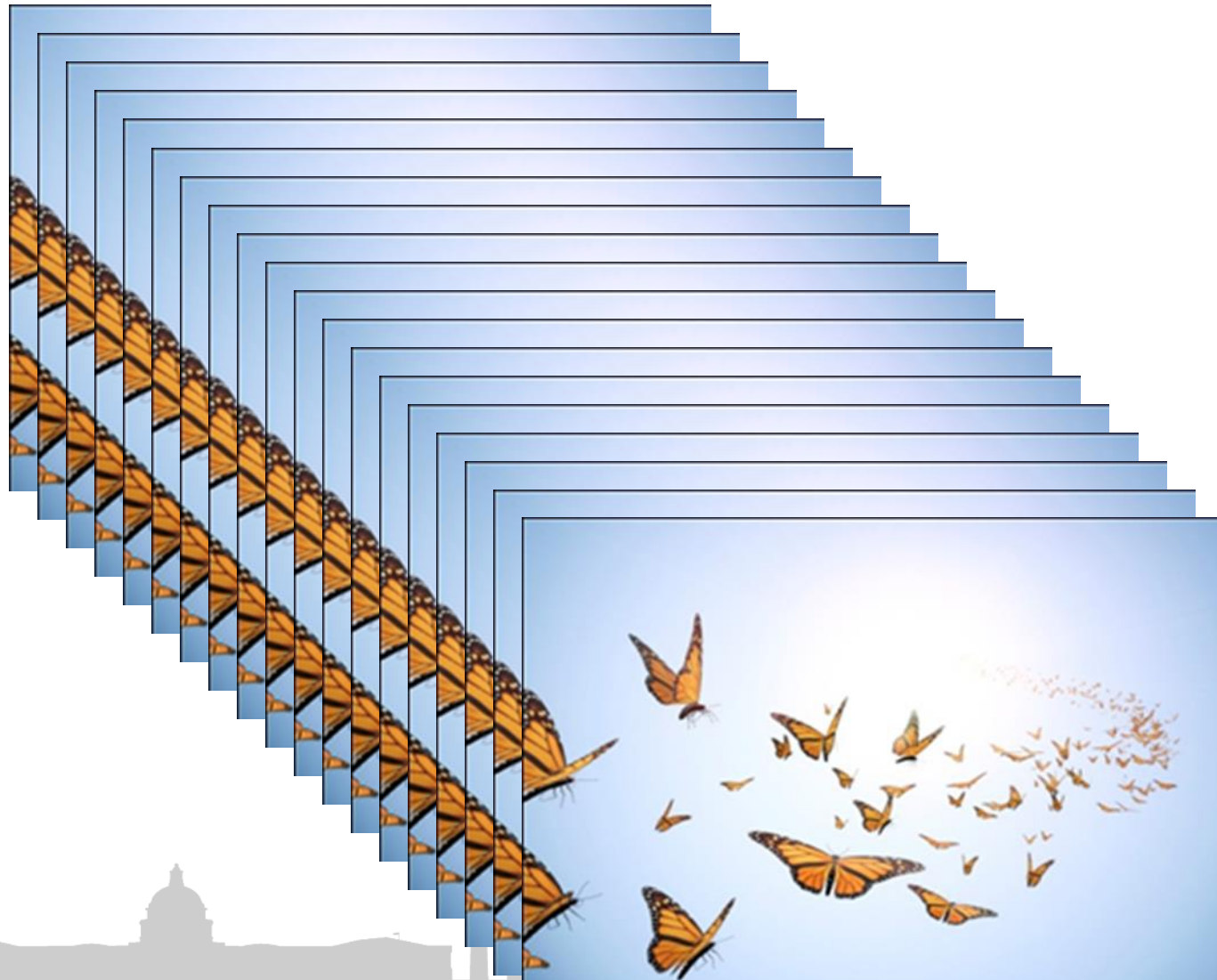
-- Allan Iverson (YouTube)

# Strong Closing





# Be You at Your Best



Relax, have fun!



1. Blink, Malcolm Gladwell
2. How to Give a Killer Presentation, Lessons From TED, Chris Anderson, Harvard Business Review
3. PresentationZen, Garr Reynolds
4. Resonate, Nancy Duarte
5. Smart Tribes, Christine Comaford
6. The Naked Presenter, Garr Reynolds
7. The Secret Structure of Great Talks, Nancy Duarte, [www.ted.com](http://www.ted.com), (18 minutes)
8. Presentation Tips: Storytelling, Nancy Duarte, [www.ted.com](http://www.ted.com), (1 minute)





# Detailed Reference Information





# Blink (Malcolm Gladwell)



1. Leaping to conclusions is called adaptive unconscious. (Page 11)
2. “Thiin-slicing” refers to the ability of our unconscious to find patters in situations and behavior based on very narrow slices of experience. (Page 23)
3. Quick decision making can be every bit as good as cautious and deliberate decision making. (Page 14)
4. A silent 2-second video clip of a teacher can tell us as much about how good a teacher will be as sitting in the class for an entire semester. (Page 13)



# Blink (Malcolm Gladwell)



5. Packaging really makes a difference when it comes to preference, e.g., Imperial margarine, Seven-Up soda, Christian Brothers brandy, Hormel canned meat, ice cream in round containers. (Page 161-166)
6. The most common (and important) forms of rapid cognition are the judgments we make and the impressions we form of other people. We easily parse complex distinctions in facial expressions. (Page 190)
7. Ekman and Friesen taxonomy of facial expressions, 43 basic movements, 10,000 facial expressions into Facial Action Coding System (FACS) in 500 page document used by Pixar(Toy Story) and DreamWorks (Shrek). (Page 201-205)



# Blink (Malcolm Gladwell)



8. The face is an enormously rich source of information about emotion...not just a signal of what is going on inside our mind...but it is what's going on inside our mind. (Page 206)
9. Emotions (from smiling) can start on the face. People who held a pen between their teeth (forcing them to smile) found cartoons funnier than people who held a pen between their lips (making it impossible to smile) (Page 207)
10. The optimal state where stress improves performance is 115-145 heart beats/min., >145 bpm = bad things happen, >175 bpm = complete breakdown of cognitive processing. (Page 225)



# Blink (Malcolm Gladwell)



11. Orchestra stereotype example. In the past most auditions were in-person and highly visual. Misconception was women didn't have the strength, attitude, resilience, or features (smaller hands) for certain instruments. "Some people look like they sound better than they actually sound, because they look confident and have good posture." Blind auditions increased women in symphony orchestras from 5%=50% over last 25 years. (Page 249-251)
12. Rapid cognition (not always good): Something happens in the first few seconds when meeting a tall person that makes us think they will be an effective leader. The same is true when police look at peoples hair, dress, race, etc., and think they are criminals. (Reading Group Guide, Page 6)



# 10 Ways to Ruin a Presentation (Chris Anderson, TED)

1. Take a really long time to explain what your talk is about.
2. Speak slowly and dramatically. Why talk when you can orate?
3. Make sure you subtly let everyone know how important you are.
4. Refer to your book repeatedly. Even better, quote yourself from it.
5. Cram your slides with numerous text bullet points and multiple fonts.

*How to Give a Killer Presentation, Lessons from TED, Chris Anderson, Harvard Business Review*



# 10 Ways to Ruin a Presentation (Chris Anderson, TED)



6. Use a lot of unexplained technical jargon to make yourself sound smart.
7. Speak at great length about the history of your organization and its glorious achievements.
8. Don't bother rehearsing to check how long your talk is running.
9. Sound as if you are reciting your talk from memory.
10. Never, ever make eye contact with anyone in the audience.

*How to Give a Killer Presentation, Lessons from TED, Chris Anderson, Harvard Business Review*



# PresentationZen (Garr Reynolds)



1. 99% of presentations stink.
2. What we want to see (short, simple engaging, content rich).
3. Simplicity is the ultimate sophistication (Leonardo da Vinci). Look for nuances and simplicity in complex problems.
4. Visuals are thousands of times more memorable than words.
5. But...bullet points are still the prevailing content and usually add nothing.



# PresentationZen (Garr Reynolds)



6. It's much more difficult to process verbal and written info. at the same time (cognitive load theory).
7. Is anyone listening or are they reading your bullet points?
8. We are wired to tell/listen to stories.
9. Our personalities, character, and experiences illuminate, engage, and are more memorable.
10. Left brain: Facts and data.
11. Right brain: Emotions, moods, music, verbal, body language, dress
12. Audience comes to a conclusion before the second slide.
13. No more than 6 words on a slide—ever.





# PresentationZen (Garr Reynolds)



14. Steve Jobs: Slides are simple, stunning, highly visual.
15. Style is conversational, friendly, comfortable, passionate, and enthusiastic.
16. Prepare and practice like mad to make sure it looks easy.
17. Forget the seriousness of the situation and just perform. Internalize the material.
18. Lighten up. Don't take your self too seriously. You will lighten up those around you.
19. All good performers have a solid connection with their audiences. It's not about you, it's about the audience and the message.



# Resonate (Nancy Duarte)



1. Stories are very powerful—a part of being human that dates back to our early beginnings.
2. Most presentations are delivered to persuade (uninformed->informed, stuck->unstuck)
3. Be uniquely different to draw attention to your ideas. Just being 'real' can be different enough.
4. If two products have the same features, the one that appeals to an emotional need will always be chosen.
5. Information is static. Stories are dynamic. Helps the audience visualize, engage, and be more receptive.



# Resonate (Nancy Duarte)



6. You are not the hero who will save the audience. The audience is the hero. As mentor, your role is to give the hero guidance, confidence, insight, advice, training. You need to be the wise storyteller.
7. First impression. Don't have to be overly dramatic or gimmicky. Reveal your character, motivations, abilities, and vulnerabilities. Establishing who you are and your own likability is paramount.
8. Presentations should have a clear: Beginning (call to adventure = gap between what is and what could be), Middle (call to action), and End (reward or new bliss).



# Resonate (Nancy Duarte)



9. **CALL TO ACTION:** Clearly state how you want the audience to act. Discreet tasks.
10. Be honest. Be authentic. No one is perfect and the audience understands this.
11. Don't compromise. Believe in your ideas (right or wrong).



# Smart Tribes (Christine Comaford)



1. Goal of the book is to increase performance, innovation, and engagement (yours and the teams).
2. Neuroscience research shows that our sense of survival depends on a sense of belonging (Page 2)
3. Tribes are about collaboration, connection, shared goals, and emotional engagement (Page 2)
4. When we don't feel like we belong, our primal survival fight/flight/freeze ("Critter State") takes over (Page 2)
5. Smart Tribe = If your entire culture is operating in its Smart State (Page 3)
6. Lack of talent is the #1 concern of CEOs. Maximizing existing talent is the key. (Page 10)



# Smart Tribes (Christine Comaford)



7. Management practices that rely on fear to enforce compliance keep people in their Critter State, and reduce innovation. (Page 25)
8. <to be continued>



# The Naked Presenter (Garr Reynolds)



1. Most presenters put too much emphasis on technology (PowerPoint) and not enough on connecting with their audience.
2. We are all over cautious. Get rid of notes, agenda, and cast-off self importance.
3. Appeal to both logic and emotion.
4. We are human and not perfect. Audiences will forgive mistakes. Lack of preparation will be noticed and not forgiven.
5. Audiences hate to be bored. A sure way to bore them is to remove your personality from the presentation.



# The Naked Presenter (Garr Reynolds)



6. Tap into emotions via stories, examples, and visualizations.
7. Common mistake is too much feeding (of information) and not enough digestion.
8. Humans have been telling stories from the beginning of time. A lot longer than we have been reading lists of bullet points.
9. Common delivery mistake is looking at and pointing to the screen.
10. Content alone is not enough. You need an emotional connection with the audience to have an impact.





# The Naked Presenter (Garr Reynolds)



11. Begin with a punch. Personal, unexpected, novel, challenging, or humorous.
12. Audiences give you a 1-2 minute honeymoon period (before they pass judgment).
13. The more text on a slide, the less you know the material.
14. To project a calm, relaxed, and natural image, remind yourself to slow everything down.
15. Evolutionary theory (fight or flight). Standing in front of a crowd is an easy target for prey. All eyes on you is threatening.



# The Naked Presenter (Garr Reynolds)



16. Best way to beat the flight response is to be prepared. We fear what we don't know. Know what's on the next slide and anticipate questions/objections.
17. It's just a presentation. You can't do any better than your best. You are human, and so is the audience.
18. Emotion (passion and enthusiasm) is missing from most presentations.
19. You don't have to be slick, polished, tall, or good looking, but you have to engage, inspire, and motivate.
20. Appeal to right brain (emotion). Don't make the mistake that data will speak for itself, no matter how convincing and obvious.



# The Naked Presenter (Garr Reynolds)



21. Arouse the emotion in the audience with story, image, or information that is unexpected, surprising, sad, touching, etc. Brain releases dopamine and will be better remembered.
22. Smiles are infectious. But they must be sincere. If you smile when you speak, your words will come out clearer.
23. Good things happen when we stop taking ourselves too seriously. It's ok to have fun.
24. After ten minutes the audiences attention takes a nose dive and you need to do something different.
25. Make good use of silence and pauses for impact.



# The Naked Presenter (Garr Reynolds)



26. Confucius: “I hear and I forget, I see and I remember, I do and I understand.”
27. Bullet point slides rarely inform, are hardly memorable, and never inspire action (unless action is taking a nap!)
28. Presenters have the ultimate responsibility to get the audience involved, and ask them to participate.
29. Use a verbal roadmap instead of an agenda slide.
30. Start strong, but finish even stronger. This is why you need to rehearse your opening and closing so much.



# The Naked Presenter (Garr Reynolds)



31. Steve Jobs is famous for his “one more thing” slide, where he saves the best for last, after everyone thinks he’s finished.
32. The recentcy principle: People tend to remember what is at the end of the presentation, not what’s in the middle.
33. Six common elements of sticky ideas: 1- Simplicity, 2- Unexpectedness, 3- Concrete, 4- Credible, 5- Emotions, 6- Stories (Chip and Dan Heath, *Why Some Ideas Survive and Others Die*)
34. After Q&A, take center stage again and close powerfully.



# The Secret Structure of Great Talks (Nancy Duarte)

1. Presentations have the power to change the world.
2. The most powerful force known to man is an “idea”.
3. But an idea is powerless if it stays inside you. The idea needs to spread (come out of you) if it is to be effective.
4. Average ideas are sometimes adopted over superior ideas that are rejected. The reason is HOW the idea was communicated.
5. Best ways to convey ideas is through stories. Stories pass on values from generation to generation.
6. Stories elicit physical reactions. Presentations flat line (put people to sleep).



# The Secret Structure of Great Talks (Nancy Duarte)

7. The last turning point in a presentation (a must have) is the call to action—how the world will look after people adopt your idea.
8. MLK and Steve Jobs used stories to keep the audience engaged. MLK used the same phrase, familiar metaphors, song lyrics, and visuals words to make complicated ideas memorable, to connect, and resonate with the audience.
9. You can change your world, or at least your part of the world. The future is not a place to go to, it's a place that you can create.



# Presentation Tips: StoryTelling (Nancy Duarte)



1. One way to engage audiences is to tell stories. Personal stories move people.
2. The tough part of telling a personal story is (most great stories) have some sort of conflict—a hardship that has been overcome.
3. Part of telling a great story is that you have to be transparent and forthcoming about your hardships. Proving that you have overcome hardships will help convince the audience that you are qualified to lead them.
4. Be open (vulnerable) and tell the stories that engage the audience and move them to the next place (new bliss) you want to take them.





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