

**Presenting
with a Punch:**
Making your
Message Stick



Kim Massey
Partner, The Rise Group

Gareth Miles
Partner, The Rise Group



Presenting with a Punch: Making your Message Stick

good afternoon

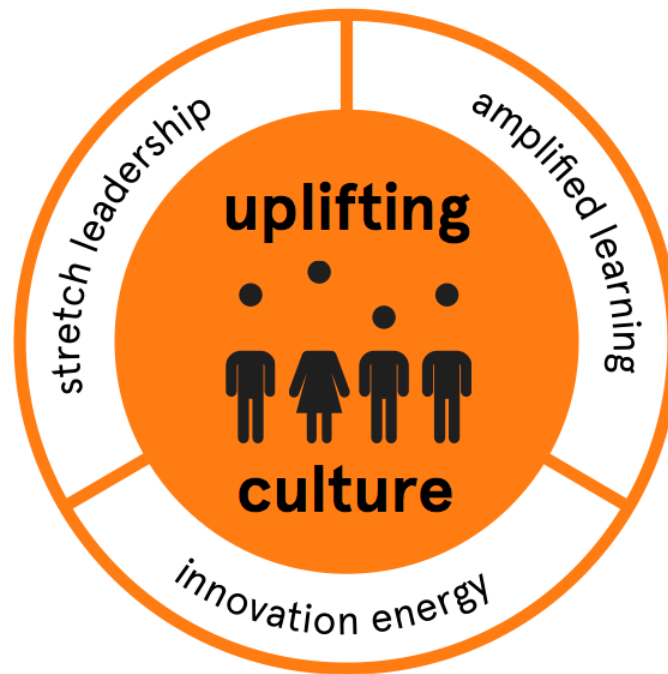
kim & gareth

•

the rise group



**Helping Tiffany
define their 'ideal
culture' and then
embed it globally**



**Helped Disney
create training
modules around
organizational
vibrancy**

**Helping Jack Daniels
develop their new product
pipeline**

Presenting with a Punch: Making your Message Stick

why listen to us?

Google

Disney



at&t



IDEAFESTIVAL®

Mondelēz
International



FOUR SEASONS
Hotels and Resorts



Google

Disney



at&t

IDEAFESTIVAL®

Mondelēz
International



FOUR SEASONS
Hotels and Resorts



Google

Disney



at&t



IDEAFESTIVAL®

Mondelēz
International



FOUR SEASONS
Hotels and Resorts



OpenTable™

MOLSON *Coors*

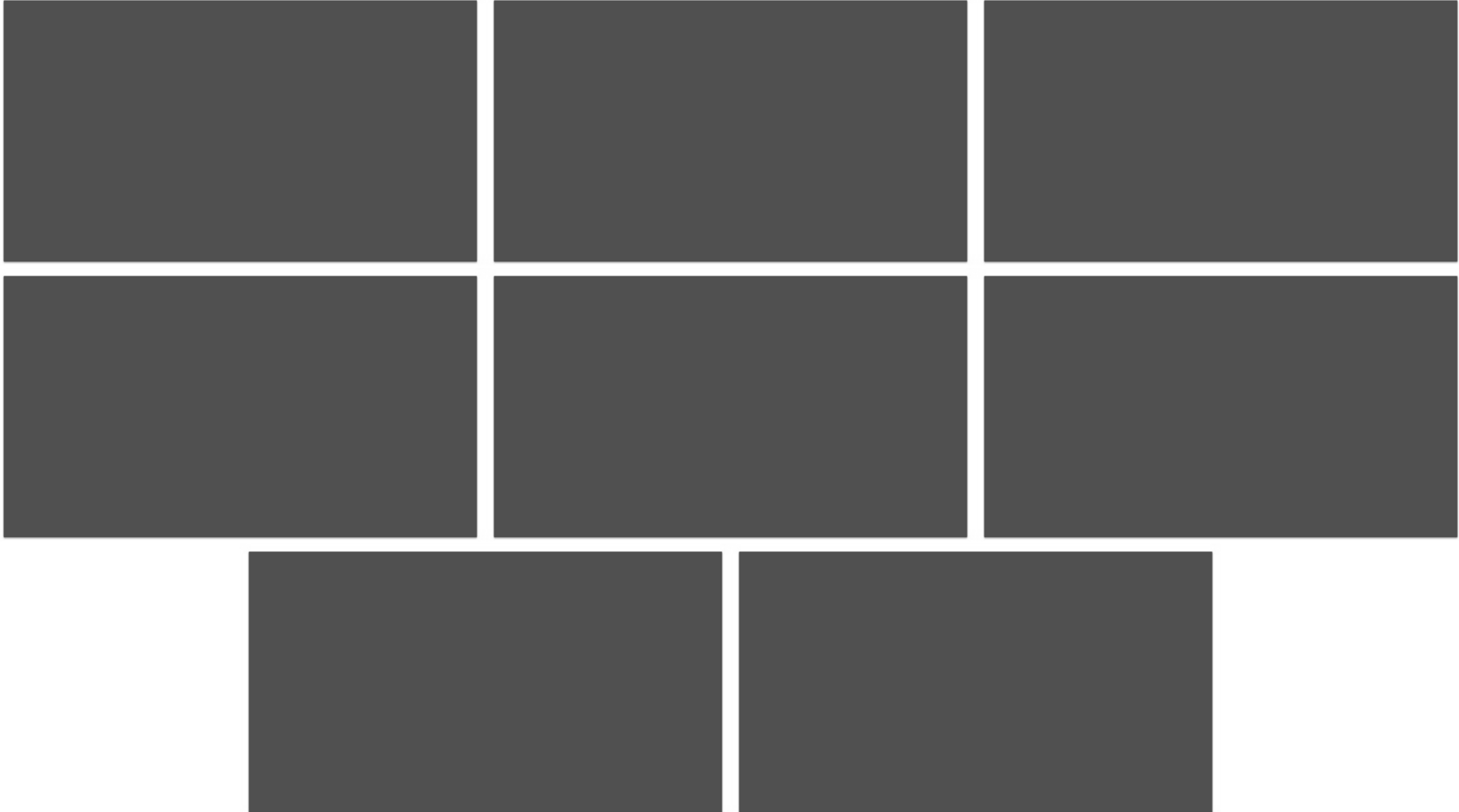
ConAgra
Foods
Food you love



BROWN-FORMAN



bad presentation?



pick a presentation!

**THE SECRET TO GREAT
PRESENTATIONS CAN BE FOUND
IN THE ANSWER TO ONE SIMPLE
QUESTION...**

HOW MANY
DAYS ARE
THERE IN
SEPTEMBER?

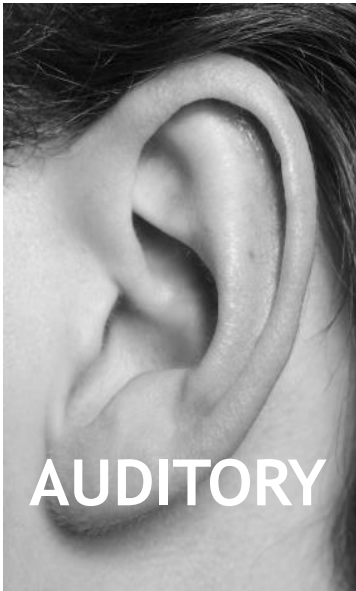
30

Thirty days hath September,
April, June, and November.
All the rest have thirty-one,
Excepting February alone,
And that has twenty-eight days clear,
And twenty-nine in each leap year.



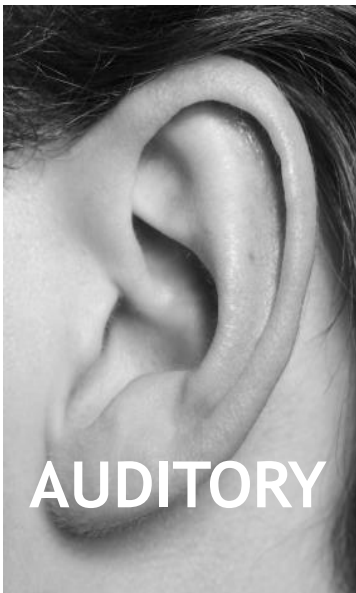
September 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



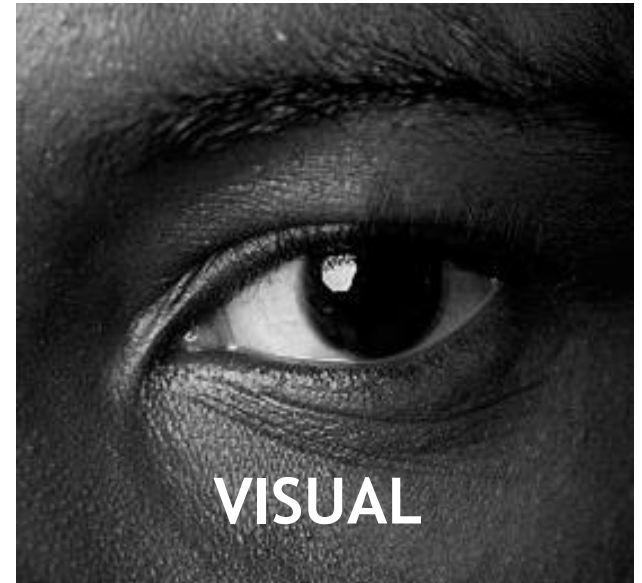
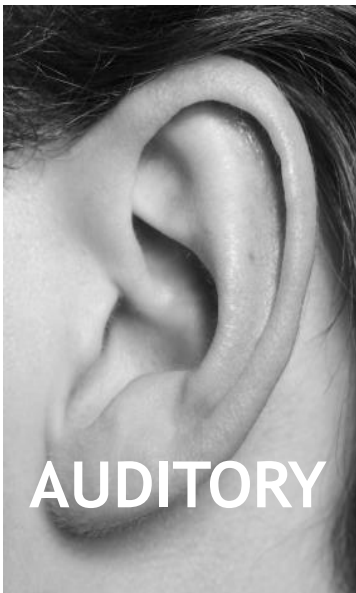
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29	30					



September 2013

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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					





“HMMM I’D BEST READ THE INSTRUCTIONS”



“LET’S LOOK AT THE DIAGRAM.”

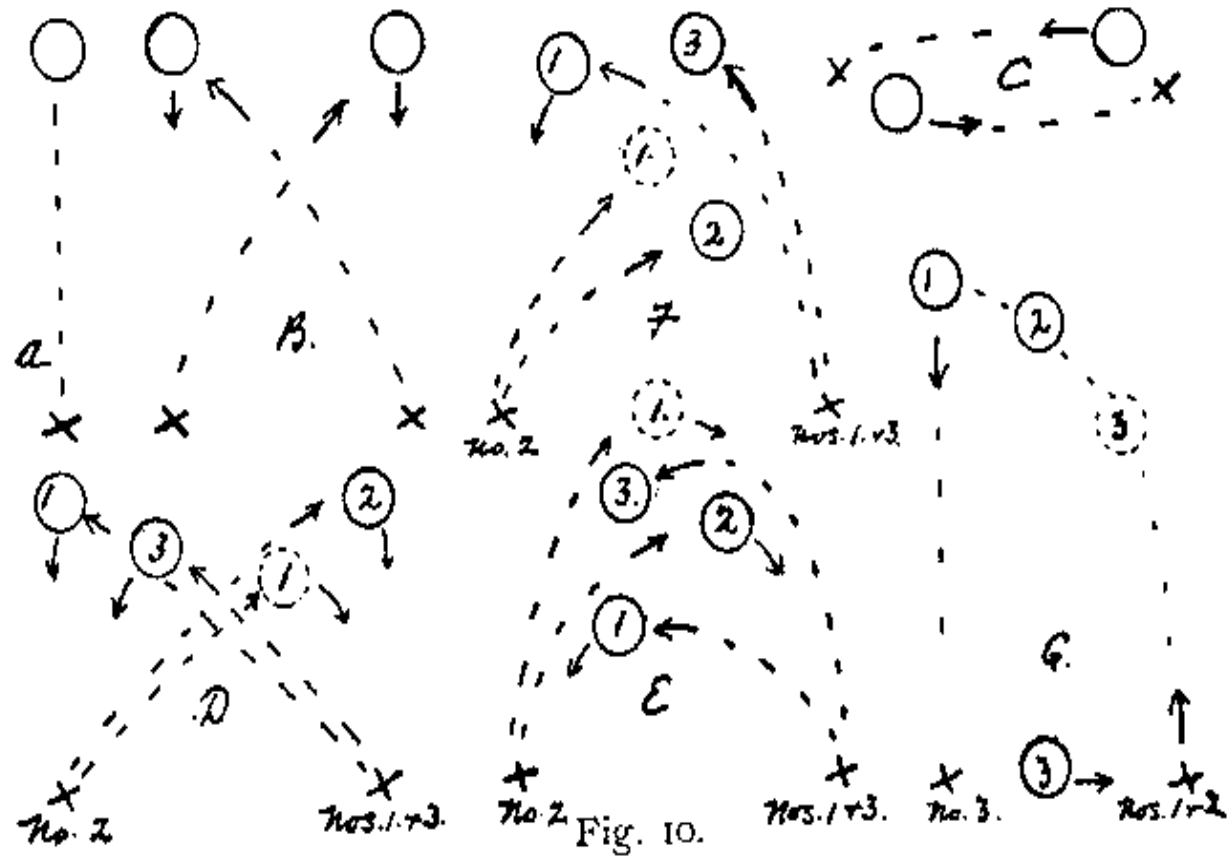


“HAND ME THAT HAMMER AND STAND BACK”

A. Take a ball in each hand. Hold the balls out in front of you at waist height. Toss the ball in your right hand over to your left hand. Immediately after throwing the very first ball, throw the left hand ball over to the right hand. Try to throw the balls so they fly in an arc at eye level. Catch each ball and repeat. Keep practicing until you can control the flight of each ball and you can catch them each time.

B. Take two balls in your right hand and one in your left. Repeat Step A. This time, just before you catch the ball in your right hand, throw the third ball. Don't worry about catching the third ball just yet. Practice catching two balls and getting the third ball in the air.

C. Once you are comfortable with Step B, try catching the third ball in your left hand. You'll notice that it is not so easy, so throw the ball in your left hand just before the third ball reaches it. Simply repeat the action and – voila- you are juggling! The more you practice the better you will become.

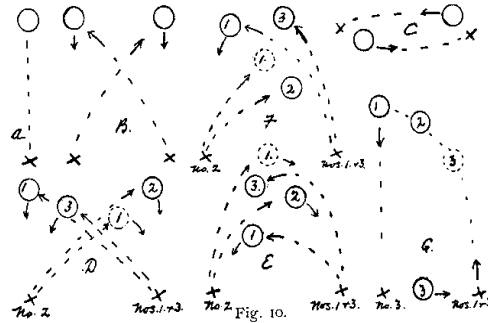




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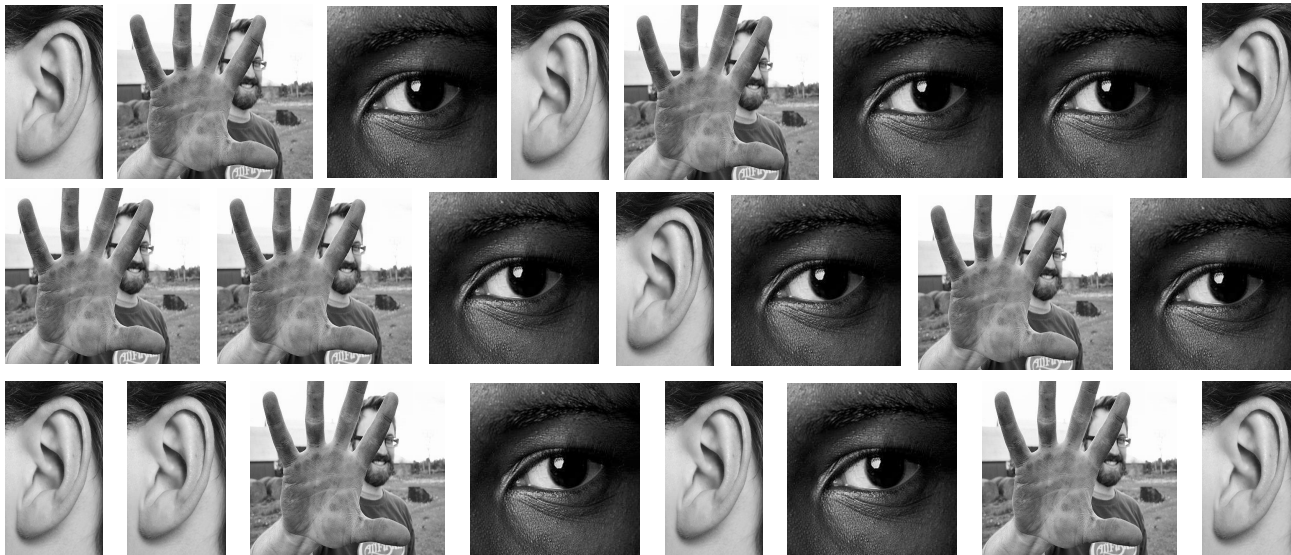
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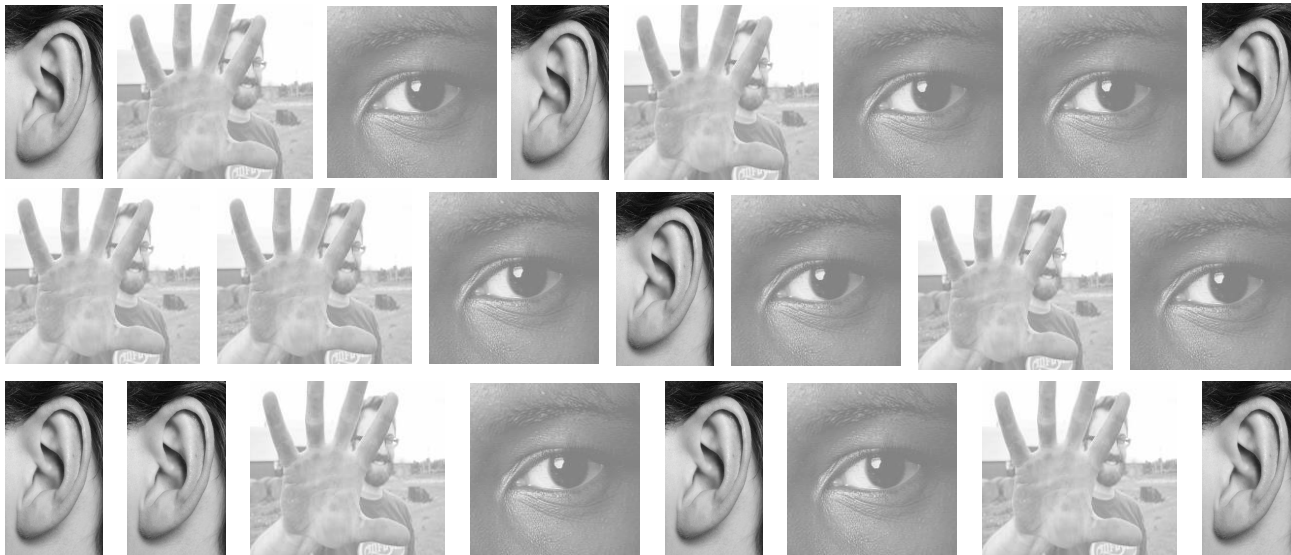


AUDITORY

VISUAL

KINESTHETIC





USE ALL 3
SENSORY
STYLES -
AUDITORY

USE ALL 3
SENSORY
STYLE
AUDITORY

GET
CREATIVE

'PAINT'
PICTURES

**Think of a number
between 1 and 6**

1

2

3

4

5

6

Seaweed 2035-10	Cat's Eye 2036-10	Amazon Moss 2037-10	Celtic Green 2038-10	Deep Green 2039-10
Cactus Green 2035-20	Irish Moss 2036-20	Jade Green 2037-20	Irish Clover 2038-20	Emerald Isle 2039-20
Nile Green 2035-30	Green With Envy 2036-3	Kelly Green 2037-30	Prairie Green 2038-30	Cabana Green 2039-30
Stokes Forest Green 20	Meadowlands Green 2036	Adam Green 2037-40	Monmouth Green 2038-40	Teal Blast 2039-40
Spruce Green 2035-50	Marina Bay 2036-50	Greenwood Lake 2037-50	Return To Paradise 203	Mermaid Green 2039-50
Leisure Green 2035-60	Surf Green 2036-60	Santa Barbarbra Green	Tropical Pool 2038-60	Seafoam Green 2039-60
Italian Ice Green 2035	Crème de Mint 2036-70	Fresh Mint 2037-70	Irish Spring 2038-70	Refreshing Teal 2039-7



**Think of a number
(again) between 1 and 6**

1

2

3

4

5

6

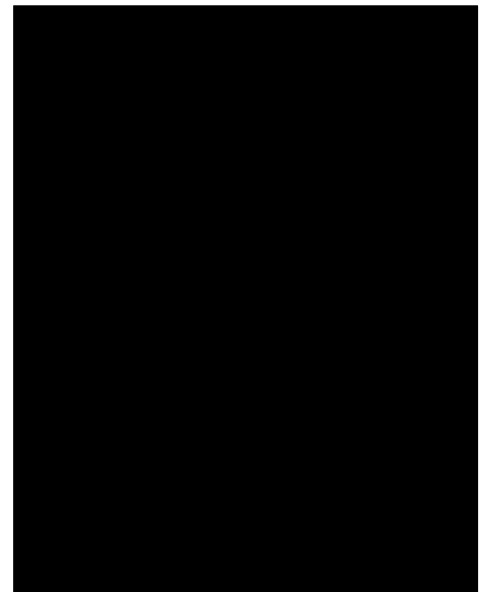
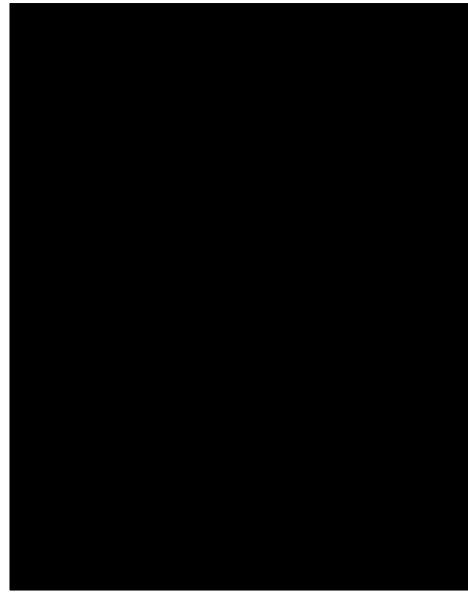
SUGAR, ENRI CHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE {VITAMIN B1}, RIBOFLAVIN {VITAMIN B2}, FOLIC ACID), HIGH OLEIC CANOLA OIL AND/OR PALM OIL AND/OR CANOLA OIL, AND/OR SOYBEAN OIL, COCOA (PROCESSED WITH ALKALI), HIGH FRUCTOSE CORN SYRUP, CORNSTARCH, LEAVENING (BAKING SODA AND/OR CALCIUM PHOSPHATE), SALT, SOY LECITHIN (EMULSIFIER), VANILLIN - AN ARTIFICIAL FLAVOR, CHOCOLATE. CONTAINS: WHEAT, SOY.



Sydney Opera House - 233 designs from 32 countries



Jørn Utzon





**“WE ARE A
CALORIE
FACTORY
MAKING SURE
THE SOLDIERS
GET WHAT THEY
NEED”**



**“WE ARE A
CALORIE
FACTORY
MAKING SURE
THE SOLDIERS
GET WHAT THEY
NEED”**

**“WE ARE A
CANTEEN - IT’ S
OUR JOB TO
FEED THE
TROOPS 3 TIMES
DAY”**



**“WE ARE A
CALORIE
FACTORY
MAKING SURE
THE SOLDIERS
GET WHAT THEY
NEED”**

**“WE ARE A
CANTEEN - IT’ S
OUR JOB TO
FEED THE
TROOPS 3 TIMES
DAY”**

**“WE ARE IN
CHARGE OF
MORALE”**

USE ALL 3
SENSORY
STYLES -
VISUAL

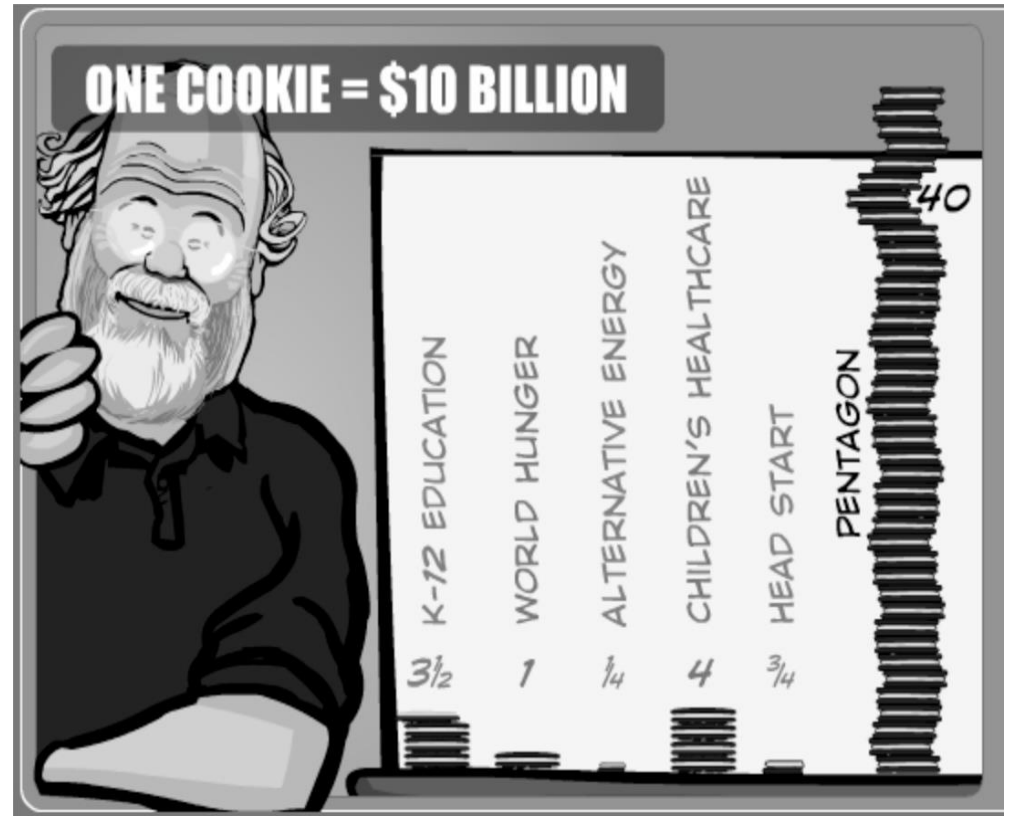
USE ALL 3
SENSORY
STYLE
VISUAL

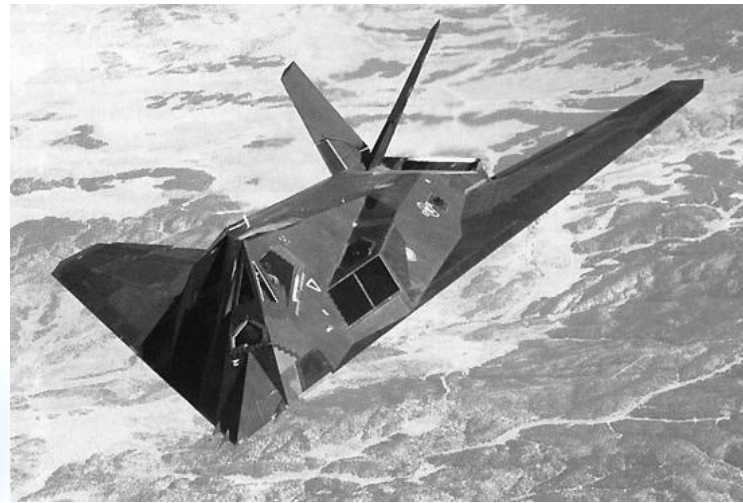
MAKE IT
INTERESTING

AVOID
CLICHES



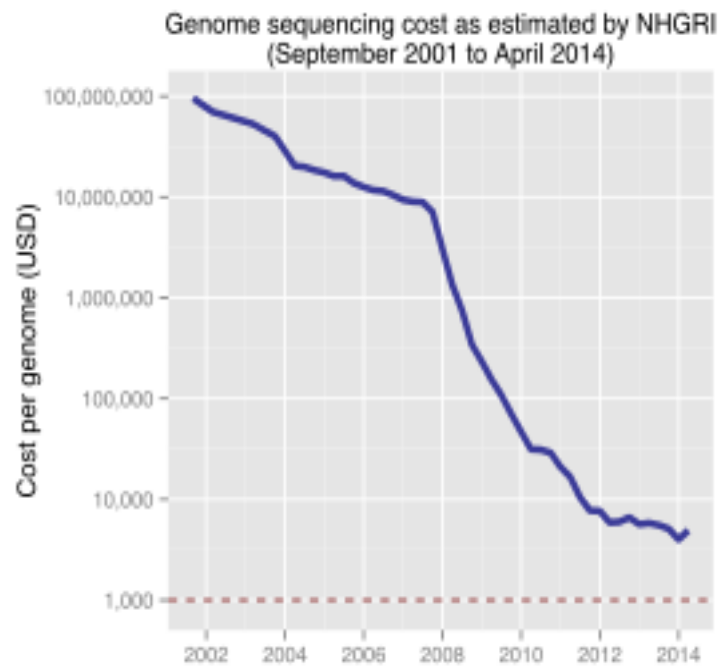






LOCKHEED MARTIN 

illumina





2002 = \$30,000



2002 = \$30,000



2012 = Less than \$30

CLIPART IS NOT YOUR FRIEND

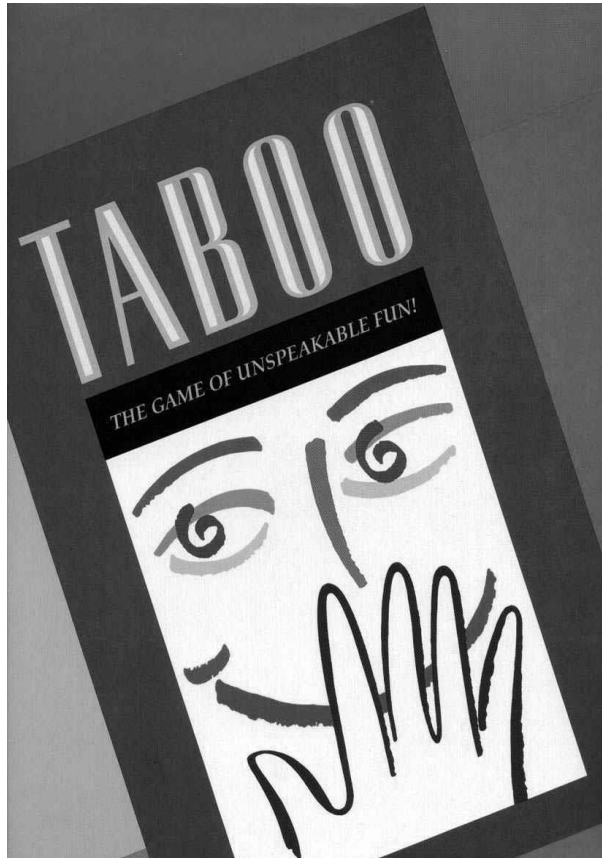


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GOOGLE IMAGE SEARCH HAS MADE US LAZY





Water Liquid Blue Drink Refreshing Swim	Beer Liquid Brand Names Drink Refreshing Alcohol	Blue Colors Sky Water Sad Cold
Wind Air Breeze Gust Blow Move	Chocolate Cocoa Milk Bitter Sweet Creamy	Sun Star Burning Sky Yellow Hot
Fire Hot Burning Red Lighter Element	Banana Fruit Yellow Phallic Green Monkey	Hair Ponytail Head Curly Cut Brush

USE ALL 3
SENSORY
STYLES -

KINESTHETIC

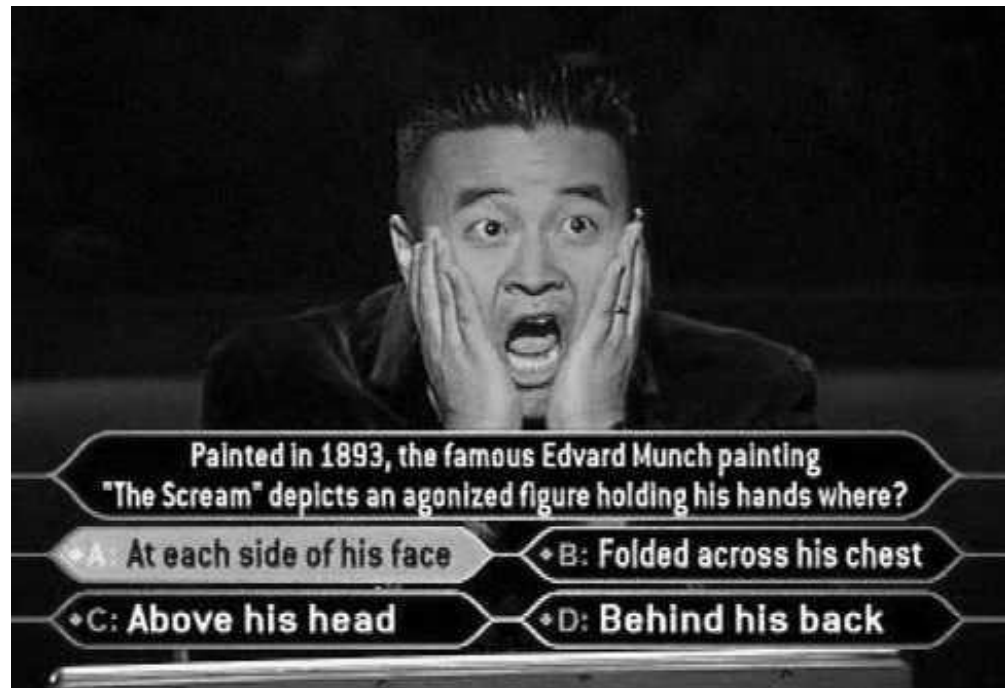
USE ALL 3
SENSORY
STYLE.
KINESTHIC

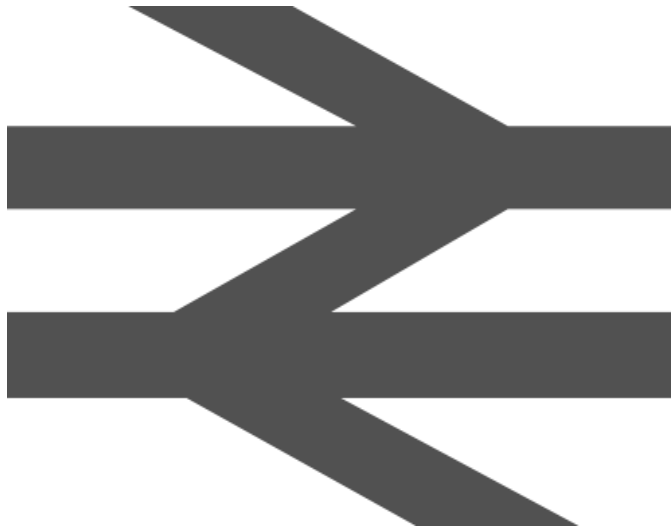
PLEASURE

PAIN













**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***



“Kenneth L. Peters, the principal of Beverly Hills High School, announced today that the entire school faculty will travel to Sacramento next Thursday for a colloquium in new teaching methods. Among the speakers will be the anthropologist Margaret Mead, college president Dr Robert Maynard Hutchins, and the Governor of California.”

“Next Thursday, the high school faculty will...”

**“There will be no
school Thursday.”**

**KNOW YOUR
AUDIENCE**

“A GOOD LAWYER KNOWS THE JURY,

**“A GOOD LAWYER KNOWS THE JURY,
A GREAT LAWYER KNOWS THE JUDGE”**



THE QUEEN



SUPERMAN



JACK SPARROW



FLIGHT ATTENDENTS



COWBOYS



HOOLIGANS



**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

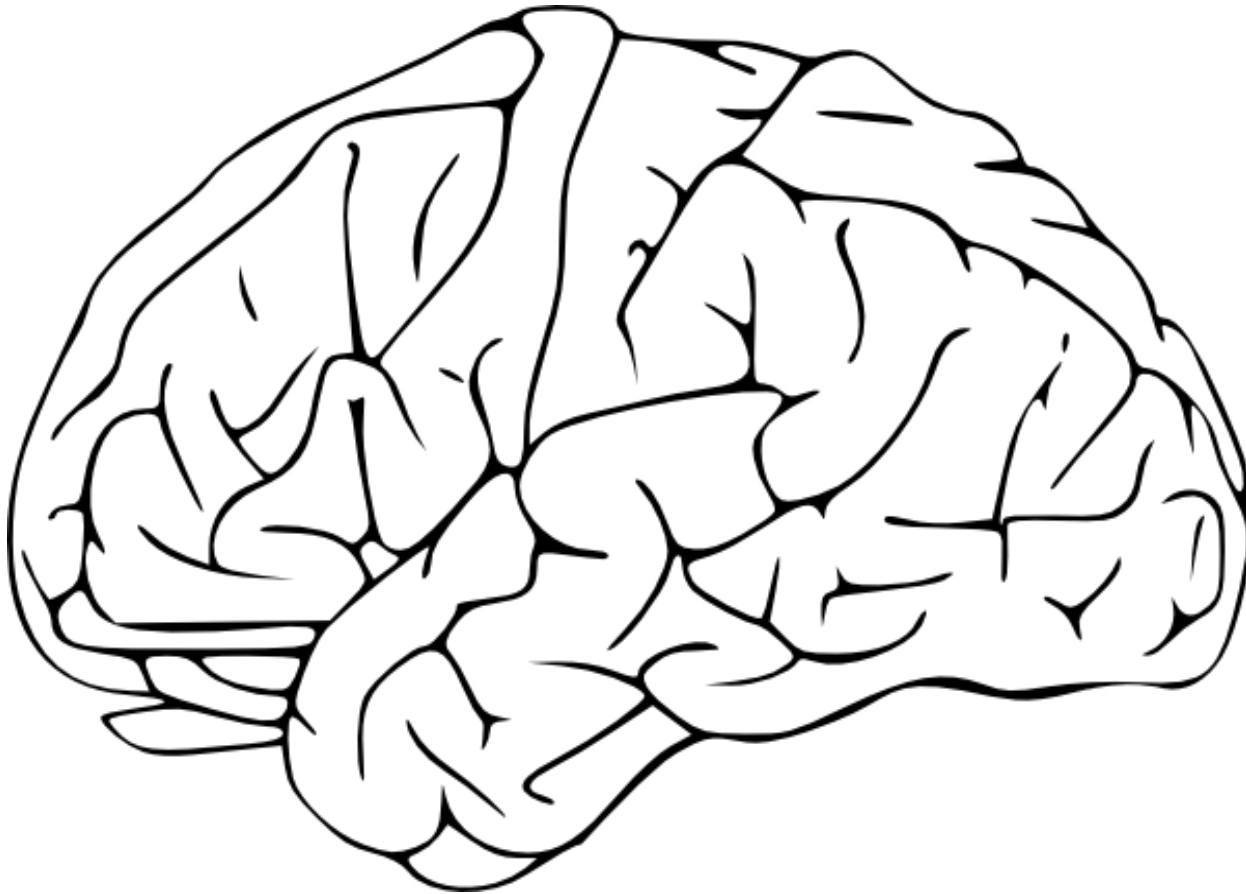
**KNOW YOUR
AUDIENCE**

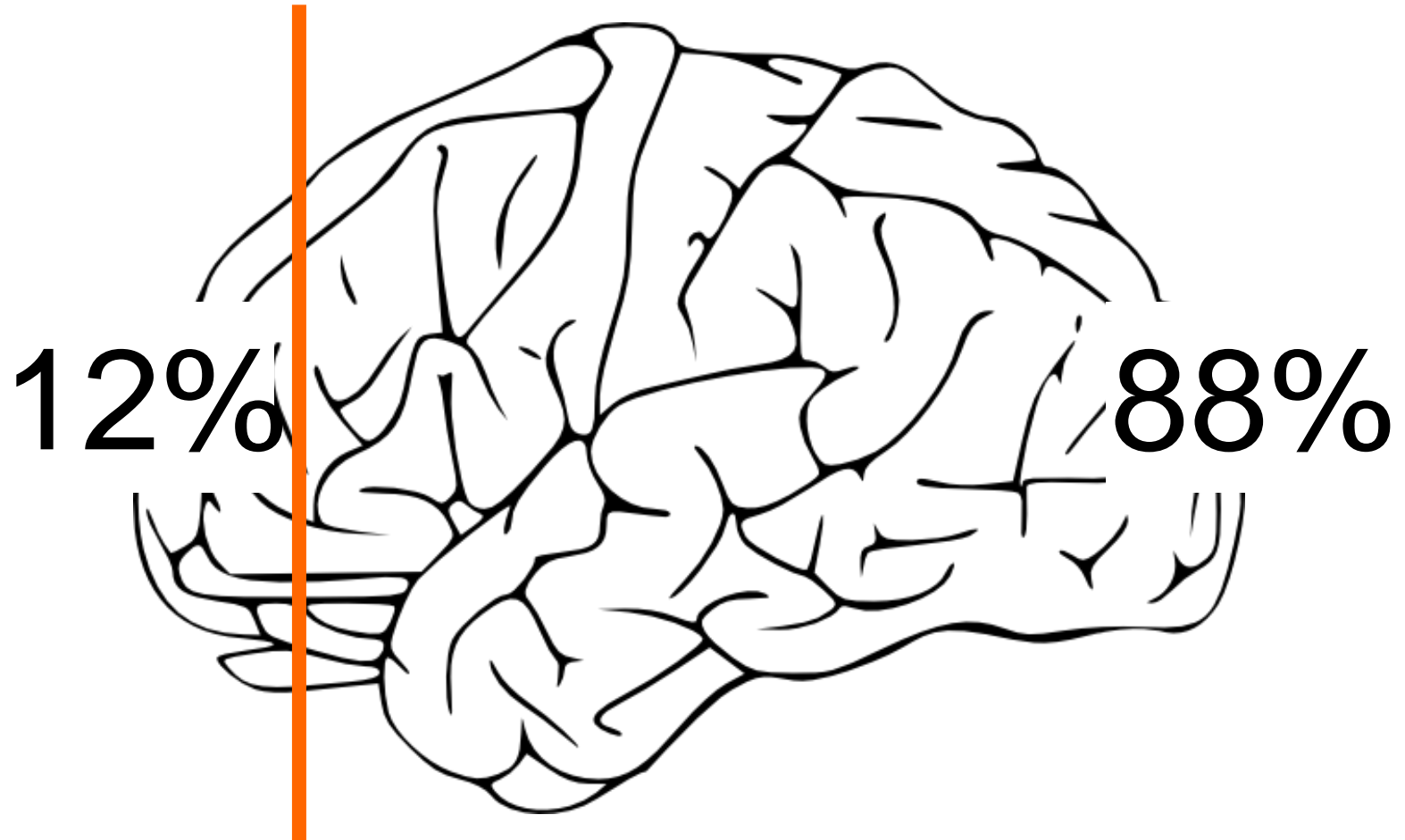


**SET THE
SCENE**











BETA



BETA

ALPHA



BETA

ALPHA

THETA



BETA

ALPHA

THETA

DELTA



~~BETA~~

ALPHA

THETA

~~DELTA~~



**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**



**GET YOUR
'ASK' IN
EARLY**





“HI I’M
XXXX...”



**SHARK
TANK**

**“HI I’M
XXXX...”**

**“...FOUNDER
OF XXXX...”**

**SHARK
FIN**

“HI I’M
XXXX...”

“...FOUNDER
OF XXXX...”

“...AND I’M
LOOKING
FOR \$XXX...”

**“HI I’M
XXXX...”**

**“...FOUNDER
OF XXXX...”**

**“...AND I’M
LOOKING
FOR \$XXX...”**

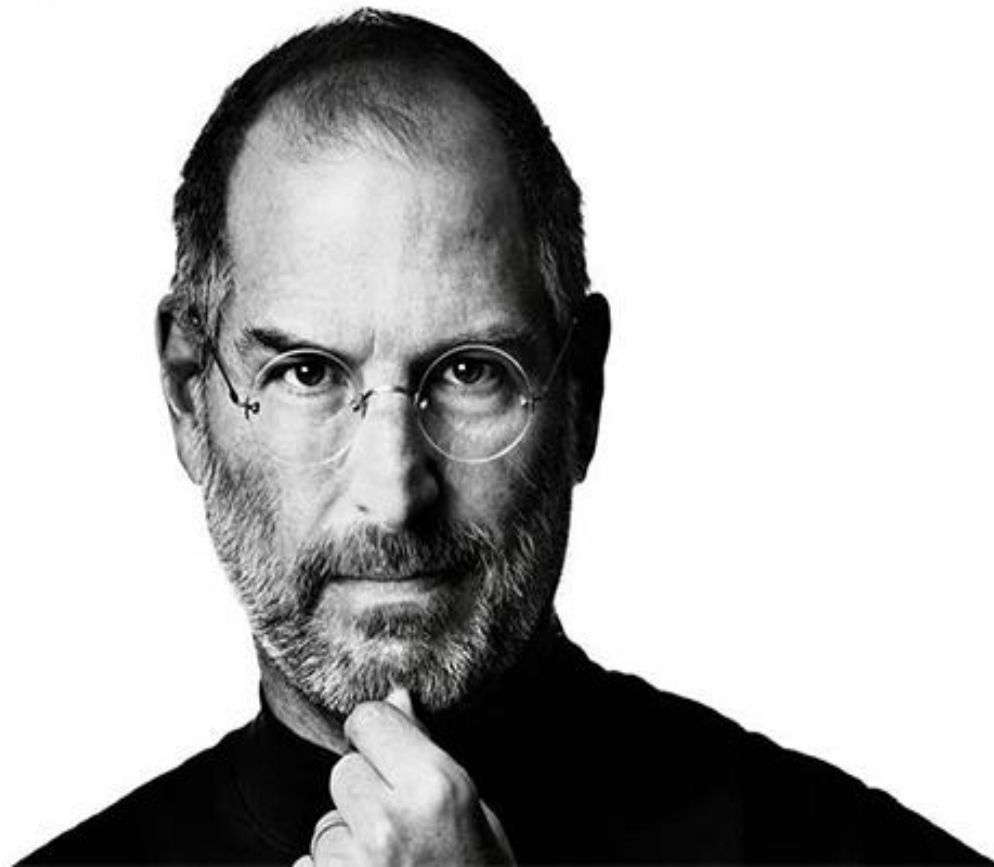
**“...FOR XX%
OF MY
COMPANY”**

REMEMBER
DO
FEEL

REMEMBER
DO
FEEL

REMEMBER
DO
FEEL

REMEMBER
DO
FEEL



"We want to make all our users happy."

"We want to make all our users happy."

"We care about *every* user."

"We want to make all our users happy."

"We care about *every* user."

"We love our users."

"We want to make all our users happy."

"We care about *every* user."

"We love our users."

"We love our users."

"We want to make all our users happy."

"We care about *every* user."

"We love our users."

"We love our users."

"We love our users, we love them."

"We want to make all our users happy."

"We care about *every* user."

"We love our users."

"We love our users."

"We love our users, we love them."

"We do this because we love our users."

"We want to make all our users happy."

"We care about *every* user."

"We love our users."

"We love our users."

"We love our users, we love them."

"We do this because we love our users."

"We love making our users happy."

We love our users

They reward us by staying our users

engadget



We love our users

We connect them with great Apps and content

engadget

We love our users

We try very hard to surprise & delight them

engadget



We love our users

Macs, iPods, iPhones, iPads, Apple TV, App Store, ...

engadget

REMEMBER
DO
FEEL

**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**

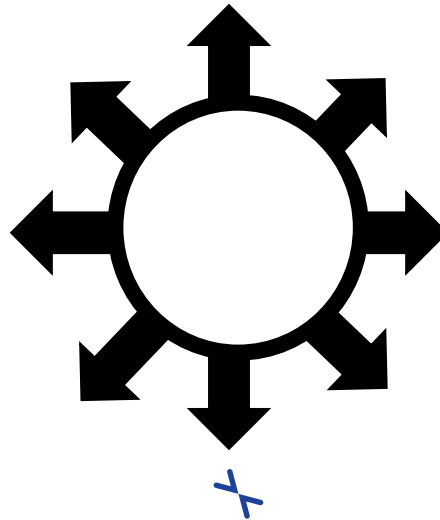
**GET YOUR
'ASK' IN EARLY**



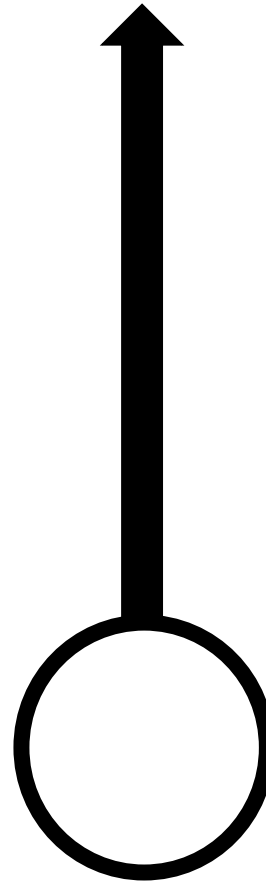
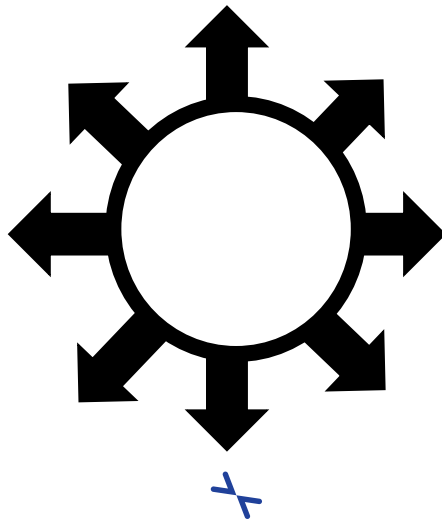
THE POWER OF THE 'APPENDIX'



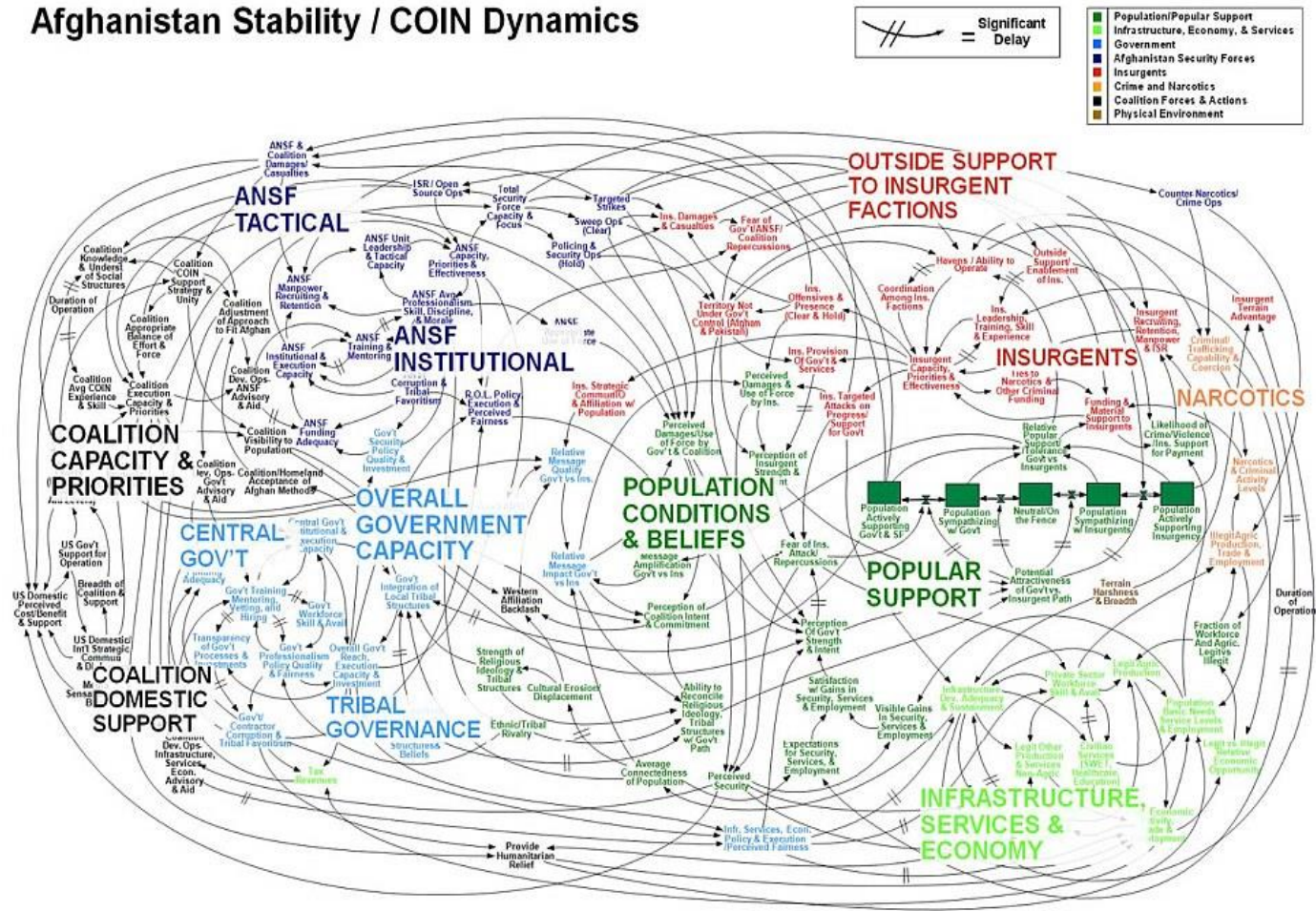
**PEOPLE DON'T
FALL
ASLEEP IN CONVERSATIONS
BUT THEY DO IN
PRESENTATIONS**



**IF YOU DON'T FILTER
YOUR PRESENTATION
YOUR AUDIENCE WILL
HAVE TO**

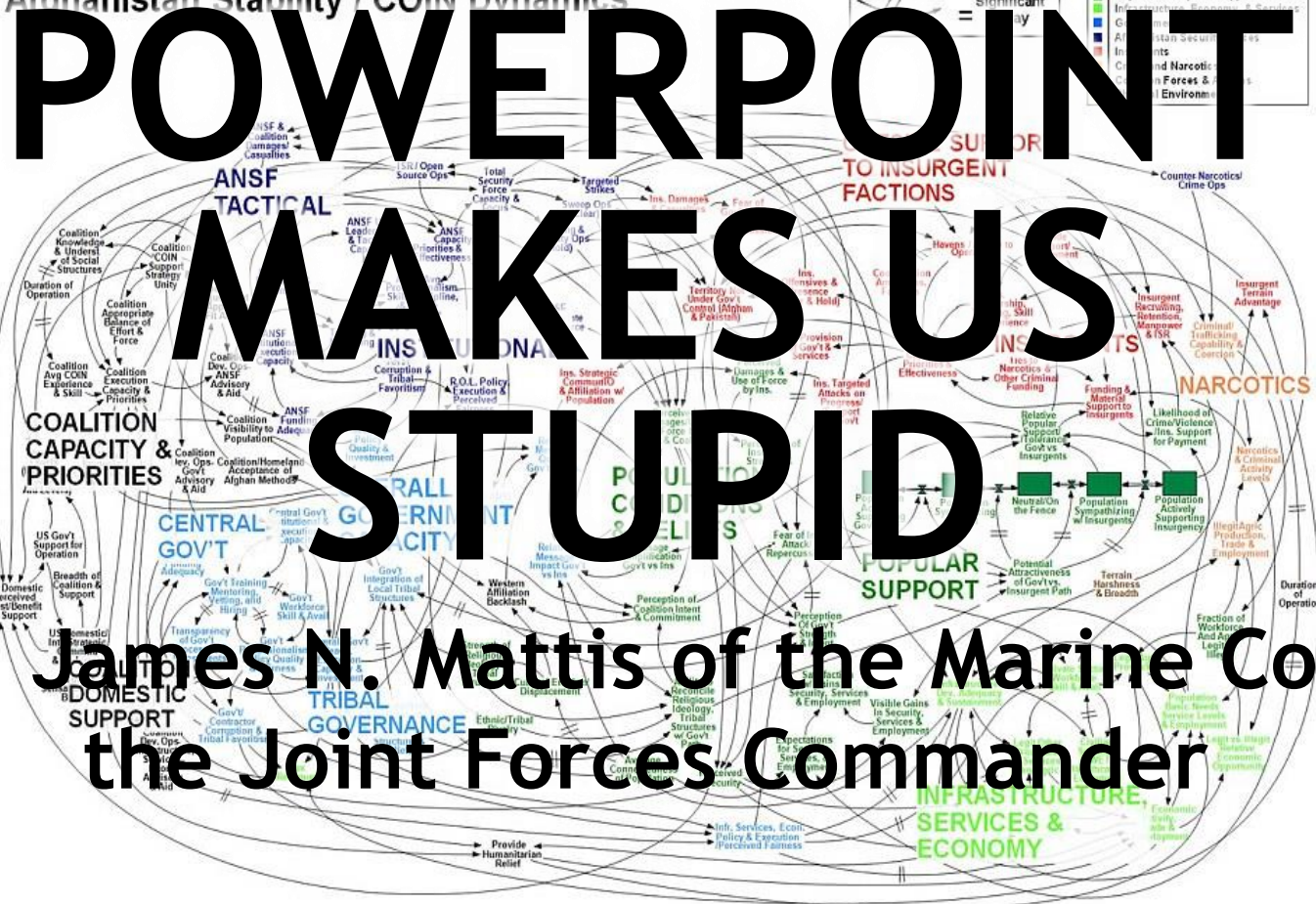


Afghanistan Stability / COIN Dynamics



WORKING DRAFT - V3

Afghanistan Stability / COIN Dynamics



Gen. James N. Mattis of the Marine Corps,
the Joint Forces Commander

WORKING DRAFT - V3

**THE QUALITY OF
YOUR PRESENTATION
DEPENDS AS MUCH ON
WHAT YOU CHOOSE TO LEAVE OUT
AS ON WHAT YOU CHOOSE
TO INCLUDE**



**“BETWEEN YOUR
FIRST DRAFT
AND YOUR
SECOND AIM TO
CUT 20%”**

**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**THE POWER
OF THE
'APPENDIX'**



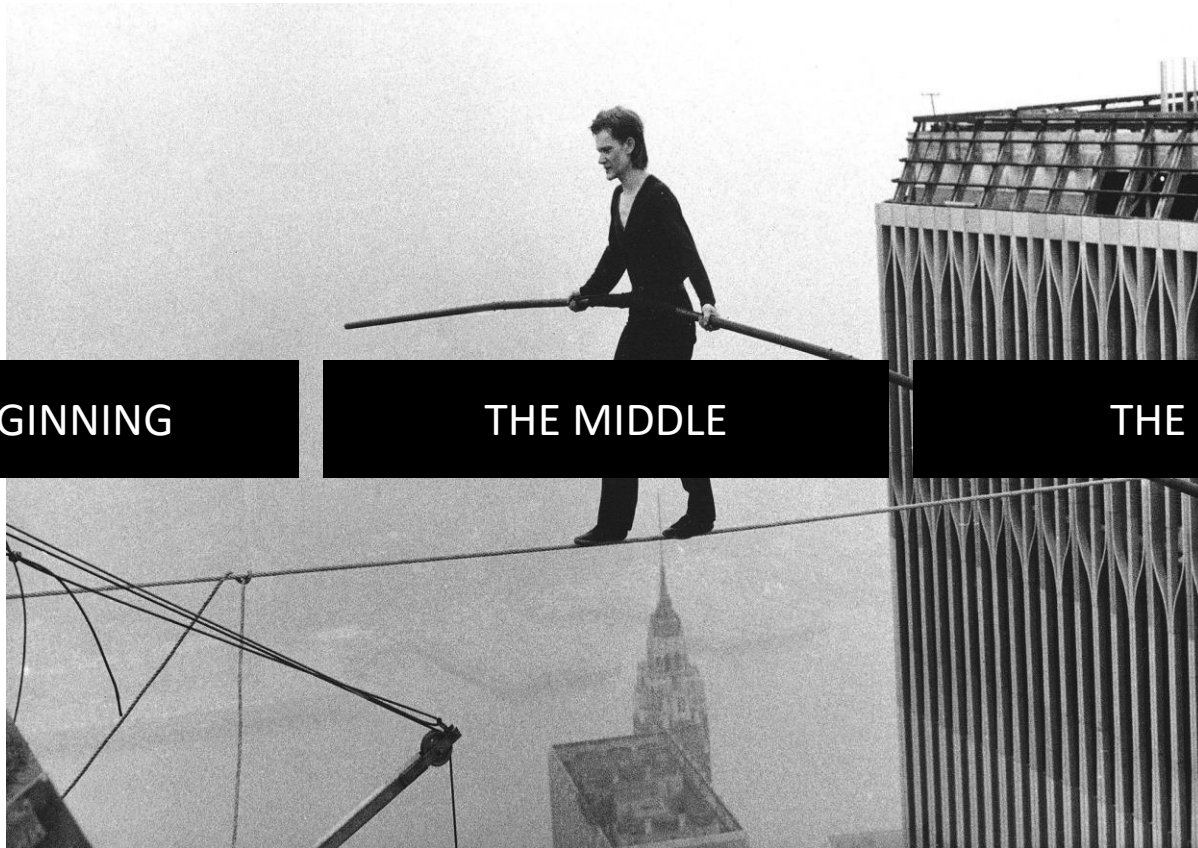
**AVOID THE
FRANKENSTEIN
STEP**



THE BEGINNING

THE MIDDLE

THE END







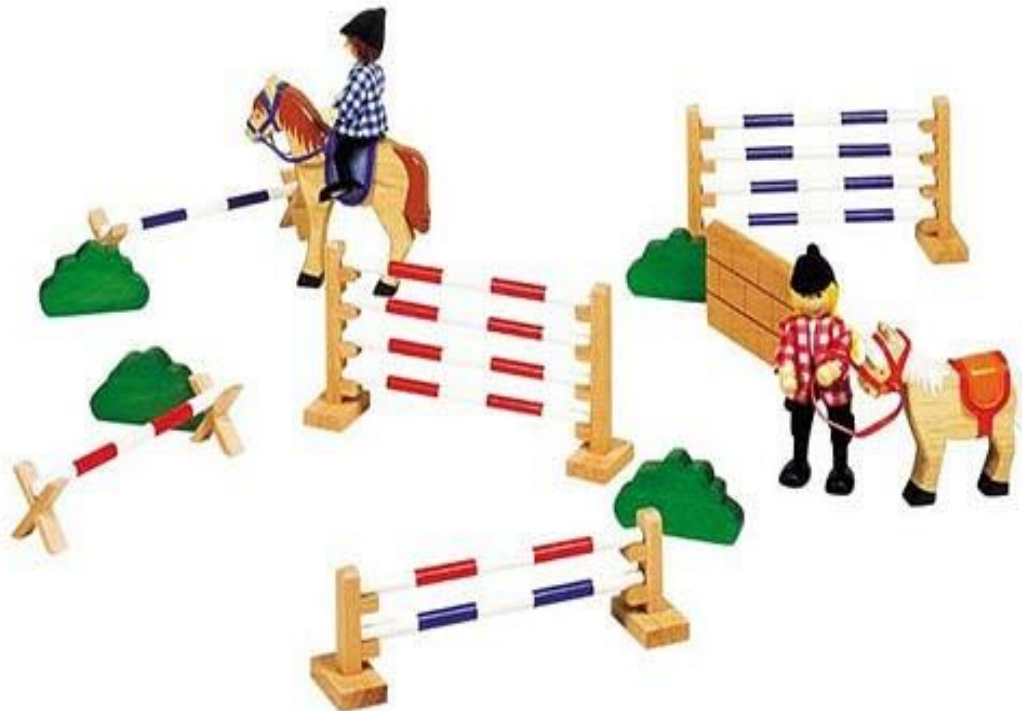
**DON'T UNDERESTIMATE
THE POWER OF THE
FOLLOW-UP**

WONKA'S GOLDEN TICKET

GREETINGS TO YOU THE LUCKY FINDER OF THIS
GOLDEN TICKET FROM MR. WILLY WONKA

**PRESENT THIS TICKET AT THE FACTORY GATES AT TEN O'CLOCK
IN THE MORNING OF THE FIRST DAY OF OCTOBER AND DO NOT
BE LATE. YOU MAY BRING WITH YOU ONE MEMBER OF YOUR OWN
FAMILY...AND ONLY ONE...BUT NO ONE ELSE.**

*In your wildest dreams you can not imagine the marvelous SURPRISES
that await YOU!*





**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**THE POWER
OF THE
'APPENDIX'**

**AVOID THE
FRANKENSTEIN
STEP**

**USE ALL 3
SENSORY
STYLES -
AUDITORY**

**USE ALL 3
SENSORY
STYLES -
VISUAL**

**USE ALL 3
SENSORY
STYLES -
KINESTHETIC**

**How can you bring your
message to life using all
three sensory styles?**

**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**THE POWER
OF THE
'APPENDIX'**

**AVOID THE
FRANKENSTEIN
STEP**

What does your audience ‘need’ from your presentation?

**KNOW YOUR
AUDIENCE**

**THE POWER
OF THE
‘APPENDIX’**

**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**THE POWER
OF THE
'APPENDIX'**

**AVOID THE
FRANKENSTEIN
STEP**

**How can
you
ensure
you start
strong?**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**...and
finish
strong?**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**AVOID THE
FRANKENSTEIN
STEP**

**USE ALL 3
SENSORY
STYLES -
*AUDITORY***

**USE ALL 3
SENSORY
STYLES -
*VISUAL***

**USE ALL 3
SENSORY
STYLES -
*KINESTHETIC***

**KNOW YOUR
AUDIENCE**

**SET THE
SCENE**

**GET YOUR
'ASK' IN EARLY**

**THE POWER
OF THE
'APPENDIX'**

**AVOID THE
FRANKENSTEIN
STEP**

**ONE LAST
THING...**

**NEVER DELIVER A
PRESENTATION YOU
WOULDN'T WANT TO
SIT THROUGH**

**thanks for having
us!**

•

the rise group