

Presenting with Power

September 28, 2019

Zain Ali

Mobile: 214 223 2720

Roles

Business Consultant Strategy Consultant Entrepreneur Professor
Engineer Sales Leader CIO Management Coach Author

Companies



Selective Clients



Education



Global Experience

- United States
- United Arab Emirates
- Saudi Arabia
- India
- France
- Italy
- Czech Republic
- United Kingdom
- Canada
- China
- Pakistan
- Mexico

University of North Texas at Frisco



Today

Starting Fall 2022

Project Based Cohort Learning

3

Agenda

Purpose: Overcome the #1 fear of public speaking

Process: Review a couple of videos
Best practices in presentations
Practice with peers

Payoff: You will have new tricks for your presentation
We would have made some new connections

Expectations!

“Do the thing you fear; then the death of fear is certain.” - Brian Tracy

Studies show

"Studies show that fear of public speaking ranks higher than the fear of dying. I guess this means that most people at a funeral would rather be in the coffin than delivering the eulogy..."

- Jerry Seinfeld



Three Keys to Presenting with Power

Communication Style



The Golden Circle

WHAT

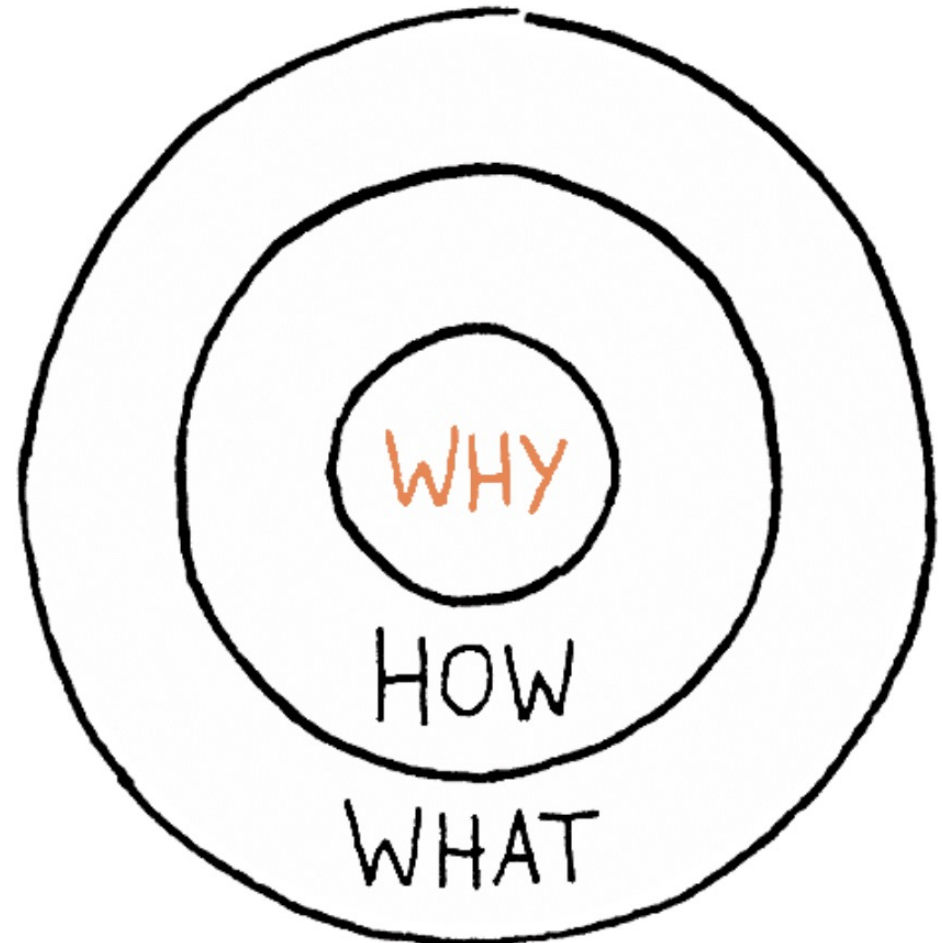
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



Building a Storybrand – Donald Miller



Situation, Complication & Key Questions!

SITUATION

- The College has reacquired executive education organization
- College wants to leverage the acquisition to enable an integrated Executive Education & Consulting portfolio .

COMPLICATION

- No formalized Executive Education portfolio exists with either parties
- Legacy programs have been designed & delivered ad-hoc by individual faculty, departments or centers.
- Consulting service contracts have been arduous to execute underneath the College umbrella due to burdensome overhead and contracting limitations.
- Few resources employed to understand the industry needs and to design, develop, market and sell potential offerings.

KEY QUESTIONS

- What offerings are in demand by industry partners?
- What assets can be leveraged to differentiate offerings that meet these needs?
- How can the college pilot a preliminary portfolio design?

Three Keys to Presenting with Power



1. Preparation – Know your Audience

1. Put yourself in their shoes
2. Their needs and concerns
3. What actions do you want them to take?

Put yourself in
THEIR
shoes



2. Preparation – Type of Presentation

Six Types of Presentations:

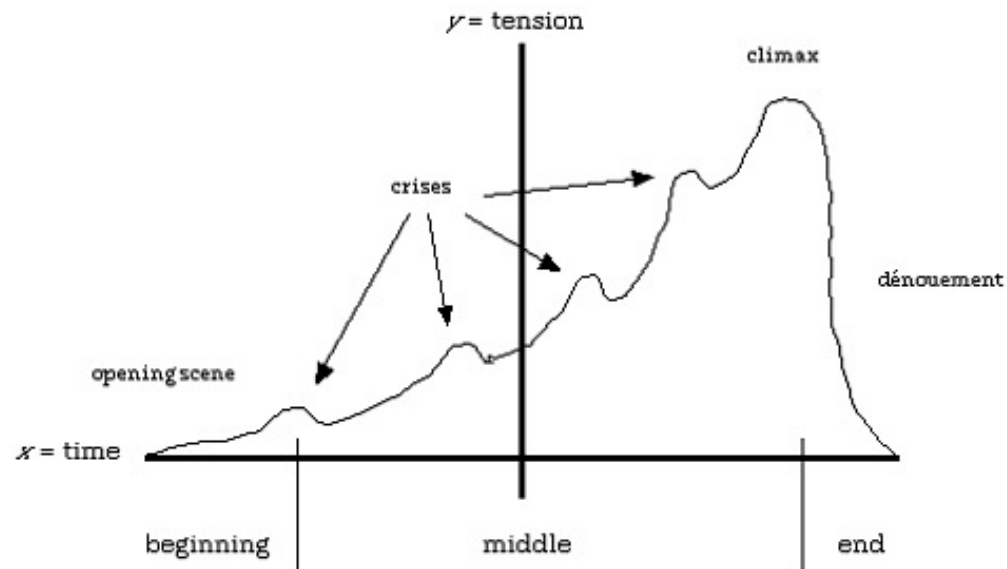
1. Providing Information
2. Problem-Solving
3. Teach a Skill
4. Selling
5. Making a Decision
6. Inspire / Entertain

Potential Tools:

1. Pictures
2. Videos
3. Flipcharts
4. Exercises
5. Polls
6. Questions
7. Etc.

3. Preparation – Putting the presentation

1. Beginning, Middle & End
2. Follow the Methodology
3. Keep it simple (3 points)
4. Practice



Three Keys to Presenting with Power



1. Deliver – Opening is critical!

1. Start and end on time w/ Q&A
2. The opening statement
3. Demonstrate confidence

2. Deliver – Tell it like a story

1. As I was going to work, I saw
2. Engage the audience – start with the ***WHY***
3. Make it personal

3. Deliver – Confidence is Key

1. 93% of how people respond to you stems from how you communicate nonverbally.
2. Develop your; Volume, Pace, Tone, Eye Contact and Movement.
3. Great delivery skills come with time and hard work

Do Not!

1. Read from index cards
2. Apologize
3. Robotic

Compliments of Ascend and Azvantage

Work of Leaders

- *Retail value - \$107.50*
- *Expires Oct 12th, 2019*
- *No Cost to you*

ECS Facilitators

- *Zain Ali*
- *Lisa Ong*
- *Sandi Mitchell*



Form 3 to 4 groups

1. Take 10 minutes to write a story that you would like to present to your group
2. Apply the learnings from the workshop by presenting your story to the rest of the folks in the group

Debrief : Share your experience with all the participants