

Public Speaking and
Presentation Coach

TEDx Speech Coach

Creator of The Speaker Canvas©

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best3minutes.com

Best 3
Minutes



THE PLAN

Today am

Focus on building the Business Presentation

Today pm

Practice 2 x Presentations

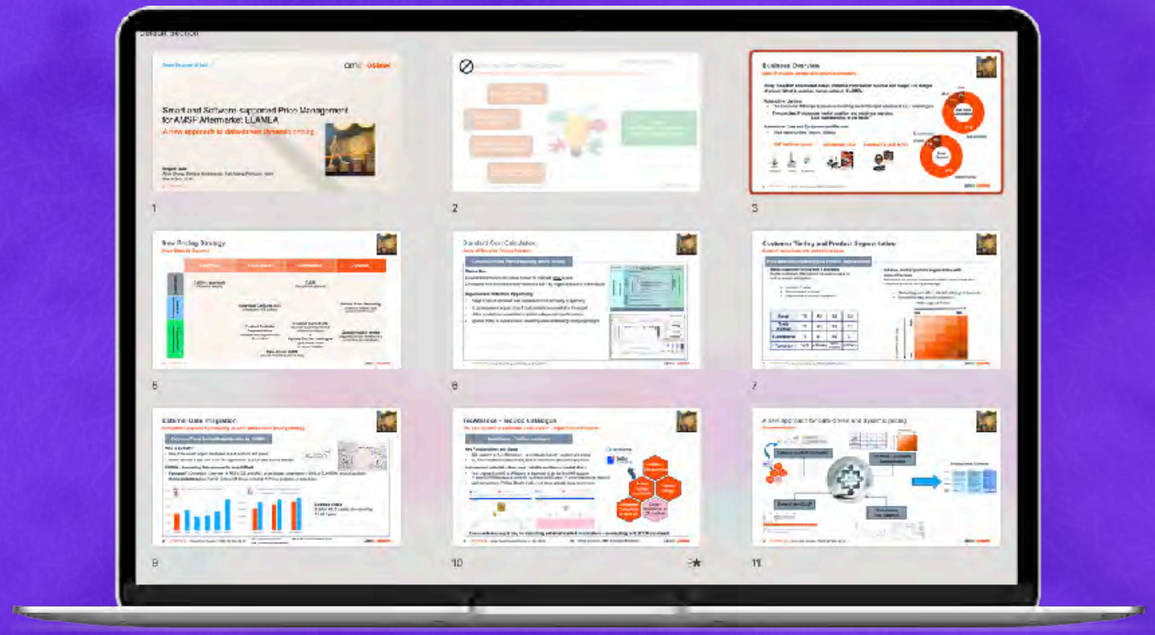

Let's take time
TO REFLECT
What we did yesterday
Any comments/concerns/requests?

BIG TASK NO.2

12
MINUTES

TEAM:

Business Presentation



With Slides

Q&A afterwards


Does Storytelling work in a
BUSINESS PRESENTATION?



THE BIG IDEA

In **1-2 sentences,** what is the presentation all about?

What is the central topic of **change**?



PAIN

What is the **problem** you are addressing?

The **Why** of the proposition



CHALLENGES

How were your ideas **challenged**?

How did you **feel** when the challenge came?



CUSTOMER CONTACT

(Customers could be internal, external)

What did they **say/do?**

What did they **love**, **hate** about the idea?



LEARNINGS

What did you **learn?**

What were you **surprised** by?

Did you **pivot** or change your ideas?



EMOTION

Don't forget to tell how you **feel/felt**

Refer to the **Emotions words list** if it helps



STRUCTURE

Beginning

Middle

End



ACTION STEP

As a team
Review the **current** status

What kind of an **outline** of the presentation do you have?

What do you think is **missing?**

IMPORTANT:
Is the **PAIN** clear - the **problem** you are **solving**, **why** it matters?



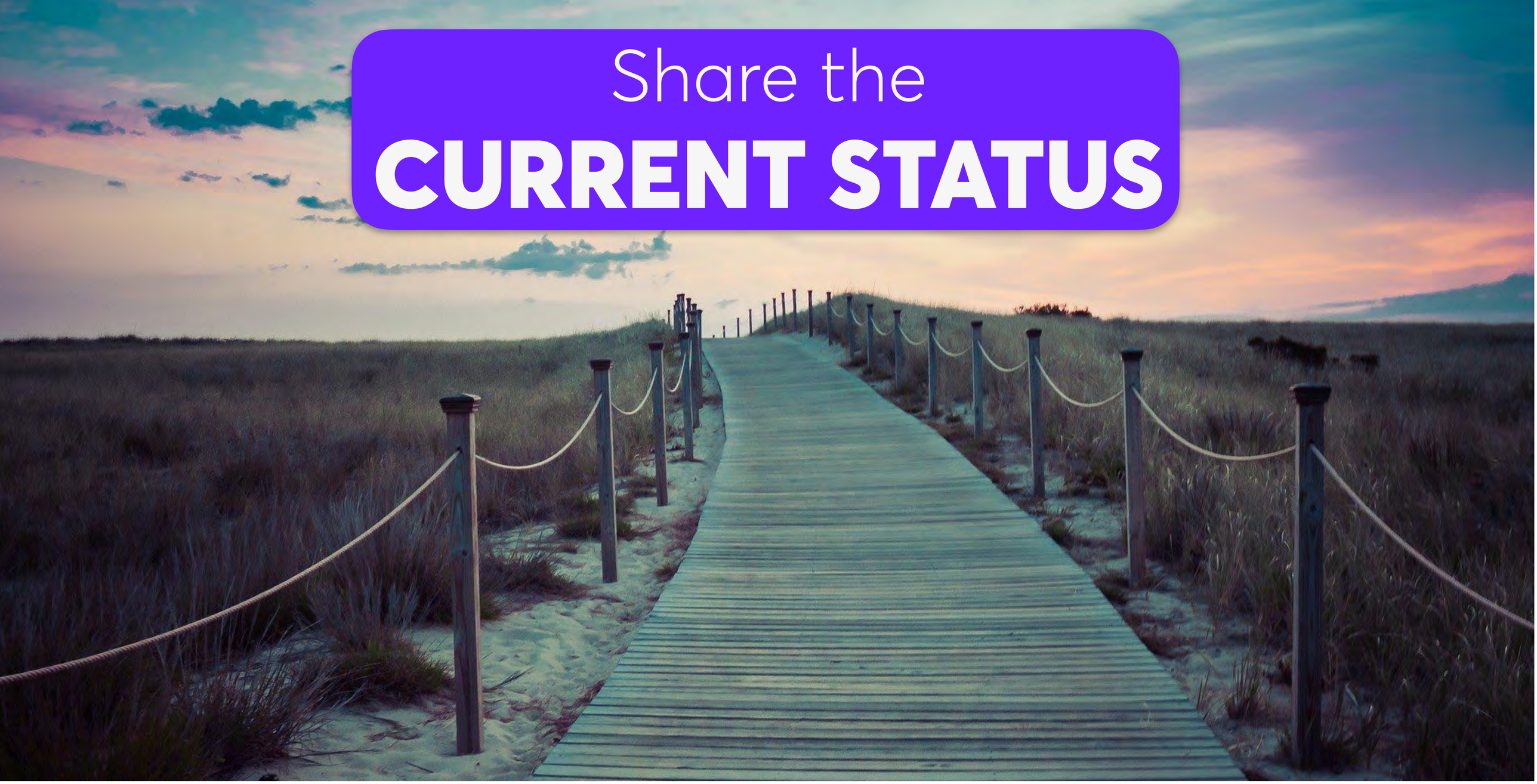
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What kind of an **outline** of the presentation do you have?

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IMPORTANT:
Is the **PAIN** clear - the **problem** you are **solving**, **why** it matters?


Share the
CURRENT STATUS



WHO'S YOUR AUDIENCE?

What do they **CARE** about?



ACTION STEP

Write down as a team who the **audience** is for your presentation

---

What is their biggest **challenge**?

Conservative or **Innovative**?

Money focused? Environment, Social?

Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



ACTION STEP

Write down as a team who the **audience** is for your presentation

---

5

What is their biggest **challenge**?

Conservative or **Innovative**?

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Theoretical or doers?

What do they **already** know?

What might be their biggest **objection?**



WHAT'S YOUR OBJECTIVE?

What do you want them to **do**?

Action, not just thinking



WHAT'S YOUR OBJECTIVE?

"What could they **do** at **09:30** on a Monday morning?"

Or **within 1 hour**, or **1 minute** of the end of the pitch?



WHAT'S YOUR OBJECTIVE?

Agree it's a **good** solution

Assign **resources**

Agree to a **pilot**

Provide **feedback** by a **defined** date



WHAT'S YOUR OBJECTIVE?

Think:
"Wow, they presented brilliantly as a **team**."



ACTION STEP

Write down in 3 minutes what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



ACTION STEP

5

Write down in 3 minutes what you want the audience **to do** as a result of the pitch

Focus on **Action** - not just thinking differently



How do you as a team
COLLABORATE ON THE PITCH



TEAM COLLABORATION

STEPS

1. Brainstorm/decide the **key topics** you'll cover **together**

2. Decide on **who** will **present** which topic, and who will **work** on **which topic**



TEAM COLLABORATION

OPTIONS:

1. Brainstorm **everything** together

2. Brainstorm **1-2 topics** per person


Any
QUICK THOUGHTS?

Which topics should be in
YOUR GREAT PRESENTATION?

THE BIG IDEA



THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



VALIDATION



LEARNINGS



OBJECTIONS



THE ASK



TIMELINE



WHY YOU?





THE BIG IDEA

In **2-3 sentences,** what is the presentation all about?

What is the central topic of **change**?



PAIN

What is the **problem** you solve?

The **Why** of the product



PAIN

What's the
Human Result
of the problem
you're solving?



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Be specific
PUT A NUMBER ON IT

"It wastes a lot of hours"

"Customers lose patience with the process"

"They waste over **10 hours** per month"

"**32%** of customers drop off during the process"

Be specific
PUT A NUMBER ON IT

"Many companies experience data hacks"

"There is too much energy inefficiency"

"**XK** companies had data hacks in the **last 3 years**"

"**Up to 20%** of energy is lost through inefficiency"



PRODUCT

How do you propose to **solve** the problem?

What **improves** as a result of your proposition?

By **how much?**



UNIQUE

What's **special** and **new** about your proposition?

New for the **industry**, new for **SHV**?



WHAT'S IN IT FOR SHV?

How does your proposition **match** the company's **strategy** and **ambitions?**

What's the possible **opportunity** of the proposal?

(Cost **save**, productivity **up**, waste **down**, sales **increase**, customer satisfaction etc)



VALIDATION

What have you done to **test** the solution?

Parts of the **organisation** already on-board?

How have you **engaged** with **potential customers?**



LEARNINGS

What did you **learn?**

What were you **surprised** by?

Did you **pivot** or change your ideas?



OBJECTIONS

Any common **misconceptions** or barriers to deal with?

'We tried that a few years ago, it will never work!'



WHAT DO YOU NEED TO MAKE IT HAPPEN?

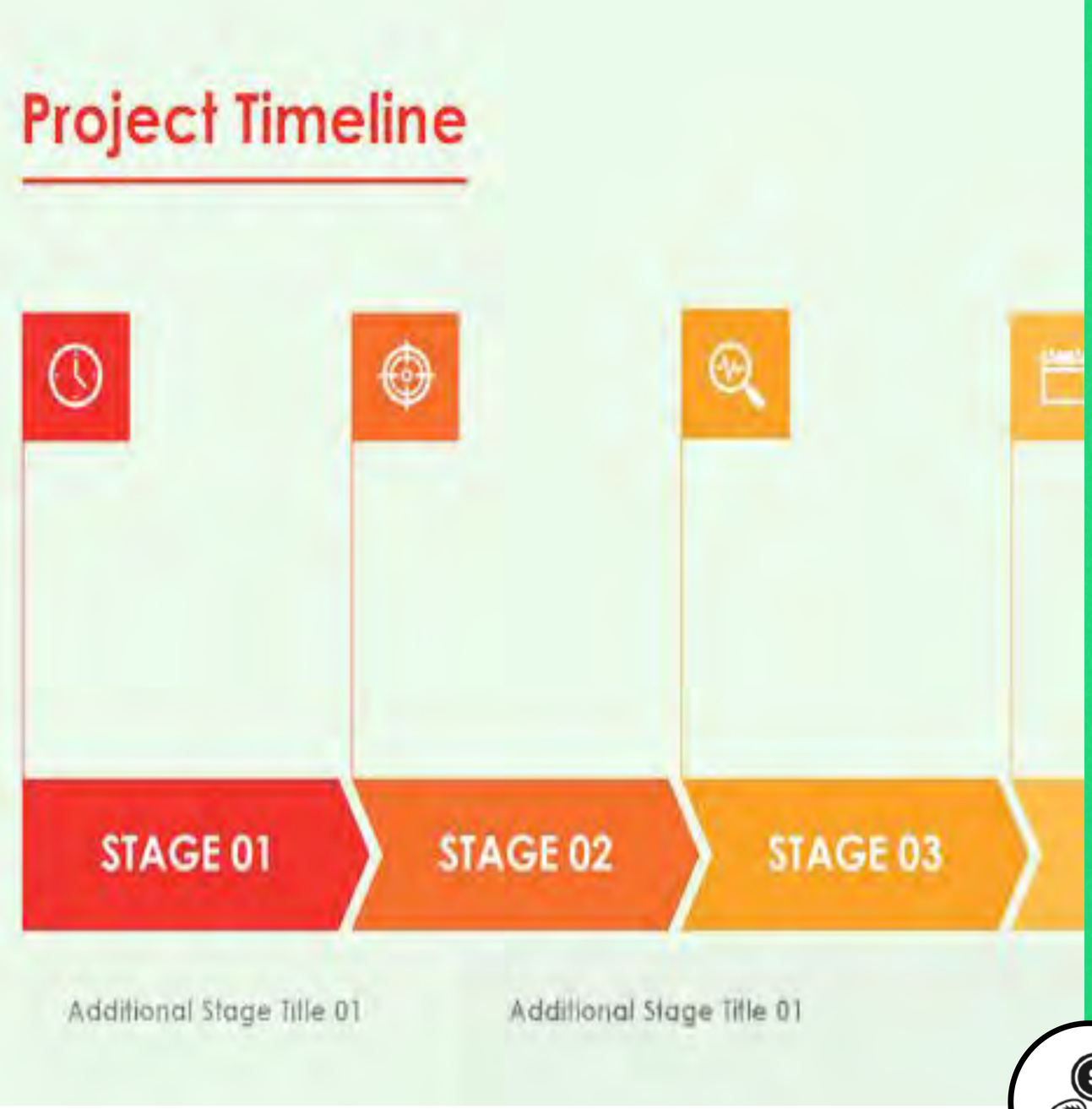
Give a clear **ASK**

People resources?

Time **commitment**?

Money?

Feedback?



TIMELINE

What happens, **when**?

What happens **next** - first steps?

ONE LAST THING...





WHY YOU?

What's your **personal motivation** to offer this proposition?

Your **Enthusiasm** Counts!

THE BIG IDEA



THE PROBLEM



THE PRODUCT



WHAT'S UNIQUE



WHAT'S IN IT FOR THEM



VALIDATION



LEARNINGS



OBJECTIONS



THE ASK



TIMELINE



WHY YOU?





ACTION STEP

Brainstorm: Map out the chapters of the Presentation

Brainstorm **quickly** on different aspects of the story

Idea: split the task into teams within each team, to focus on different areas?

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ACTION STEP

Brainstorm: Map out the chapters of the Presentation

Brainstorm **quickly** on different aspects of the story

Idea: split the task into teams within each team, to focus on different areas?

best3minutes.com/shvlink25



ACTION STEP

TEST the Brainstorm

Walk the other team through the brainstorm so far

Don't have to 'PRESENT' it:
just guide them through.

Take no more than
5-7 minutes to explain

FEEDBACK: 3-5 minutes

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ACTION STEP

TEST the Brainstorm

Walk the other team through the brainstorm so far

Don't have to 'PRESENT' it: just guide them through.

Take no more than 5-7 minutes to explain

FEEDBACK: 3-5 minutes

FEEDBACK

- **What stood out: what is going well?**
- **What items/topics did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

12:30

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ACTION STEP

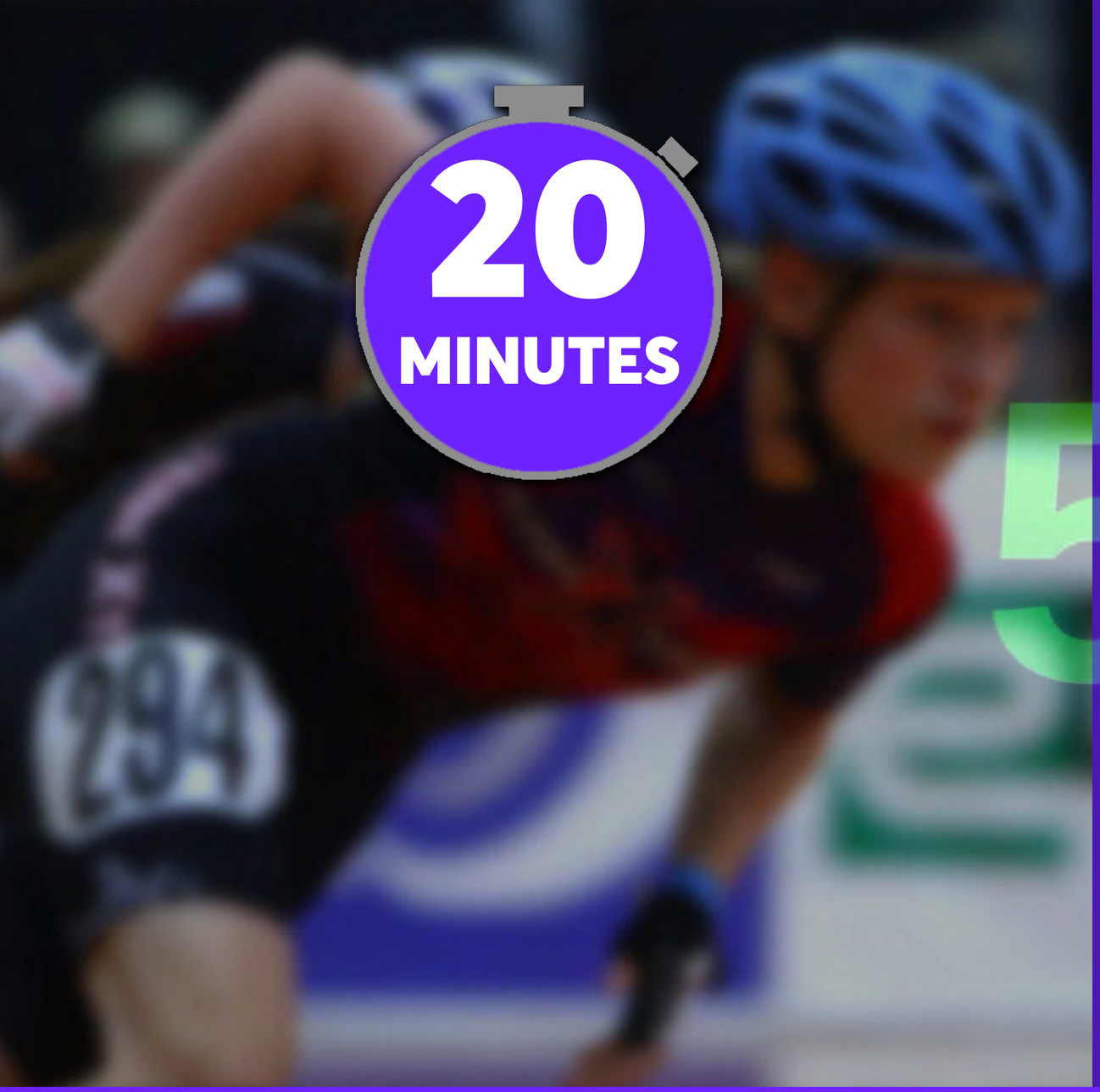
Brainstorm:

Go into the **next level** of detail

Quickly review the chapters

Map out **3-5 messages** per chapter

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ACTION STEP

Brainstorm:

Go into the **next level** of detail

Quickly review the chapters

Map out **3-5 messages** per chapter

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Making your story

FOCUSED & MEMORABLE

The Power of THREE



What happens if I say…

“Hi, I’VE GOT 11 THINGS I WANT TO TELL YOU…”




"There are many things I could tell you,
BUT THERE ARE 3 THINGS
I WANT YOU TO REMEMBER"


So why
THREE?


PITCH
TO
WIN

How do you apply
THE POWER OF THREE?



Break your product into
THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE


Ryan Pandya (USA)
Muufri



ACTION STEP

Imagine:

They will only remember
3 things of your whole story.

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition
1 SHORT sentence per item.



ACTION STEP

Imagine:

They will only remember
3 things of your whole story.

5

Which **3 things** would you tell,
that you really want them to
remember?

Write down the **3 most important**
things about your proposition
1 SHORT sentence per item.

First Time

NO Hand Gestures

Second Time

Call out the numbers





ACTION STEP

Tell the 3 big things in **3 sentences** to someone else;

"There are three things I want to tell you;

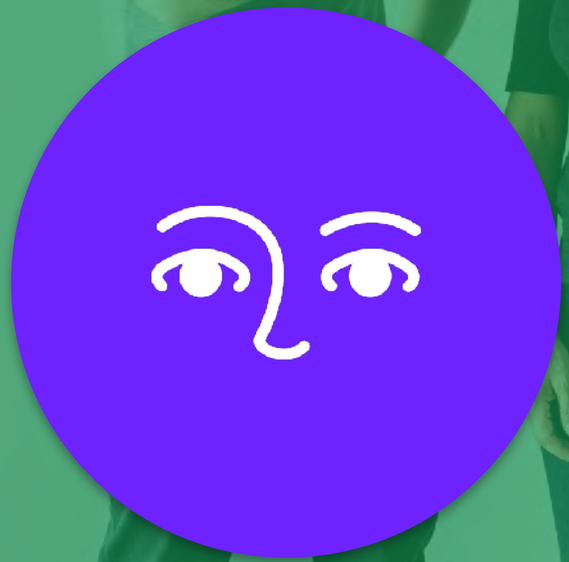
First…

Second…

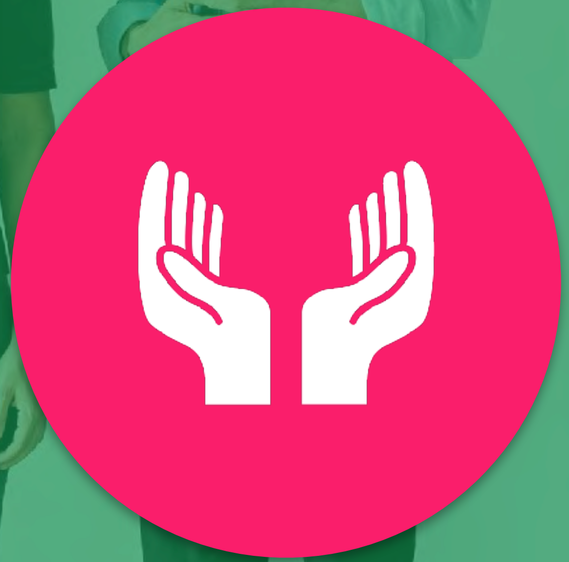
Third…"


Let's talk about
BODY LANGUAGE

The 3 Components of
BODY LANGUAGE



EYES

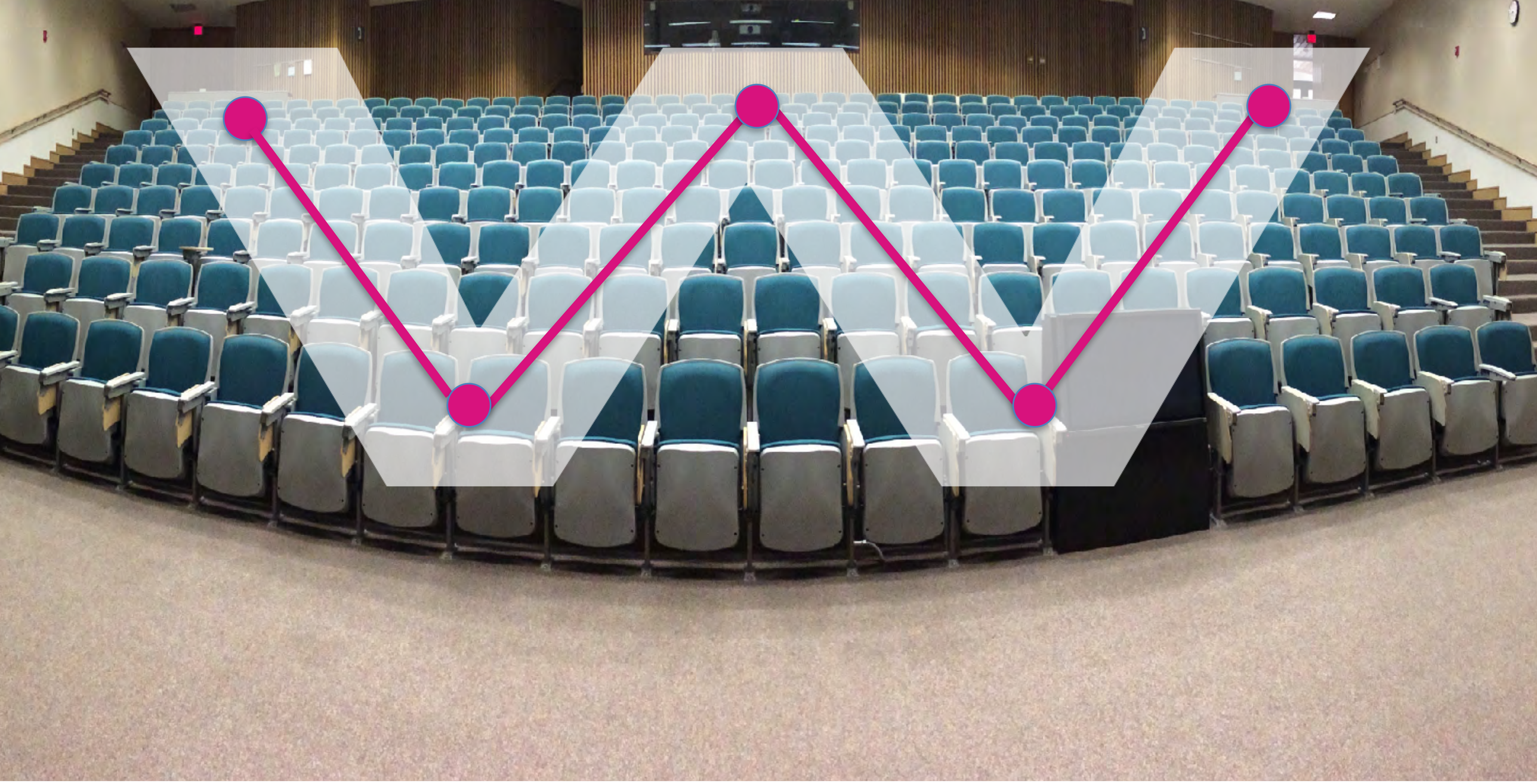


HANDS



LEGS & FEET


Look the audience
IN THE EYE





Use your hands to **EMPHASISE**

Don'ts

Behind back



Don'ts

Behind back

In Pockets



Don'ts

Behind back

In Pockets

On Hips



Don'ts

Behind back

In Pockets

On Hips

Across Body



Don'ts

Behind back

In Pockets

On Hips

Across Body

Gripped



Do's

Show the number













Do's

Show the number

Separate parties into locations









Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter





Do's

Show the number

Separate parties into locations

Put emphasis on the words that matter

Find a ‘rest’ position when you are not emphasising

Get used to
HOLDING A CLICKER




I WAS ALSO WATCHING
THE OLYMPICS


You have a big impact
WITH YOUR VOICE


What do you want them to
THINK & FEEL?



The **No.1** Reason why
PEOPLE GET CONFUSED


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other



AIR in-between each **separate** piece of information





Make it interesting with **VOCAL VARIATION**


Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

"Antony said that his boss did not commit a **fraudulent** act."


Say your key messages
OUT LOUD, IN ADVANCE



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement


Make the first word count
OPEN POWERFULLY



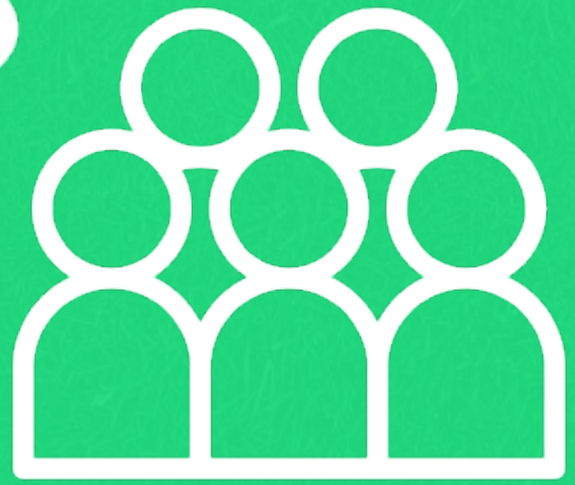
The first 20 seconds buys

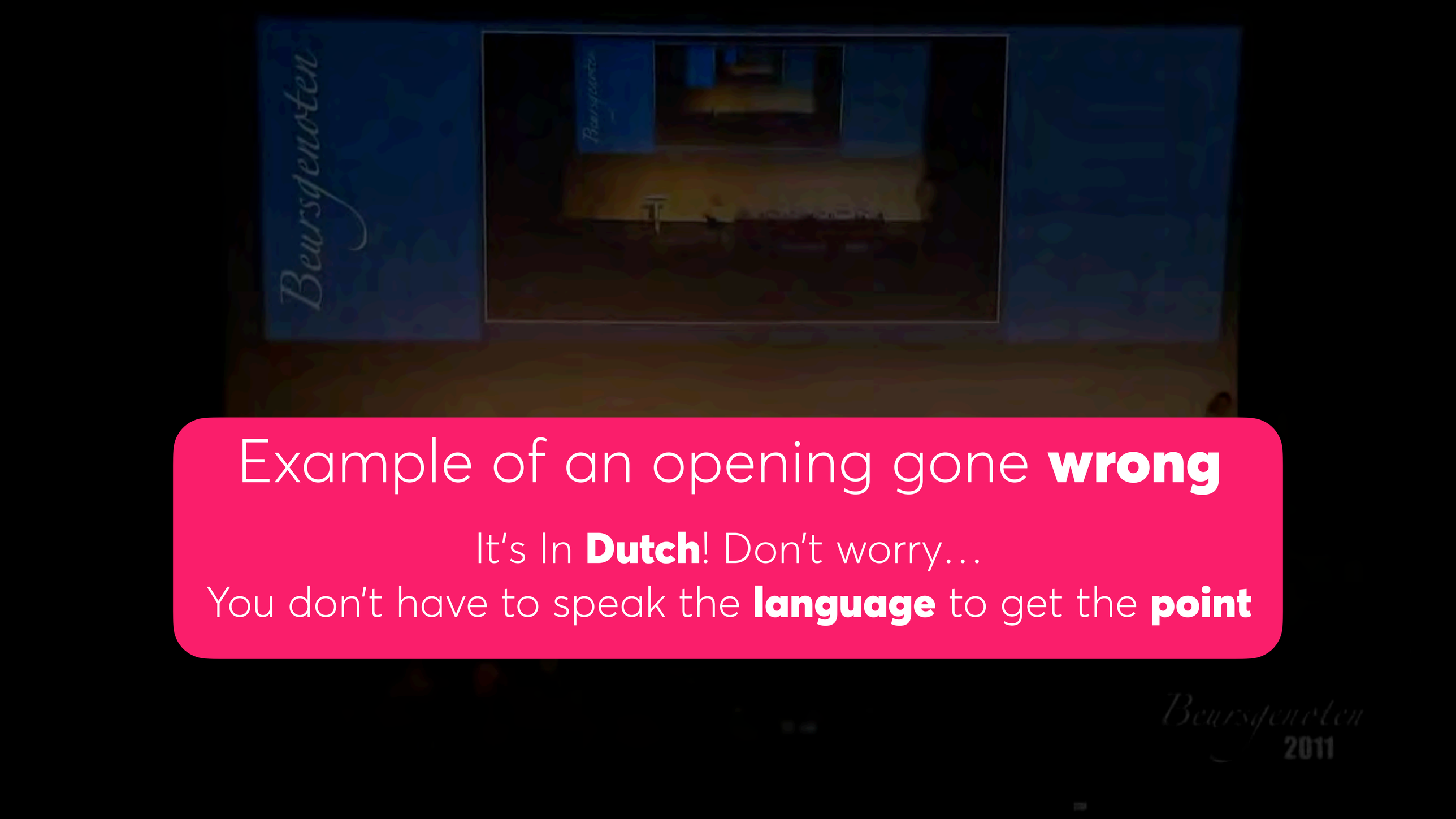
ATTENTION

Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





Example of an opening gone **wrong**

It's In **Dutch**! Don't worry…
You don't have to speak the **language** to get the **point**

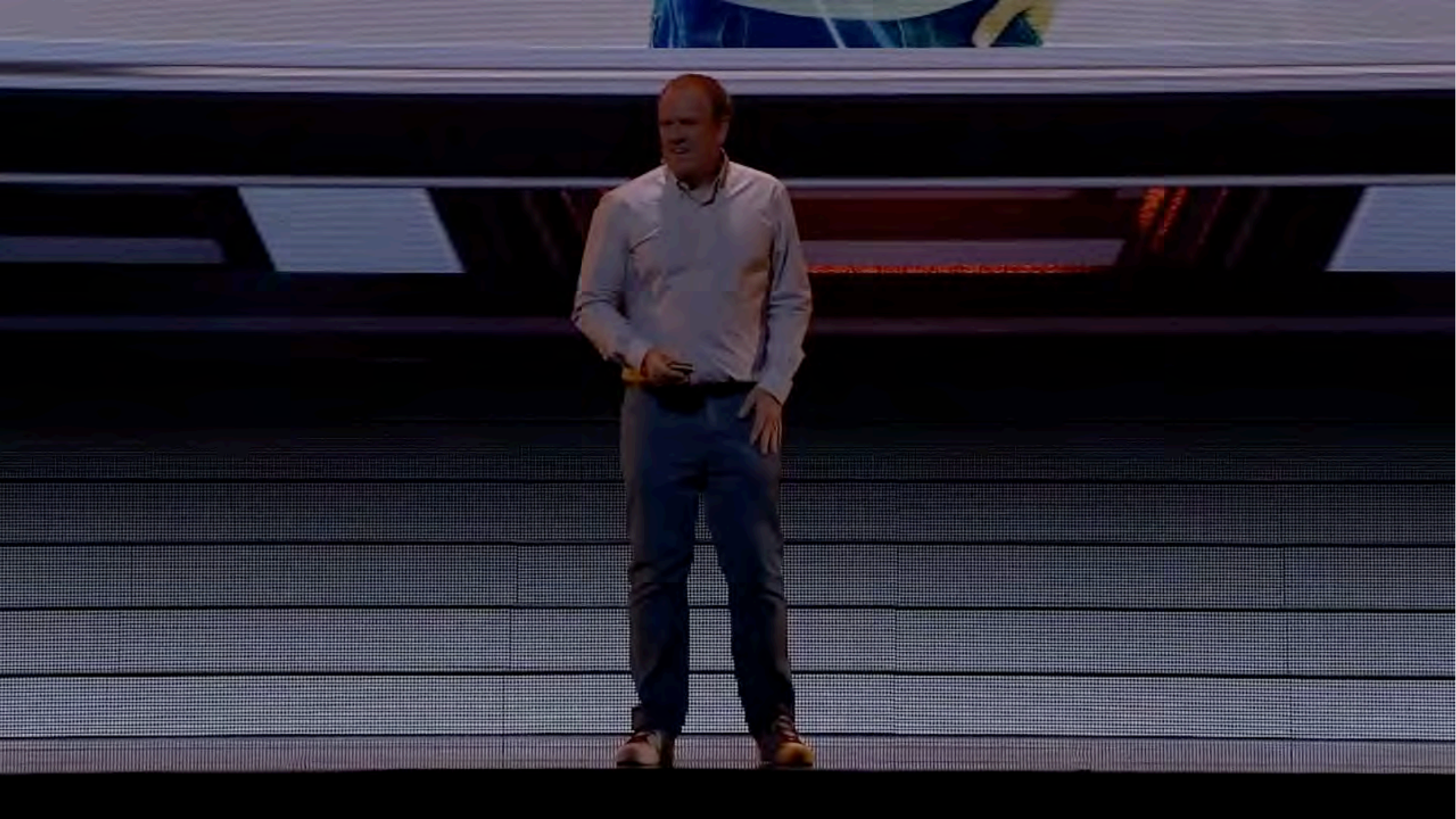


A professionally planned opening from
The Great Bubble Barrier

Show your
ENTHUSIASM



PITCH TO WIN



Simply

BE PROFESSIONAL

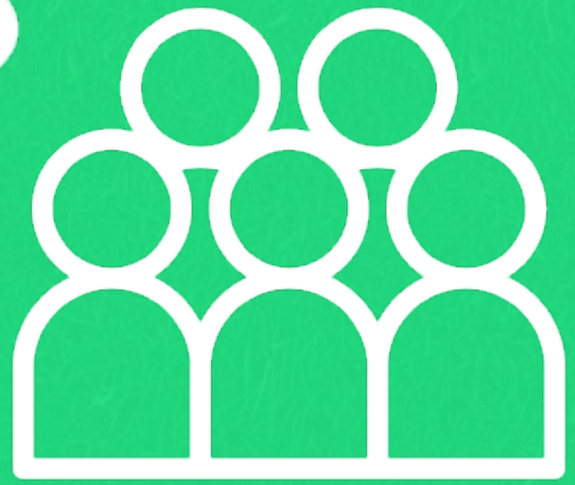




Is this person ***professional****?*

Do I ***want*** *to know more?*

Do I ***need*** *to know more?*





ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences



ACTION STEP

Review your brainstorm

Write down your
opening 5 sentences

5



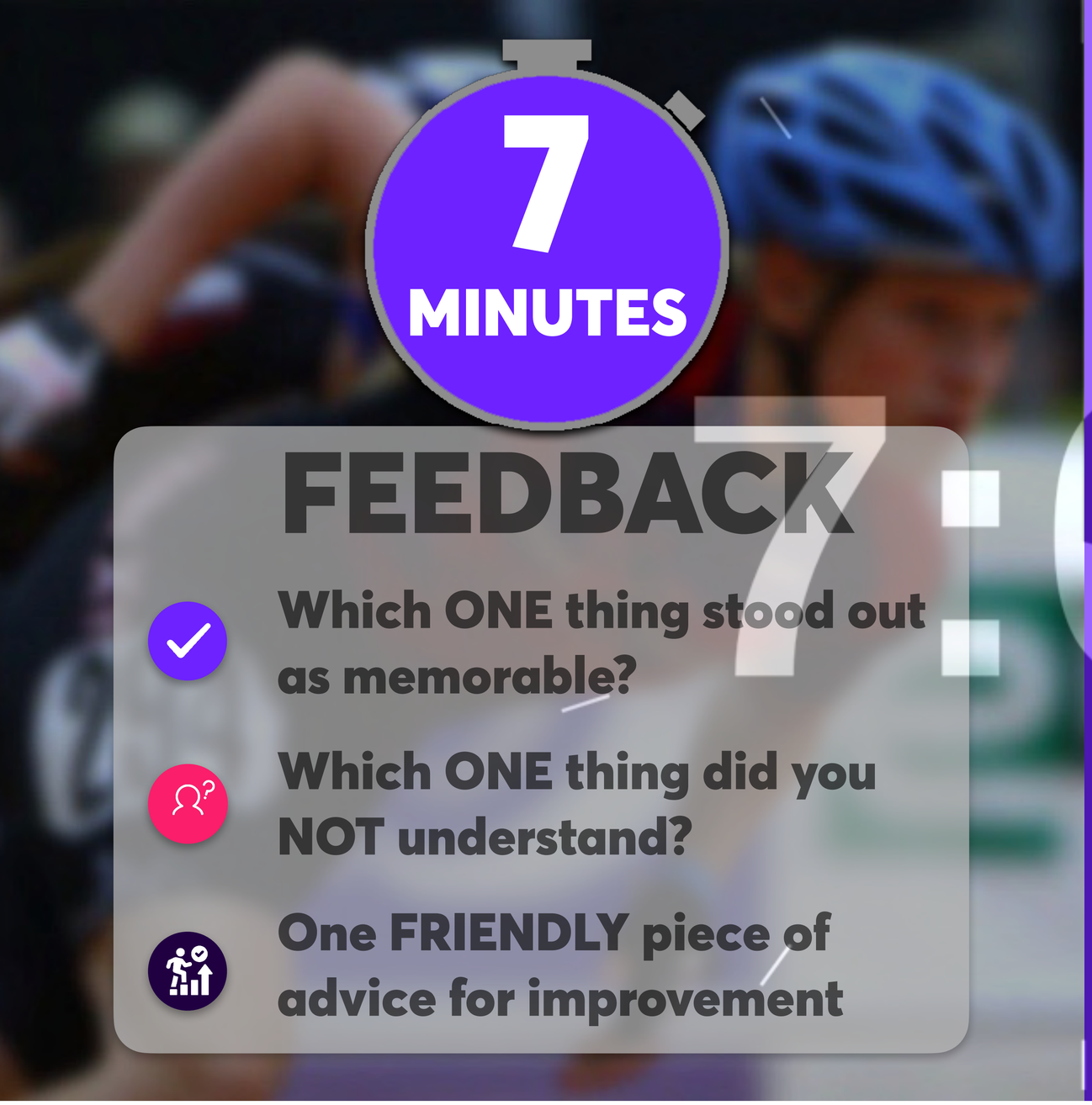
FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each



7 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

Test out your
opening 5 sentences
out loud on someone else

In **pairs**: 3,5 minutes each


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement



Finish your talk

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 20-30 SECONDS

What you've seen is...

(a 3-point, 1-sentence summary)

What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!


KEEP
CALM
AND
PITCH



Manage your
PUBLIC SPEAKING NERVES

1. Learn the first

60 SECONDS

2. Amy Cuddy TEDx

WONDERWOMAN

3. Just...

BREATHE

The Open-3-Close© Speaker's Model

Who is your **AUDIENCE**

Establish your **OBJECTIVE**

STORYLINE with Post-It Notes

Opening



THE POWER OF THREE

Closing



Presentation tools and

RESOURCES







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Tips for managing **Q&A**

Tips for **Q&A (1)**

Listen to the last word of the question

Take a moment before you answer

Write down the questions you DON'T want to be asked!

Tips for **Q&A (2)**

Never Argue!

Answer weaknesses as learning possibilities

Write down the questions you DO want to be asked!