



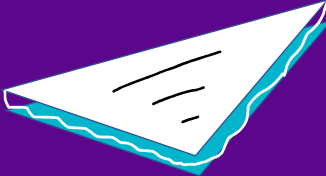

Own Your Own Narrative: Presentation & Facilitation Skills

Developed by
Liz Masen | Athlete Assessments
Nicole M. LaVoi, Ph.D. | University of Minnesota

1



Activity: Thank you Sandwich



1. Thank you.
2. What I most appreciate about this award....
3. Thank you.

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Who is *most* terrified of public speaking?



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Activity: Introduce Yourself

- Who are you?
- What is the most important aspect of your program?

ONE SENTENCE ONLY!

‘Flavored’ with emotion



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Game Plan



- Curating your **brand**
- Honing **presentation skills**
- Developing your '**program pitch**' or equivalent

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What are the ways you can control your narrative?

“A brand is a product of a thousand small gestures.”


- Greg Green

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CONTROL YOUR NARRATIVE.

TELL


—YOUR—

STORY BEFORE SOMEONE
ELSE TELLS IT FOR YOU.




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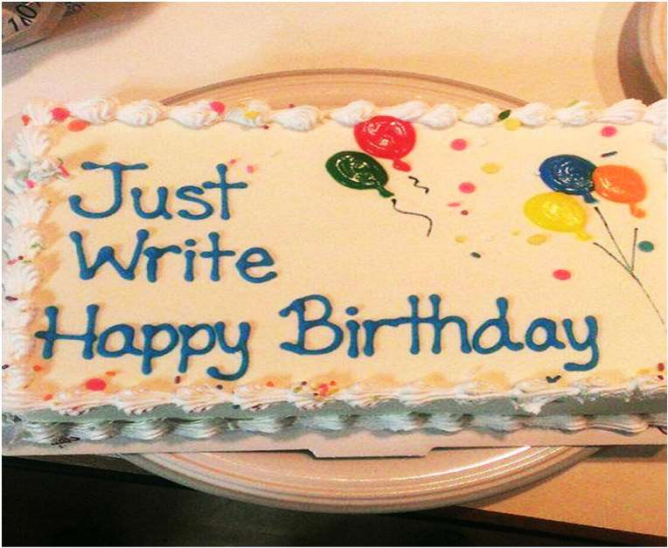
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8





You all have a brand
The brand YOU create
Or the brand others create for you.





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The Ideal Presentation


- **What** was the presentation about?
- **Why** did it matter?
- **How** did it make you feel?
- **What** did you do?



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Know Your Audience – All about them

- Who are they?
- How and what will engage them?




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Introductions – Start Strong

“The first 15% leads to the possibility of achieving the remaining 85%...”


- William Edwards Deming

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Introductions to Capture Attention

- Start your ‘rock concert’!
- Ask questions
- Tell a story
- Give a quotation
- Startle
- Refer to audience
- Do something
- Use senses
- Feedback to self



FOCUS

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What is your favorite quote or statement?

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Presentation Principles – Energy / Flow

- Rock concert format
- Consider the Playlist of your favorite band
 - Dynamic beginning
 - Then into the ballads
 - Intermingle consistent hits
 - Finish with them wanting more!




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Body of Presentation

- Logical flow
- Makes sense
- Arrange according to order of importance / topics / causes and effects / chronologically
- Transitions from point to point
- All about structure




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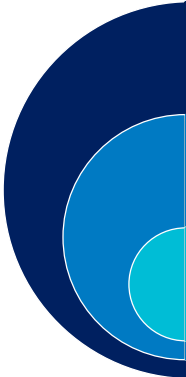


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Planning Structure 1



Global
National
Local

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Planning Structure 2

POINT

The point I want to make is...

➡

REASON

The reason I suggest this is...

➡

EXAMPLE

For example...



➡

POINT


To summarize, the point is...

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Planning Structure 3




Incident

- What happened
- Briefly tell the story



Action

- What did you do?
- What ACTION did you take or not take?





Outcome?




- Your 'advice' based on your experiences
- The ACTION you want others to take
- The result of taking appropriate action

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Planning Structure 4





PAST

PRESENT

FUTURE

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Planning Structure 5

PROCESS

RESULT

PLAN

PEOPLE

Task

Indirect

Direct

People

C

D

S

I

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Conclusion

- SUMMARY
- A question
- A story
- A quotation
- An interactive activity
- Dramatic statement
- What do you want them to do?
- **Question time?**



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Activity: Mini Presentation

- 3-4 groups
- Any structure
- What is most important to know about your program
- 1 minute



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1 slide = 1 minute




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Create Visual Aids


- Keep it simple
- Make it large enough
- Use keywords and phrases
- Use color
- Practice visual aids

WORLD SPORTS


Top 10




14%




12%




11%




10%




8%




11%




11%



10%




6%




7%

Explore the World Map




Men and Women




Men

Women

Pie Chart



Watchers




18%


44%

38%


Sports Trophies



42% of gold




28% of silver




33% of bronze


Sports Medals



34% of gold



49% of silver



17% of bronze

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Text DON'TS

- If you type every word onto your slide and then read it verbatim, you will annoy and lose your audience as they can read faster than you can speak.
- It is also redundant.
- **If you must use text, then use consistent font style and size or else the visual message is confusing.**
- The last thing is to make sure your text size is large enough for those in the back of the room to see.

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Text Rule of Thumb



No more than four
lines of text
with no more than
four words each line.

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Text Rule of Thumb

4 lines
4 words
= 16 MAX



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Iterate your point
with an abstract
image



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Image DON'TS



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Image DO




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Quantity DON'T



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Quality DO

Diversity and Representation



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Elevator Speech

‘Program Pitch’




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Activity: The most important thing you need to know about my program is...

- Reflect and share




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ACADEMY 2.0
WeCOACH


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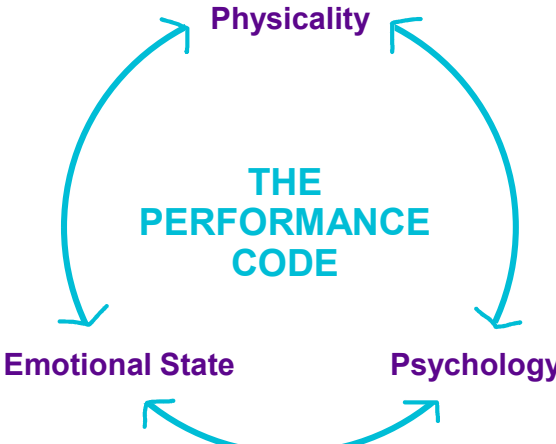
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Success Strategy Inputs

- Getting you ready



Physicality

Psychology

Emotional State

THE PERFORMANCE CODE

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Use Visualization to Practice



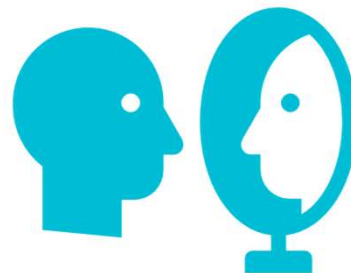
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Presentation Principles - Congruence

- Congruence between
 - What you say
 - How you look
 - How you sound
 - How you make others feel
 - '6th sense'
- **Do you believe?**



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Presentation Principles – All about them

- Constantly scan for understanding, engagement and **'do you have them'**



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The Presentation Process

- Create script
- Have first sentence prepared
- Practice
- **Breathe** confidence



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Holding Interest


STORIES	HUMOUR	QUOTES
ILLUSTRATIONS	ANALOGIES	EXAMPLES
TESTIMONY	STATISTICS	CHARTS / GRAPHS
PARTICIPATION	EYE CONTACT	BODY LANGUAGE

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Focus your Eyes Forward




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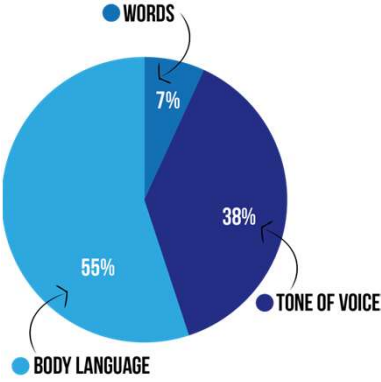
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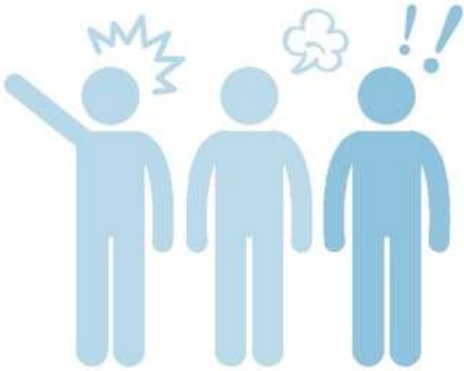
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Communication Mediums

- In face-to-face communication:




Medium	Percentage
Words	7%
Tone of Voice	38%
Body Language	55%




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Use of Voice



- Volume
- Pronunciation
- Articulation
- Rate
- Pitch
- Variety


PRACTICE WARM-UPS!



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<https://www.youtube.com/watch?v=cbeckV2xR14>

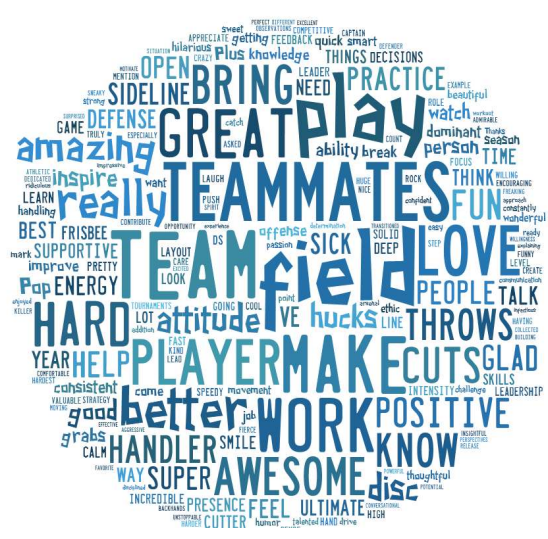
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Words...

- Positive?
- Appropriate for audience?
- Culturally correct?
- Common language?



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Non Verbal Communication

- Facial expression
- Eye contact
- Personal appearance
- Gestures
- Body movements



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Be Prepared

- Arrive early
- Create a warm-up routine
- Organize materials
- Put your game face on!




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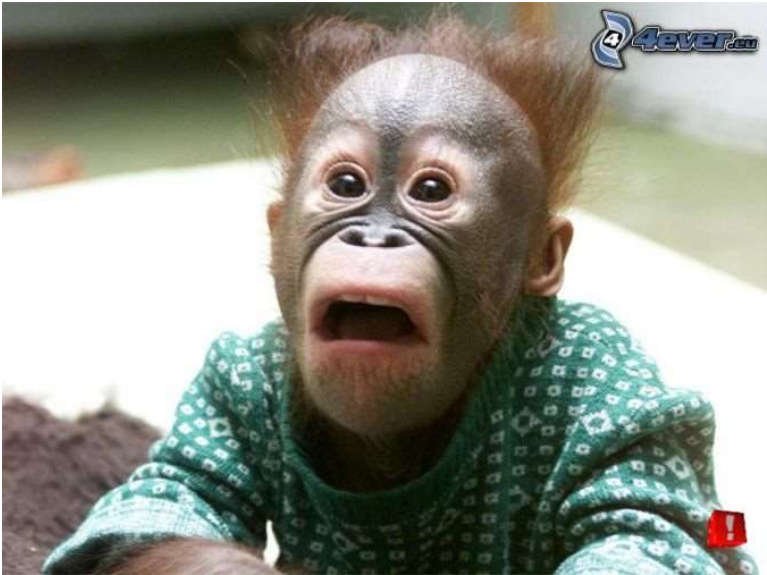


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Expect the Unexpected




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Practice

- Conversational
- Confident
- Calm




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56