

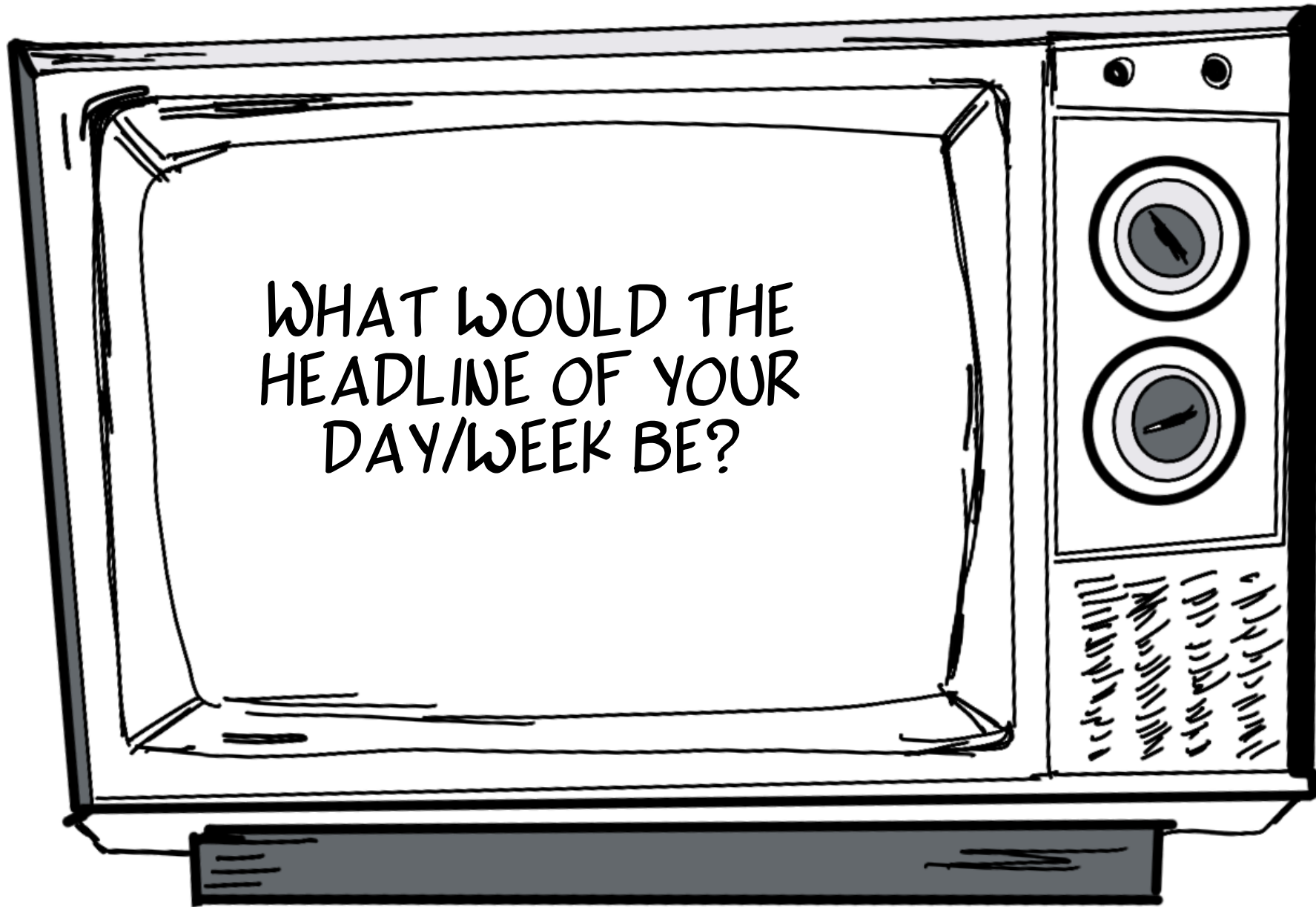
Presentation Skills Workshop 2023

the
IMPROV
EFFECT



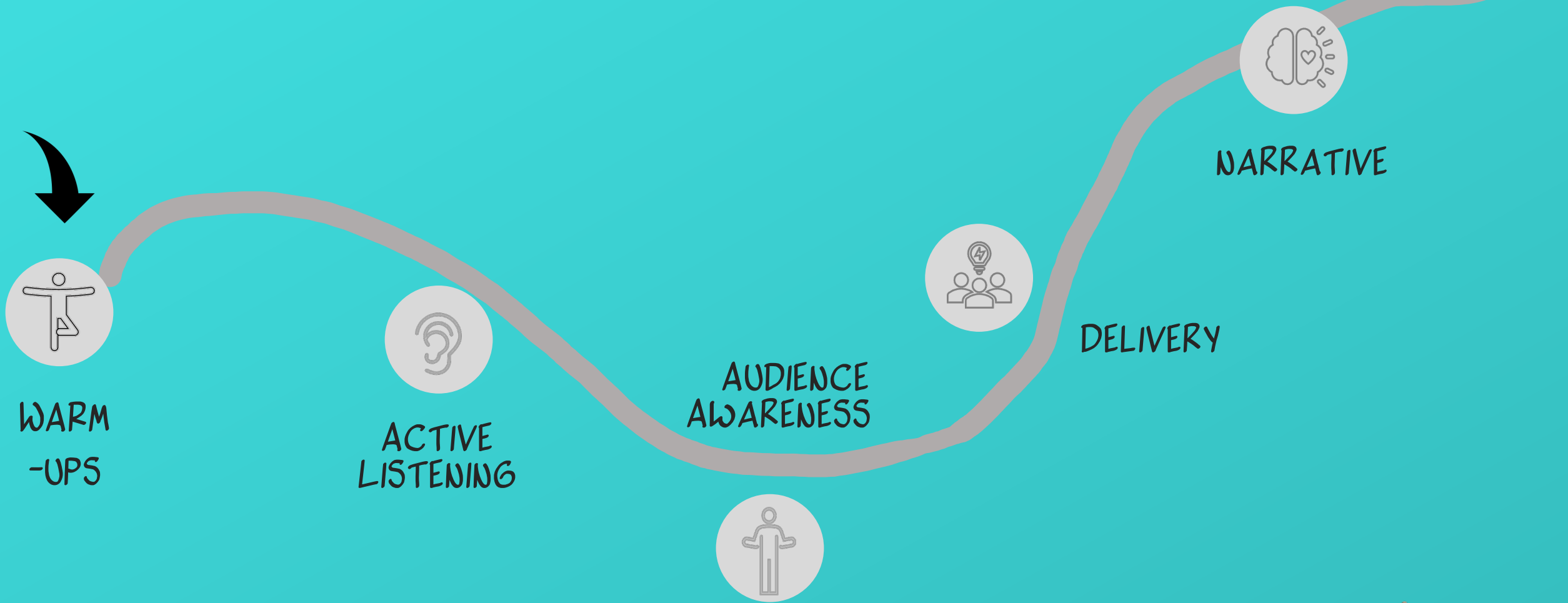
**Bureau of
Digital**

**Insights, Events & Resources
for Digital Agencies**



WHAT WOULD THE
HEADLINE OF YOUR
DAY/WEEK BE?

WHAT TO EXPECT...



WHAT MAKES A GREAT PRESENTER?



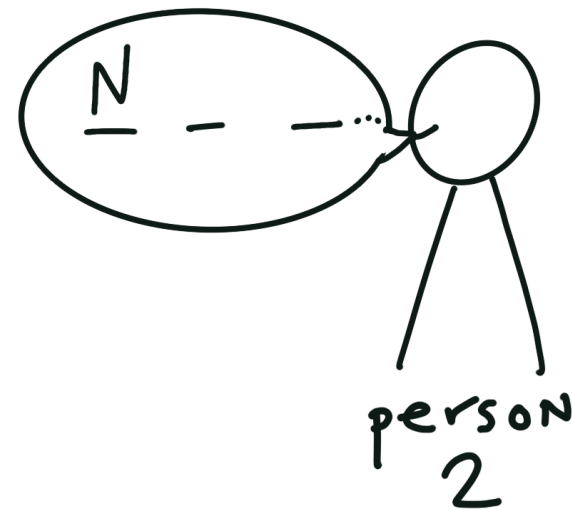
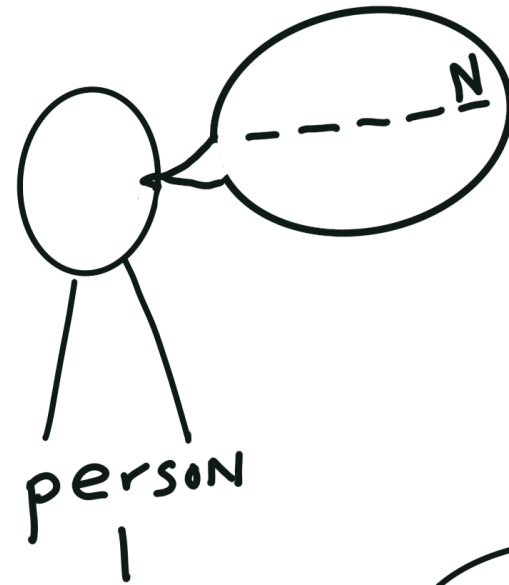


LISTEN,

WITH THE ABILITY TO

CHANGE.

LAST LETTER CONVERSATION



MODES OF LISTENING



COMBATIVE

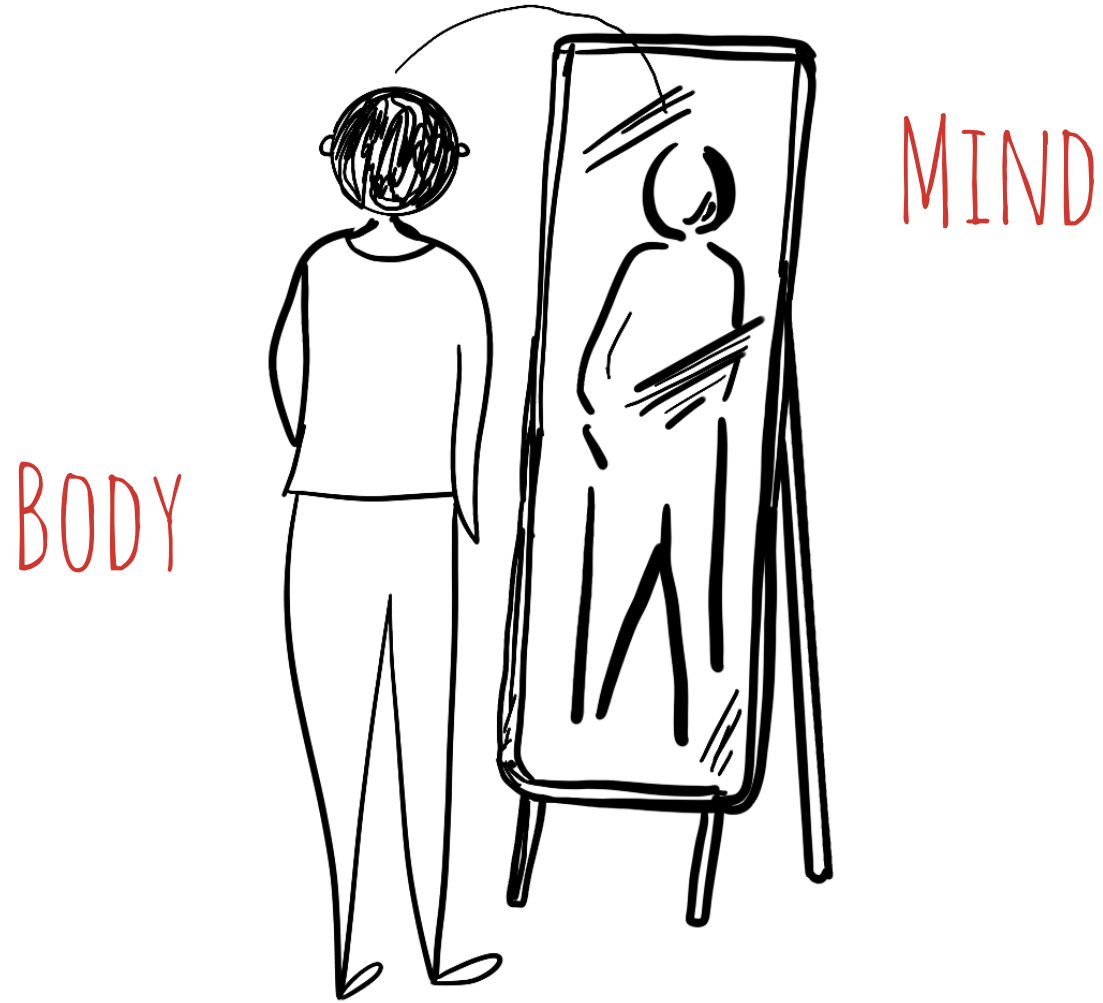


PASSIVE

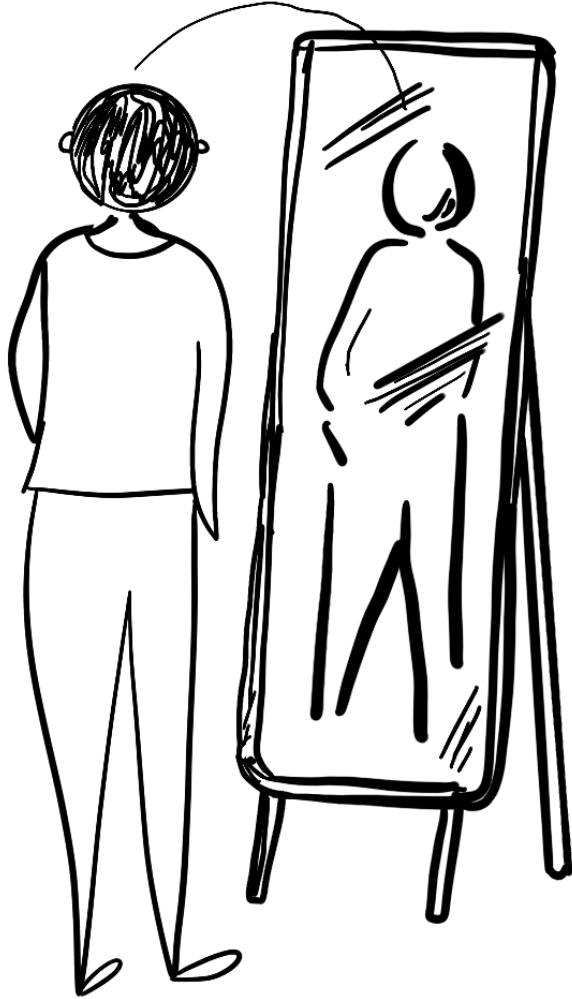


REFLECTIVE

REFLECTIVE LISTENING



REFLECTIVE LISTENING



WE PAY ATTENTION TO:

WORDS

BODY LANGUAGE

BEHAVIOR

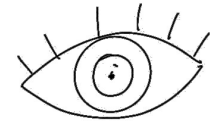
UNDERLYING ENERGY

REFLECTIVE LISTENING FORMULAS



"IT SEEMS LIKE ____" OR "I HEAR YOU SAY ____" OR "SOUNDS LIKE ____"

"I CAN SEE THAT YOU ARE ____" OR "I NOTICE YOU ARE ____"



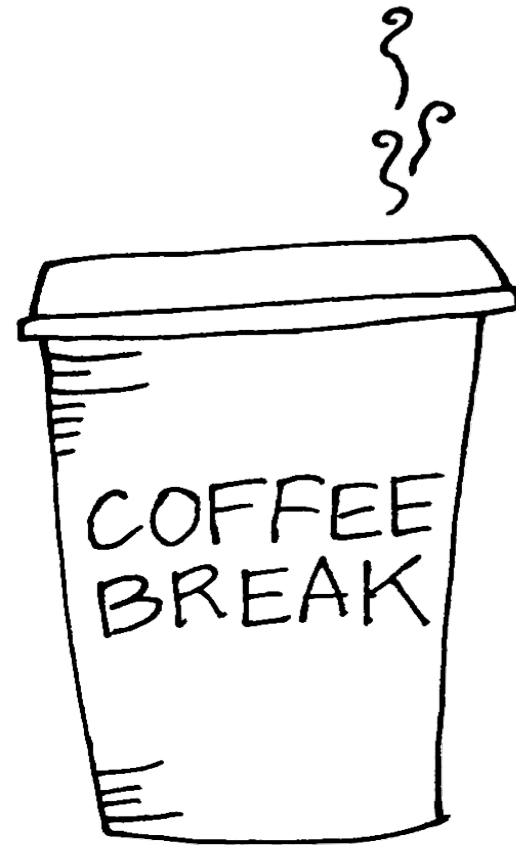
"HOW ARE YOU FEELING ABOUT _____?" (SPECIFIC SITUATION, EVENT OR BEHAVIOR)

“...DELIVER THE TALK THAT THE AUDIENCE
WANTS TO HEAR USING LANGUAGE, CONCEPTS,
STORIES AND VISUALS THAT RESONATE
WITH THE AUDIENCE AND LEADS THEM
TO ACTION...”



WHO IS MY AUDIENCE
AND WHAT DO THEY
CARE ABOUT?

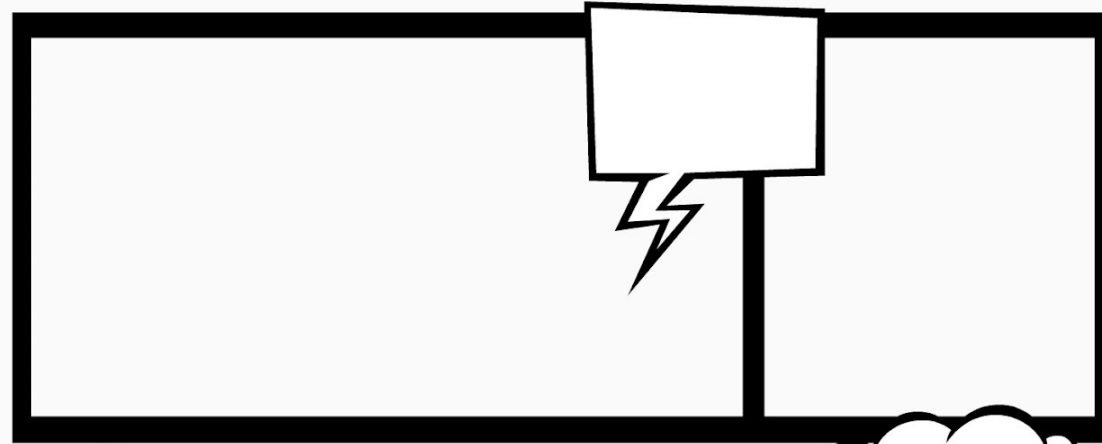
5 MIN BREAK



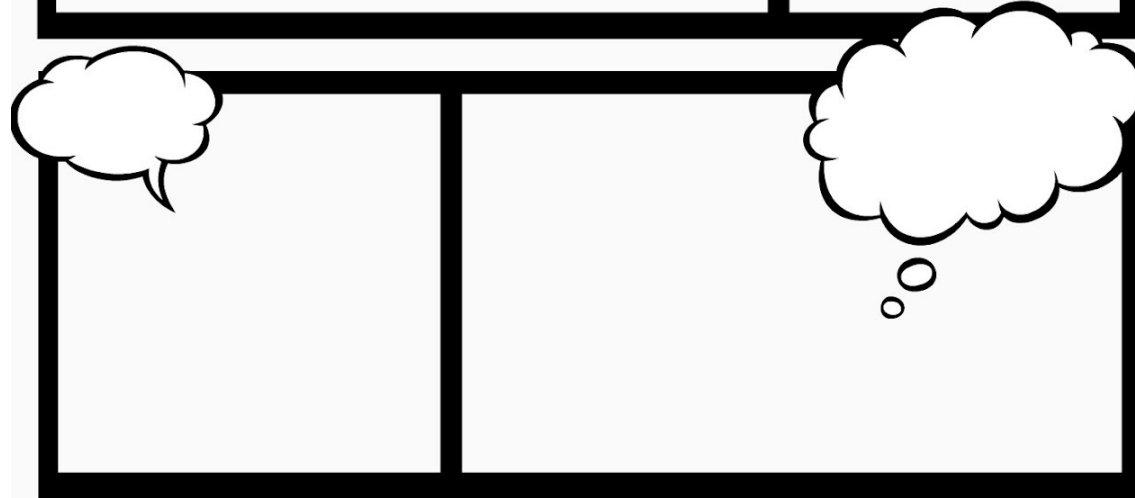
We use stories to
make sense of our
world
and to share that
understanding
with others

- Humans are hardwired to connect and recall a story over a fact, which makes storytelling essential for businesses. Entrepreneurs understand the science behind storytelling and use this tactic to get people to listen and remember what they are saying.
- In a recent consumer study, 92% of consumers surveyed said they prefer commercials and advertisements that are told in the form a story rather than plain stats and facts. Can you think of a commercial or ad that you saw recently that fits this description?

What was their world like before?



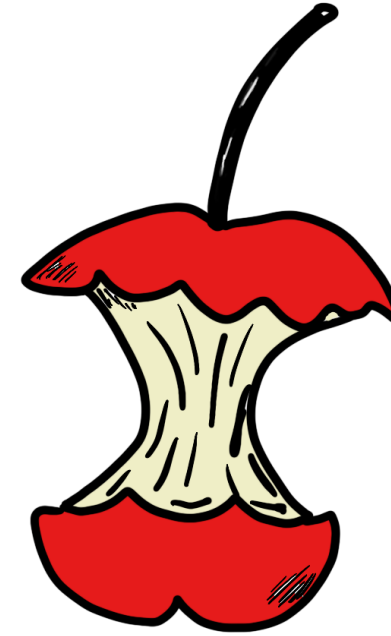
Introduce the solution.



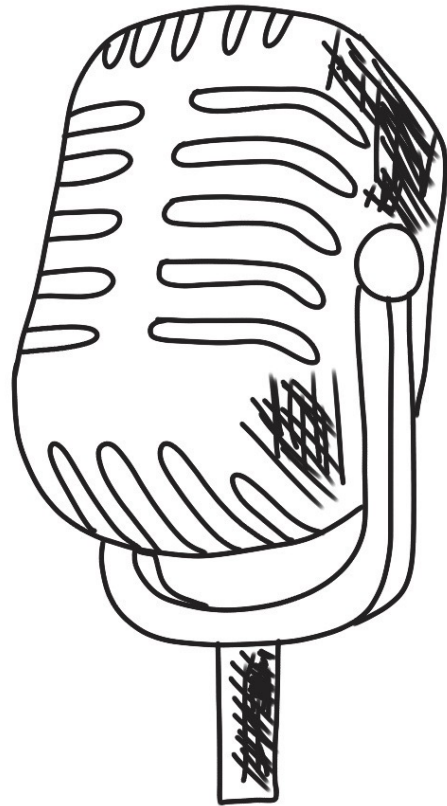
How did things change for the better?



WHAT IS MY CORE MESSAGE?

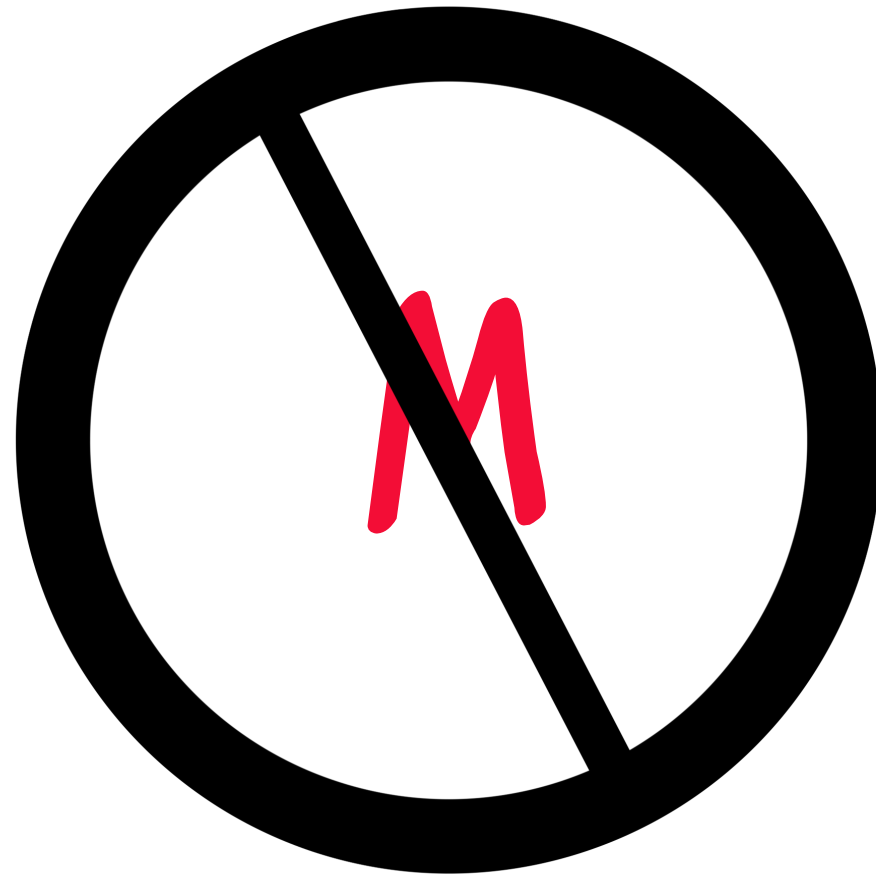


PRESENCE & DELIVERY



1. Understand what you're talking about
2. Believe and trust you as a messenger
3. Tune in to your words and tune out the thousands of other messages that they receive on a daily-basis.

NO LETTER _



THANK YOU!

