Jamie Covey

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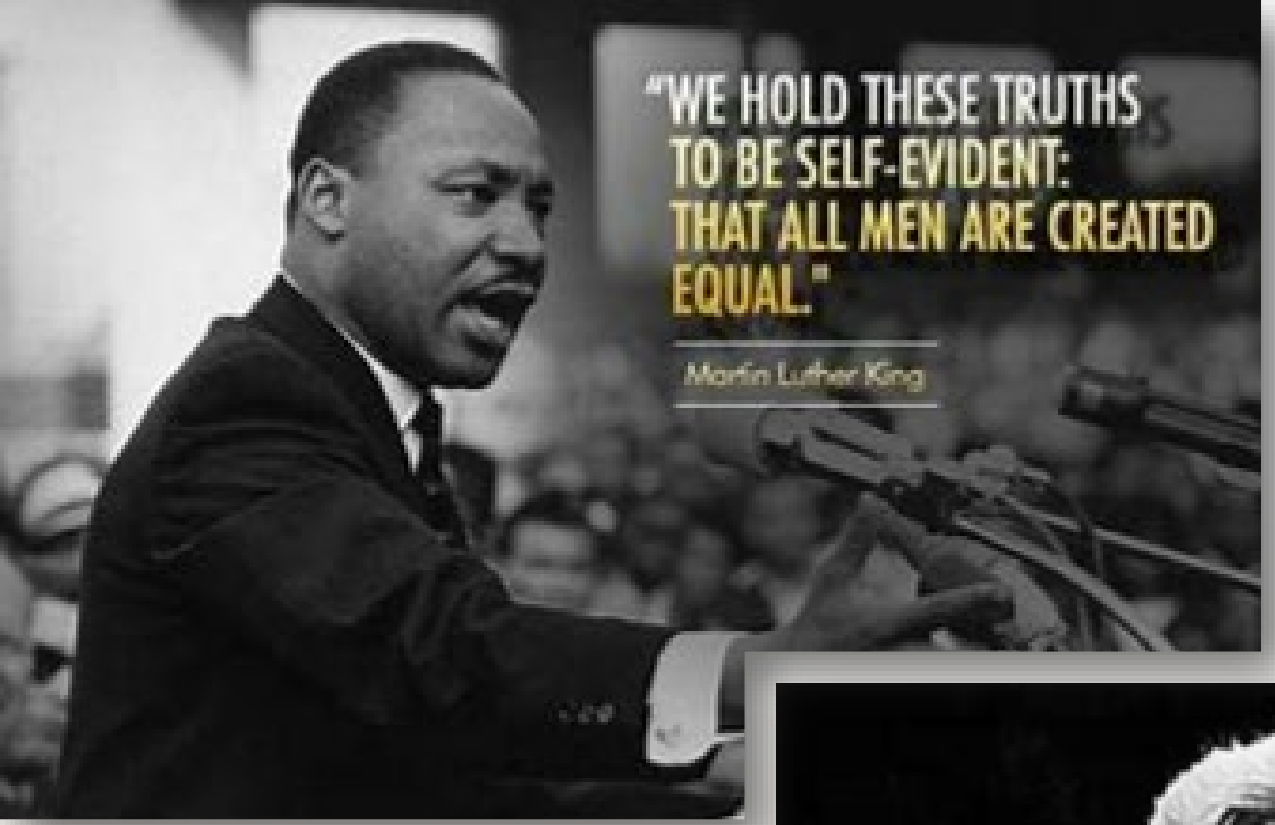
Learning Administration

Jamie.Covey@bankwithunited.com

CRITICAL ELEMENTS TO PRESENTING

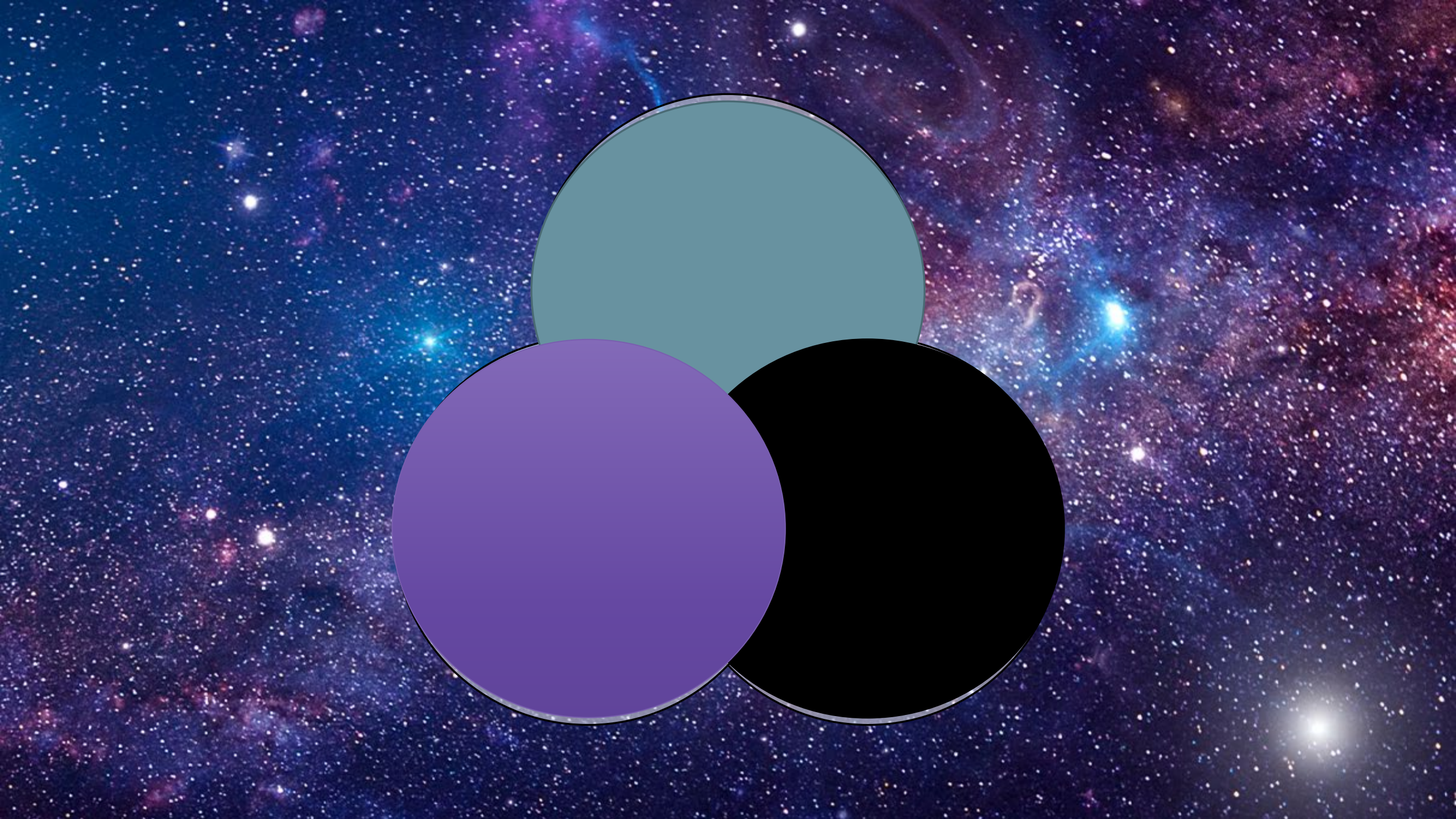
VBA INTERN PROGRAM


"WE HOLD THESE TRUTHS
TO BE SELF-EVIDENT:
THAT ALL MEN ARE CREATED
EQUAL."
Martin Luther King

WOMEN'S

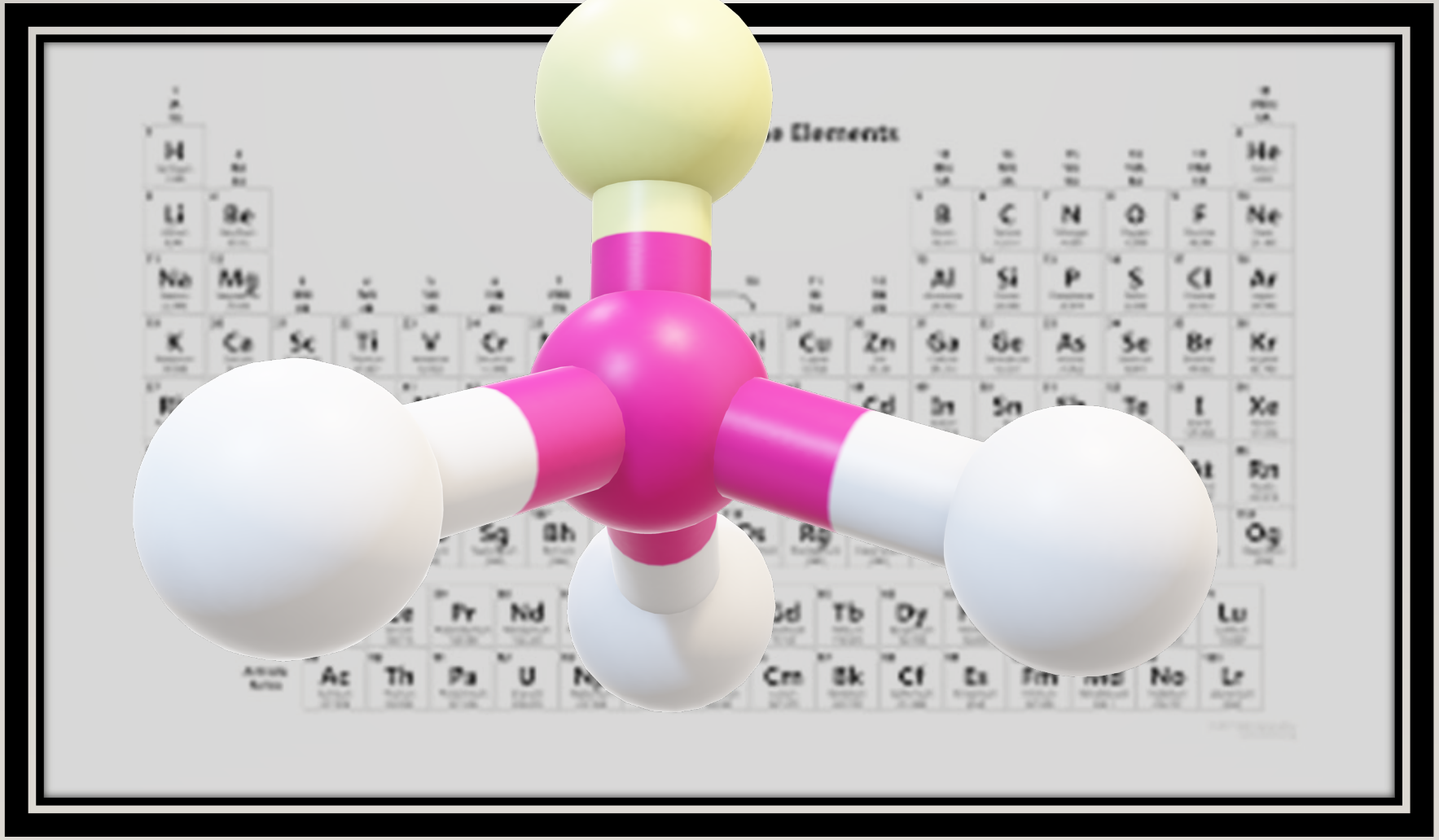
CLEAR
MESSAGE

THE
HOUSE



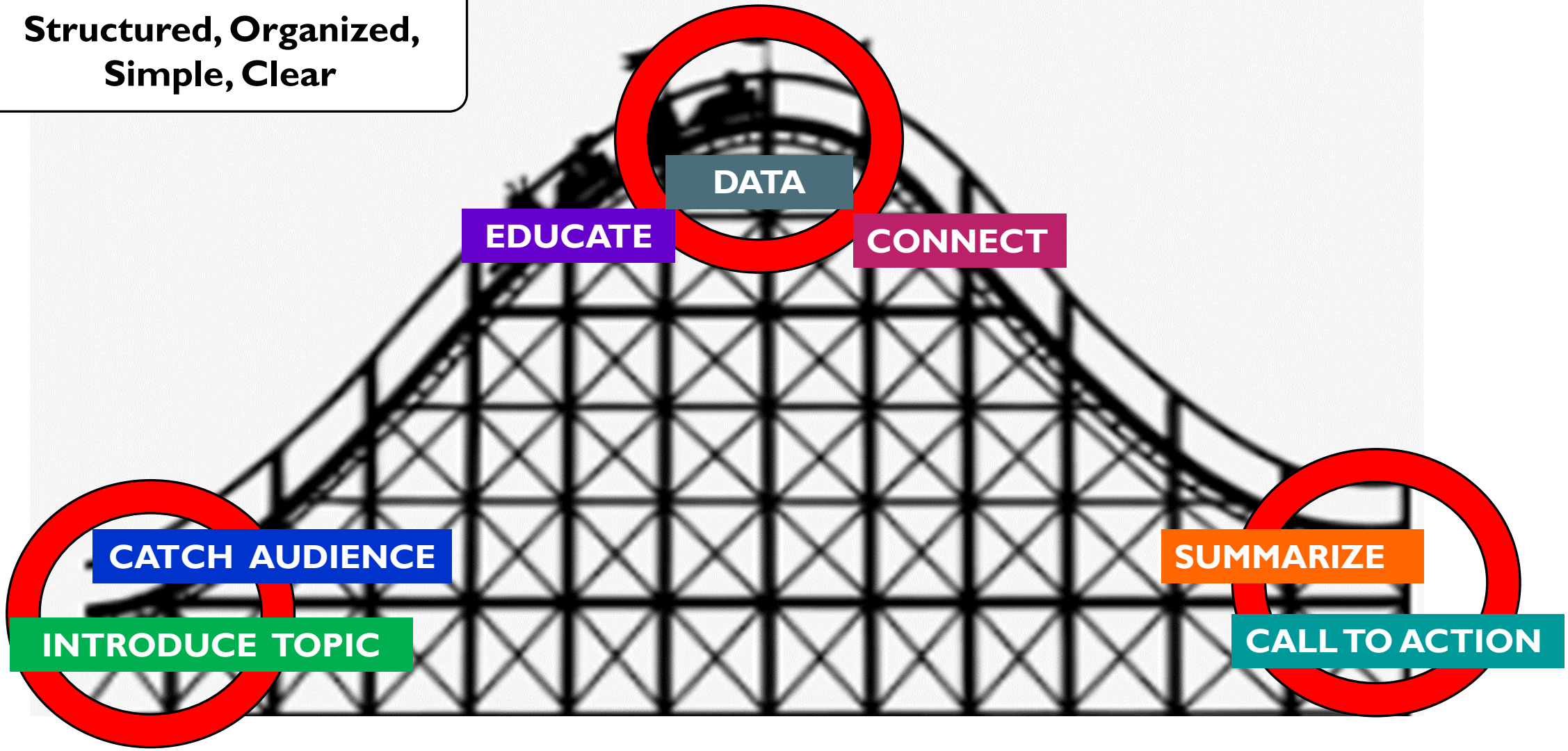
- What do you want to **SAY**?
- What is the **PURPOSE** of the message?
- What does the audience need to **KNOW**?
- What do you want the audience to **DO** with the information shared?
- Have you given the audience a **REASON TO ACT**?

1. **Structured**, Organized, Simple, Clear
2. **Catch** the audience
3. **Educate** the audience
4. Provide concrete **data**
5. **Connect** your purpose to the audience
6. **Summarize** with a **call to action**



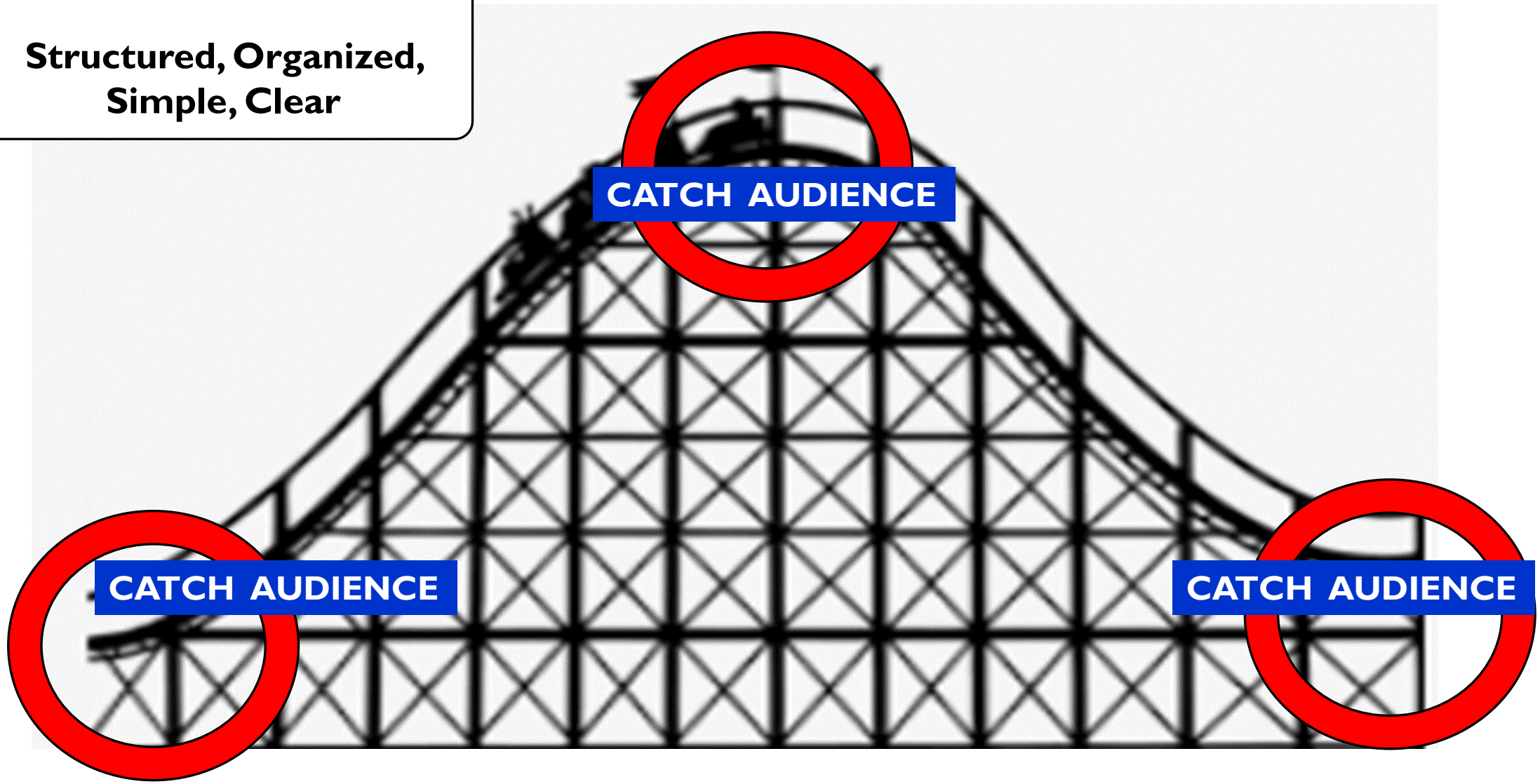
Critical Element #1:

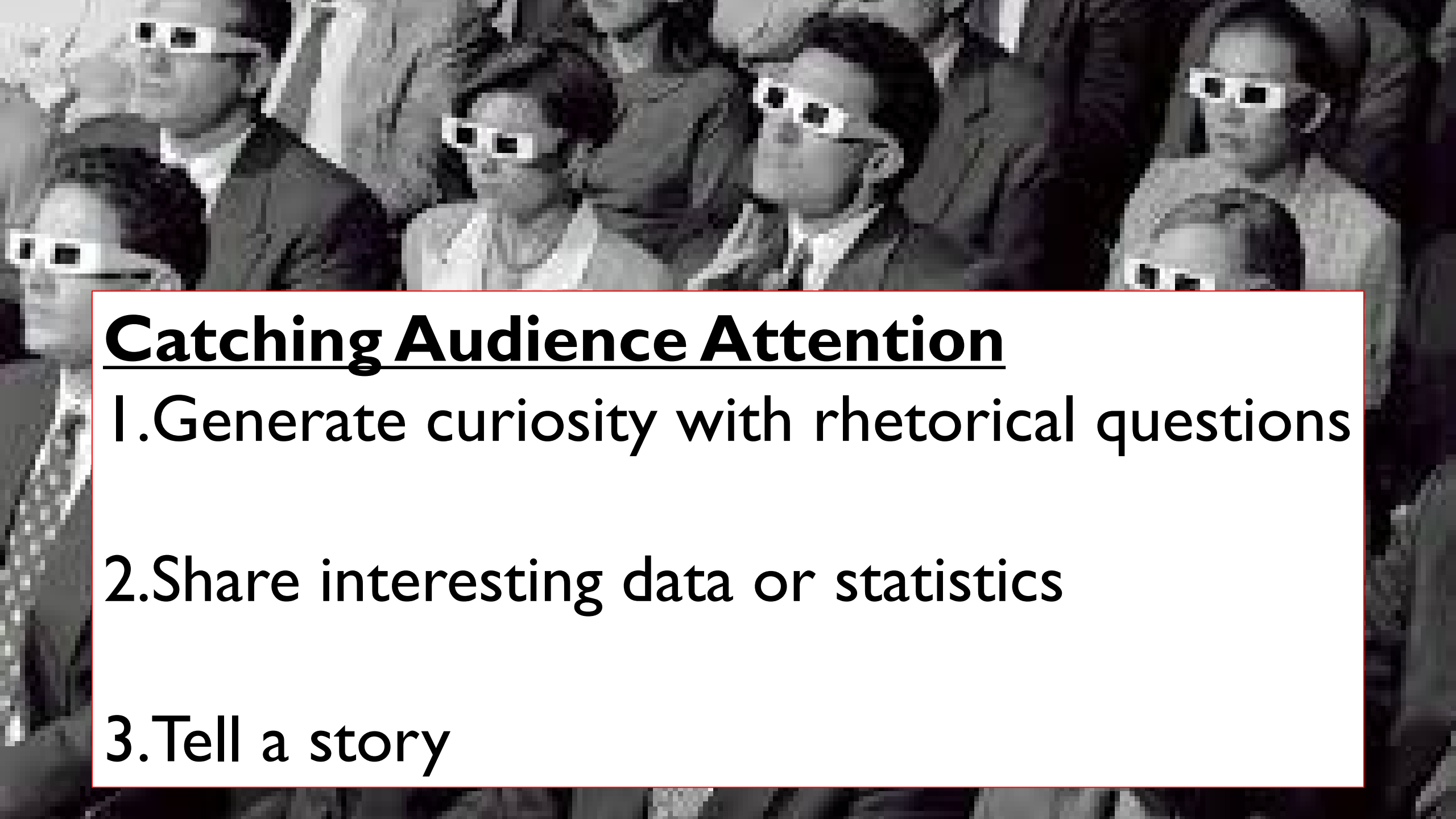
Structured, Organized, Simple, Clear



Message Element #1:

Structured, Organized, Simple, Clear





Catching Audience Attention

1. Generate curiosity with rhetorical questions

2. Share interesting data or statistics

3. Tell a story

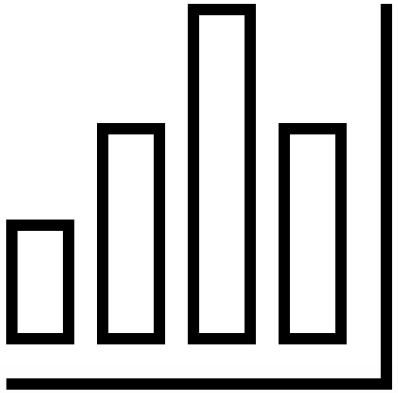
Rhetorical Questions

? Have you ever wondered…?

t makes

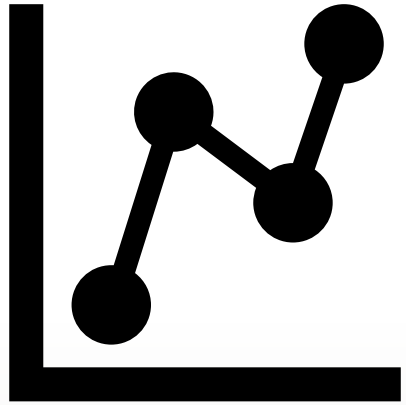
think…

? Did you know…?



ADD REALISM

INCREASE CREDIBILITY



MEMORABLE

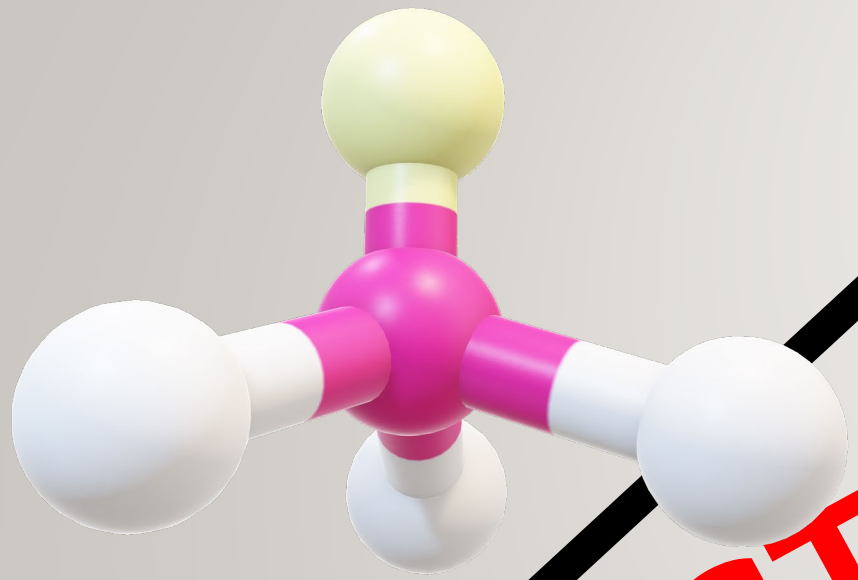
EMOTIONAL IMPACT

%

VALIDATE

WITHOUT STORYTELLING

WITH STORYTELLING



EFFECTIVE MESSAGE

STRUCTURED

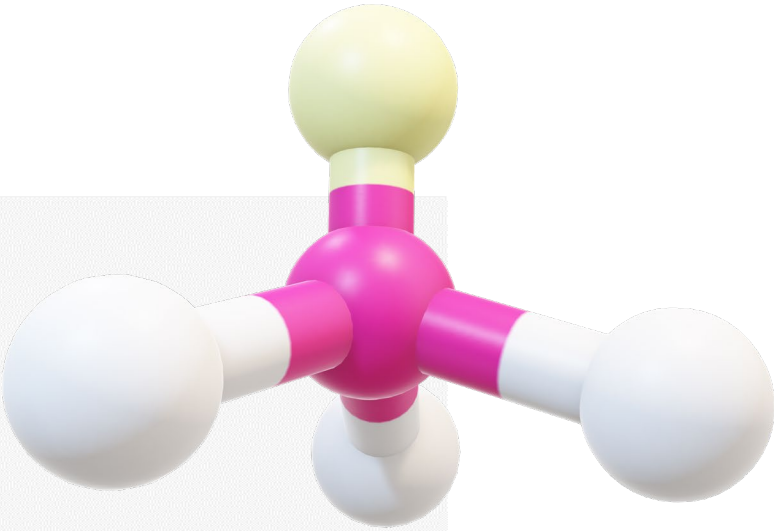
ORGANIZED

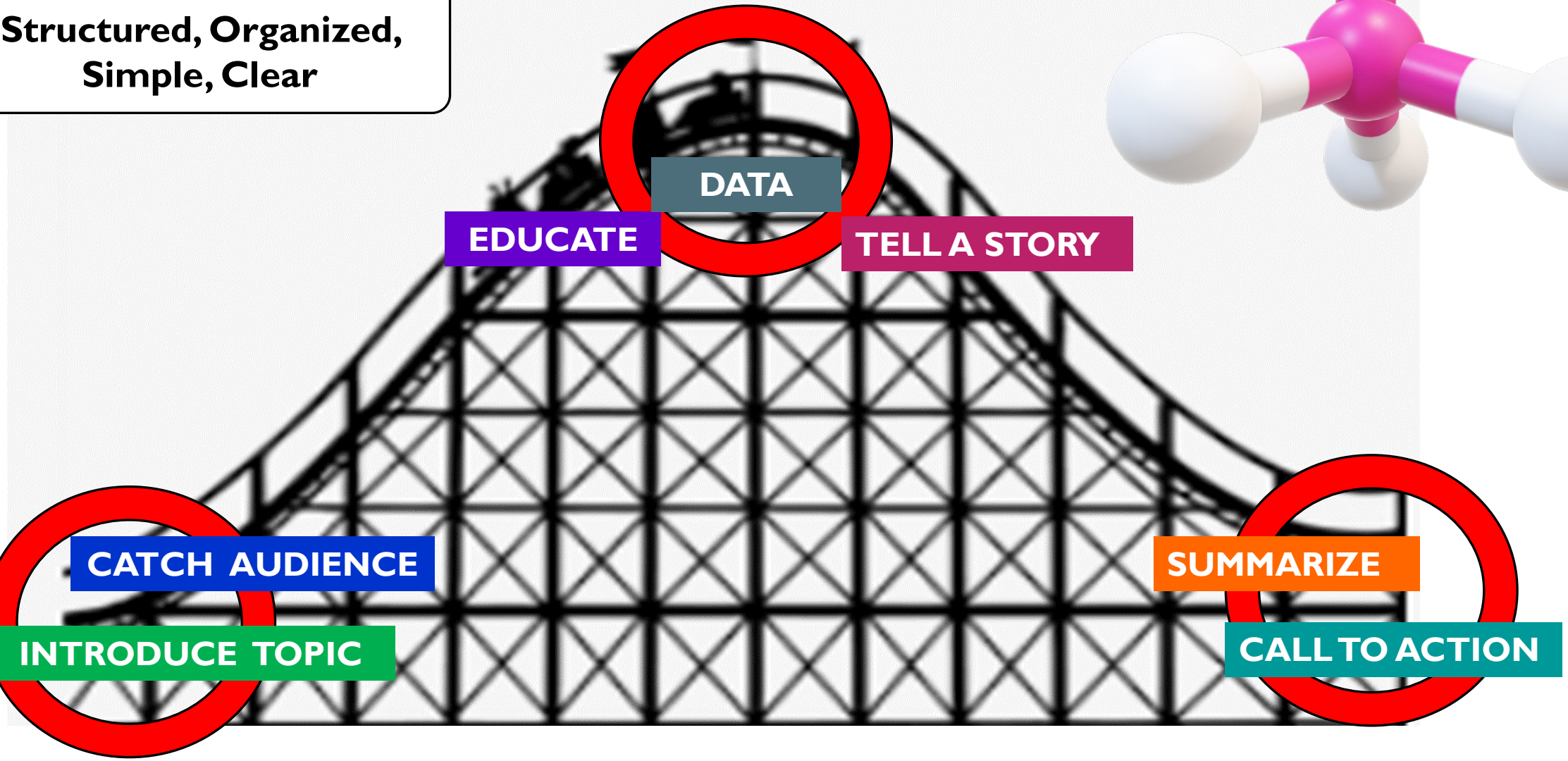
SIMPLE

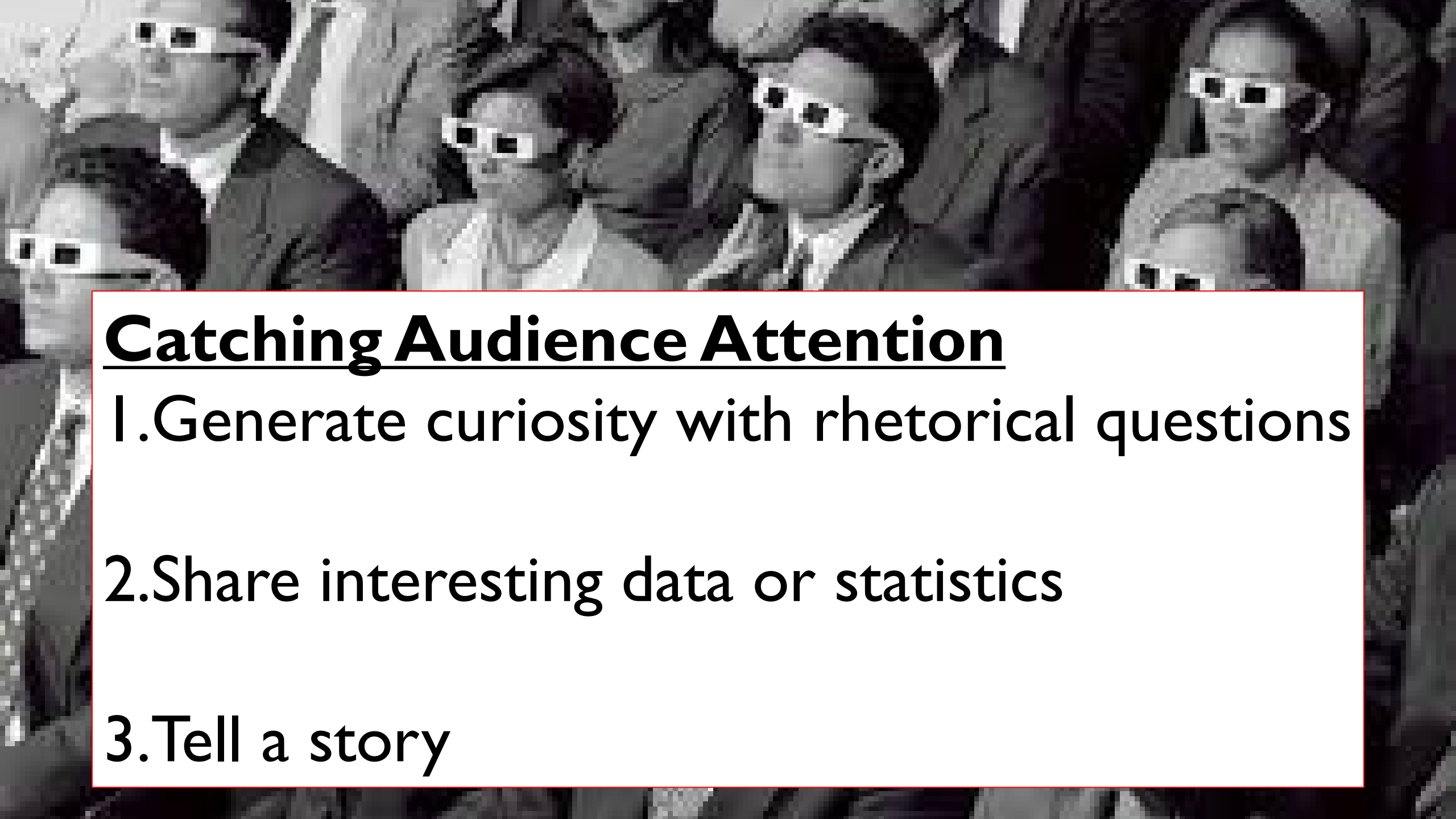
CLEAR

Message Element #1:

Structured, Organized, Simple, Clear







Catching Audience Attention

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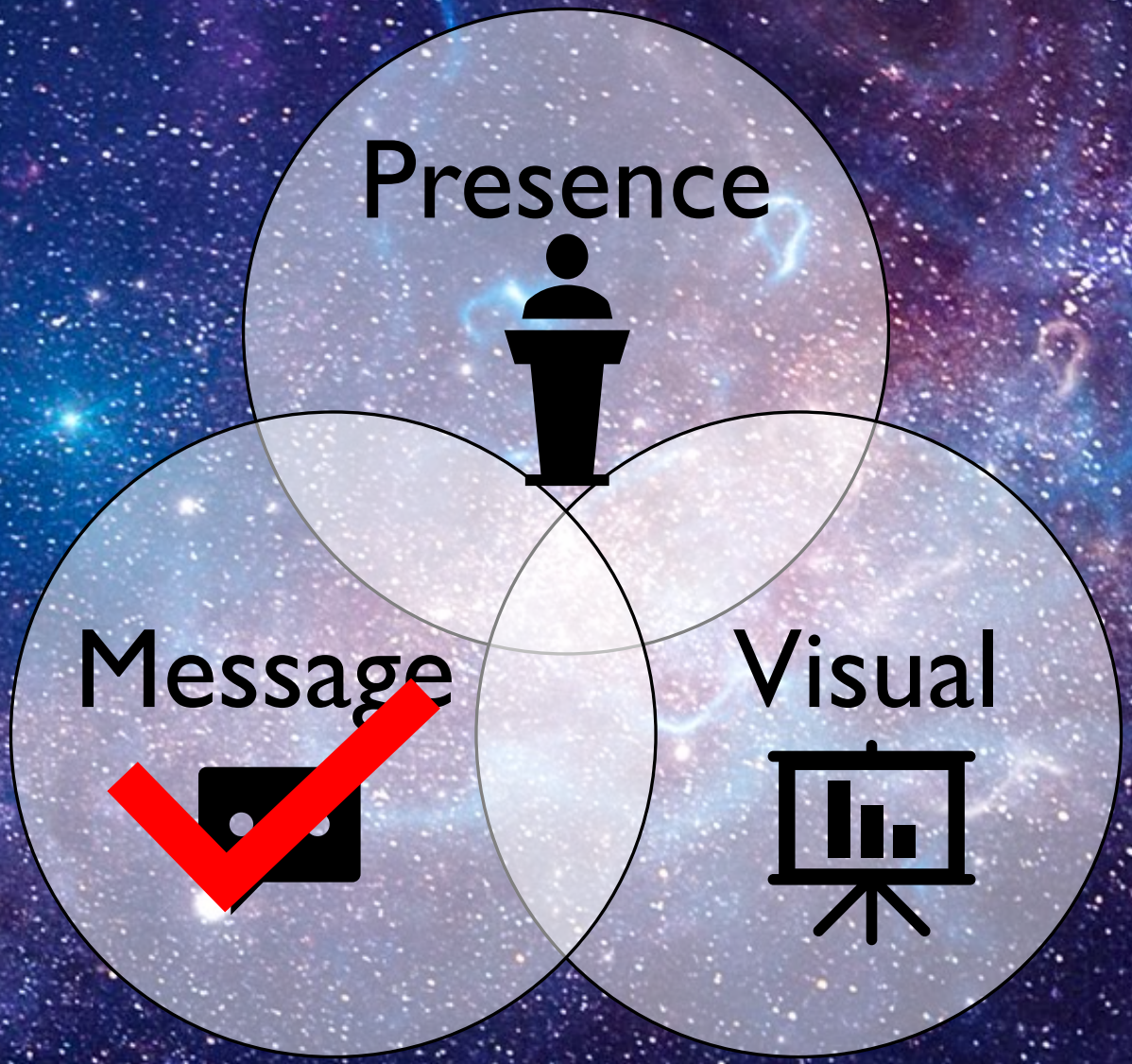

Presence
Message
Visual

Presentation Visuals Should…

Use the 5 x 5 Rule!

- ✓ **No more than 5 lines of text**
- ✓ **No more than 5 words per line**

Presentation Visuals Should…

Use COLOR to make important terms pop

FB INB AAN DIB MHI PPAO SHA

FB INB AAN DIB MHI PPAO SHA

FB INB AAN DIB MHI PPAO SHA

FB INB AAN DIB MHI PPAO SHA

Presentation Visuals Should…

Change once or twice per minute!

8.25 seconds!? Focus!!

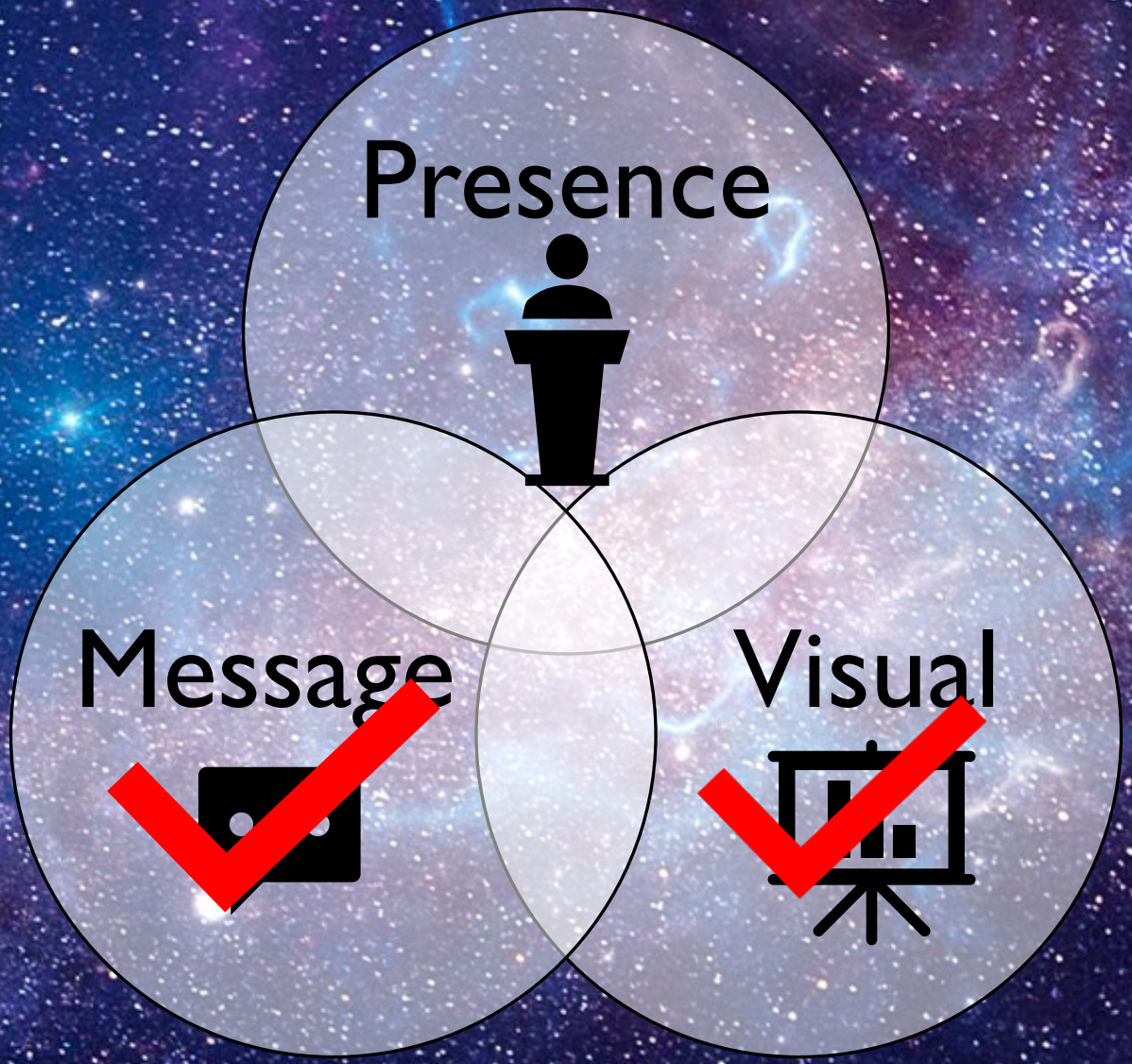
Presentation Visuals Should…

Contain images to connect to your point!

LAUNDRY

Presentation Visuals Should…

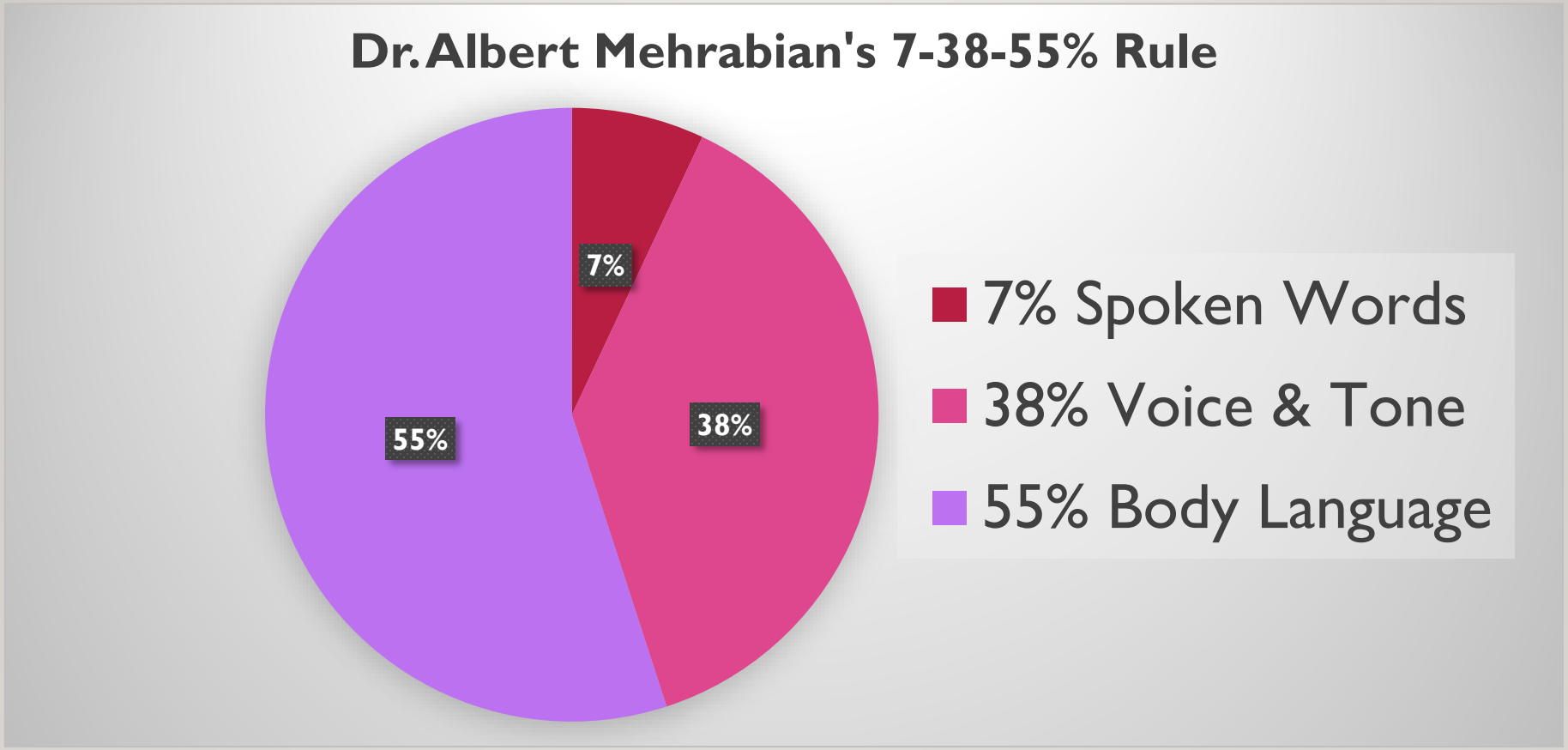
1. Use the 5 x 5 Rule!
2. Use COLOR to make important terms pop!
3. Change once or twice per minute
4. Contain Images to connect to your point


Presence
Message
Visual

PRES – ENCE ['PREZENS]

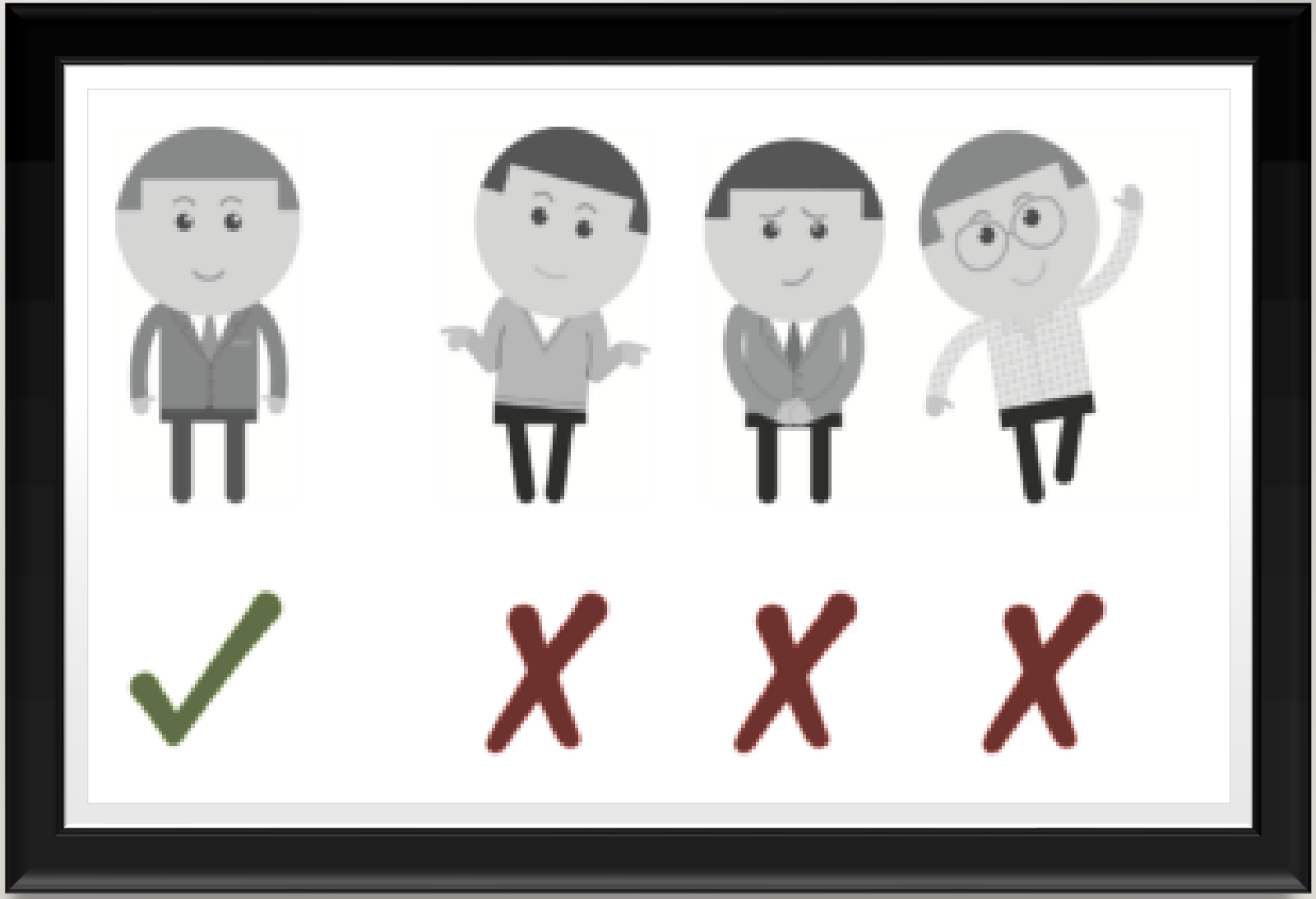
- **The impressive manor or appearance of a person**

- **Synonyms:** *bearing, stance, deportment, attitude, posture, manner, air, guise, demeanor, behavior, conduct*

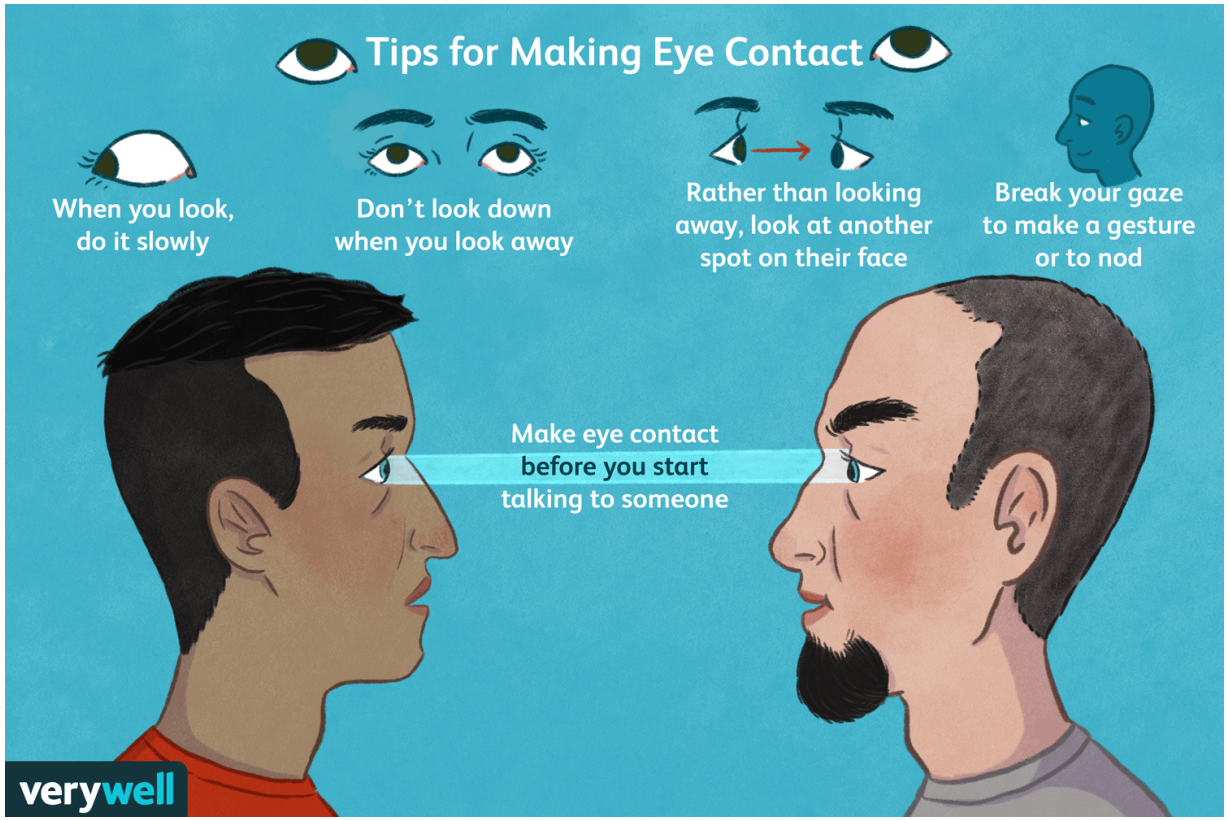


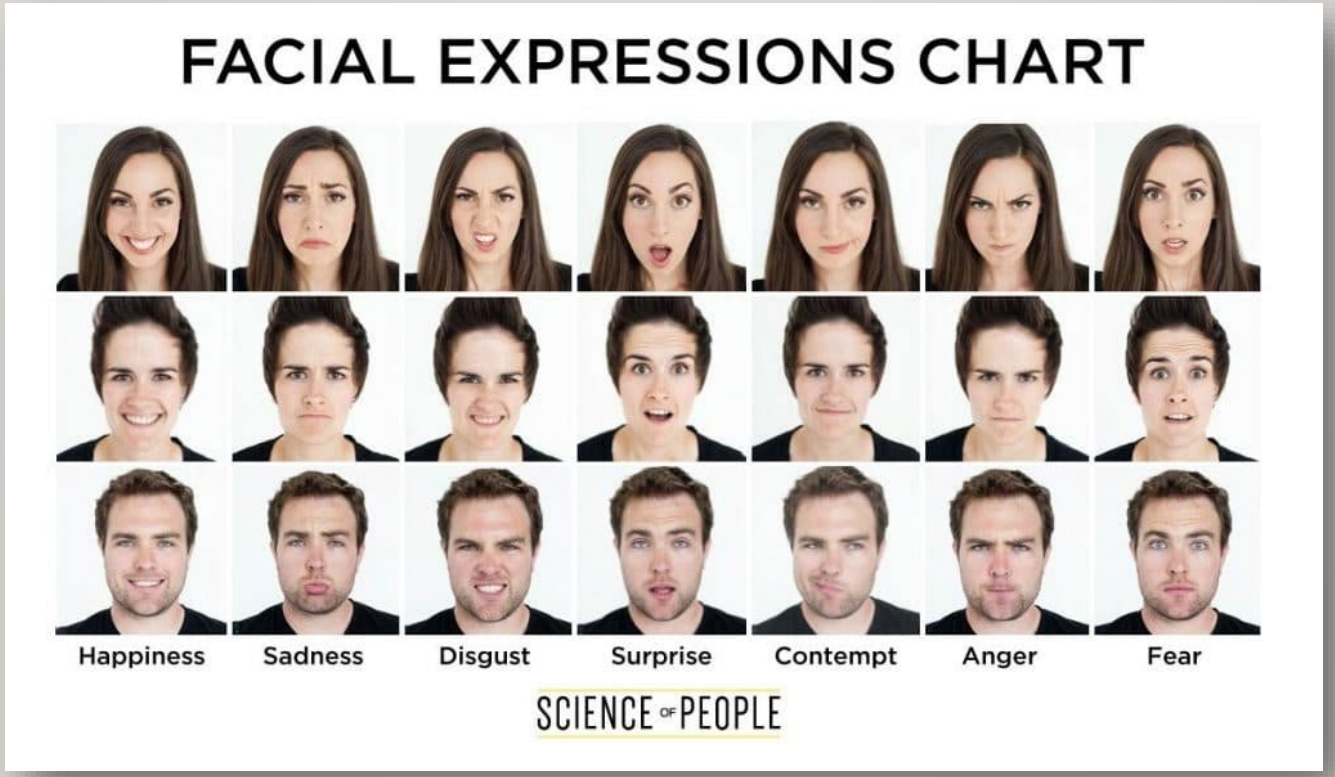
VERBAL & NON-VERBAL COMMUNICATION

1. POSTURE

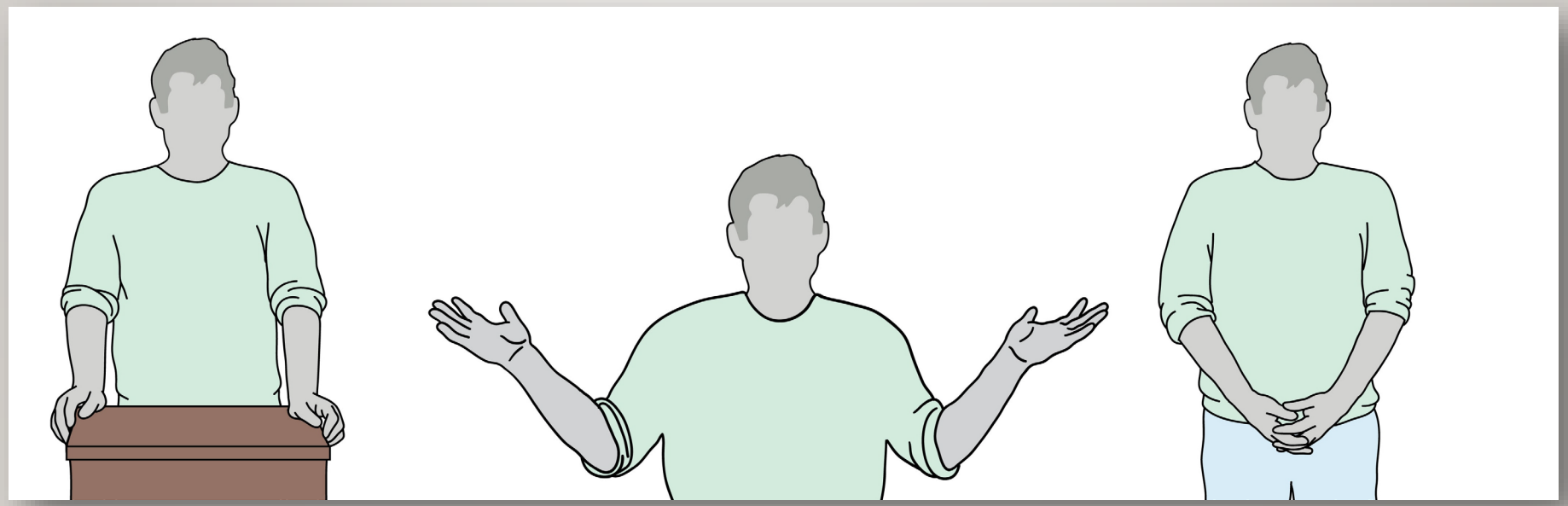


2. MAKE EYE CONTACT





3. MAKE FACIAL EXPRESSIONS



4. MAKE HAND GESTURES

5. RELAX AND BE YOURSELF

"You don't gotta be perfect, just keep it real"

PRACTICE!

BRIEF
NDOWN
THE
PRESENTATION
WHAT YOU
JUST TOLD
THEM
WE REMEMBER STORIES
BETTER
IT HAS
TO BE
TRUE
WITHPRACTIC
Nail your
Presentation