

# Critical Elements to Presenting

VBA Intern Program

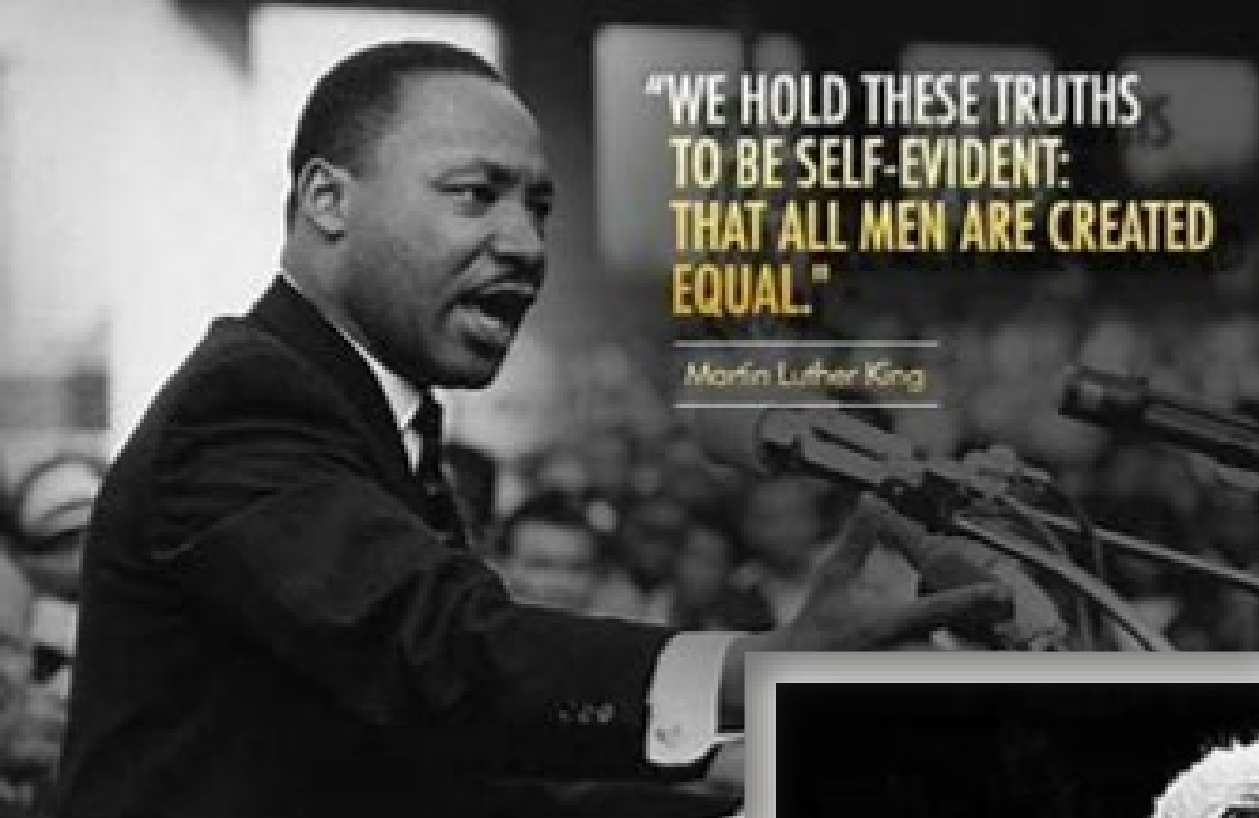


Jamie Covey

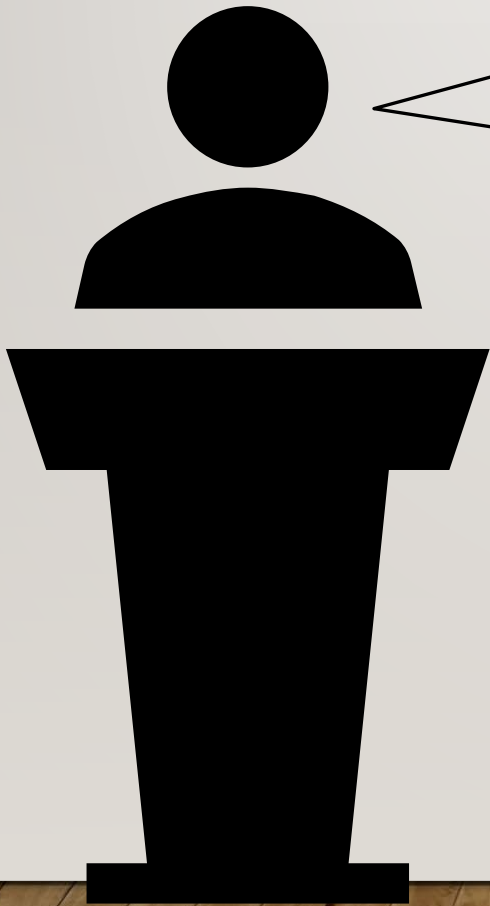
L&TD Manager of Learning Administration  
& Job Readiness

[jamie.covey@bankwithunited.com](mailto:jamie.covey@bankwithunited.com)





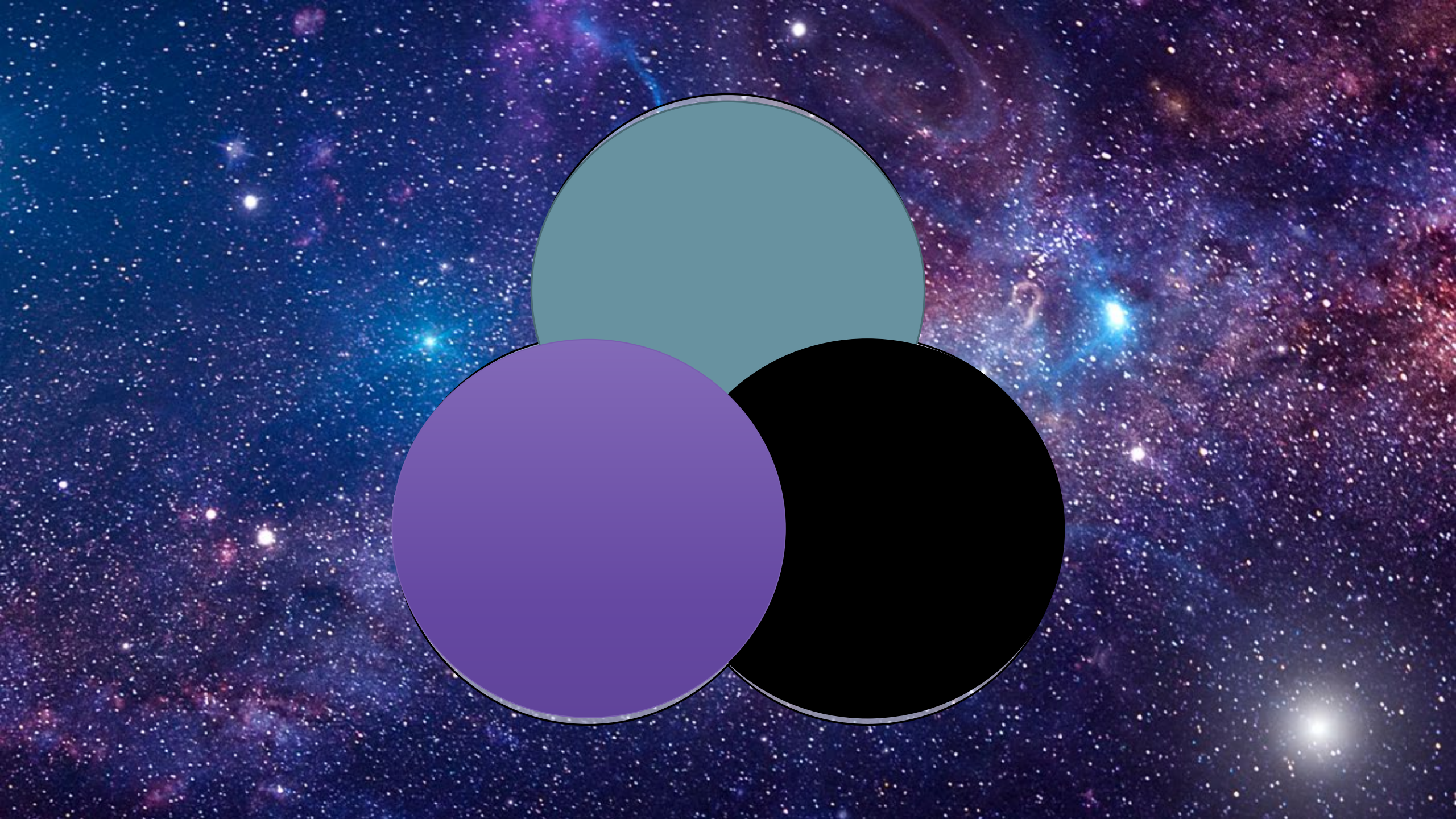




**CLEAR  
MESSAGE**









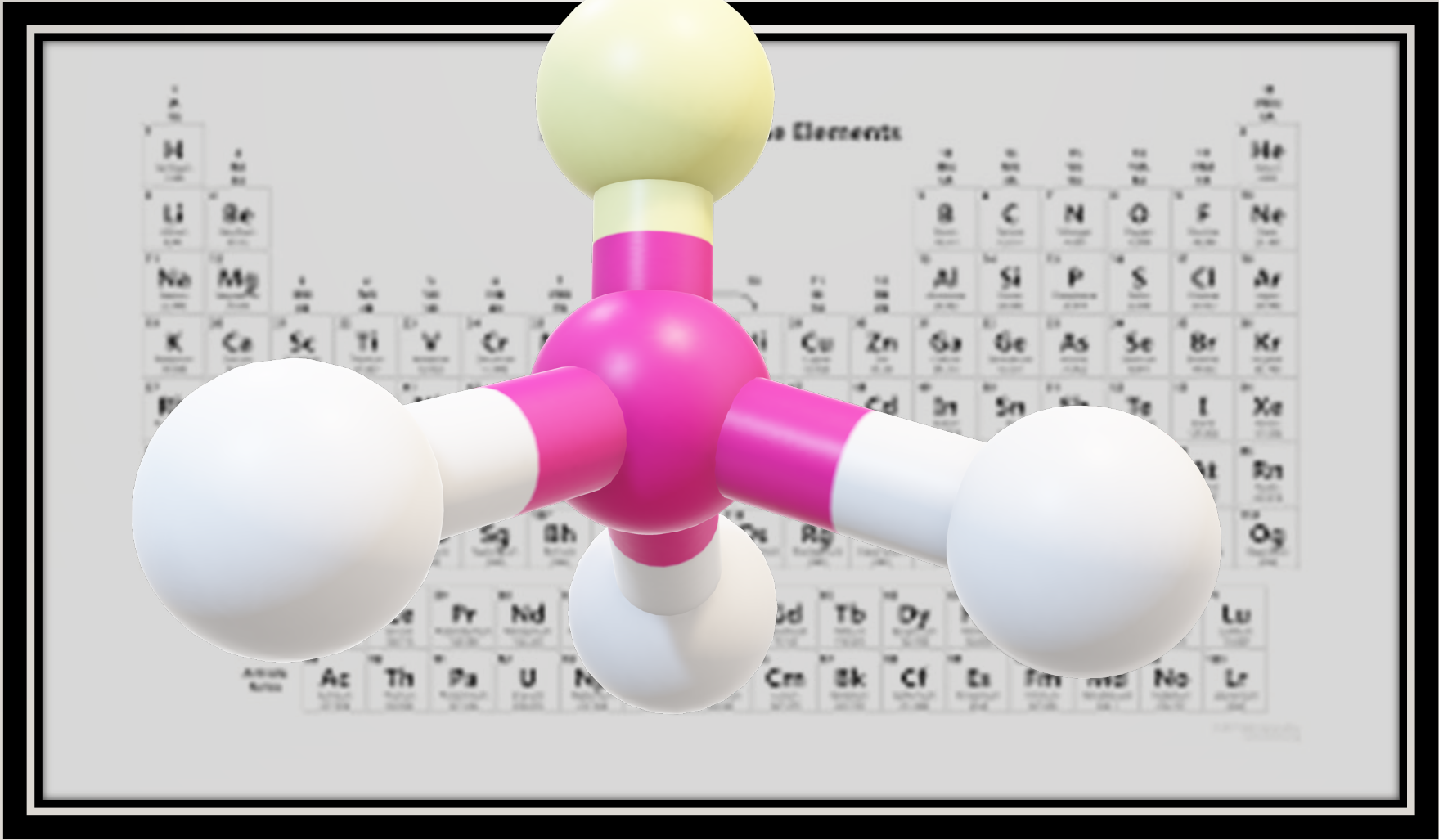


- ? What do you want to **SAY**?
- ? What is the **PURPOSE** of the message?
- ? What does the audience need to **KNOW**?
- ? What do you want the audience to **DO** with the information shared?
- ? Have you given the audience a **REASON TO ACT**?

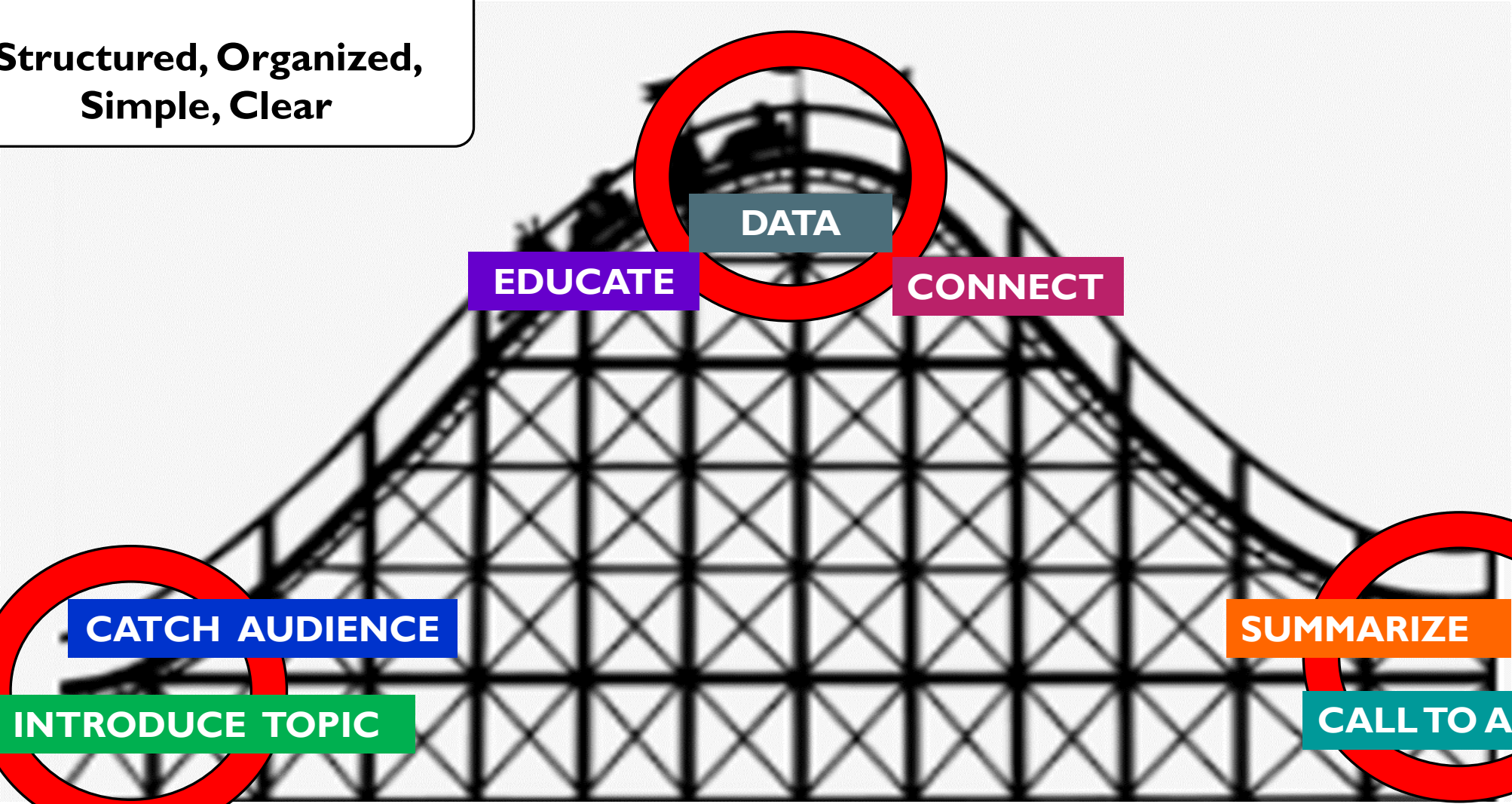


1. **Structured**, Organized, Simple, Clear
2. **Catch** the audience
3. **Educate** the audience
4. Provide concrete **data**
5. **Connect** your purpose to the audience
6. **Summarize** with a **call to action**





**Critical Element #1:**  
**Structured, Organized,  
Simple, Clear**



**DATA**

**EDUCATE**

**CONNECT**

**CATCH AUDIENCE**  
**INTRODUCE TOPIC**

**SUMMARIZE**  
**CALL TO ACTION**



**Message Element #1:**

**Structured, Organized,  
Simple, Clear**



**CATCH AUDIENCE**

**CATCH AUDIENCE**

**CATCH AUDIENCE**





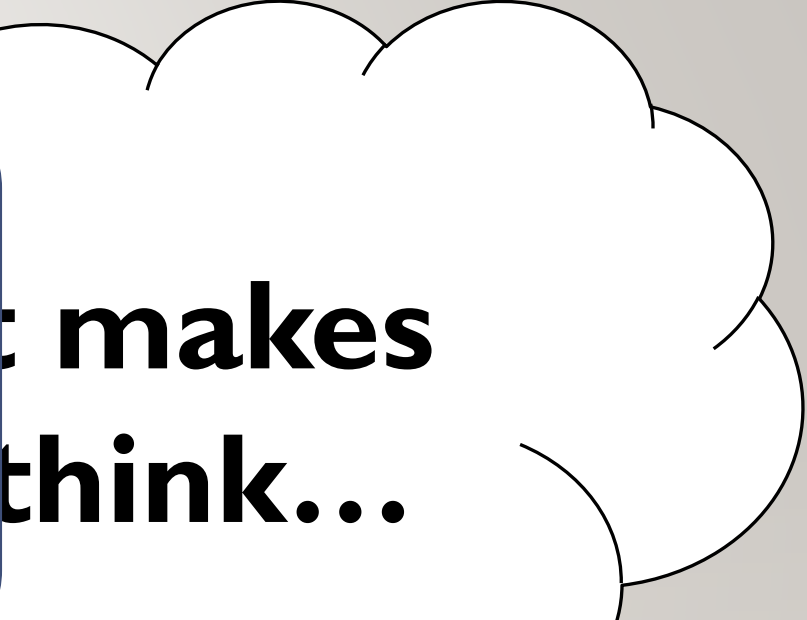
## **Catching Audience Attention**

- 1. Generate curiosity with rhetorical questions**
- 2. Share interesting data or statistics**
- 3. Tell a story**

# Rhetorical Questions



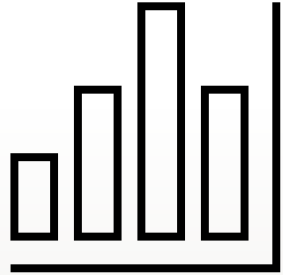
? Have you ever wondered...?



? Did you know...?



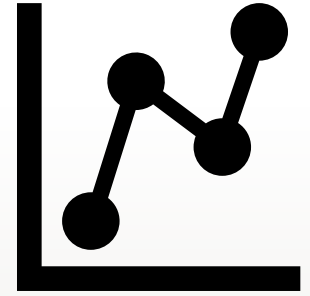
# Impact of Data & Statistics



**ADD REALISM**



**INCREASE  
CREDIBILITY**



**MEMORABLE**



**EMOTIONAL  
IMPACT**



**VALIDATE**

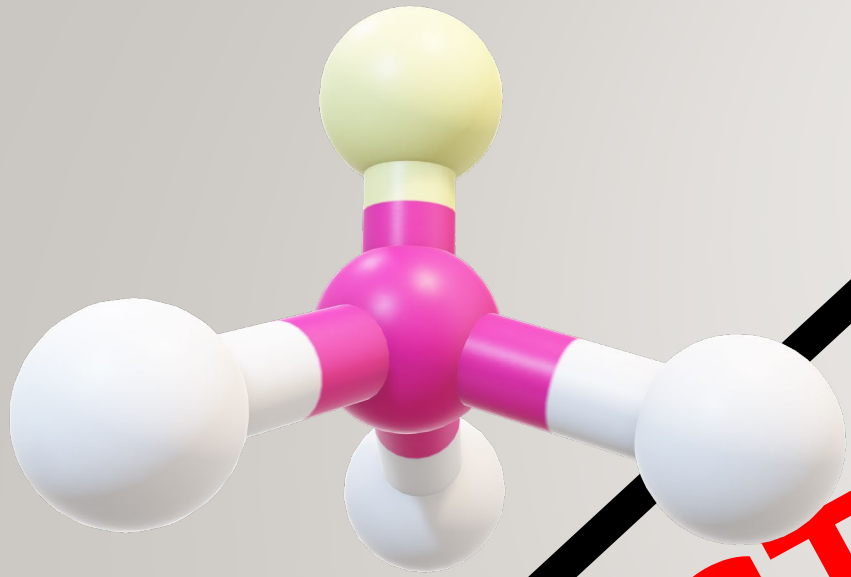


WITHOUT  
STORYTELLING



WITH  
STORYTELLING





**EFFECTIVE  
MESSAGE**

**STRUCTURED**

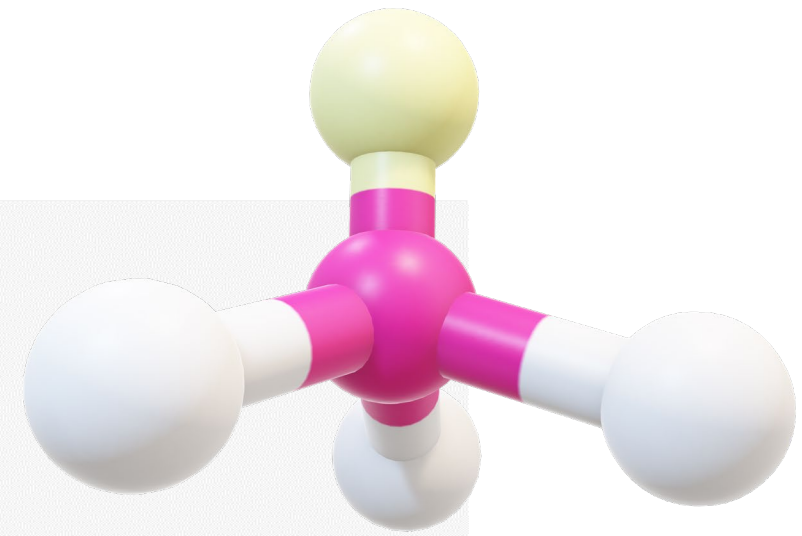
**ORGANIZED**

**SIMPLE**

**CLEAR**

**Message Element #1:**

**Structured, Organized,  
Simple, Clear**



**DATA**

**EDUCATE**

**TELL A STORY**

**CATCH AUDIENCE**

**SUMMARIZE**

**INTRODUCE TOPIC**

**CALL TO ACTION**

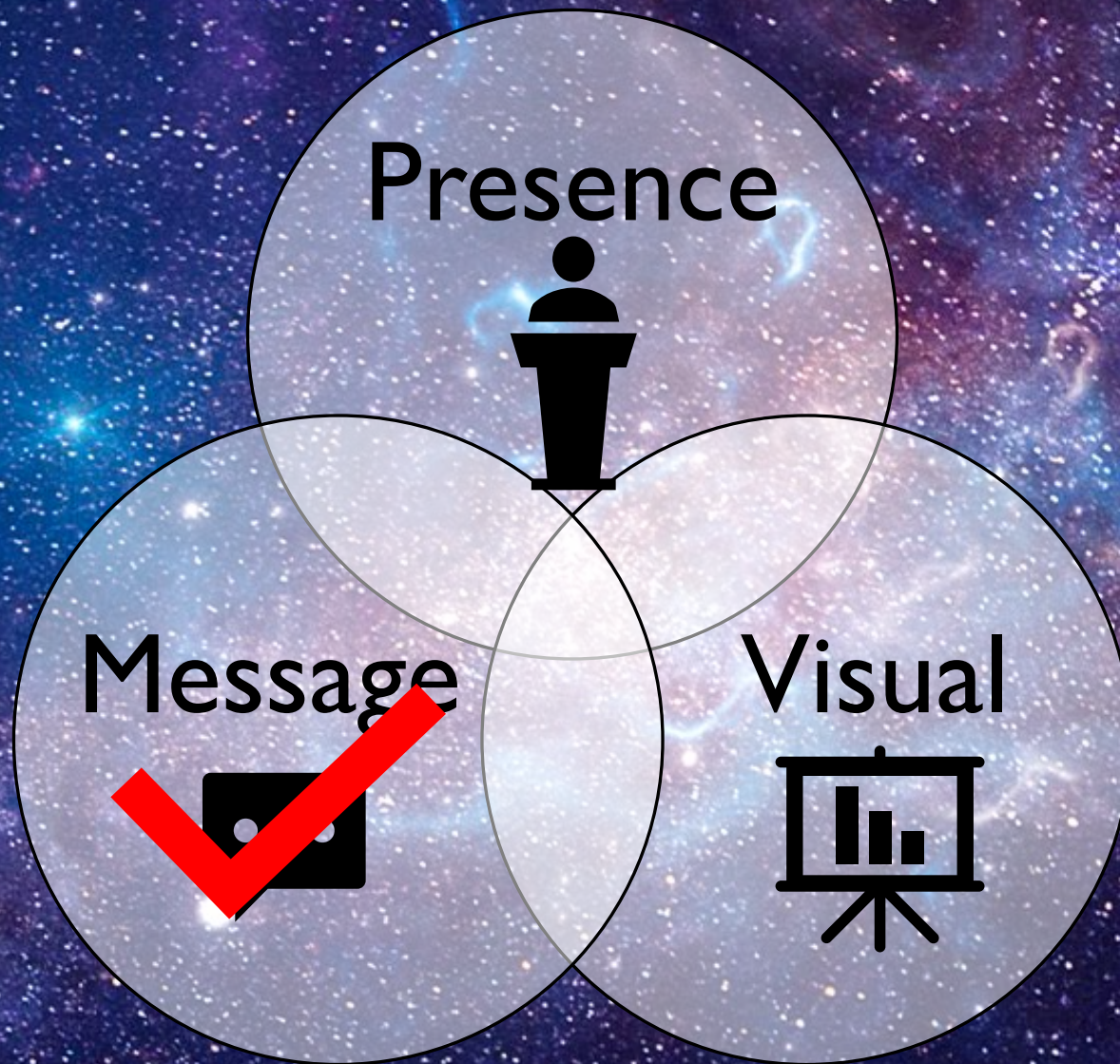




## **Catching Audience Attention**

- 1. Generate curiosity with rhetorical questions**
- 2. Share interesting data or statistics**
- 3. Tell a story**







# 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

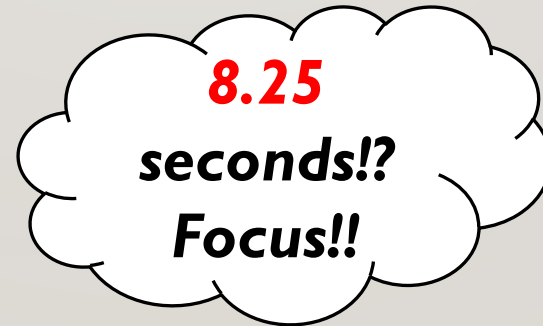
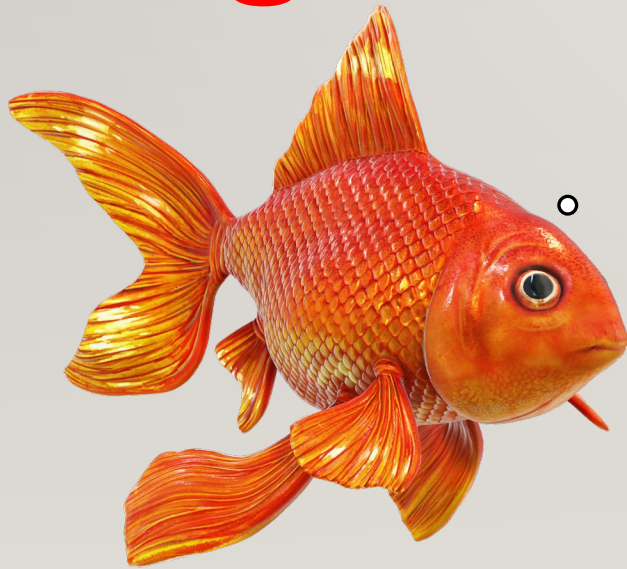


FB INB AAN DIB MHI PPAO SHA

FB INB AAN DIB MHI PPAO SHA

# Presentation Visuals Should...

**Change** once or twice per minute!



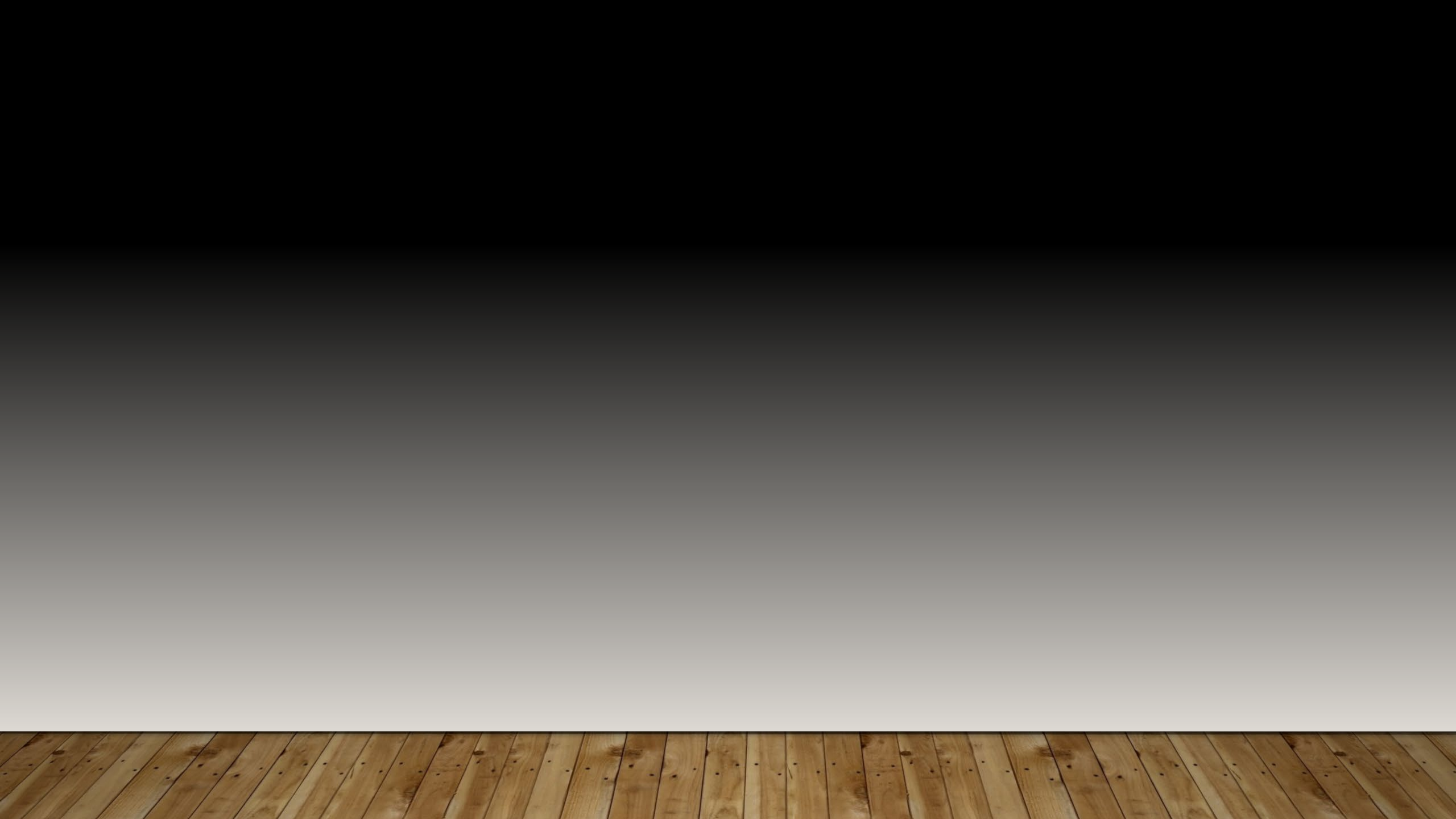


# Presentation Visuals Should...

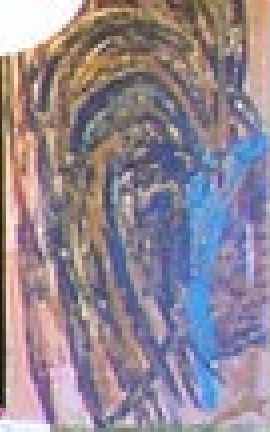
**Contain *images* to connect to  
your point!**







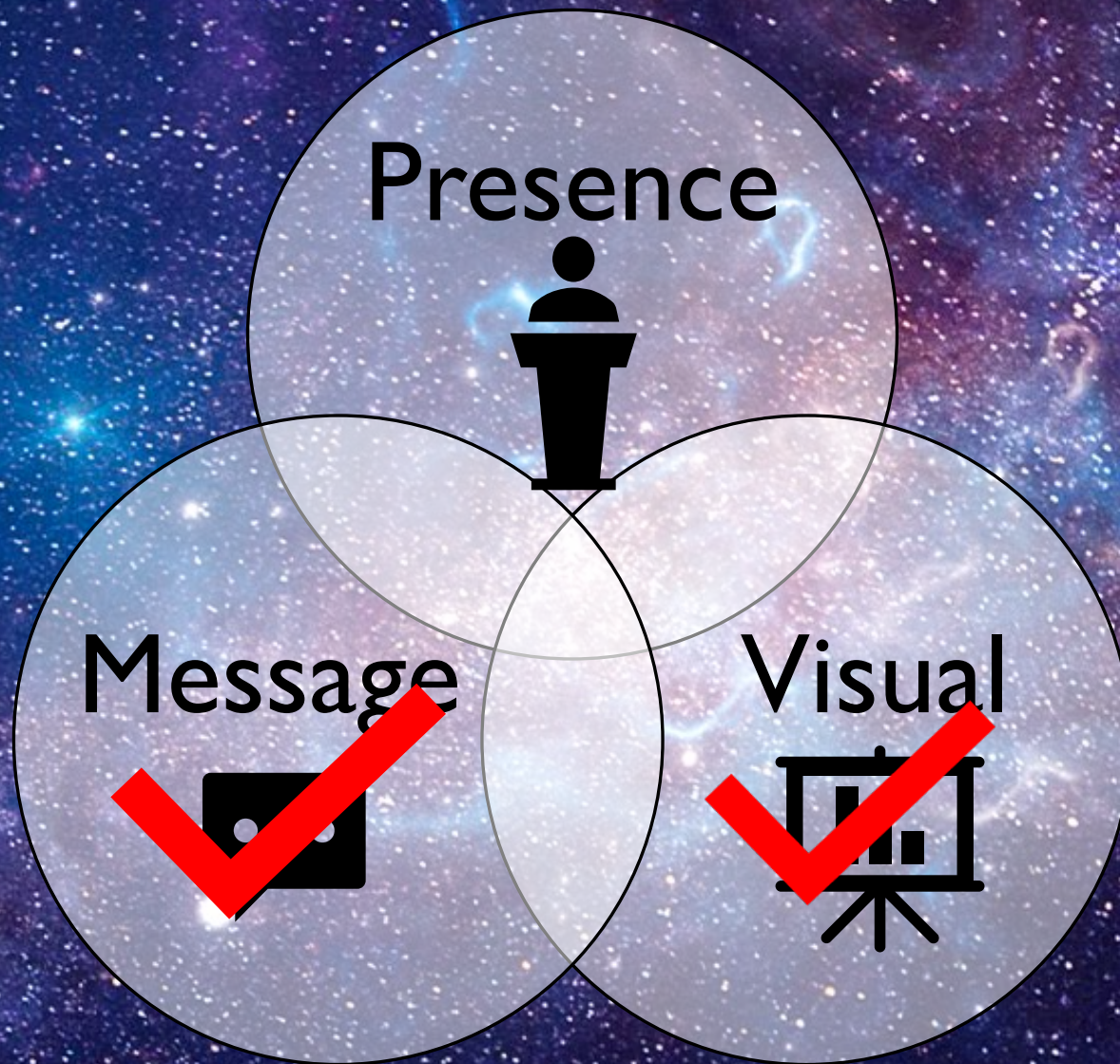
LAUNDRY



# 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







# PRES – ENCE

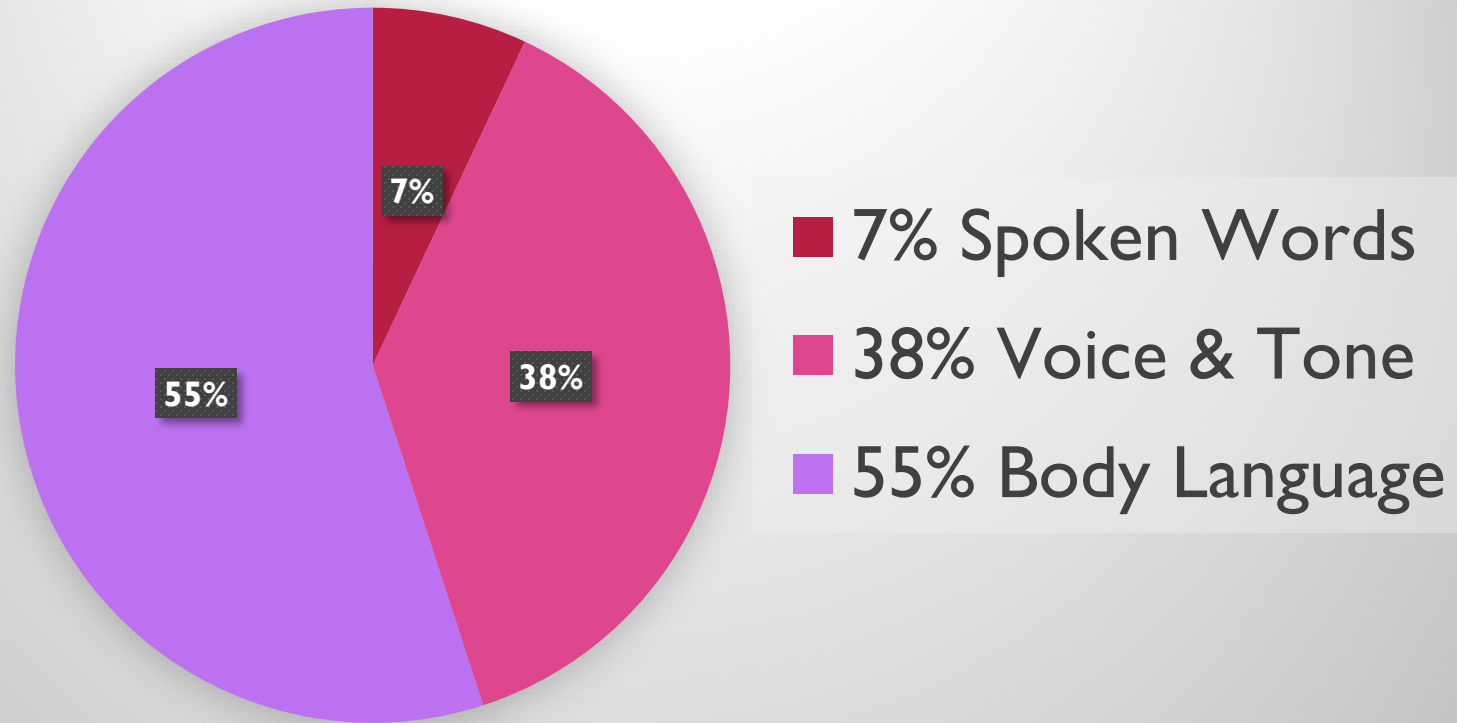
## [‘PREZENS]

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- **The impressive manor or appearance of a person**
- **Synonyms:** *bearing, stance, deportment, attitude, posture, manner, air, guise, demeanor, behavior, conduct*



## Dr. Albert Mehrabian's 7-38-55% Rule



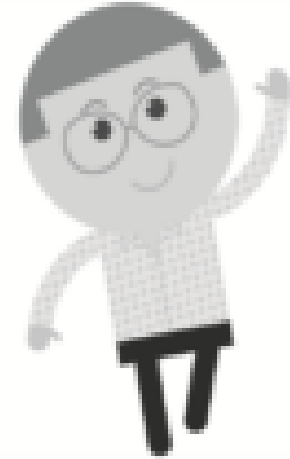
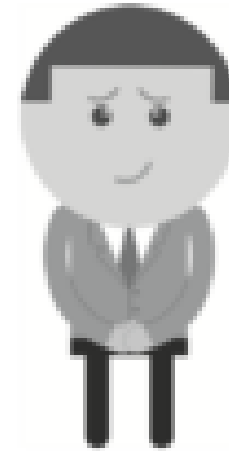
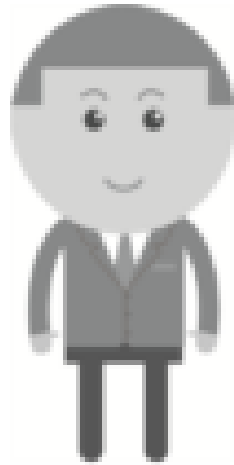
**VERBAL & NON-VERBAL COMMUNICATION**

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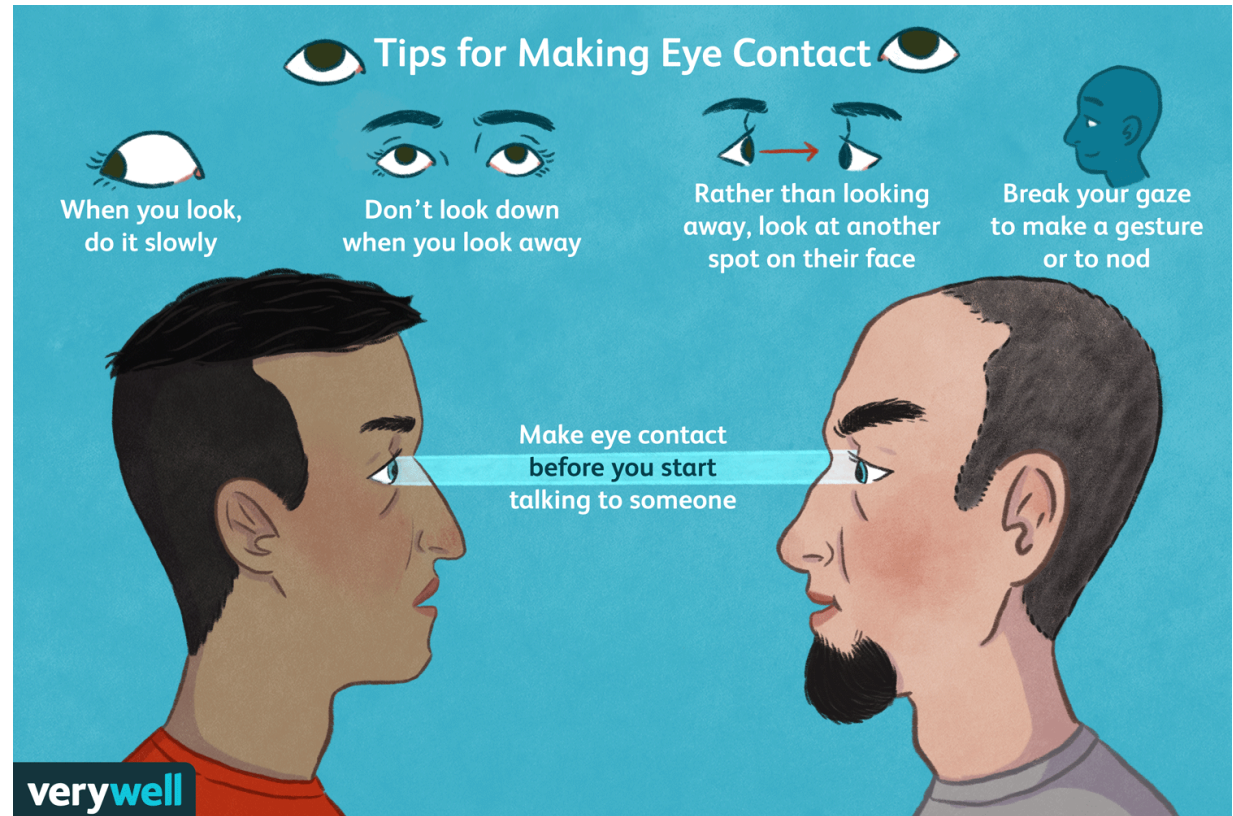
# I. POSTURE

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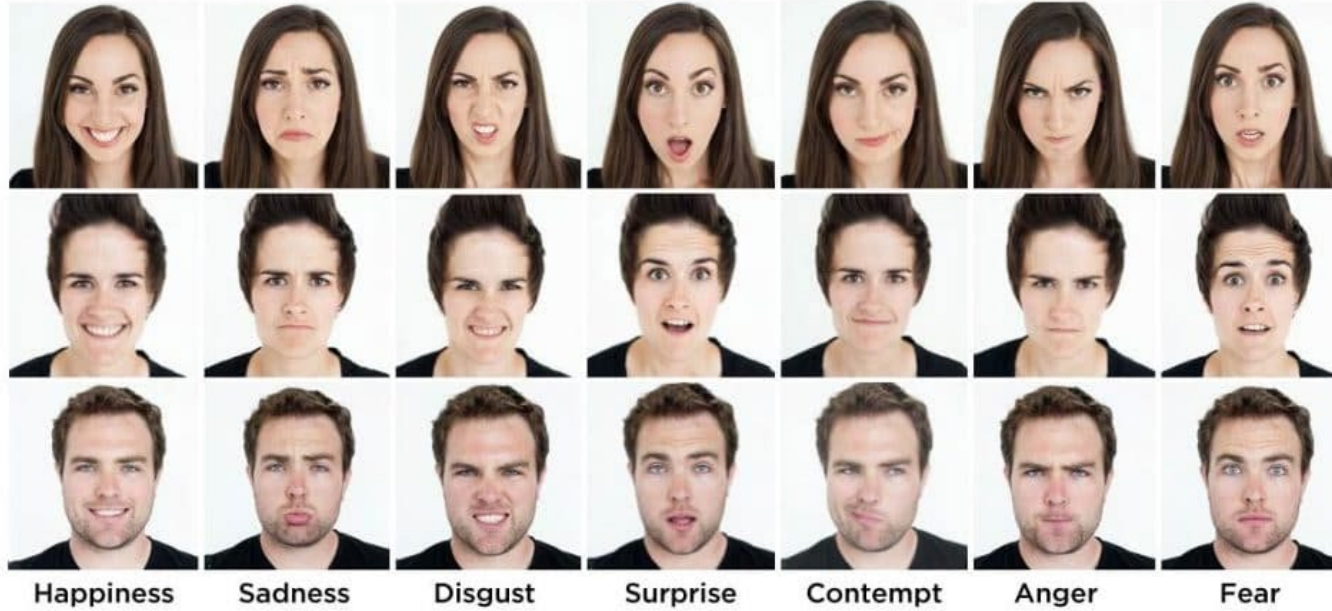


## 2. MAKE EYE CONTACT

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# FACIAL EXPRESSIONS CHART

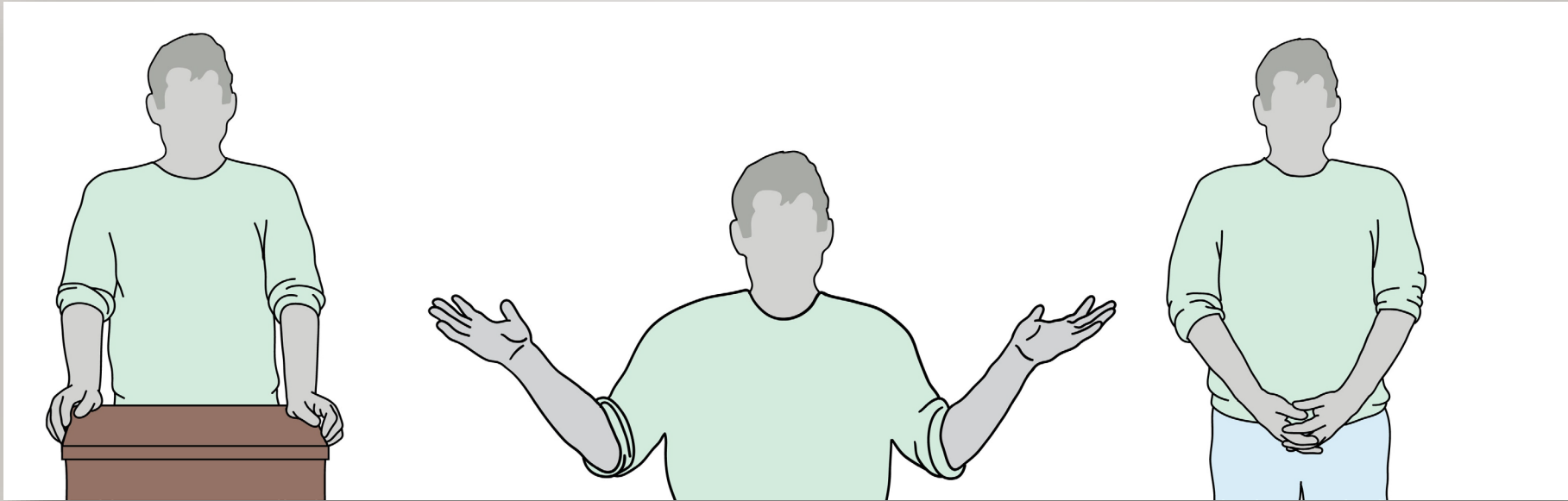


SCIENCE OF PEOPLE

## 3. MAKE FACIAL EXPRESSIONS

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## 4. MAKE HAND GESTURES

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## 5. RELAX AND BE YOURSELF

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

The image features a stage setting with red curtains. The top and sides are framed by heavy red curtains with a scalloped top edge. The center of the stage is a plain white background. At the bottom, a wooden floor with vertical planks is visible. The word "PRACTICE!" is written in large, bold, black, sans-serif capital letters across the center of the white stage area.

**PRACTICE!**





# Executive Leadership Key Drivers to Decision Making



Customer Impact



Employee Impact



Reputation Impact



Profit Impact



Alignment with Strategic Goals

THE  
BRIEF  
DOWN

THE  
PRESENTATION

WHAT YOU  
JUST TOLD  
THEM

5. A STORY TO TELL

WE REMEMBER STORIES  
BETTER

IT HAS  
TO BE  
TRUE

WITH PRACTICE

# Nail your Presentation

