

The Keys to An Engaging, Effective Presentation (no matter how brief)

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**Today's webinar is
being recorded.**

**Slides available at
[slideshare.net: mxswallow](https://www.slideshare.net/mxswallow)**

Poll:

Before you share information with a member, how much time do you spend thinking about what you will say?

A. 30-60 seconds

B. 2-5 minutes

C. What do you mean,

“Think about what I'm going to say?”

Poll:

How do you prepare what you will say?

A. I scribble some notes on paper.

B. I draft a quick PowerPoint using the inverted-triangle format.

C. “Prepare”? You’re kidding, right?

A little about me...

- Graduate of the Second City Conservatory
- Professional trainer & speaker since 1997
- Ukulele novice



A note on today's

TERMINOLOGY

“How will I apply this?”

GOAL:

**present data in an
understandable
manner, and
concisely convey
your message.**

Agenda

- Three Keys To An Effective Presentation
- Elements To Make Your Message Stick
- Put It Together: What Planning Looks Like
- Wrap Up Activities
- Your Questions

I: KEYS TO AN EFFECTIVE PRESENTATION

Purpose.

Planning.

Support.

**Know your
purpose.**

**Everything in
your talk needs
to support it.**

Purpose statement

My goal is to _____.

I want my listener to

_____.

Know your purpose

My goal is to inform the legislator of the financial benefits resulting from passage of this bill.

I want my listener to know if this bill passes, state tax revenue will increase by \$10 million.

**ALWAYS PLAN.
EVEN IF YOU'VE
BEEN DOING THIS
FOR YEARS.**

Plan for your listener(s).

Some like
a lot of detail.

Some just want you to
get to the point.

Some want to chat
about sports or their
kids first.

Some want time to think
about and digest what
you've said.

The chit-chat guy



Photo courtesy HBO

“You know, butter doesn’t need to be refrigerated. It can be unrefrigerated or refrigerated... so...it’s like a fruit that way.”

*Richard Splett,
Chief of Staff to
Congressman Jonah Ryan*

The numbers and data guy



“The number of people taken ill is orders of magnitude below statistical significance. Do people not understand basic nonparametric statistics?”

*Kent Davison,
former Senior Strategist*

Photo courtesy HBO

The straight-shooter guy



“Ma'am, you cannot bail out [your boyfriend's] bank. ... that's gonna look like you care more about your boyfriend than you do the economy, normal people, and everything else you're supposed to care about.”

*Ben Cafferty,
Former White House
Chief of Staff*

Photo courtesy HBO

DiSC Dimensions of Communication

D - Dominance

- Quick thinker, decision-maker
- Doesn't like a lot of chit-chat
- Authoritative

i - Influencer

- Feelings are important
- Likes to ensure everyone is on-board and/or accommodated
- Liked to engage and be engaged.

DiSC Dimensions of Communication

S - Steadfastness

- Thoughtful
- Needs time to think, digest
- Likes maps, examples, visual aids to determine accuracy

C - Conscientious

- Analytical
- Facts and figures are important
- So is accuracy
- High standards

**ALL CONTENT
MUST
SUPPORT
YOUR
PURPOSE.**

**SUPPORTING
YOUR
PURPOSE
MAKES IT
CONCISE.**

Support: Be judicious

- Some data is more complex than other data.
- Some information may not have as much of an impact on a member or her constituents.

II: ELEMENTS TO MAKE YOUR MESSAGE STICK

1.

K-D-F

What do I want my listener to ...

Know?

Do?

Feel?

2.

**THE RULE OF
THREES**

Adult learning principles

- Adults have a short attention span.
- Adults favor various senses to learn.
- ***Adults can remember 3 things.***

Example

3 things COSs want you to know

1. Chiefs know how to find answers but not how to read minds.
2. Chiefs must handle all kinds of people and situations.
3. Chiefs are time gymnasts with little down time.

-from "What Staff Know," State Legislatures Magazine, March 2017

**BUT WHAT IF
YOU ARE
PRESSED FOR
TIME?**

3.

PLAN A

SALIENT

SENTENCE.

What is your *salient sentence*?

Translation:

If your listener only remembers one thing, what should it be?

**KEEP IT SHORT WHEN
SPEAKING TO A CHIEF OF
STAFF; SHE LIKELY HAS NO
DOWN TIME AND NEEDS TO
MAKE QUICK DECISIONS.**

III: WHAT THIS LOOKS LIKE

Template for presenting data and options:

Here is the problem _____.

Here is the data _____.

Here are the options _____.

Example – presenting result

“Supporting SB 164, which allows liquor sales on Sundays, will generate \$3 B in revenue for the state.”

Template for presenting background and options:

Here is the topic _____.

Here is the background _____.

Here are the options _____.

Example – Current status

Lead example - Flint crisis

“The current level of lead in the water is X ,

The current standard is Y ,

We are not up to the current standard:

here’s what to consider (**data**) if you want to change it.”

“If we don’t change it, the impact is Q .”

Prep Example

30 min. speech

- Welcome
- Share purpose: Educate you on SB 123
- Story from a constituent that illustrates how concern arose
- Why this matters, future impact on district
- Most important point
- 2nd most important point
- 3rd most important point
- Call to action to support
- Ask for questions, discussion of pros and cons
- Ask for commitment to support

10 (or less!) min speech

- Immediately illustrate impact/results
- Say most important point.
- Salient sentence
- Add more or take questions, time permitting

QUIZ TIME!

Question:

**What's one thing
you remember about
me from our intro?**

Question:

***Name one thing COSs
want you to know.***

YOUR QUESTIONS

Thank You!

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