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
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 want to chat about sports or their kids first.

Some just want you to get to the point.

Some want time to think about and digest what you’ve said.
The chit-chat guy

“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

Photo courtesy HBO
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 \textit{salient sentence}?

\textbf{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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