Present like a TED Talk
MAKE YOUR MESSAGE IMPACTFUL

connie tsui
radix consulting
RADIX

© 2018 Radix Consulting. All rights reserved.
How can you nail your presentation each time?

- Know your fear and potential
- Types of business presentations – What ticks? What turns you off?
- Your Opening is your first impression to others
- Plan your content
- Know your style
- Scripted vs improvising
- Get feedback
What do we fear?

“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.”

- Jerry Seinfeld
Fear and potentials

Dopamine 多巴胺
- Happy chemicals
- Reward system

Amygdala 杏仁核
- Memory & learning system
- El - Fight, flight or freeze
Quick trick
What makes a good or bad presentation?

- Content
- Style
Types of presentations

- **Purpose**
  - what do you want to achieve?

- **Deliverables**
  - how are you going to achieve the purpose?

- MBA Info Session
- Celebration Dinner
- Monthly Meeting
- Management Review
- How to shoot a short movie
- Product Launch
Content flow

**Opening**
- Purpose
- Theme
- Why
- Inflict curiosity

**Breakdown**
- 3-7 key points
- Methodology
- Evidence /arguments
- Sell benefits
- Draw association
- Options / multiple perspectives

**Round-up**
- Summarize key points
- Consolidate info received
- Draw conclusion
- Quick tips / idiom
Opening is everything!

Because:

- you are asking for full attention
- it should be captivating!
- you want to engage your audience
Great opening

So start with something original, unexpected and powerful!

- Personal story
- Thought-provoking question
- Powerful statement
Jill Bolte Talyor, Brain Researcher

“I grew up to study the brain because I have a brother who has been diagnosed with a brain disorder, schizophrenia.”

“And as a sister and later, as a scientist, I wanted to understand, why is it that I can take my dreams, I can connect them to my reality, and I can make my dreams come true? What is it about my brother’s brain and his schizophrenia that he cannot connect his dreams to a common and shared reality, so they instead become delusion?”
Great opening

Randy Pausch, Carnegie Mellon Professor

“It’s wonderful to be here. What Indira didn’t tell is that this lecture series used to be called ‘The Last Lecture’. If you have one last lecture to give before you died, what would it be? I thought ‘Damn! I finally nailed the venue and they renamed it’

So, you know, in case there’s anybody who wandered in and doesn’t know the back story, my dad always taught me that when there’s an elephant in the room, introduce them. If you look at my CAT scans, there are approximately 10 tumors in my liver, and the doctors told me 3-6 months of good health left. That was a month ago, so you can do the math.
Great opening

- “Today, you will learn something that will add 10 years to your life.”
- “20 years from now, your job won’t exist.”
- “Did you know that more people have access to a mobile phone than a toilet?”
- “I want to discuss with you this afternoon why you’re going to fail to have a great career.”
- “You will live seven and a half minutes longer than you would have otherwise, just because you watched this talk.”
- “If you listen and do I share with you today, you will increase your chance of being hired by 70-80%!”
The content

This is the “meat” of the presentation

- People want to hear more – the why, the how and how things happened (deductive) or how things will turn out (inductive)
- We are all inquisitive and investigative at some level
- We like structures, reasoning, affiliation, cohesiveness and meanings!
- We like insights, new info, growth, new things or new perspectives!
'The content

- “3 Things Employers Look For in a Job Interview”
  1. Do we want to work with you?
  2. Will you mesh with the team?
  3. What’s your EQ?

- “The 3 Most Important Things You Look for in Your Employment Relationship”
  1. Reputation and culture
  2. Career development
  3. Work-life balance
The content

○ The Stages of Venture Capital Investing
  1. Seed
  2. Early stage
  3. Expansion
  4. Mezzanine

○ The Five Steps of Change Management Process
  1. Assess for change
  2. Prepare for change
  3. Plan for change
  4. Implement the change
  5. Sustain the change

○ Tackling interview questions:
  - Situation
  - Task
  - Actions
  - Results

© 2018 Radix Consulting. All rights reserved.
Check your content flow
What is your style
Your style is your personal brand
Script or improvise?

- Script then improvise
- Practice makes perfect
- Get feedback
- Aim high then relax

© 2018 Radix Consulting. All rights reserved.
Quick tips on presenting ideas

- Fear can be tackled. Confidence can be gained
- Always make it succinct, conversational, compelling
- Link all ideas with good flow by planning ahead of time
- Use stories, metaphors, facts, stats, powerful statement, provocative questions to get your message across
- Use PPT as support not core
- Use pacing, tone & gesture, spacing, polls, questions, group activities to embrace the audience
- Build your own style
- Review results
- Have a bit of fun!