

CASE STUDY: NOISY BEAST

WHAT WAS THE OBJECTIVE?

Noisy Beast wanted to inspire confidence in their team members to present, pitch and collaborate effectively.

HOW DID WE DO IT?

We got to know the participants via short videos submitted as part of pre-work. In these videos, they detailed what they wanted to work on, their fears, and their thoughts on effective presenting.

We considered these thoughts when designing the workshop. This ensured we addressed commonly experienced fears and offered practical strategies for using body language and voice effectively.

We also worked on storytelling and constructing verbal information in

logical, audience-friendly ways. We focused both on the way we speak and the importance of what we speak.

The workshops were a mix of information, practical activities, group work and useful takeaway references for participants to come back to in the 'real world'.

HOW WAS IT INTEGRATED AND WHAT WERE THE RESULTS?

Team members understand that presentation skills are learned and with this knowledge are more willing to see their growth as a process.

Armed with practical strategies, they can confidently face fears and build presentations that are lively, interesting, and meaningful.



PRESENTATION SKILLS

THINKA



1 IT'S A CONVERSATION

Approach the presentation as a conversation about an idea that benefits everyone.



2 FOCUS ON THE OUTCOME

Stay focused on the job you have to do and what you need to achieve.



3 KEEP GOING!

Don't get hung up on mistakes, recalibrate and keep going (again and again!)

GROWTH MINDSET AND OVERCOMING YOUR FEARS

Many of us think we can't change or that our fears, behaviours and habits are fixed. They are far from fixed. In fact, our mindset is constantly being created by thoughts, emotions and experiences. While some habits are harder to break than others, if we're open and willing to challenge ourselves, we can 'rewire our brains'. Growth mindset theory explains why. We also tell you how we can help this by bringing through focus and learning presentation skills.

INTROVERT AMBIVERT EXTROVERT

I get my energy from quiet and solitude
I get my energy from a mix of situations, both social and solitary
I get my energy from gatherings and other people

Introvert, extrovert or ambivert?

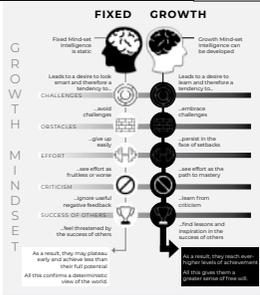
Anyone can learn how to be a good presenter. It doesn't matter if you're an 'introvert' or 'extrovert'. People have got so caught up in the introvert versus extrovert debate but the truth is, most of us are 'ambiverts'. It depends on the situation and the level of confidence we have in that situation as to whether we display more introverted or extroverted behaviours.

For example, I am drawn to people. I get energy from social gatherings and am pretty outgoing. I prefer solitude and quiet when I get home. I'm introverted.

It's draining to be around lots of people. I prefer solitude and quiet when I get home. I'm extroverted.

It's draining to be around lots of people. I prefer solitude and quiet when I get home. I'm ambivert.

FULL BELLY BREATHING
Remember full belly breaths when you're nervous, stressed or anxious - breathe into your 'place of personal power' (and release the belly contents) - re-energise yourself!



TEN STRATEGIES FOR 'DEER IN THE HEADLIGHTS' MOMENTS

1. Don't be afraid of that deer. Make pauses look like a natural part of your style.
2. Pause. Take a deep breath and look up (it universally signals that you're thinking).
3. In a relaxed way, refer to your notes to find your spot or collect yourself.
4. Take a sip of water and give yourself time to remember where you are.
5. Throw out a question to stimulate discussion until you find your way back.
6. Most questions you can pre-empt, so plan your answers in advance.
7. Remember the 'leaf' metaphor - have one main idea that forms the 'stem'.
8. Chunk your content, 3-7 messages based around one central idea.
9. Have the group 'think, pair, share' (talk to the person sitting next to them).
10. Practice your presentation prior to giving it.

REFLECTION

1. Thinking about someone else and the fact that everyone can learn presentation skills, does it make a easier to face this challenge?
2. What are your most education fears and habits around preparing you need to change?
3. What strategies will you use for those deer in the headlights' moments?



DEVELOPING YOUR SPEAKER PERSONA

Like all skills, presentation skills can be learned. While people might say 'just be yourself', this isn't very helpful - instead, adopt a 'speaker persona', so you stay focused on the task. You'll be more likely to present in a way that isn't compromised by your fears, mood or prejudices.

THE FOUR SPEAKER PERSONAS

Often more 'active'

TASK ORIENTATED	CONFIDENT LEADER KEY WORDS: Solutions, Results, Outcomes, Definitive conclusions "Set the vision"	STORY TELLER KEY WORDS: Conversation, Inspiration, "How you got it done", "Long the way"
	TRUSTED ADVISOR KEY WORDS: Research, Facts, Concise evidence, Depth and knowing "Support the vision"	GOOD FRIEND KEY WORDS: Connection, Discretion, Sincerity, Spontaneous "Own the front", "Share the vision"

Often more 'passive'

WHEN DO I USE EACH PERSONA?

Must keep you will be more comfortable with one of the personas over the others. This is what we might call your 'default speaker persona'.

For example, if you're detail-oriented and pragmatic, you're more likely to resonate with the 'trusted advisor' persona. If you're imaginative and like to look at the 'big picture', chances are you're a 'story teller'. If you're a nurturer and a people-person, the 'good friend' persona will often work for you. For the innovative trail-blazers, 'confident leader' personas will often fit nicely.

While these are generalisations, it helps you grasp what your strengths might be, so you can structure your presentation to make the most of those.

Having said that, we will often move more fluidly between each of the four personas.

For example, I use might start with a story (story teller) - offer insights from some research (trusted advisor) - invite in some discussion (good friend), and - finish with a strong statement that drives home our vision (confident leader).

WHAT ABOUT THE AUDIENCE?

We need to think about our audience and who we're speaking to. What do we know about them? Are they innovators, collaborators, thinkers or creators, for example? If they're a diverse bunch, you've got more creative licence to do it your way.

But if they share particular characteristics, about the best-fit speaker persona. Maybe a fanciful story telling isn't the right way to go for a group of scientists and a fashion house would be bored by too many stats. In other words, get the balance right between what you're comfortable with and what your audience needs.

REFLECTION

1. What do you think your 'default speaker persona' is? Why?
2. Identify situations when (and with whom) you would use each of your speaker personas.
3. Developing a speaker persona helps you separate yourself from the sea (it's not your intention but the speaker might not get that). How can you use this help, why/why not?

