

Notes from PresentConf London 2016 – Nell Watson

See all the videos here: <https://www.ustream.tv/combined-embed/22565902>

Loic Le Muir – Founder of Le Web Conf

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Think about the Outcome of your talk:

What do they want to know?

What can make them happy?

Loic does a 10min session each day on FB Live and loves it.

- You can create tension on stage with a live chatroom, this can have a recording and a permanent URL, but it's not fair to speakers who aren't comfortable with it.
- You should try to connect with the audience as early as possible.
- Connection and a bit of improve is often better than any slide content.
- Remember to pause in places where you wish to make an impact.

Moderators

- PLEASE interrupt boring speakers, especially on panels. Redirect conversation.
- Summarise and paraphrase each speaker.
- Keep bios for introductions very short, one sentence, and finish with their name.
- Don't be afraid to make fun of yourself, or to share personal stories with humor.

Leila Janah

Sama Group

Twitter: Leila_c

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- Outcomes matter a lot more than outputs.
- Give work not charity.
- Founder stories (why) really matter.
- Address the 'What's in it for me?' factor to engage empathy.
- Appealing in some way to base human drives can be effective – Procreation, Consumption, Higher Purpose.
- True love and congruence with an audience.
- Connection is a human need.

Carmine Gallo – Author *Talk like Ted*

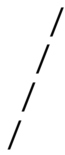
- Storytelling is your ultimate career advantage.
- Facts are not enough – they must be communicated through stories.
- Storytellers ignite our inner fire, stories motivate.
- You can take an existing narrative (perhaps a cliché) and reframe it.
- Tell a chain of stories.
- People love to hear stories of struggle, adversity, and strife.
- The fruit that is the result of struggle has more character.

“The more uninspiring your origins, the more likely you are to use your imagination to invent worlds where anything seems possible” – Howard Schultz, founder of Starbucks.

Ideal Talk Structure

STORY

Pathos (emotion): 65%



Logos (data): 25%

FACTS



Ethos (credibility): 10%

EXPERIENCES

- Narrative is everything in communicating.
- It is narrative that leads to unravelling facts and encouraging discussion.
- Use of short simple language wherever possible – 12 year old reading level.
- People love heroes and villains.
- Violate expectations, create a twist.
- Group things together if you want them to be remembered

Recommends the book ‘Houston, we have a narrative.’

ACT 1 – The backstory, the setup

ACT 2 – Conflict, villains enter

ACT 3 – The resolution, and reintegration

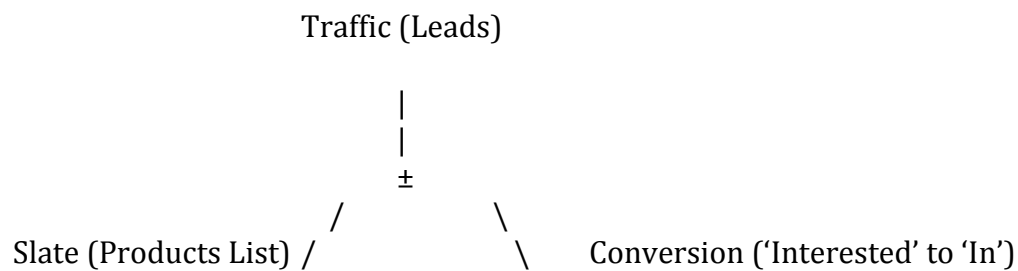
Transformational stories work, and narratives inspire HOPE, again and again.
Hope is a universal desire.

Tim Levy – How to make the most of a good presentation

Tim@timlevy.net

A persuasive sales process looks like the following:

1. Attention
2. Persuasion
3. Options



Your Slate has a varied menu of options in price and delivery over time.

Content is the basis of contribution.

All content should be a contribution of some kind – even if just humor

MAKE YOUR SLIDES A PDF

- What can you do with a PDF? Share it, email it, make a whitepaper or infographic.
- Always link to your deck, or to a handout, or get them to download it at the end.
- You can use Camtasia to record a deck and talk.
- Prezi of course provides free animation.
- Youtube is a big deal, it's the #2 search engine.
- People will engage with a good video for up to 41 mins on average.
- It's highly shareable and embeddable also.

Carmen Simon – The neuroscience of presentations

The brain is a prediction engine.

To evolve, we combine past and future memories.

We use mental schemas – scripts – to make sense of the world.

We use these as autopilot modules to conserve energy.

- Familiarity feeds predictability.
- Novelty brings an energy cost – a mixed blessing.
- One therefore shouldn't abuse complexity.
- Not that one must simplify everything, rather that complex things need management.

Humans habituate very quickly – the hedonic treadmill

From Yay! To meh.

There therefore needs to be a balance between oddness and banality.

- The brain builds expectations.
- Seeing expectations come true has an emotional payoff (dopamine).
- Being surprised means having learned something.
- Expectations are the brain's blueprint for moving into action.
- Physical tools help the brain anticipate rewards
- Tools + Activating beliefs = Motivation

- One should appeal to beliefs, declare an answer, and then give tools to support the next actions.
- A ratio of 40% beliefs to 60% tools might be ideal.
- Facts can fortify a belief.

- A dopamine release creates attention.
- Anticipation of pleasure also creates a huge dopamine release.
- An unpredictable payoff skyrockets dopamine release.

Priming the brain can be a good trick, like a realtor placing cookies in the oven.

Since learning takes energy, one should factor in the timing of the presentation, after or before lunch etc.

David McQueen – Delivering amazing talks

- You must look after your voice.
- Warm up beforehand, drink room temperature water (not cold), no milk.
- Get the tone, pitch, volume right with simple exercises that use your whole vocal range and humming.
- Practice your breathing, put a hand on your tummy and feel your belly expand as you breathe.
- You can gently bite the back of your tongue to help you salivate if your mouth gets dry.

Find out who is your audience, and what journey do you want to take them on. Visuals should complement the story, but not overtake it. Use them as a cue, a complement, not a crutch.

Use a flipchart instead for under 25 people. Write it in pencil first, and you can draw over it later in pen.

Pen color:

Red pen – take action

Black – important info

Get them engaged with questions and little actions to do.

Ask questions – do you understand?

Call and response – reinforces everything.

- You can use props also, like a cricket bat.
- Divide each room in to quadrants.
- Try to make eye contact briefly with a lot of people.
- Stand feet shoulder width apart.
- You can clasp hands together if you aren't sure what to do with them.
- Podiums are for lectures, not for conversations.
- Own that space, project authority.

ALWAYS WRITE YOUR OWN INTRODUCTION

Phil Jones MBE, MD Brother Electronics UK – How to get to Senior Execs?

- His life purpose is 'to grow myself through growing others'.
- He considers himself the COE – Chief Opportunity Engineer.
- He finds opportunities and throws them back to his sales team to pick up.

His time:

1/3 in the business

1/3 on the business

1/3 out of the business

CEOs preside across teams of directors.

Time, attention and Trust are in very short supply

The Line of Business is crucial, i.e. What budget is assigned to this, and who controls it. Finding the LOBsters is key.

You can increase your level of persuasion by finding uncommon things that you have in common with another.

Don't use We to communicate (we do this, we have that). Never use We, talk about THEM.

A breakfast round table can be a good way to grab a senior exec, especially if there is an esteemed peer exec also in attendance.

Hand-written notes work well, since time must be taken, as does a book, people rarely throw books out.

Personalized video cards can be an effective tactic, not too expensive. Personalise to the C-suite in a company, and they will discuss amongst themselves. When CEO writes to another CEO that usually works well.

Small batches, high fit, propensity.

IMPACT = Preperation
 Personalization
 Applicability

Divided by Desire, and Laziness

David Nihill – Author of Do You Talk Funny?

The brain doesn't pay attention to boring things
The end of laughter is followed by the height of listening.
Top speakers use humor, with the same techniques as comedians.

Seth Godin's talk 'Why are so many things so broken' 'has 3-4 laughs per minute, 58% of those from images.

That's way more than the funniest movies

Trawl imgur for funny memes and pics with some social proof that they work.
Start with a story

Use comedy techniques:

1. Set-up
 2. Punchline
 3. Tagline
- Use comedic pause
 - Apply the rule of 3, and subvert or bend expectations
 - Start with a story, and then find the funny

Check out 7comedyhabits.com/80tips

Mohammed Qahtani – Toastmasters Champion
Mohammed.alqahtani42@gmail.com

A speech is like a cake. It requires:

FLOUR This is your Content – the bulk.

What they need to know:

1. Clear
2. Interesting
3. Simple

Plain flour may be dull to your tastes, but it needs to match theirs, and that's what matters.

EGGS

Engaging Visuals

1. Avoid the podium
2. Smile
3. Interesting slides
4. Use your voice

CHOCOLATE, BUTTER, VANILLA

1. A powerful hook
2. Humor
3. Stories
4. Catchphrases
5. A powerful ending

WATER – Memorable

Be yourself
Speak from the heart
Call to action

Lack of preparation is a lack of respect for your audience

Kelly Stoetzel – Ted Content Co-ordinator

- Identify your key message or idea.
- Start Strong
- Get to your core idea in 2 mins or less.
- Know your first and last two sentences by heart.
- Think of it mentally as talking bullet points, and the transitions in places to segue to another topic or perspective.
- Think 'I'm excited!' instead of nervous. They are almost the same emotion.
- Practice and run it by other people to look for spots of potential confusion.