

Weekend Language: Presenting with More Stories and Less PowerPoint

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Think about it: on weekends, we're all great communicators because our default is storytelling. When we go to a party on Saturday night, we don't talk about how we optimized our calendar last Wednesday to monetize our mission-critical, best-of-breed, seamless-solution-provider business. (If you do, that's probably why you haven't been invited back to many parties). No, on the weekends our speech is conversational, simple, clear, and interesting. We speak in examples, anecdotes, and analogies. But then Monday morning hits. We step into the office and suddenly we're full of feature lists and ten-point plans, "high level" terms and nonsense. As if that wasn't bad enough, we beat the snot out of our audiences with 118-slide PowerPoint presentations chock-full of text. Audience members typically don't remember anything from those types of presentations. But they do remember stories. The approach and techniques found in this book are designed to help you replicate your existing strengths as a weekend storyteller so you can drag them into your weekday presentations to and conversations with customers, partners, employees, and investors. That way, you can be a great communicator every day of the week.

ANDY CRAIG Andy teaches executives to talk more on the weekdays like they do on the weekends - when they are at their best as storytellers - and has hundreds of successful sessions to prove it. He also talks regularly to sales organizations and various associations about the power and importance of elevator speeches and meaningful presentations. Before co-founding Elevator Speech, Andy was general manager and senior vice president of the Weber Shandwick in Austin, and vice president at Fleishman-Hillard. He began his career as press secretary for the Office of the Missouri State Treasurer. **DAVE YEWMAN** A friend of Dave's 11-year-old son Aaron asked, "What does your Dad do?" Aaron thought for a minute, then said, "He teaches people how not to say "um." That's a pretty good elevator speech for a presentation coach. Dave likes to think there's a bit more to presentation coaching than that - but it's a great place to start. In the past 10+ years Dave's coached CEOs, professional athletes, tech startup founders, engineers, creative designers and pretty much everyone in between. Dave Yewman is a strategic communications expert with more than 15 years of experience. A former newspaper reporter and columnist, he speaks regularly to about how to use clear, concise, compelling language as a strategic weapon when dealing with reporters, employees, sales prospects, shareholders, and consumers.

Other Books

Presenting to Win. Thirty million presentations will be given today. Millions will fail. Millions more will be received with yawns. A rare few will establish the most profound connection, in which presenter and audience understand each other perfectly...discover common ground...and, together, decide to act. In this fully updated edition, Jerry Weissman, the world's #1 presentation consultant, shows how to connect with even the toughest, most high-level audiences...and move them to action! He teaches presenters of all kinds how to dump those PowerPoint templates once and for all and tell compelling stories that focus on what's in it for the audience. Weissman's techniques have proven themselves with billions of dollars on the line. Thousands of his elite clients have already mastered them. Now it's your turn! • What you must do to tell your story Focus before Flow: identifying your real goals and message • The power of the WIFY: What's In It For You Staying focused on what your audience really wants • Capture your audience in 90 seconds... and never let go! Opening Gambits and compelling linkages • Master the art of online Web conferencing Connecting

with your invisible audience · From brainstorming through delivery Crafting the Power Presentation, one step at a time Named by FORTUNE Magazine as a "Must-Read" "Jerry Weissman makes the challenge of producing and delivering effective presentations delightfully simple. Read it and benefit!" Tim Koogler, Founding CEO, Yahoo! "A great read for all of us who have ever struggled with any aspect of our public speaking skills. Presenting to Win contains the same timeless techniques that helped me [18] years ago." Jeff Raikes, former President, Microsoft Business Division, Microsoft Corporation, and CEO, Bill and Melinda Gates Foundation "Jerry is The Man when it comes to making great pitches. If your pitch doesn't get a whole lot better after reading this book, something is wrong with you." Guy Kawasaki, Managing Director and Chairman, Garage Technology Ventures, and bestselling author of The Art of the Start "Presenting to Win is the shortest path to applause for any presenter. It will be your bible for the PowerPoint Age. It's loaded with easy actions and real examples that really work. I've used them. I know." Scott Cook, Founder, Intuit

❓ ❓ ❓ ❓ ❓ . Instead, they should be following Ludwig Mies van der Rohe's surgically appropriate advice: Less Is More . . . a simple set of continuity techniques . . . that you can readily implement with PowerPoint . . . to help you tell your story ."