

EXECUTIVE UPDATE

Global Leader ACTION FIGURES

More on fantastic presentations

"What makes up a presentation?" asks Tony Jeary. People present all the time — on the phone, through e-mail, in one-on-one meetings, in small groups, to staff, customers, spouses, kids, and neighbors. "Life truly is a series of presentations," explains Jeary.

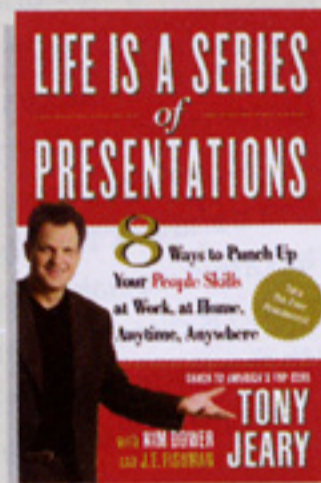
In his new book with the same title, *Life is a Series of Presentations: 8 Ways to Punch Up Your People Skills at Work, at Home, Anytime, Anywhere* (A Fireside Book / Simon & Schuster; due to be released in January 2004) Jeary, a premier presentation coach, teams up with nationally known media coach Kim Dower to teach readers that the way they present their thoughts and ideas to people has a profound effect on the shape of their own lives. At the heart of the book's message is the premise that each

of us has more control over the impressions people form of us than we often realize.

"It's been a blessing to coach top executives around the world over the past 10 to 15 years," says Jeary, who has conducted one-on-one sessions with presidents and CEOs of Ford, Wal-Mart, New York Life, and many other Fortune 100 companies. As more and more top executives come to recognize the crucial role of efficient personal communication throughout their companies, Jeary believes they will begin to institutionalize the ongoing learning and refinement of the invaluable skills in his book. Advising people that great presenters are not born, but made, Jeary reveals his "Eight Essential Presentation Practices," based on the mnemonic "I PRESENT," that will allow anyone to become irresistibly persuasive and feel confident they can convince anybody of anything.

I Present

- I** — involve your audience
- P** — prepare your audience
- R** — research your presentation arsenal
- E** — explain why
- S** — state management — achieve proper mental states
- E** — eliminate unknowns and turn them into knowns
- N** — know your audience
- T** — tailor your presentation throughout



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