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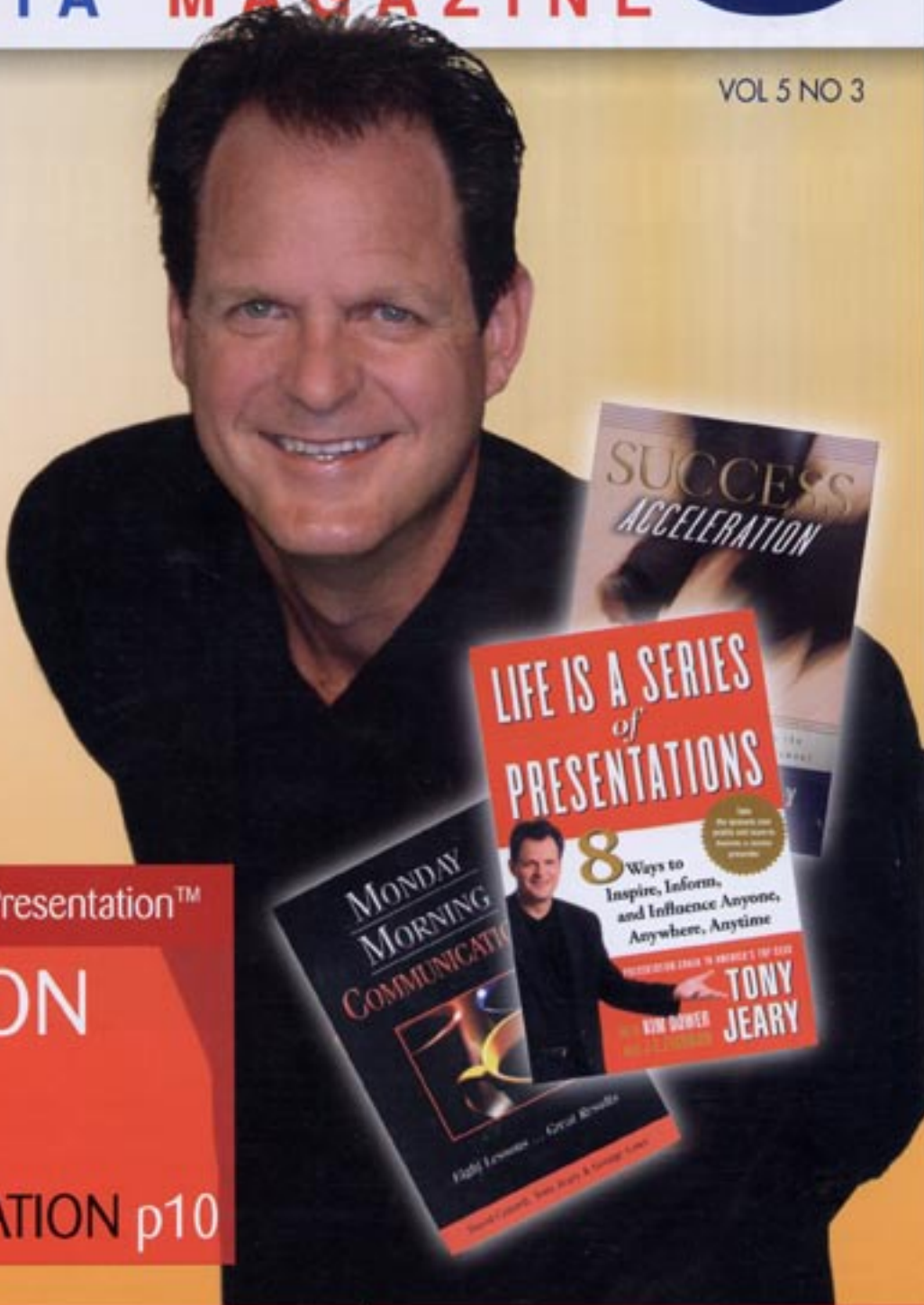
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Learn from Tony Jeary, Mr Presentation™

PRESENTATION MASTERY™
WILL BRING YOU
SUCCESS ACCELERATION p10

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"People Are Our Greatest Asset"
Moving Beyond The Rhetoric.
Jane Morgan p20

What Really Drives
Performance?
Dr. Ken Hudson p30

training

by Tony Jeary
Mr Presentation™PRESENTATION MASTERY™ will
give you SUCCESS ACCELERATION

The benefits are virtually endless. Once you and/or your organisation move into the Presentation Mastery™ level you'll find:

- Learning is quickened
- Morale is positively affected
- Messages are cascaded more consistently
- Confidence is gained
- Greater execution is achieved, hence objectives are met.

This article will raise your awareness, inspire you and reveal some simple best practices to start you and/or your organisation on the path to Presentation Mastery™ which will, in turn, help you accelerate your success!

WHAT IS PRESENTATION MASTERY™?

We present virtually every time we interact with another person. This could mean dozens of opportunities per day, and hundreds per week! These presentations include training sessions of course, and can take the shape of sales calls, meetings, speeches, and simple one-on-one conversations. They can also include phone calls, voice mails and even emails. Since our successes hinge on others supporting our agendas, achieving "Presentation Mastery" is critical.

So, what is Presentation Mastery™? We believe that Presentation Mastery™ essentially means reaching your objectives virtually every time you present.

WHAT IS THE PRESENTATION MASTERY IMPACT CURVE™?

In order to better explain Presentation Mastery™, we created a simple model we call the Presentation Mastery™ Impact Curve:



Most people and organisations start out on the left side of the curve, at the Basic level. Some, through practise, focus and refinement, reach and operate in the Advanced level (the centre). But the ultimate goal should be to move up the curve, and operate in the third level, Mastery.

SO, HOW DO YOU MOVE UP THE
PRESENTATION MASTERY™ IMPACT CURVE?

By awareness that it exists to start, then deploy constant effort on both preparation and delivery at all levels. Let us share a few of the key components detailed in the remaining portion of this article.

DEFINING AND COMMUNICATING YOUR IDENTITY

You and/or your organisation should be absolutely clear on who you are, what you're communicating to the world, and how you're communicating it. Some of the areas of focus should include:

Brand Description: What reputation do you want to enjoy? What do you want people to say about you?

Value Offerings: What are your customers really buying?

Clarity: What makes you unique?

Mantra: What drives your decisions?

Positioning: What is your real role within your market(s)?

Multipliers: What are your key marketing/presentation tools?

Being clear and consistent is a must for success, and in today's crowded world, taking the time to develop a simple one-page document that answers core questions and describes your brand is invaluable

THE 10 COMMON PRESENTATION TYPES

Life is full of many kinds of presentations. In business we have discovered that there are basically 10 Common Presentation Types (adapted from *Life Is A Series Of Presentations* - Simon & Schuster 04).

Sales Presentations: via phone, in person, even delayed as in a voicemail

Meetings: large or small groups, in person, conference calls or via the web

Training: small groups, one-on-one, formal, informal, (live, broadcast or recorded)

Facilitation: strategy meetings, initiative planning, brainstorming

Branding: marketing messages, advertising, signage, websites

Speeches: large or small groups, internal or external

Seminars: over the web, in person - large or small groups

Media: public relations, interviews, crisis responses (verbal and written)

General (1:1): encounters, (both planned and impromptu) performance evaluations, coaching

ePresentations: email, webinars.

All types of presentations matter. They affect and influence reputation, customer perception, repeat business, new business, closing new business, morale, execution effectiveness and of course brand – which all funnel into results.

YOUR PRESENTATION UNIVERSE™ SO YOU CAN BE YOUR BEST

Really think about your most common presentation types. How frequently do you give them? What is your current effectiveness level? Which ones are particularly important to master and have the biggest impact on your top priorities? What specific actions can you take to increase your Presentation Mastery™ within your Universe?

ASSESSING YOUR CURRENT LEVEL

Whether you're an executive running an organisation or an individual within one, you need to take a close look at where you really rate today. We have developed both an individual and a corporate presentation assessment to help you determine where you are on the Presentation Mastery™ Impact Curve. These quick assessments are both available, completely free of charge, at www.tonyjeary.com.

YOUR PRESENTATION ARSENAL COMPONENTS

At the Presentation Mastery™ level we should build, manage and maintain a great Presentation Arsenal. There are three main components of your Presentation Arsenal:

Mental Arsenal (things a person or all team members should have in their memory to access): testimonials, case studies, instructive or entertaining stories, insightful anecdotes, good ways to do things, interesting statistics, and other pieces of information that you can apply to a variety of subjects.

Hard Copy Arsenal: clippings or tear-outs from articles, books, newspapers, magazines, brochures, reports, research data, business cards, one sheets, training manuals, etc.

Electronic Arsenal: excerpts from web pages, emails, electronic notes, slide decks, other documents, etc organised on an intranet or housed on computers and PDAs.

THE ESSENTIAL PRACTICES OF SUCCESSFUL PRESENTATION MASTERY™.

We have collectively identified 60 practices; 30 in prep and 30 in delivery. Of those 60 eight are core. Let us share those briefly here:

Involve your audience (ask questions, incorporate an activity resulting in engagement and buy-in, ask questions – avoid inattention/lack of retention)

Prepare your audience (share the purpose, the process, and the payoff – which will maximise initial audience influence and discourage confusion)

Research your well built Presentation Arsenal (make the most of the mental, hard copy and electronic material you have in order to save preparation time and avoid inconsistency and duplicated effort)

Explain "Why" (people will better take action if you tell them why they should)

State Management – achieve proper mental states, both yours and the audience's (ensure you communicate with your audience in the most suitable way possible, which will prevent misunderstandings, communication gaps, and boredom)

Eliminate unknowns and turn them into knowns (find out all you can about the audience, venue, expectations, possible problems – this will boost confidence, reduce stress, and lessen chances of mistakes)

Know your audience (determine your audience's communication preferences, backgrounds, histories, priorities, goals and objectives etc – which will increase the success of your presentation)

Tailor your presentations (gauge your audience's reactions and be flexible with your message and how you communicate it – this will heighten interest and acceptance of your message, and reduce the risk for boredom.

SUMMARY – REACHING THE OUTCOMES YOU DESIRE

Life really is a series of presentations! Achieving Presentation Mastery™ is the key to reaching the outcomes you desire from the countless presentations delivered each and every day.

- Raise your awareness about the multitude of presentations made daily.
- Operate in Level 3: Presentation Mastery™ to make a greater impact.
- Clearly consider and document your organisation's brand.
- Examine all 10 common presentation types.
- Examine, document and prioritise your Presentation Universe™.
- Complete an assessment, rate your current presentation effectiveness and determine high impact areas to work on both individually and organisationally
- Audit your resources: mental, hard copy and electronic.
- Train and retrain on core presentation best practices.

Tony Jeary: proven results, proven value committed to sharing "Effectiveness Expertise through Enjoyable Experiences".

Tony Jeary, conference speaker, strategic facilitator and success coach known as Mr Presentation™, is the author 30+ titles, and has more than 20 years helping others be their best. Tony has personally coached the very top tier of today's most influential people, including Senator Bob Dole, General Norman Schwarzkopf, and many CEOs and presidents from the world's largest companies such as Ford, Wal-Mart, SAM'S Club, and EDS.

Tony is the founder of Tony Jeary High Performance Resources (TJHPR), which offers special sessions (success coaching, keynoting, and strategic facilitation) as well as unique resources based on the subjects of Strategic Effectiveness and Presentation Mastery™ most specifically linked to his most recent book, *Life is a Series of Presentations* (2004, Simon & Schuster).

To meet him and experience a life-changing session with him or find out more about what his organisation can do for you, visit www.tonyjeary.com or 1-877-2 INSPIRE.

**Tony Jeary coming to Australia
in October 2005**

See p36 for details

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