

Professional Presentation Live: Three Success Stories

Discover the Presentational Style That is Right for You

It's not easy to find the proper presentation style, which suits the topic and is appropriate for the participants and of course the presenter.

Many participants of the Professional Presentation Live (PPL) program face the recurring challenge of coping with the issues of the presentational style. The managing director of a bank complained, "I have to give presentations at a number of company mega-events. I always envy my colleague who also gives presentations on these occasions however...they fill the space with their opera singer-like voice, their theatrical gestures, and dynamism. I can't compete with this. What should I do?"

In such, often occurring, cases, we review the alternative presentation styles. Should I be the "king of rhetoric"? Or perhaps, a more restrained scientist? The big crowd-pleaser? Or, something else.

The choice of the presentational style is determined by: the lecture's nature, occasion, audience, environment, etc. However, this can't merely be a matter of choice. Not even the best actors can play any role. A reserved, introverted person can't necessarily be turned into the star of the show. In the business scene, such complete changes usually don't succeed, or become very strained. Understandably enough, the presenter feels uncomfortable in a foreign role they have to play. Thus our shared task is to find the ideal link between the presenter's style and the ideal presentational style required by the task at hand. In the course of our shared work, the participant realizes that his style boundaries can be broadened. The presenter himself is surprised that his communication style as a presenter is enlivened with previously unimaginable colors and innovations!

Choosing the correct presentation style for each individual is of strategic importance.

Find the Presentation Time That's Best for You

"One of my clients was asked to give the opening lecture at an important conference. The organizers provided him with no clear time limit. All they asked was to make sure that the

opening speech wouldn't exceed 20 minutes. My client was simultaneously struggling with a lack of time for preparation and his lack of experience in giving presentations. During the coaching part of PPL, he decided for the lecture to be 5 minutes long.

There is a limit of which the comfort zone of the presenter can be adapted. The questionnaire, used before starting the program, and the results of the simulation help to see these limits. During the development process the coach/trainer and the participant work on widening of these limits. In the end of the program the coach and the presenter determine the optimal, customized presentation styles for that participant.

In the end, with a lot of work, he managed to give a memorable, quaint and effective presentation. A number of people asked him after the lecture why he didn't talk for a longer time, because they liked listening to him. Of course, the two of us knew the answer to that. The participant and I created the appropriate presentational: content, style, and the optimal duration of the speech. Our customized program has been working very effectively.

Find Your Presentation Style

One of my colleagues relayed to me this winning situation he had: "My regional boss shows up, so I could give a presentation to him about the current situation – which isn't too promising as it is. However, the greatest problem is that the boss keeps testing me during the presentation. He keeps on talking about the fact that the Polish do this so well and that they have such an effective method for that in Warsaw, etc. I was already making jokes with my wife, saying that perhaps I should learn Polish..." The boss liked very much the working style of the Polish company but everything else was weak for him. We knew: There is no way to change the attitude of the boss.

My client didn't know at the time that yes, he stumbled upon the solution to his problem. He realized later on that all he had to do was to make a simple decision. He mustn't insist on his previous – not too effective – method of preparation. It became obvious in the course of the PPL coaching that instead of correcting and improving the method that failed in



the past, we need some entirely different approach. The best solution would be to spend a few days with the “ideal employee” in Poland. He notified the big boss about his planned visit ahead of time, who was pleased by his initiative. He left for his research trip. Over the course of his ensuing presentation – which wasn’t very different in structure and strength from his previous lectures – he kept using the following sentences: “As I saw from my Polish colleague... In this regard, I noticed in Poland that... Adopting the tried and tested Polish method...”. This ‘repackaging’ of his words really worked like a charm. For the first time over his three years of cooperation with my client, the regional boss congratulated him on his presentation.

It’s not enough to be a good presenter. It’s not enough to prepare a good content for the presentation. We have to know the special expectations, the personal preferences of the person, who has to be influenced, convinced during our presentation. We have to fit many details of our lecture to these details. The theoretical part of PPL, along with the Leaders’ Guide offer tangible solutions for difficult situations before, during and after the presentation.