



new

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Welcome!

*Please sit next to someone
you do not know
(i.e. a stranger)*



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Powerful Presence Powerful Speaking

Stanley Zareff



Agenda

1

Perception is Reality

2

Communication Techniques

3

Messaging



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Perception is Reality

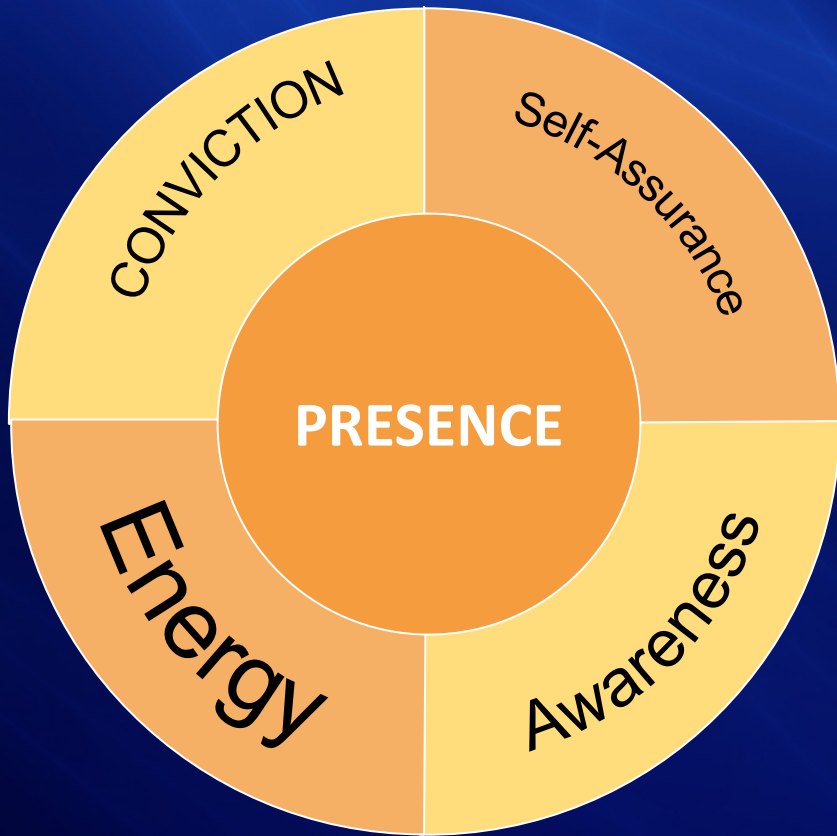


Perception is Reality

- How do you think people perceive you when first meeting you?
- How do you perceive yourself?
- How do you want to be perceived?
- How do you accomplish the way you want to be perceived realistically?



What Creates Presence?





First Impressions Exercise

In the table below are some personal characteristics. Take a few minutes to identify the following:

- Circle 6 traits that you think most accurately reflect **HOW YOU APPEAR** to people (How others perceive you when they first meet you).
- Check 3 traits that indicate the way you want to be perceived (**HOW YOU WANT TO BE PERCEIVED**).

This list is not exhaustive, so please feel free to add any that you believe might more accurately describe you.

Friendly	Intuitive	Ambitious
Calm	Capable	Confident
Logical	Dependable	Determined
Energetic	Enterprising	Forceful
Frank	Playful	Idealistic
Conscientious	Methodical	Optimistic
Persistent	Practical	Risk-Taking
Humorous	Realistic	Reflective
Serious	Sympathetic	Tactful
Imaginative	Conceptual	People-Oriented
Precise	Honest	Organised
Adaptable	Curious	Rigorous
Anxious	Task-oriented	Shy



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Communication Techniques



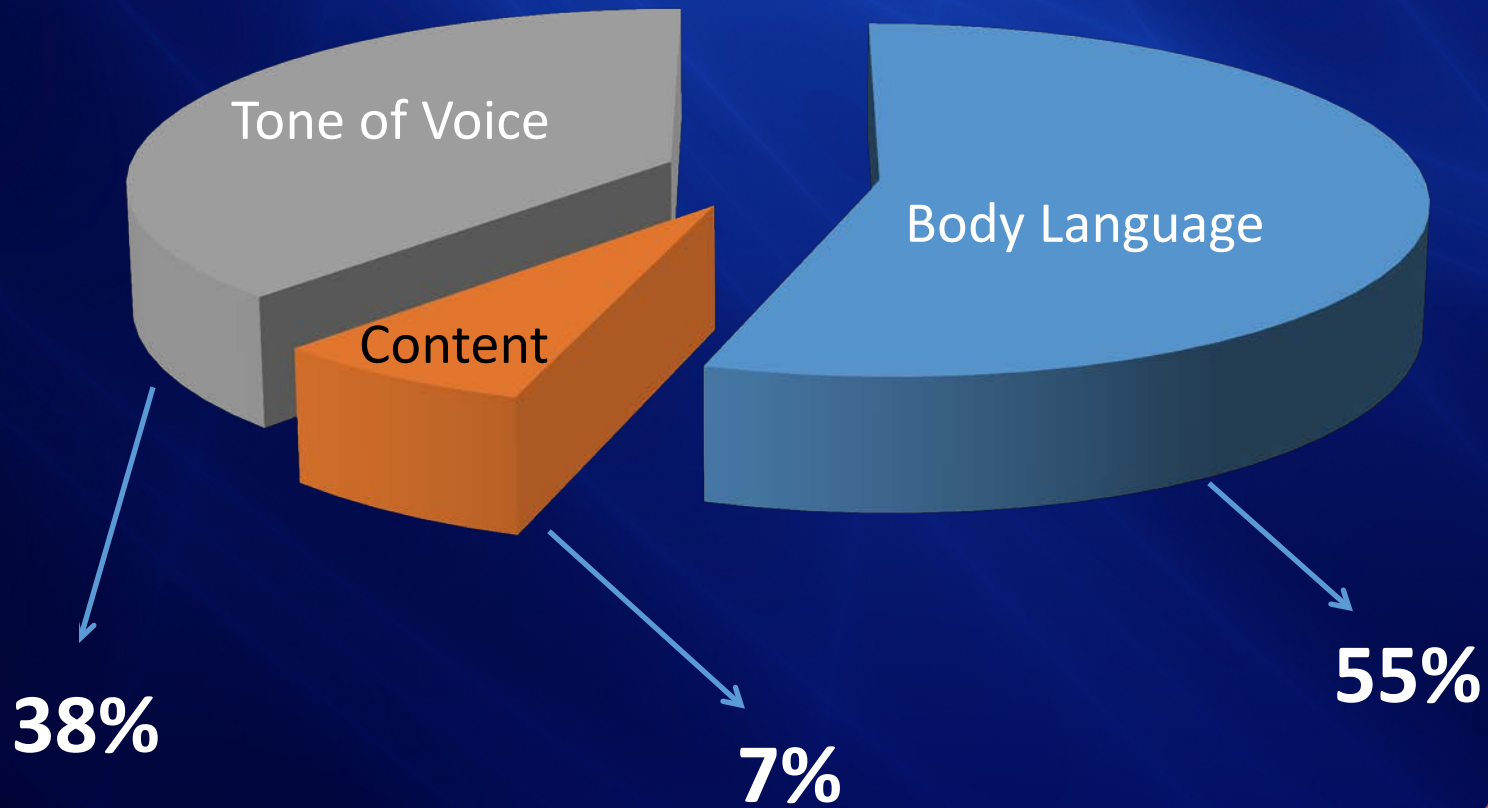
Elements of Effective Communication

To what extent do each of these factors play a role in effective communication?

- Content
- Body Language
- Tone of Voice



Meaning from Communication



Source: Albert Mehrabian

Main Elements of Communication

Content (7%)

ACTIVE LISTENING

Body Language (55%)

- EYE CONTACT
- SMILE
- HEAD & BODY MOTION
- FACIAL EXPRESSION
- HANDS & GESTURES
- POSTURE
- MANNERISMS
- APPEARANCE

Tone of Voice (38%)

- BREATHE & PAUSE
- UM, AH'S – FILLERS
- VOICE INFLECTION
- PACE
- TONE & PITCH
- VOLUME & PROJECTION
- PRONUNCIATION
- JARGON & ACRONYMS
- HUMOR



Basic Steps to Improve Your Communication

- **Breathe:** pre-requisite to effective delivery
- **Slow down – come up for air:** pause for emphasis instead of using filler words
- **Rehearse:**
 - Practice out loud and often
 - Enlist peers to be your audience
 - Schedule at least 25% of prep time to rehearse
 - Rehearse with actual equipment and visuals
 - Don't expect technology to work
 - Use slides as a guide, not a crutch
- **FIND YOUR PASSION:** self-consciousness / nervousness will fade away



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Messaging



Basic Steps of Effective Messaging

- Who is my audience?
- What is my goal?
- How do I want to be remembered?
- What do I want the audience to take away?
- HOW DO I WANT THEM TO FEEL WHEN THEY LEAVE?



Successful Messaging

- Be On
- Be Brief
- Be Off



What should you take away today?

- There is nothing natural about naturally gifted communicators
- Presence is build through self awareness and awareness of others
- How you communicated is just as important as what you communicate
- Prepare. Practice. Persist



Suggested Reading

- THE EXCEPTIONAL PRESENTER by Timothy J. Koegel
- CONFESSIONS OF A PUBLIC SPEAKER by Scott Berkun
- THE PRESENTATION SECRETS OF STEVE JOBS by Carmine Gallo
- PRESENTATION ZEN by Garr Reynolds



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Thank you!

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