

Engage your Audience

Facilitator's Guide

Table of Contents

Structure and Overview.....	1
Facilitating a Successful Presentation Workout Program.....	3
Soliciting and Selecting Participants.....	5
Presentation Workout Sessions.....	7
Session 1 – Introduction.....	7
Session 2 – The Passion Presentation.....	10
Session 3 – The Technical Talk.....	13
Session 4 – The Persuasive Presentation.....	16
Resource Materials.....	17
Record of Presentations form.....	18
Timing Card.....	No #
Resources.....	20

Structure and Overview

Overview

The Presentation Workout is a 4-week process that focuses on individual presentation skills including:

- Formal presentations
- Extemporaneous speaking
- Giving effective feedback

Facilitator

The Presentation Workout is meant to be facilitated by one or two people and attended by up to 10 participants. The facilitator(s) should be prepared to initiate and lead the workshop through all 4 weeks and dedicate an additional 30 minutes per week to planning and follow-up.

Anyone interested in facilitating this activity should have experience:

- Facilitating meetings
- Making presentations to clients or other venues
- Providing balanced feedback

To help you evaluate yourself for facilitating a Presentation Workout:

- *Read Facilitator's Guide*
- *Read Participant Manual*
- *Take the assessment on the web page*

Duration

The Presentation Workout is designed for 1.25 hour per week for 4 consecutive weeks. Increasing the time to more than 1.25 hours is the option of the facilitator; reducing the workshop schedule is strongly discouraged.

Class size

The maximum class size is 10 people.

Participant Commitment

There are no prerequisites for participants. Participants are expected to:

- Attend all 4 sessions. Participants have not completed the workshop until all 4 assignments have been presented.
- Spend time outside of the session preparing presentation assignments.
- Complete assignments as outlined in the Participant Manual

A 'Record of Presentations' form is included in the Resources section starting on page 17.

Equipment needed

- Stopwatch or clock with a second hand
- Projection system
- Flip chart and markers

Continued on next page

Structure and Overview *(continued)*

Facilitator's Web Page

The web page for the Presentation Workout Facilitator has electronic versions of this guide, the Participant Manual, additional warm-up exercises, and e-mails. Note that e-mails have [bracketed] information that must be customized before sending.

Using the Facilitator's Guide

This guide is meant to step the facilitator through the process chronologically. Once you have read the entire guide, return to page 3 and begin the 4-step process for facilitating a successful program.

The 'Presentation Workout Sessions' section beginning on page 7 has a description of each session that includes an outline of topics, estimated times of each section, and instructions on how to facilitate each activity. Assignments and some exercises are described in "quotes" and *italics*; this indicates that the text can be read verbatim.

Resource Material (beginning on page 17) provides additional support and tools.

Participant's Manual and Web Page

The information the participants need is in the Participant's Manual. The 'Welcome' e-mail includes a link to the web page with the manual and an outline of each session. Participants are instructed to print a copy of the manual to bring to the workshop.

The tools in the Participant's Manual are also organized in the order they are used in the workshop. The manual includes:

- Presentation Assignments – descriptions of each assignment for participants
- Basic Concepts – the three basic areas that will be covered in this workshop: presentations, extemporaneous speaking, and feedback.
- Presentation Skills – there are 7 additional handouts that address the following presentation skills:
 - Elements of a Good Presentation
 - Controlling Nervousness and Anxiety
 - Using Flip Charts
 - Using Slides (2 pages)
 - Using Humor and Telling Stories
 - Presenting at a Conference or Client Site
 - Top Ten Mistakes Made by Presenters

Facilitating a Successful Presentation Workout Program

Follow these steps to facilitate a Presentation Workout at your site:

Step 1 - Prepare

- Go to the Presentation Workout Facilitators' page; print out the most updated Facilitator's Guide and Participant Manual.
- Read Facilitator's Guide and Participant Manual; familiarize yourself with the assignments and information.
- Determine if you feel comfortable facilitating the Presentation Workout; take the short assessment on the web page
- Reserve the location you plan to use; this should be large enough to accommodate 10 people comfortably with room for participants to make presentations. The room should also have or be able to accommodate a flip chart stand and computer with projector system.

Step 2 – Solicit and select participants (pages 5 – 6)

- Send out e-mail 2A describing the workshop. Use the online link for e-mail 2A on the web site and remember to customize the [text in brackets].
- Send e-mail 2B to the first 10 who reply with the link to the participant's web page. Use e-mail 2B, customizing the [text in brackets].
- Notify those who replied after the first 10 people (e-mail link 2C); decide if you are going to create a waiting list for this workshop and/or if you have enough to run another session in the near future. Change the [bracketed] text to reflect your decisions.
- Participants may have to drop before the workshop begins; be prepared to invite someone on the waiting list to join. Customize e-mail 2B to notify the new participant.

Step 3 – Conduct 'Presentation Workout' sessions (pages 7 – 16)

- Follow guidelines for each session outlined in this document; make adjustments where needed to meet participants' and business needs. Use e-mails 3A, 3B, 3C, and 3D after sessions 1, 2, 3, and 4, respectively.
- Use the 'Additional Exercises and Warm-ups' if needed

Step 4 – Follow-up

- Recognize completion of the program by sending e-mail 4A to the participants' supervisors

General Explanations

Limit of 10 – The workout should be limited to 10 participants to ensure that everyone has the opportunity to give a presentation each week. Your limit should be based on your expectations of attendance and participation.

Formal and Extemporaneous Speaking – Formal presentations are those which the participants prepare in advance. For the Presentation Workout, they will be a

Continued on next page

Facilitating a Successful Presentation Workout Program *(continued)*

maximum of three, four, or five minutes. Extemporaneous speaking involves addressing a topic without preparation.

Timing and the Timer – Staying on time is important for both this workshop and building the habit of speaking for only the time allotted. The facilitator can be responsible for timing or the responsibility can be rotated through the participants. The best way to time is with a stopwatch. In order to stay within the times assigned, the timer will give a signal* when the speaker is ‘Almost Done’ and when it’s time to ‘Finish’ (a 30 second extension is usually reasonable but the goal is to end as close to the finish time as possible). Timing cards and options are noted in the Resources section beginning on page 17.

Feedback – Participants and the facilitator will provide the feedback to presenters. Feedback should be balanced with the intent of helping people become better presenters.

Applause – A powerful form of feedback is applause. After each person gives a presentation (whether formal or extemporaneous), he/she should receive applause. This provides encouragement for the next opportunity. The facilitator should lead the applause.

Tips for Success

- Provide water at each session (people tend to be nervous and a dry mouth is a common side effect).
- Don’t provide food (food causes more dry mouth). In addition, ask participants to eat before or after the session; food detracts from the attention participants can give to his/her own and each other’s presentations.
- Facilitate time and discussions to allow for full participation. The facilitator must maintain control and manage the time of the workshop.
- Start on time from the first session – set the norm that being late disrupts and participants should be on time.
- Choose a time that meets participants’ needs: early morning, mid-day, afternoon, or even evening sessions are options.
- Be prepared and organized! Have spare copies of the material the participants should bring with them. Organize your material so it’s easy to access.
- Be brief – remember that this is a workshop to help others present; as the facilitator, keep your comments to a minimum.

Continued on next page

* Sample timing cards are available at the end of this packet; these should be printed on yellow (Almost Done) and red (Finish) paper if possible.

Soliciting and Selecting Participants

Interest E-mail

Click on e-mail 2A on the web site to solicit interest for your Presentation Workout sessions. Address the e-mail to the appropriate group (your CSC or a targeted group within your CSC). Where text has [brackets] around it, customize the message with your name, dates, and time.

I'd like to invite you to attend a 'Presentation Workout' series beginning in on **[date]**.

In this Presentation Workout, you will:

- Learn and practice the basic skills of successful presentations
- Provide balanced and effective feedback
- Speak more effectively without preparation
- Multiple opportunities to practice both formal and extemporaneous presentations

We will meet for 4 sessions of 1-1/4 hours each (**[date1, date2, date 3, and date 4]**) from **[start time to end time]**. Each session will consist of:

- Time for each participant to make a short formal presentation (4 - 5 minutes)
- Learning how to give and receive feedback
- Activities to teach and practice extemporaneous speaking

If you are interested and/or have questions, please contact me by [date].

Thanks,

[your name]

Customize bracketed text with specific information

The first 10 people to respond are typically who receive the 'Welcome' e-mail (2B) shown on the next page . All others receive the following e-mail.

Decline E-mail

Unfortunately, not everyone who might want to take the workshop will reply in time. E-mail 2C will tell these people they were not selected.

The Presentation Workout workshop filled up quickly; unfortunately, your e-mail did not arrive in time for you to be included this time around. **[I will place you on a waiting list in case someone cancels]**.

Thank you for your interest; I'll let you know when the next workshop is planned.

[your name]

Continued on next page

Soliciting and Selecting Participants *(continued)*

Welcome E-mail

Send this 'Welcome' e-mail (2B) to the first ten people to reply to the Interest E-mail. Remember to customize the [bracketed text].

Welcome to the Presentation Workout Sessions starting on [day and date] in the **[location]**. The time of each session is **[time]**. Over a four week period we will spend about 5 hours learning and practicing presentation skills. Now that you've signed up and are fully committed to becoming better at presenting, here's what you can expect from each session.

Creating and delivering presentations – each individual will make one 3 – 5 minute presentation each week using the guidelines provided. Your presentations will be on the following topics:

* Session 1 – 'How to Build the Perfect **[Snowman or Sandcastle]**'. You will describe to the group how to build the perfect **[snowman or sandcastle]**. This is your opportunity to make a short presentation and begin to handle any nervousness you might be feeling.

* Session 2 – Enthusiasm and Passion (you pick the topic – talk 3 – 4 minutes about what you are passionate about). In this exercise, you will see how your voice and body language help make you a good speaker.

* Session 3 – Technical Presentation about 'Your Job'; you will tell the group in 3 – 4 minutes the details about your job – what you do, why it's important, and how you do it effectively.

* Session 4 – Using slides, flip charts, and/or samples, you will present a 4 – 5 minute presentation that persuades the audience to do something.

Evaluations – you will provide feedback to each participant, either verbally or in writing, about his/her strengths and areas of improvement. You will also receive feedback about your performance, strengths, and areas of improvement. You will receive tips on how to provide effective feedback to individuals.

Extemporaneous speaking – We spend much of our time speaking extemporaneously (without preparation); we do it in meetings, at networking events, and in the hallway. In the Presentation Workout sessions you will have the opportunity to speak extemporaneously and make improvements to your skills.

Fun – We will have fun. Making presentations can be seen as stressful and something that many of us avoid. By having some fun, we learn more and become more comfortable with speaking with others.

That's a lot to fit into a short period of time with even a small group of people. So, this is what we need to do to make it as successful as possible:

* **Be on time** (*"If you're not 10 minutes early, you are late"* - Vince Lombardi, coach of the Green Bay Packers in the 60s)

* **Open your mind to and be prepared to give feedback** (*"It's a rare person who wants to hear what he doesn't want to hear."* -Dick Cavett, talk show host)

* **Applaud all efforts** (*"When you applaud, you make two people happy."* – paraphrased from Samuel Goldwyn, movie producer)

* **Please eat before or after the session, not during** (*"Don't talk with your mouth full!"* – my mother)

[Click here to access the material you will use.](#) Once you've printed your Participants Manual, read pages 1 - 4, and prepare for your 'Build the Perfect. . .' before our first session.

See you on **[first date]** at **[time]**!!!

[your name]

Presentation Workout Sessions

Session 1 - Introduction

Session Objectives	Facilitator's Prep Checklist	Equipment needed
<ul style="list-style-type: none"> • Define expectations • Get to know each other • Learn some fundamental speaking skills • Conduct first speaking assignment • Begin the feedback process 	<ul style="list-style-type: none"> <input type="checkbox"/> Send e-mail reminder to participants with reminder of time and materials needed; see sample <input type="checkbox"/> Make a few extra copies of Basic Concept document <input type="checkbox"/> Write agenda on a flip chart or white board (see sample below): <div style="border: 1px solid black; padding: 10px; margin: 10px 0;"> <p style="text-align: center;"><i>Agenda</i></p> <ul style="list-style-type: none"> • <i>Introductions</i> • <i>Basic Concepts presentation</i> • <i>Feedback</i> • <i>[Snowman or Sandcastle] presentation</i> • <i>Feedback</i> • <i>Next session assignment</i> </div> <ul style="list-style-type: none"> <input type="checkbox"/> Write 'keys to success' on flip chart page or white board (see 'keys to success' in 'Begin session' below) <input type="checkbox"/> Write introduction instructions on a flip chart page or white board (see 'Introductions' for information) <input type="checkbox"/> Water for participants 	<ul style="list-style-type: none"> • Flip chart stand, paper, and markers • Stop watch

Time

5
minutes

Activity

Begin session - facilitator introduces self, goes over the agenda, asks participants to fill in the 'Record of Presentations' form with name and supervisory, and covers these 'keys to success' (written on a flip chart or white board):

- Timeliness (arrive on time and keep presentations to time allotted – this helps give everyone the opportunity to speak)
“Presentations will be timed. With one minute to go, the ‘Almost Done’ sheet will be held up; when your time is up, the ‘Finish’ sheet will be held up. You should conclude your presentation as quickly as possible – within 30 seconds)”
- Feedback (applaud after each speaker, be willing to give and receive feedback, both verbal and written, on strengths and areas of improvements)
- Good audience (be attentive, responsive, and respectful)
- Have fun

Continued on next page

Session 1 (continued)

Time
10
minutes

Activity

Introductions – each participant will introduce self in 30 seconds or less with:

- Name
- One piece of information that is professional (job title, degree, etc.)
- One piece of information that is personal (family, sports, favorite food, etc.)
- Why he/she signed up for the workshop – what he/she wants to improve (nervousness, fear, organization, comfort level, etc.); write this answer on a flip chart.

The facilitator should introduce him/her self first as an example using the model above and keeping the introduction brief. The facilitator is responsible for maintaining the 30 second timeframe.

15
minutes

Basic Concepts presentations – split participants into 3 groups and assign one topic from the Basic Concepts material in the Participant's Manual to each group. The topics are:

- Organizing Your Presentation
- Speaking Extemporaneously
- Giving Effective Feedback

The groups will have 4 minutes to prepare a brief presentation from their Basic Concepts topic. Then each group will have 3 minutes each to present the topics. The ground rules are:

- 4 minutes to prepare in groups from the Basic Concepts handouts (all at once)
- 3 minutes maximum per group to present the topic
- Everyone must have a speaking role
- Presentations are made from the front of the room

Timer – at 2 minutes hold up the 'Almost Done' sign, at 3 minutes hold up the 'Finish' sign. The objective of these presentations is to get the participants in front of the group and have the opportunity to do some speaking.

Between each presentation, applaud then ask for what the group did well; write on a flipchart. If time permits, the facilitator can add emphasis to parts of each topic he/she thinks is needed.

40
minutes

First Presentation – have each person present his/her first assignment (Build the Perfect Snowman or Sand Castle); remember to applaud after each speaker.

- Ground rules – 3 minutes max (timed)
- Feedback immediately after (about 30 seconds) – ask the group what the speaker did well and what he/she could have done to improve the presentation; write suggestions on a flip chart as a list of pros and cons (not specific to any one speaker)

Timer – at 2 minutes hold up the 'Almost Done' sign, at 3 minutes hold up the 'Finish' sign.

Continued on next page

Session 1 (continued)

Time
3
minutes

Activity

Conclusion and next time

- What did you learn?
- What can you practice immediately?
- Assign 'Elements of a Successful Presentation', 'Controlling Nervousness and Anxiety', and Session 2 assignment page; cover main points if time permits.

Assignment – "We all have something we are passionate about, either personally or professionally. You will have the opportunity to speak about your 'passion' for 4 minutes in the next session. Remember to use the 'opening, body, and conclusion' method from the Basic Concepts material and the information from 'Elements of a Successful Presentation'."

Facilitator Follow-up:

After the session, send e-mail 3A to the participants:

- Change the bracketed [strengths] and [areas for growth] with feedback from the session.
- Keep this positive and supportive
- Reminder of assignment/meeting time and place

The first session of the Presentation Workout was a rousing success! Thank you for participating and providing the group with your first presentation!

Some of the feedback mentioned during our feedback sessions included:

- * **[strengths]**
- * **[area for growth]**

Your next assignment is to:

- * Read 'Elements of a Successful Presentation' and 'Speaking with Passion'
- * Create a 3 – 4 minute presentation with the topic being something you are passionate about. You are welcome to bring items (for show and tell) but you won't have access to the computer or projector. Remember to incorporate the presentation organization (opening, body, and conclusion) from the Basic Concepts worksheet.

If you have any questions, please give me a call. See you next week!

[your name]