

Inform – Convince – Motivate... – but the message should be clear

These are a few of the tasks the “message” has for presentations, talks, statements at conferences, etc. If you don’t just want a little credit, but rather need to communicate professionally, competently and stick to the time, you need the following three skills: audience orientation, planning, clear understanding.



Audience orientation “What interests you?” instead of “I’ll tell you...!”

Everyone talks about “tailor to the target-group” and “customer oriented” – but what does that mean in presentations?

Intentional communication wants to take the listener from point A (what someone knows, believes, finds important NOW) to point B (knowledge, opinion, decision AFTER the communication) Therefore:

- **What is “point A”?** What knowledge level, which attitude do my listeners have? What wishes or concerns motivate them – work-wise – factually or from their personal interests view point?
- **Why is the topic important** – for this target group? Why should they want to listen closely to me RIGHT NOW?
- **What impact does my message**, my proposal have for this person? Which results – positive or negative – should or must I therefore bring up?

Target group orientation starts with the analysis steps in the QUICK-Struct, and the GOAL-Finder in *Effective Business Presentations* and later in the Target Analyser in *Selling to Groups*.

By answering these questions, you automatically focus on the target group. It will be much easier for you to formulate the rather unusual beginning “You as...would like to know above all...”



Planning – Invest some time up front planning. It pays off!

It’s easy to make things complex, but complex to make them easy. Proper planning helps your audience understand and say “Yes” to your proposal.

Analyze your audience and put yourself in their shoes is essential if you want them to listen to you. Three key steps in the planning process are required BEFORE you start preparing your slides:

1. **Inform or convince?** The approach you take will dictate the structure you want to use: Blitz-Info, QUICK-Struct, Blitz-Proposal, ARGU-Struct create your presentation blueprint and help you save time and focus on what you **need** to research.
2. **Write your conclusion first** – If you don’t know where you want to go yourself, your listeners certainly won’t! Clarify your goal in your own mind first. It will save you a lot of time later! Then focus on how you want to get there.
3. **What do you want THEM to DO?** – Your call to action needs to be clearly focused in your own mind from the outset. An audience needs direction and action. But make sure it’s realistic for THIS presentation, too

We are proud that every HPS programme is a show case for proper planning as a key element to success. *Effective Business Presentations* and *Selling to Groups* help you plan business and sales presentations, *Power Talk* concentrates on planning speeches and statements.

Concentrate on preparation first – Decide your direction, your goal and what you want your listeners to do to reach that goal. You’ll end up saving preparation time, being more effective and really getting your ideas across. And isn’t that why you really want to give the presentation?!



Comprehension – Only those who understand me will follow me

69 We regularly **OVERestimate** the knowledge level of our listeners and discussion partners – and often **UNDERestimate** their intelligence...

These “Comprehension tools” are trademarks of all HPS programs: from the 3-Minute Blitz-Info to the ARGU-Struct and the flow structures in *Personal Presentation Power*. And for visual stimulation you’ll find lots of ideas on the seminar participant CD.

Real understanding (not the superficial Yea, yea!) builds the basis for accepting the content and the following YES, i.e. the agreement.

Four time-proven “Comprehension tools” help (from Schultz von Thun):

- 1. Simple** – as opposed to “complex”: Speak the listeners’ language, avoid jargon and use short sentences and visual support
- 2. Keep it short** – instead of long meanderings: The key points in five minutes, if you want more – gladly! I’ve never heard a complaint about the talk being too short.
- 3. Structure and outline** (instead of chaos) Tell them at the beginning what it’s about. Use an agenda and give them orientation support during the presentation. This not only helps understanding; it also shows professionalism and good organization.
- 4. Stimulation** – as opposed to abstract and boring: Catch their attention and change perspectives: Examples, comparisons, experiences, pictures. The price: it may be a bit longer...

These formulas are essential for the business presenter:

Short + Simple = Message Message x Structure = Story
Story + Stimulation = Success



Summarize – An invaluable skill to help inform, convince and motivate

70 State concisely what was said and end with a clear statement about what is expected to happen next.

Our international English seminars focus on the non-native speaker of English. The goal is to forget the grammar and concentrate on the message, while giving you the tools to make you fluent.

Summarize effectively

Summarizing helps to end a topic, to end or limit a discussion and at the end to ensure that everyone has a clear overview of what was said and what action is now required. It takes practice to summarize well, but it is a skill well worth developing:

- To introduce your summary:
 - “Let me sum up here...” “To summarize, let me just state that...”
 - “In a nutshell...” “I’d like to recap the main point(s) now...”
- To emphasize what you said
 - “Let me highlight the importance of...” “I focused on ...”
 - “The key point is...” “The most important point is...”
- To finish with a call for action:
 - “What we need to do now is...” “What’s next? Well, the first step is ...”
 - “To wind up, I’d just like to ask you to...” “Let me conclude by asking you to...”

By using these phrases, you’ll help to inform, convince and motivate them effectively and naturally.

“Have we achieved our goal? We are 20% above last...”

These phrases help you sound more communicative and give you the natural flow that native English listeners expect.

Questions, Ideas & Tips ...

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