

Only one minute available! Formats for micro-presentations

No one has time – neither for preparation nor for listening. When you are under pressure, the trick is to rely on simple formats which help you formulate your thoughts into effective sentences.



Make clear statements with a “core” and “satellites”

113 If your aim is to make a statement during a discussion or clarify a matter, then you are likely to be under time pressure and perhaps also under stress.

Try the following “open” format in which you repeat the “core” (the issue or the question at stake) before moving on to each new “satellite”:

- **Make the “core” clear at the outset** and then move on to the first satellite: „This relates to XYZ (your “core”) and several related points / questions / thoughts, etc.“
- **Add 2 to 3 “satellites”**, but introduce each with a repetition of the core: “A further point related to XYZ is ...” or “another issue relevant to XYZ is ...”
- **Summary – repeat the core again** „Those are 3 (several / the most important) of the issues related to XYZ, and that’s why I ...”

The principle of clear structure is one of the aspects focused on in our Effective Business Presentations seminar, e.g. using the QUICK-Strukt template.

Only by consistently repeating your core will you get your message across and appear professional and to-the-point.



Thinking and speaking under (time) pressure – with the HPSpresso®

114 „What do you think about it?“ Meaning you have to think of a quick answer even though you haven’t had time to consider it in depth!

The HPSpresso was developed to deal with “hot” questions during the Q&A session after a presentation. Here’s how to “serve” it:

- **Turn it on – let the pressure escape:** repeat the (critical) question, reformulating it less negatively – or simply name the issue
- **„On the one hand, ...“** – highlight the issue, e.g. its positive aspects or from the point of view of a particular group
- **„... on the other hand ...“** – now present the other side of the coin
- **The crux of the matter:** now combine both perspectives and make your key (message) statement. Or consciously refuse to be drawn into making a definitive statement.
- **Call for action:** Your call for action, perhaps simply to get more information.

Our Powertalk seminar provides participants with many other ways of using the HPSpresso: from analysis through to highlighting interrelations.

During Phases 1 to 3, give your thoughts time to form and you’ll impress your audience with your control of the situation.



The „Elevator Pitch“ – move closer to your goal in 50 seconds

Is the time it takes to share an elevator with someone time enough to take the next decisive step?

This situation has been described thousands of times: By (planned) coincidence, you meet your top decision maker for a few seconds – e.g. in an elevator. How successful will your “sales pitch” be?

- **Opportunity:** NOW – something is new, different from before. This is your so-called attention catcher
- **Proposal:** your specific suggestion or idea how this opportunity can / should be exploited
- **Leverage** why YOU are the person to take the opportunity
- **Cost / Benefit:** what are the costs and benefits involved?
- **Next Step:** what needs to happen next in order to exploit this opportunity

Special tools for special situations are provided in our (German language) seminar „Meisterklasse“ or the „Präsentatissimum“.

This is how to achieve your objective: The green light to discuss the matter in depth at a next appointment. But only if every word really hits home.



How to blow those vital few seconds

„I think best on my feet!“

Simply rely on your intuition. Firstly, your audience should have to listen carefully in order to understand you and, secondly, what you want to say is clear any way, isn't it?

- Just get on with it applying the motto: „How can I be expected to know what I think before I hear what I have to say?“
- Avoid any use of structure or a plan!
- Simply assume that the audience is well informed anyway. (ASSUME = make an ASS out of U and ME!)
- Close the presentation without a specific call for action – intelligent people will know what you want them to do.

All of these fatal errors can be avoided with the right audience orientation – the foundation of all HPS seminars.

And if they don't, just blame it on their lack of intelligence (not yours)!



Today's tip:

What (sentence) should he/she take away?

Before you start preparing for an important presentation, consider what your target audience's key “take-away” should be. For this issue of the PPX newsletter, for example, your key take-away should be: “In critical situations, I particularly need clear formats so that my key messages get across” – that should be your key take-away!



Questions, Ideas & Tips ...

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