HIGH IMPACT PRESENTATIONS

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- Life and Well-Being Coach
- Mother of four furry ones
- Artist and photographer wanna-be
- Writing enthusiast
- Pizza expert - New York Style!
The key to delivering a high impact presentation is to remember that you are already a content expert—and then prepare yourself and the delivery of your material. Much of the way an audience experiences and remembers your message is about you as the vehicle of that message.

Preparation of your material, of course, is important. You already probably overdo this. How much time do you spend on your preparation? RELAXING? BREATHEING? HAVING FUN? THINKING OF STORIES AND EXAMPLES? You are what brings the content to LIFE and it is ALL about the life and meaning of a message to facilitate HIGH IMPACT!!!!

1. It’s all about the preparation – prepare in advance, practice, edit, practice and edit and prepare more.
2. Focus = your center of mental attention is really critical and it can be in one of several places that we’ll discuss.
3. Congruence is the key. What is congruence – it all lines up in harmony, alignment, balance and optimal fine up.
4. Be sure to relax. Relax, relax, relax, relax, relax, relax. ... if you’re not relaxed you can forget it.
5. BREATHE!!!! We all need to breathe anyway and why not do more deeply, and patiently and easily.
6. Projection of your voice is a MUST. There are all kinds of projection problems and if your audience cannot hear you well, clearly and nicely – why present it at all?
7. Too many of us are really boring. And, if we’re boring in person – we’ll be boring up there too. Boring is sleepy and won’t ever impact an audience. So, EXPRESS YOURSELF. FREE YOURSELF.!!!! (Remember that song?)
8. CALL TO ACTION – here’s the why bother? “What do you want me to do with this stuff? If you don’t tell me – then why not just send it in an informative written memo?” BLAHHHHHHHHHHHHH!!!
CONGRUENCE FOR HIGH IMPACT

PREPARE: Content and Self

* KEY: You are a content expert.

FOCUS:
- CONTENT
- SELF
- AUDIENCE
  - Eye connection
  - Surround sound
  - Two-way conversation

- Connection
- Climate
- Invitation
- Importance
- Persuasion
- IMPACT

PREPARE: Audience

* KEY: Set their expectations.

“of course you’re allowed to have stage fright. As soon as your talk is over.”
High Impact Illustration

SPINAL COLUMN AND DISCS

Cervical x 7
Thoracic x 12
Lumbar x 6
Sacrum x 5
Coccyx x 4

MICRO SNAPSHOT OF DISC

Nucleus Pulposus
Annulus Fibrosus
Rings of Doughnut Dough
Nerve Root
Spinal Cord
Dural Mater
MICRO SNAPSHOT OF DISC MECHANICS

Disc Depiction
Neutral Spine

Disc Depiction
Forward Bent Spine

DISC MECHANICS
BEND FORWARD: 3500-5000x/day
BEND BACKWARDS: Only by choice
IMPERATIVE: Balance Compressive Forces

RELEASE TENSION:
- SHOULDERS
- LEGS AND ARMS
- ENTIRE BODY

OPEN UP:
- POSTURE
- STANCE

RELEAX.:
- FOCUS: Audience
- PREPARE: Content and Self

Credibility
Approachability
Clarity
Interpretation
Conversational Ease
Persuasion
IMPACT

RELATIONAL JESTERS
Go-To Relasers
Sighs, Flicks and The Shake

Figure 28: Ballanced depiction of disc hydraulics

FOCUS: Audience
PREPARE: Content and Self
PAUSE and BREATHE:
- EXPANSIVE
- PATIENT

Go-To Breaths
4/6 Count and Hiss Breath

RELAX BREATHE:

FOCUS: Audience
PREPARE: Content and Self

○ Pace
○ Concision
○ Flow
○ Audience comfort
○ IMPACT

breathe
**COMMAND:**
- DEEP
- LOW
- EXPANSIVE

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**FOCUS:** Audience
**PREPARE:** Content and Self

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**RELAX. BREATHE. COMMAND. INFUSE.**
**FOCUS:** Audience
**PREPARE:** Content and Self

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"Lose your breath; lose your voice."
Kate Peters

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**INFUSE EXPRESSION:**
- VOCAL: Inflection, tone, variance
- FACIAL: Emotion, essence
- PHYSICAL: Create the look

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**INFUSE EXPRESSION:**
- Conviction
- Meaning
- Significance
- Dynamism
- Believability
- IMPACT
### HIGH IMPACT

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### ENGAGE: CALL TO ACTION

**CALL TO ACTION = PERSUASION, CONNECTION, MOMENTUM**

### "There are no boring topics. Boring is an attitude. There are boring speakers."

Marjorie Brody.
PREPARE: Content and Self
FOCUS: Audience
RELAX, BREATHE, COMMAND, INFUSE

YOU GOT THIS!

IDEA 1
IDEA 2
IDEA 3

SHOW AND TELL
DATA, RESEARCH, STATISTICS, STORIES, ANALOGIES, METAPHORS...

HIGH IMPACT
CREDIBILITY
YOU GOT THIS!