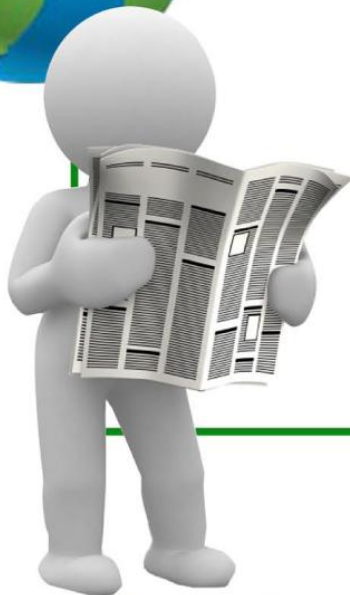




Success For A Buck!

Presenting Yourself with Power

The ability to not just inform but to inspire people with a presentation is a crucial skill for leaders, salespeople, teachers – for everyone; this 6-page special report shares eight essential skills for making yourself heard, understood, and believed.



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A Special Report from Values Coach America

Presenting Yourself with Power

**8 Essential Steps to Making Yourself
Heard, Understood, and Believed**

By Joe Tye, Head Coach, Values Coach America



Values Coach America™

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“If I had a dollar for every corporate leader, from CEOs to branch managers, who had lousy presentation skills, I’d be a multi-billionaire... If you would like to rise above 95% of all people in the marketplace, then begin now by studying presentation skills.”

Jeffrey Gitomer: Little Green Book of Getting Your Way

Several years ago, I had lunch with the CEO of a major producer of corporate training videos. We were talking about effective communication techniques when he said, “Joe, if you really want to reach an audience, you have to have sex with them.”

I almost choked on my noodles. “All of them?” He replied, “S-E-X: Significant Emotional Xperience.” He’s right. You must touch someone’s heart if you want to have a lasting impact on their thinking – and more particularly, on their thinking of you. Here are eight things you can do to make sure people remember you – and that they think of you when they need someone who does what you do.

1. Create a visceral mental image: The most memorable advertising uses metaphors and images to create an emotional reaction. The Good Hands People have hands just like you and me, and Chevy trucks really aren’t made of stone, but those metaphorical images create a positive feeling, which is why these campaigns have lasted for decades. What picture can you use to capture the essence of your business?

2. Sell with stories: Let’s say you’re an insurance agent trying to sell a life policy to a young father in a Harley-Davidson t-shirt, who’s telling you that he can’t afford it. What’s more likely to convince him: reciting statistics about motorcycle mortality, or telling him about a previous client who traded in his cable TV for life insurance the

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month before being killed in an accident, who went to heaven knowing that he'd provided for his family? I've posed that question to hundreds of agents over the past year, and without exception their answer is "the story." Every time I read a book or watch a movie, I'm on the lookout for a great story that I can borrow for my own purposes, and you can benefit from doing the same thing.

3. Touch listeners on the funny bone: People listen better when they're laughing. This doesn't mean you have to be a stand-up comedian, and by all means don't open your presentations with "so, this guy walks into a bar..." But you can and should learn how to make people laugh. T.S. Eliot said "good poets borrow, great poets steal." I do both! I illustrate power of enthusiasm with humorous stories borrowed from Southwest Airlines. When speaking about the power of vision, I tell a story that I borrowed from another speaker, then modified to fit my own needs. I adapted my signature Elmo story from one of those throwaway motivational publications we all get in the mail (you can see the video at www.JoeTye.com).

4. Make the impossible believable: I'm on a quest to eradicate complaining, finger-pointing, rumor-mongering and other toxic emotional negativity from the workplace. When I challenge my audiences to join me in the campaign, people look at me as if I'd asked them to fly to Mars. Then I remind them that not so long ago, the room we're in would have been full of cigarette smoke. Back then, it seemed inconceivable that we could ever live in a smoke-free world, but today that dream is real. If we can eradicate toxic cigarette smoke from the environment, why not toxic emotional negativity – which is as harmful to the soul as cigarette smoke is to the body.

5. Ask for a commitment: In every speech I give, I ask people to make a commitment of some sort. For example, I'll ask listeners to stand up if they'd be willing to invest one minute a day for a year to change their lives for the better. Without exception, every single person in the room will rise. Then I challenge them to take *The Self-Empowerment Pledge*, which I will have included in their handout package. I'll ask for

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volunteers to read each of the seven promises, and ask participants to answer these two questions:

If you personally were to make a commitment to live out these seven promises, would you be better off in two or three years – personally, professionally, financially, and spiritually – than where your current direction is taking you?

If everyone in your organization were to make a good faith effort to live these seven promises, would you all do a better job of serving customers, would you be more competitive in the marketplace, would you be more effective at attracting and retaining good people, and would it be a better place to work.

Again, without exception, people nod their heads yes to both questions – so I “close the sale” by asking them to reaffirm the commitment they made at the outset – to invest one minute a day in themselves, in their organizations, and in their futures. What I’ve done is both ask for a commitment and also in a vivid way, describe the benefits to listeners of making that commitment. (To take *The Pledge* yourself, go to www.Pledge-Power.com; you can print out a mini-poster and listen to all seven audio tracks from the CD.)

6. Learn from the experts: Most professional speakers have online video clips featuring their best material; you can efficiently see lots of them by visiting speakers bureau websites. Even more helpful is watching videos of the best business speakers, many of which are online and can be easily found with Google. Watch how Steve Jobs, John Chambers, Jeffrey Immelt, Carly Fiorina and other business leaders (and former business leaders) use (or don’t use) notes and PowerPoint, how they use hand gestures and eye contact, how they connect with various audiences. Then adapt those techniques into your own presentations.

7. Practice, practice, practice: Make it a point to practice presenting with power at every opportunity. Work a visual image into your memory hook; include a story in every sales presentation; ask people in your audiences (big or small) to make a

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commitment of some sort. Join Toastmasters or take a Dale Carnegie class.

Communicating with power is a key business skill, one that you must cultivate if you wish to realize your potential as a professional and as a person.

8. Let your passion shine through: While preparing this article, I found an online video of Steve Jobs' presentation at Apple's 2005 software developers conference. He grabbed me by the collar and literally pulled me into the computer screen with his infectious passion. I'd intended to watch just the first few minutes; 45 minutes later, I was ready to trade in my Windows PC for a Mac and invest my next paycheck in Apple stock. Isn't that the sort of impact we'd all like to have?

In his book *Leadership A-to-Z*, James O'Toole says that one of the most important duties of leadership is to be a cheerleader – then he wonders why so many leaders think it's somehow unprofessional to let their own enthusiasm shine through in a way that will inspire others. Don't let that accusation apply to you. Never be afraid to let your passion shine through in your presentations. If you can't be passionate about it, then you're in the wrong line of work.

A concluding thought: When you stop worrying about what your audience thinks of you and instead focus on what you can do for your audience, you unleash incredible energy and enthusiasm. This power will pour out of you in more commanding body language, authoritative hand gestures, sincere eye contact, and all the other non-verbal cues that say much more to your listeners than the words coming out of your mouth. The technical term for this power is charisma.

More resources on how to be a great presenter

Granville TooGood: *The Articulate Executive & The Articulate Executive in Action*

Carmine Gallo: *10 Simple Secrets of the World's Greatest Business Communicators*

John Baldoni: *Great Communication Secrets of Great Leaders*

Roger Ailes: *You Are the Message: Getting What You Want by Being Who You Are*

Peggy Noonan: *On Speaking Well: How to Give a Speech with Style, Substance, and Clarity*

Dottie Walters and Lilly Walters: *Speak and Grow Rich*

Jeffrey Gitomer: *Jeffrey Gitomer's Little Green Book of Getting Your Way*

Lilly Walters: *Secrets of Successful Speakers: How You Can Motivate, Captivate & Persuade*

Lilly Walters: *What to Say When You're Dying on the Platform: A Complete Resource for Speakers, Trainers, and Executives*

Paul Karasik: *How to Make it Big in the Seminar Business*

Marc Myers: *How to Make Luck: 7 Secrets Lucky People Use to Succeed*

Robert B. Cialdini: *Influence: The Psychology of Persuasion*

Jo-Ellan Dimitrius and Mark Mazarella: *Put Your Best Foot Forward: Make a Great Impression by Taking Control of How Others See You*

John C. Maxwell: *Becoming a Person of Influence*

Paul Ryan: *The Art of Comedy*

Steven Pressfield: *The War of Art: Winning the Inner Creative Battle*