



Efficiency North EN:Lighten programme

Impactful Presentation's
Masterclass

28th January 2025



EN:Lighten

Masterclass Series Impactful Presentations

”
All the world
is a stage

Jamie Honeybourne

ACTOR

SPEAKER

FACILITATOR

COACH

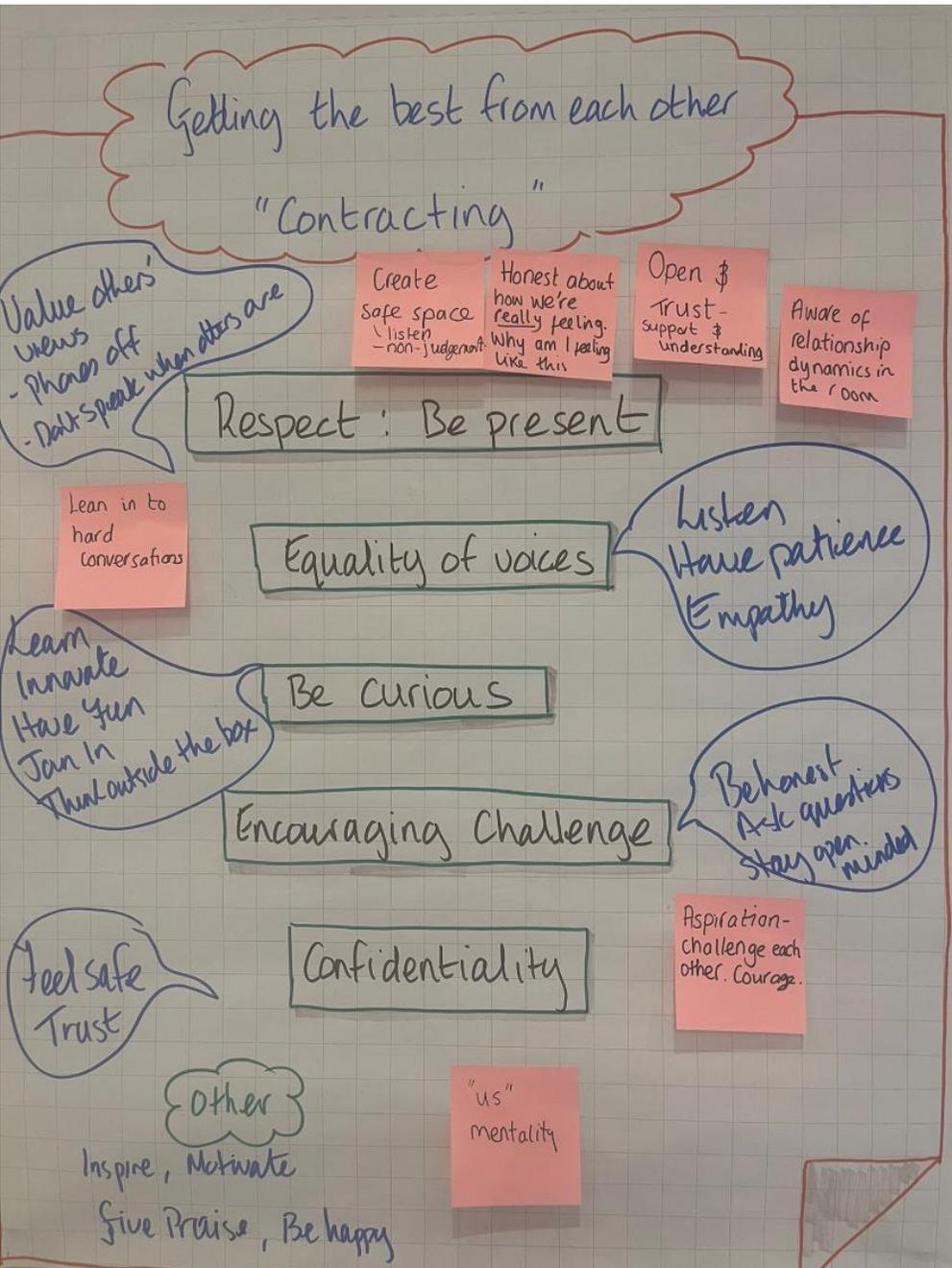


Impactful Presentations Masterclass: Outcomes

A masterclass to support your current and future opportunities to deliver presentations in meetings, briefings to internal and external audiences:

- To empower you to connect with an audience **authentically**, use your **unique personality** & present with **clarity & confidence**.
- To give you some safe **practice opportunities** to support your own personal and professional development

Our Group Contract



Checking in



On this squirrel scale, how do you feel today?



Agenda



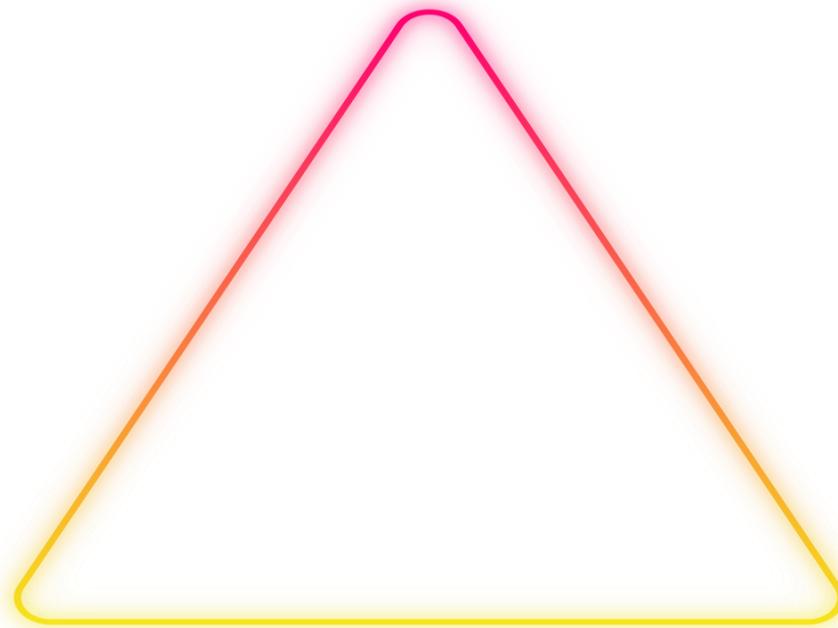
Today	
09:00	Introductions, scene setting
09:20	Putting your audience first
10:10	Making it clear
11:00	Break
11:15	Authenticity – being the best version of you
11:30	Body language basics
12:00	Vocal basics
12:30	Lunch
13:30	Transform, don't inform
13:45	Adding Charisma
14:40	Break
14:55	Practice groups
16:20	A wish & a promise
16:40	Final thought
17:00	Close



TRUST

authenticity

Am I being the **best version of myself**?



logic

Is my data **clear** and **concise**?
Am I putting the **value up front**?

empathy

Am I putting the **needs of the audience first**?



Get Over Yourself

” Pay attention to your thoughts. You are not your thoughts. Pay attention to what you are thinking, and if you do not like it, change it. It’s that easy.

Jill Bolte Taylor



1-2-3 game! (Getting over yourself)



STRUCTURE

act one

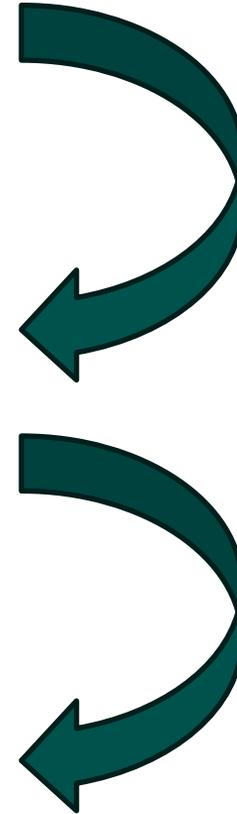
EXPOSITION: introduces characters, theme, situation, value & sets a goal.

act two

COMPLICATING ACTION: build audience engagement with obstacles, issues, problems, challenges, opportunities.

act three

CLIMAX & RESOLUTION: the big reveal – the solution or not – introduces next steps. Goal is achieved or not.



turning point

turning point

POPULAR STRUCTURES

act one

THE SET-UP: the world in which your customer lives in.

THE PROBLEM: Clearly define the current issue or challenge your audience faces, highlighting its severity and impact.

act two

THE CONFLICT: the obstacles or challenges that your customer needs to overcome.

THE SOLUTION: Introduce your proposed solution, explaining its key features and how it directly addresses the identified problem.

act three

THE RESOLUTION: your idea, product or service will solve the conflict you described in act two. Most important, you must show how your customer's life will be transformed for the better.

THE BENEFITS: Emphasise the positive outcomes and advantages that your solution will bring to the audience, providing concrete evidence and data.



POPULAR STRUCTURES

act one

CURRENT STATE: Describe the existing situation and relevant context, outlining the current processes or practices.

WHAT: describe what happened: The initial section clearly describes the situation, data, or event, laying out the basic facts without interpretation.

act two

CHALLENGES: Identify the key challenges or obstacles within the current state, explaining their negative consequences.

SO WHAT: analyse and sense-make: This part analyzes the implications of the "what" information, explaining why it is significant and relevant to the audience.

act three

PROPOSED SOLUTION: Present your solution as a direct response to the identified challenges, highlighting how it overcomes them and provides a better alternative.

NOW WHAT: effective next steps: The final section outlines concrete actions or steps that the audience should take based on the insights gained from the "so what" analysis.





ABCD - Openings

attention

Capture their attention instantly

benefits

What's in it for them?

credentials

Why you have the authority to talk

direction

Provide a “route- map” of the idea or the presentation



attention grabbers:

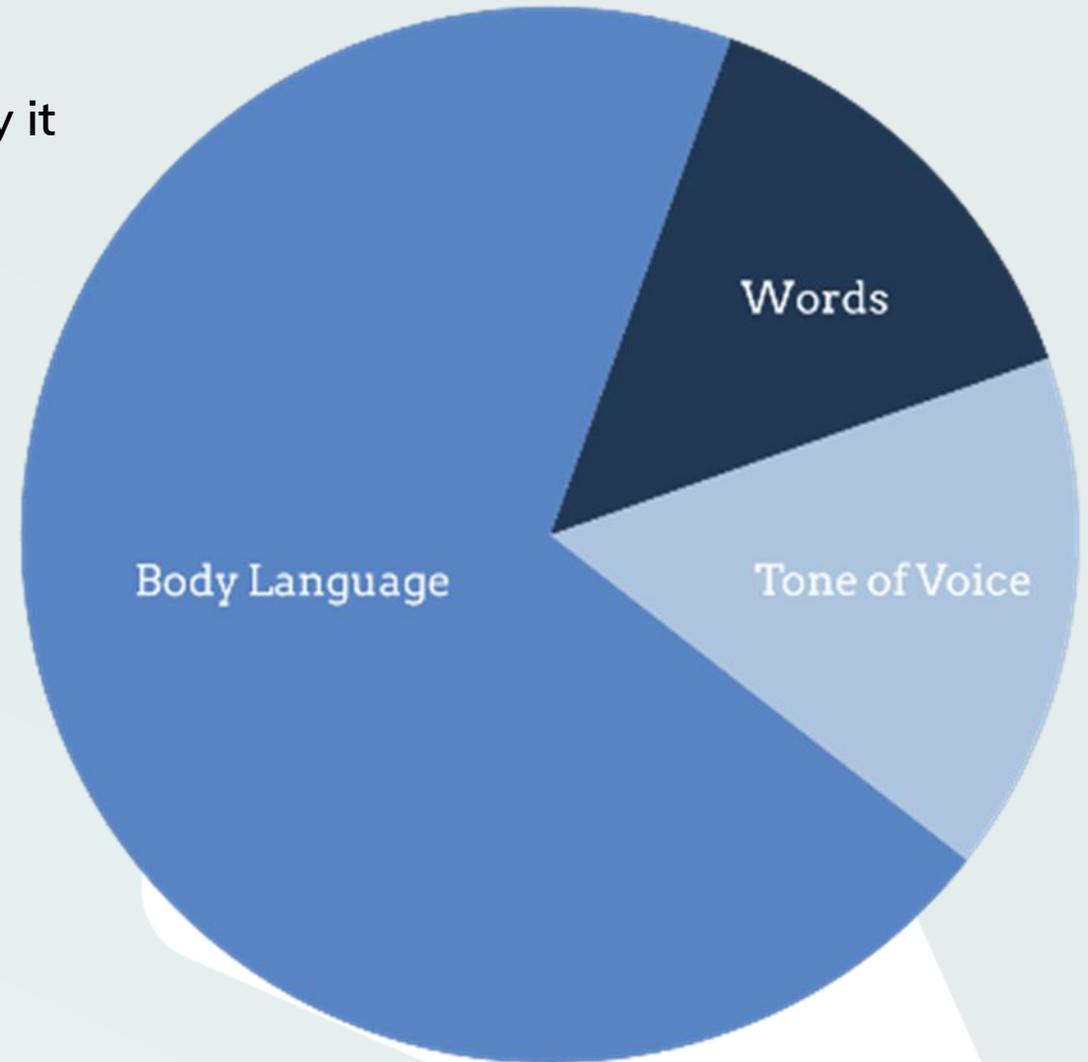
- A startling statistic
- A relevant quote
- An analogy or metaphor
- A relevant visual or prop
- A relevant anecdote
- A rhetorical or actual question
- A story from today's media
- A personal story or example



Music, Lyrics & Dance

aka: it's not what you say, it's the way that you say it

7% of meaning is communicated through spoken word, 38% through tone of voice, and 55% through body language.



38% - Vocals

pitch

The rise and fall of the voice, the melody of conversation. Using variety communicates commitment, confidence and storytelling.

pace

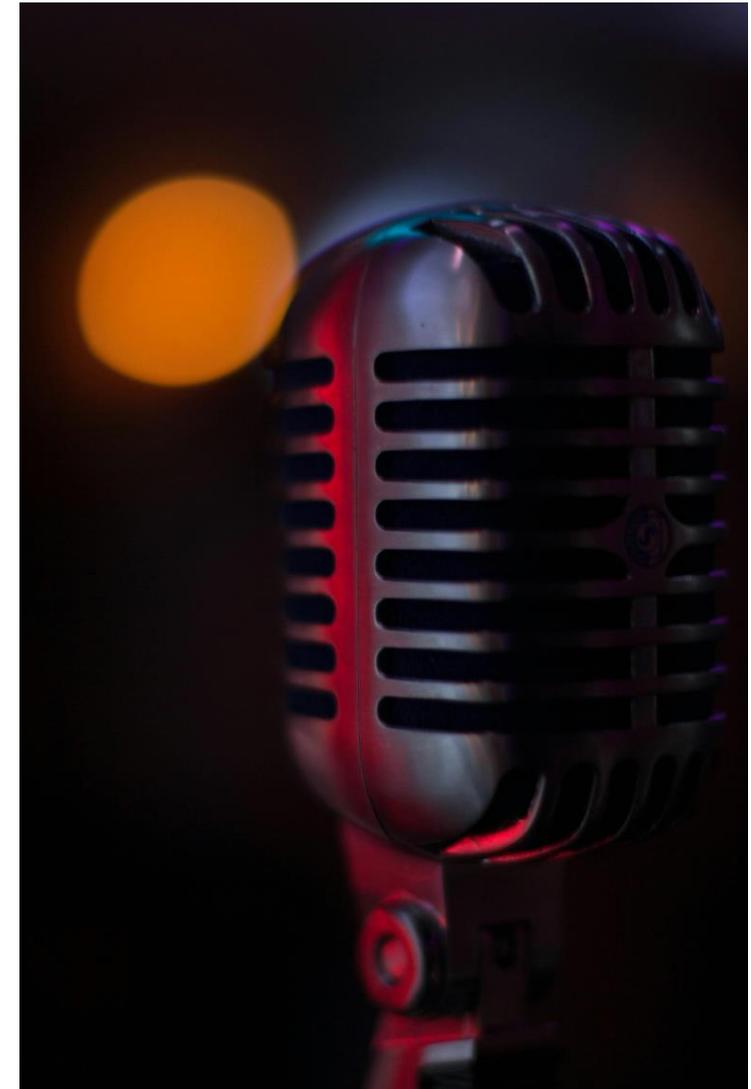
Due to nerves and passion most people speak too fast in presentations. Slow down to increase the impact.

power

Speak loud enough so that your audience can hear you. Project your voice using your belly breath, don't shout at your audience.

pause

Perhaps the most important tool is the ability to say nothing and be comfortable in silence. Powerful speakers pause with great effect and leave lots of silence.



55% - Body Language

posture

- Head straight
- Eyes front
- Mouth not covered
- Ears open
- Shoulders straight
- Arms open
- Legs uncrossed
- Feet hip width apart

gesture

- hands in front of you
- belly gestures: truth
- heart gestures: passion





Charisma: power + presence + warmth

A charismatic person attracts, influences, and inspires people.

POWER:

they make us feel safe

PRESENCE:

they make us feel seen & heard

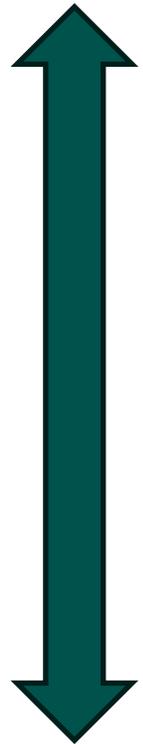
WARMTH:

they make us feel valued & liked



Status Archetypes

high status



MONARCH: they want to rule & protect others

HERO: they want to control others

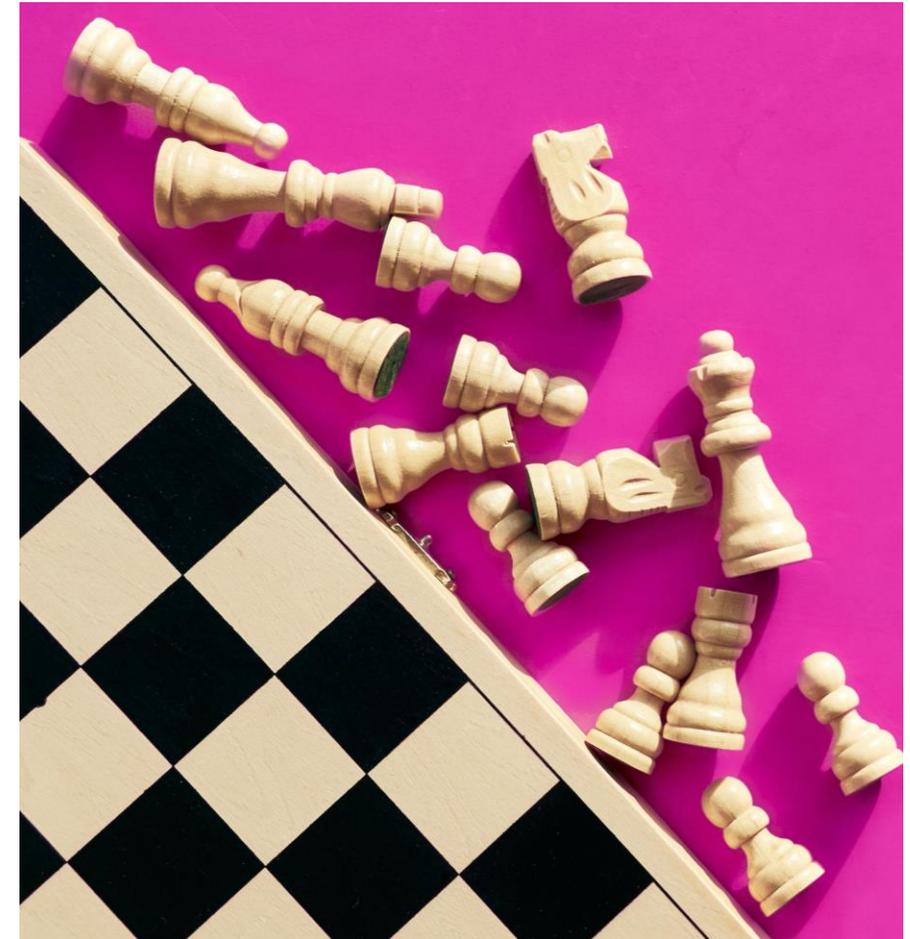
PARENT: they want to coach & teach others

TRICKSTER: they want to climb the ladder

INNOCENT: they want to be liked

FOOL: they want to disappear

low status

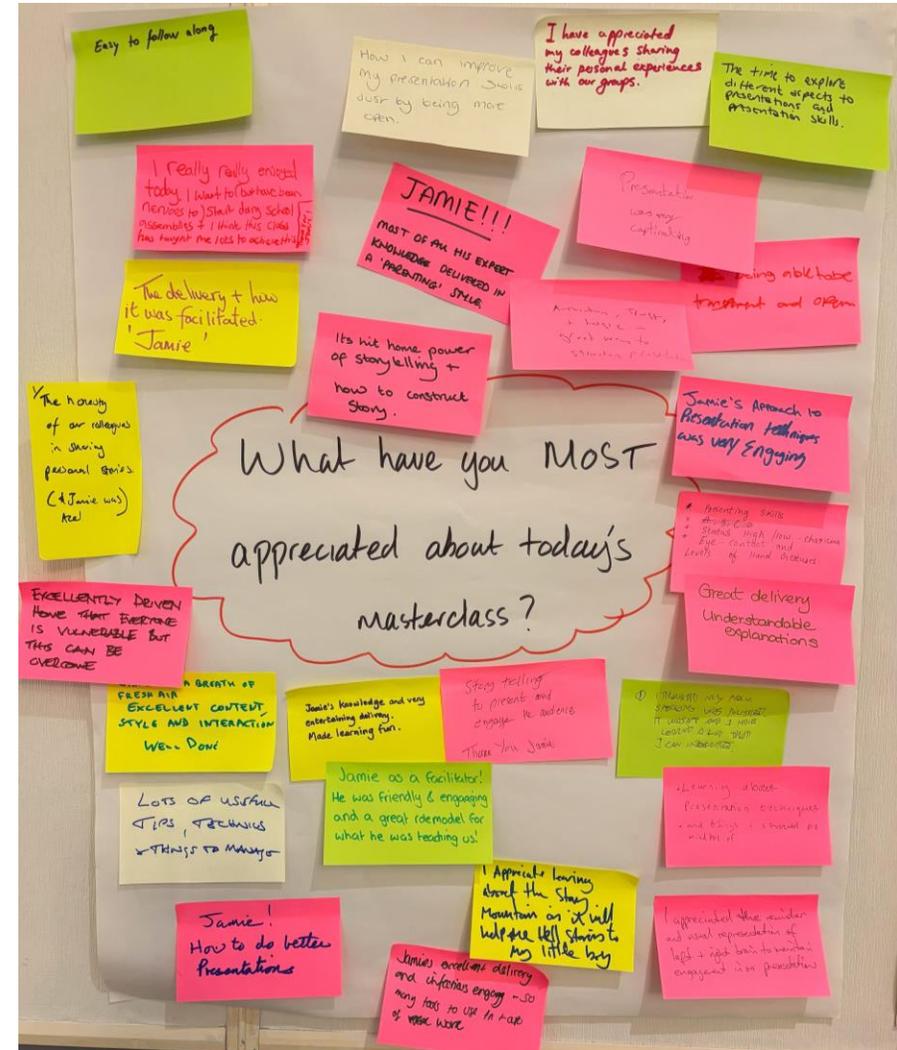




Check out feedback

- Jamie's approach to presentation techniques was very engaging
- The time to explore different aspects to presentation skills
- Presentation was very captivating
- I have appreciated my colleagues' sharing their personal experiences
- How I can improve my presentations skills just being more open
- Jamie!! Most of all his expert knowledge delivered in a 'parenting' style
- Being able to be transparent & open
- Authenticity, trust, logic – great way to structure presentations
- Presenting skills; Status & Charisma, Eye contact & body gestures
- Great delivery & understandable explanations
- Jamie's excellent delivery & infectious energy – so many tools to use in and out of work
- Jamie as a facilitator. He was friendly, engaging and a great role model for what he was teaching us
- Jamie's knowledge & very entertaining delivery. Made learning fun.
- Story telling to present and engage the audience. Thank you Jamie!
- I appreciate learning about the story mountain as it will help me tell stories to my little boy.
- I appreciated the reminder and visual representation of left & right brain to maintain engagement in our presentations
- Learning about presentation techniques and things I should be mindful of.
- I thought my public speaking was polished. It wasn't and I have learnt a lot that I can integrate
- Lots of useful tips, techniques and things to manage
- Jamie was a breath of fresh air. Excellent content and interaction. Well done.
- Excellently driven home that everyone is vulnerable, but this can be overcome
- The honesty of our colleagues in sharing personal stories (and Jamie was ace!)
- Jamie! How to do better presentations
- Easy to follow along
- I really enjoyed today. I want to (but have been nervous to) start doing school assemblies & I think this class has taught me lots to achieve this
- The delivery & how it was facilitated. It's hit home power of storytelling and how to construct a story.

1. What have you most appreciated about today's masterclass?





Stay connected with us

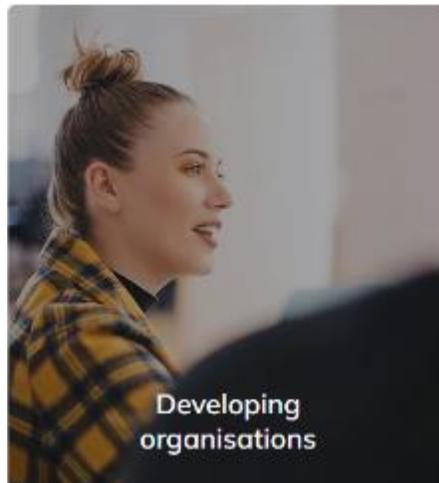
Igniting change; Nurturing Growth; Driving performance



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