

A Project is...

A Series of Critical Presentations:

7 Strategies for Enhancing Your Presentation Power

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Session # COM06

Topics

1. Know Your Audience
2. Know Your Message
3. Research
4. Organize Your Message
5. Overcoming the Beast
6. Deliver
7. Find the Magic

Know Your Audience

“...five minutes in front of the right audience can be worth more than a whole year behind your desk.”

- *Rob Sherman*

“It is critical for project success to identify stakeholders early in the project, and to analyze their levels of interest, expectations, importance and influence.”

- PMBOK® Guide, 4th Edition

“Remember, it is not about you; it is about *them*.”

- *Brian Tracy*

Audience Assessment

- Survival
 - Is success of the project critical for the stakeholder?
 - What is the motivating fear?
 - What happens if the project fails?

Audience Assessment

- Safety/Security
 - What's wrong with the environment today?
 - What's at stake?
 - What threats exist to security or safety?
 - How can we make it better, safer?

Audience Assessment

- Social
 - How can we improve our relationships?
 - How can we improve our working environment?
 - How can we make our environment better and more fun?

Audience Assessment

- Esteem/Status
 - What's in it for us?
 - What's in it for the stakeholders?
 - How does it improve our status?
 - How will we be recognized?

Audience Assessment

- Self-Actualization
 - Why do we care?
 - Are we leveraging individual skills and talents?
 - How does this help us achieve our long-term goals or vision?

Preparation Analysis

- Influence and power of stakeholders
- Specific stakeholder interests
- Roles and responsibilities
- Status of the project
- Perception of the status
- Other critical events (outside of the project)

Preparation Analysis

- Common interests (internal to the project)
- Common interests (external)
- Demographics of stakeholders
- “Sore subjects?”
- “Hot buttons?”
- “Burning questions?”

Know Your Message

“A presentation is the act of working to change the content of another person’s mind at a particular time and place.”

- *Tony Jeary*

The Message

- General Purpose
 - Inform
 - Persuade
 - Entertain
 - Inspire
- Specific Purpose

The Message

- The “change”
 - Feel
 - Think
 - Act
- The “Call to Action”

“Everything should be made as simple as possible, but not one bit simpler.”

- *Albert Einstein*

“If you can't write your message
in a sentence, you can't say it in
an hour.”

- *Dianna Booher*



Techniques for Stronger Messages

- Simple
- Compelling
- Easy to understand
- “Leads” the presentation

Research Like Your Professional Life Depends on it... It Does

“Prepare four times the amount
of material and research you
will need.”

- *Lilly Walters*

Supporting Material

- Statistics and metrics
- Facts
- Quotes
- Testimony
- Examples
- Visual Aids

“Tell a Story,
Make a Point”

Story Sources

- You
- Your background
- Your knowledge
 - Project
 - Vision
 - Sponsors
 - Stakeholders
 - Comparable project experiences

Story Sources

- Project management knowledge
- Acquired project knowledge
- Lessons learned
- Subject matter expertise
 - Yours
 - Other stakeholders
 - External

Organize Your Message

Organization

- Structure
- The Opening
- The Middle
- The Close

Overcoming the Beast

4 Strategies

- Understand the fear
- Visualize
- Remember the message
- Prepare

Deliver Using the Nuts and Bolts of Delivery

Techniques

- Vocal Variety
- Language
- Body Language
- Pauses

Preparation and Rehearsal

- Prepare, prepare, prepare
- Rehearsal
 - Powerful starts and closes
 - Effective use of pauses
 - Own your content
 - Own your voice

Find the Magic



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Find the Magic

- Lead your project ...
 - Find your voice.
- Find your voice ...
 - Serve your project.
- The “Magic Zone”

Closing Thoughts

- Set goals
- “Get a Voice”
- Have a Vision
- “It’s not about you.”
- Basics – Vince Lombardi



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