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Executive Presentations

Corporate Global Security Services, Tammi Morton

•October 1, 2020

Workshop Series

- **Purpose:**
- To be effective at delivering messages to an executive
- In a way that confidence is developed in the staff
- So that risks are managed before they become problems.
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Workshop Outcomes

Clarity on messages to be delivered

Skills to deliver messages effectively

- Selection of a coach
- Manage the 5-P's of professional presenting.
Purpose, place, proffer, presence, proof
- Demonstrated competence

What I know...

- Mergers and acquisitions (M/A) create new situations
- M/A Lessons learned include the following:
 - Crack the “culture code” by design, not time.
 - Successful m/a’s are the result of design, not chance.
 - Short transitions (9-12 months) improve the odds of a successful m/a.
 - Slow = reckless in assimilation processes.

Small Group Discussion

Key Beliefs:

1. Presenting skills (especially to people who impact your income) are a differentiator in one's career.
2. Without mastery of the subject being presented, as demonstrated by an inability to answer questions, one can look like a "stuffed suit."
3. One's personal energy/enthusiasm for the subject being presented sets the baseline for how they are perceived.
4. Polish and comfort makes a person ready for "primetime."
5. An audit list customized to the person receiving the message PLUS feedback helps a person develop executive presentation skills.
6. "Communication" without shared understanding is noise.
7. The message is only as good as the messenger.

Process Modules



Module 1

CONTEXT

Module I

- Implications of the “medium” shifting
- Sorting out the challenge
- Level of professionalism required by your goals
- Communication models (6)

Marshall McLuhan

Small group discussion

1. What is the new “form” shaping our experience?
2. What are the implications of this shift on us?
3. How deep do these implications go?



"The medium is the message."

Reflection

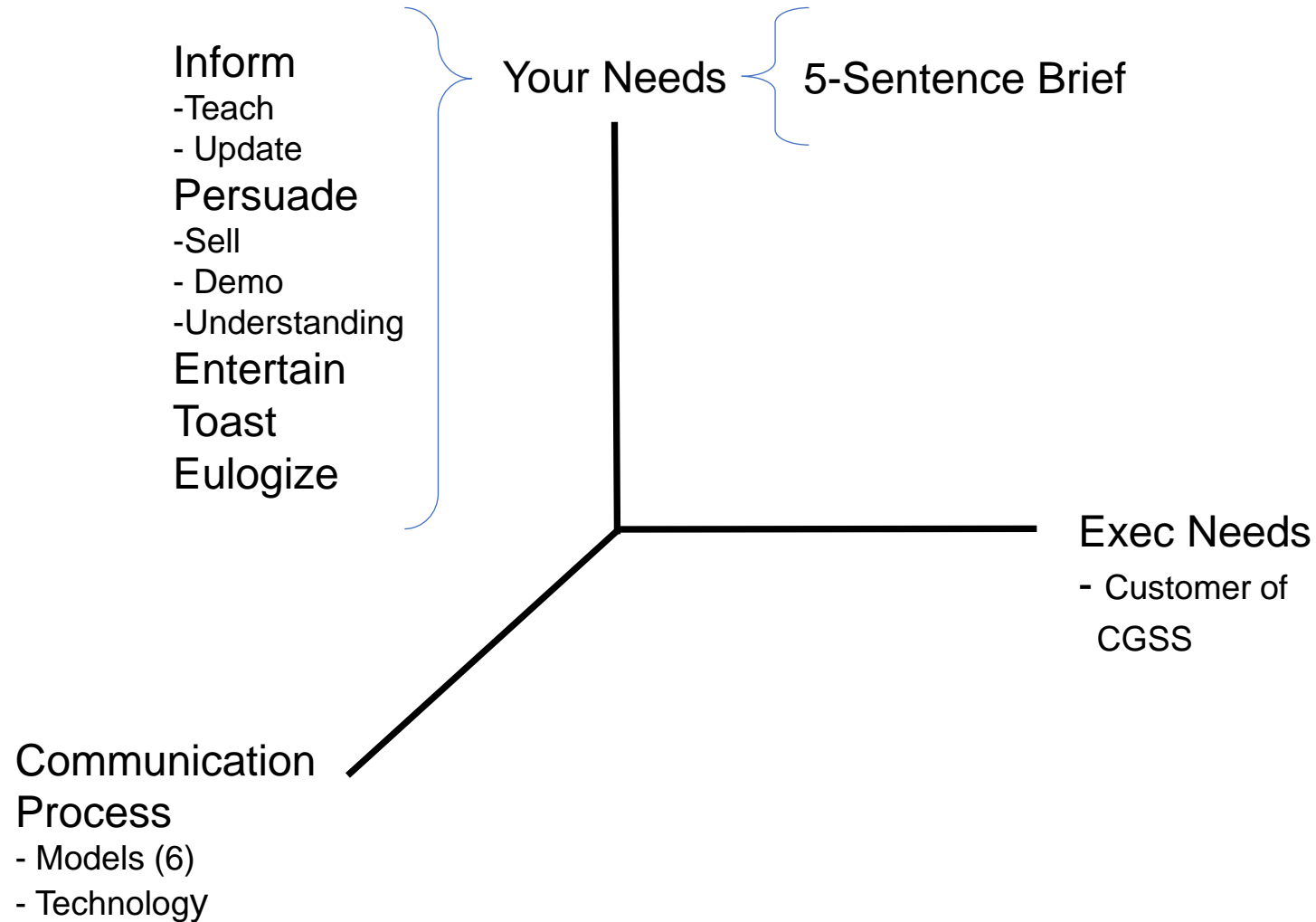
Small group discussion

- Being a good communicator is a *skill* and it can be developed.

Can you think of any professional or personal reason why having this skill set is good for you?

Does this skill set increase your value or influence?

Complexity



Exercise 5: Five-Sentence Briefing

When you're addressing a handful of VIPs, plan exactly what you want them to take away from your remarks. How?

View your briefing as a ladder with each rung as a new point you want to implant in your listeners. Start at the base of the ladder with your opening premise, and build on it by assembling vital facts that lead toward your conclusion.

To fit your briefing into this tight format, streamline your message. Eliminate unnecessary or ancillary points. You'll know you've prepared well when you've reduced the body of your briefing into just five sentences. Below is an example.

CONCLUSION:

- 5.
- 4.
- 3.
- 2.
- 1.

OPENING PREMISE:

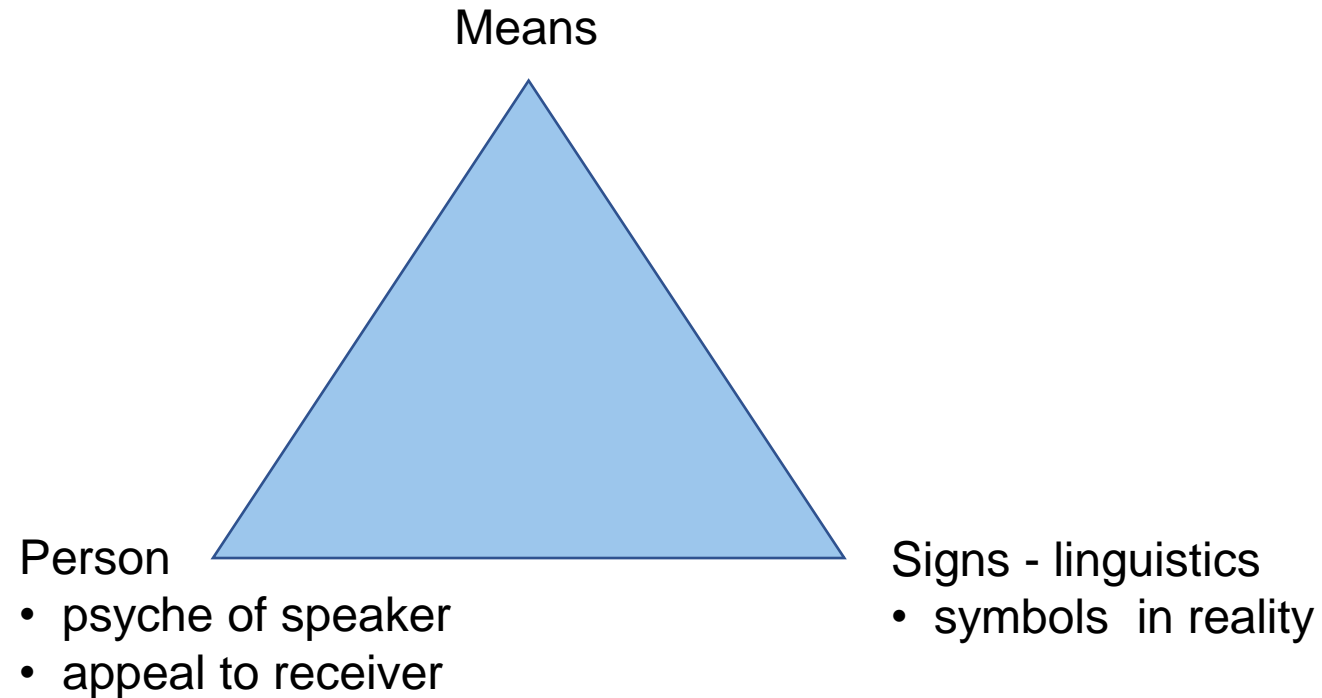
CONCLUSION: We should hire a safety consultant, beef up HR and redouble our employee training and communication efforts.

5. We've received four anonymous complaints from employees about safety violations.
4. OSHA has notified us that it intends to monitor our safety practices.
3. We've repeatedly ignored our outside counsel's recommendations.
2. Turnover in our HR department was at 40 percent in the last year.
1. We've been hit with three employment lawsuits in the last year.

OPENING PREMISE: Our legal compliance procedures need an overhaul.

Communication Models:

Karl Buhler, 1934



Communication Models: Lasswell, 1948

Formula:

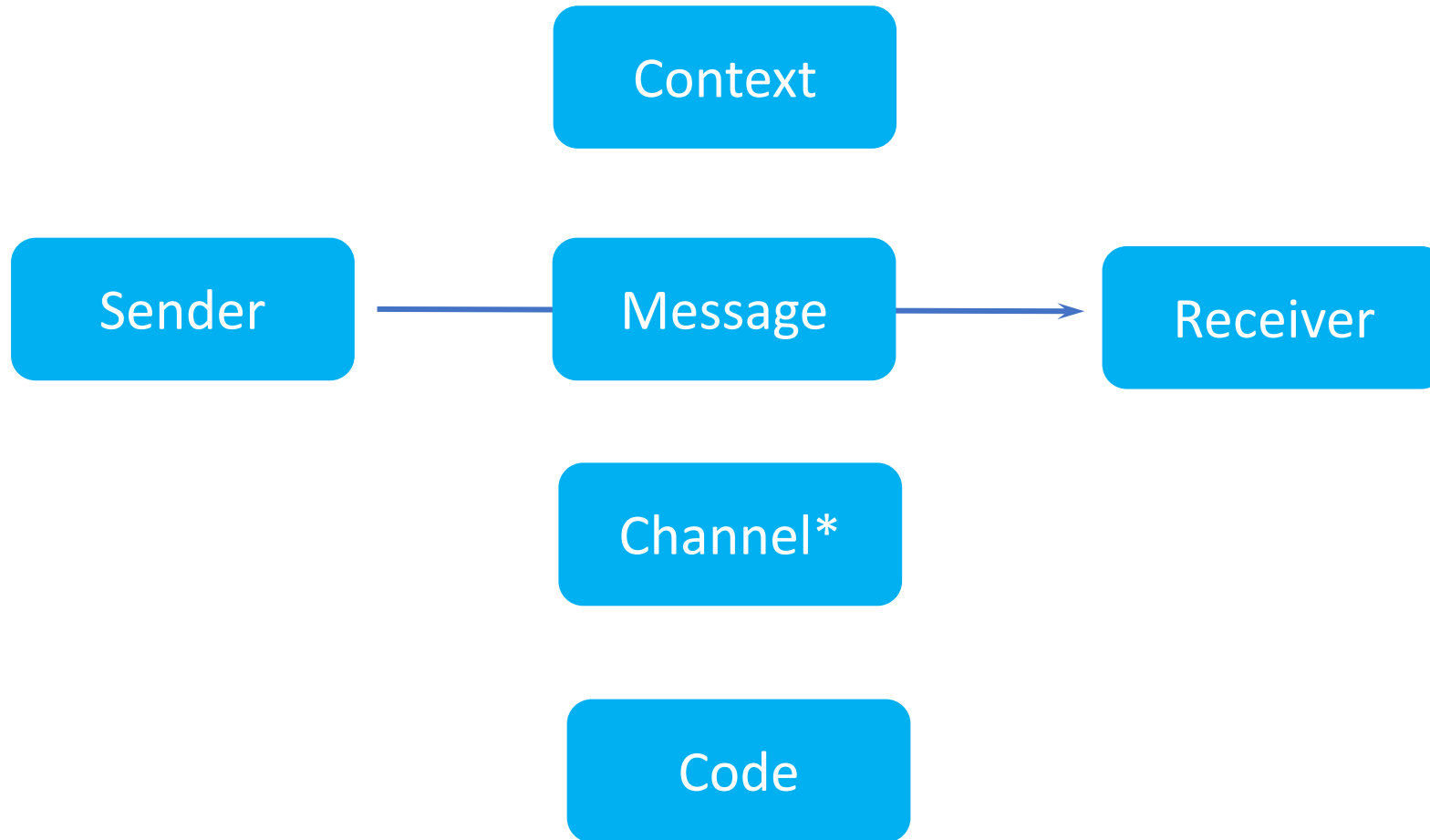
Who is saying What,
by what Means,
to Whom,
with What effect?

Communication Models: Shannon & Weaver, 1949

- a) Sender and Receiver
- b) Channel or medium of transmission
- c) Code (inventory of signs/wording)
- d) News
- e) Disruptions (white noise)
- f) Pragmatic meaning
- g) Feedback

Communication Model:

Roman Jakobson's variation on Buhler, 1960



* hearing, seeing, touching, tasting, feeling

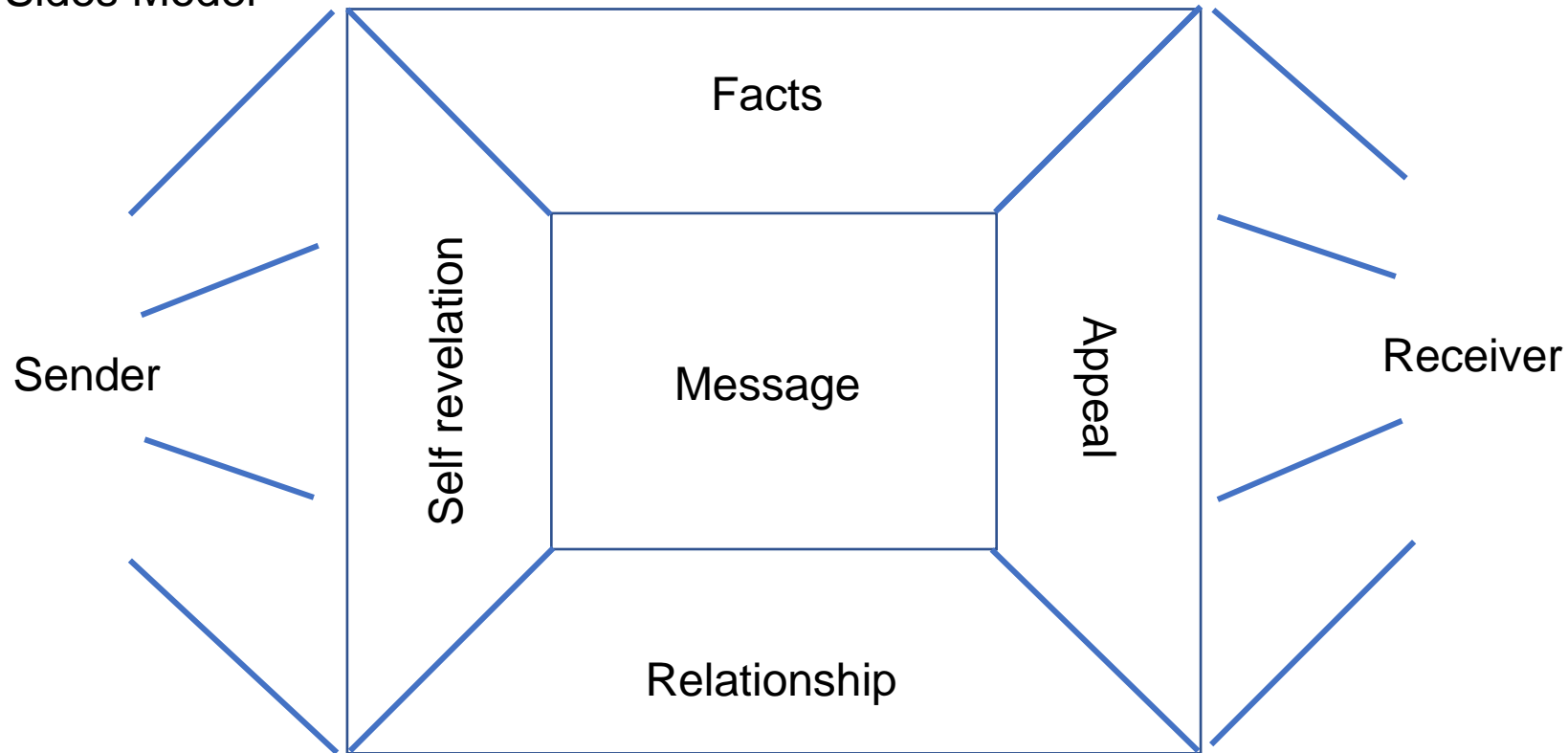
Communication Model: Stuart Hall, 1973



Communication Model:

Friedemann Schulz von Thun, 1998

Four Sides Model



Reflection

1. How would you summarize the message of the six communication models?
2. What are the implications for us as we deliver messages?
3. What strategies must we develop to mitigate negative impacts?

Thank you.

