

Presentation Review

Presenter: N/A

Date: N/A

	Keynote (17:52)
Content/ Messaging	<p>Uses humor: :08: “And I do like hairy men” 6:33: “I learn so much from my daughter...and because of her I collect all sorts of things...”</p> <p>References historical or current professionals: 10:16: Margaret Hamilton is the one who made that happen...” 12:30: She [Madam CJ Walker] promoted herself...” 16:10: X...originally came to X in a dream when he was 23...”</p> <p>Uses proactive language that includes listener: 2:09: “You have a real effect on how things turn out...” 9:48: “We’re all polymaths?” 16:33: “If you walk away from here...you’re huge and totally limitless”</p> <p>Reacts to people in audience or encourages audience engagement: 5:26: “Hello and thank you for letting me pick on you [semiotics game]” 9:19: [looking at someone in audience] “Right, yah” 10:05: “Does anyone know who this is?” [Margaret Hamilton] 10:49: “Does anyone know who this is...raise your hand, stand up...” [CJ Walker]</p> <p>Shares personal examples to illustrate points: 4:34: “It happened last night at the X event...” 6:33: “I learn so much from my daughter—is the inside of your mouth as hot as fire” 8:57: “I went to a school in east Texas where people would draw maps to parties in fields that didn’t exist” 9:26: “My life keeps getting bigger as a result of it—I MC for X event. I write stories. I modeled...” 3:28: “Two years ago I climbed Mount Kilimanjaro. I’d never been hiking before...”</p> <p>Suggestion: explain why these personal insights relate to the overall theme or the points being made so that the listener can have a tangible takeaway:</p> <ul style="list-style-type: none"> • When talking about serendipity in terms of saying things that make a positive impact on people, give us the specific thing that you said at the X event that impacted the person you were speaking to—the quote just says “it” happened at the event and “it’s interesting and let that stuff come out”

- How does the example of learning from your daughter relate to your listeners? What should they take from this and apply to their own entrepreneurial experiences?
- Just before the quote about going to an east Texas school, speaker says “My life has been shaped by following random choices” yet the anecdote ends at “because it was a religious school”; it’s unclear how going to this school was life-shaping—perhaps mention one thing to transition into how this experience shaped your life and how your listeners should interpret the experience for their own use
- It’s unclear as to what is meant by the “it” in the phrase “my life keeps getting bigger as a result of it”—what should your listener get out of learning that you MC for X event, you write and modeled? Is it because you have tried many things, you have gained many successes and valuable experiences from putting yourself out there?

Theme is not clear in first minute and half of presentation: most of the intro is about speaker and what book she is writing instead of answering the questions, “why should you care?” and “what will you get out of tuning in?”:

:20 to 1:00: “I am writing, I’m actually writing a book about the future-what I’m talking about here today to you and to some people I’ve already met, um, is basically how I live and how I operate in the world and I’m writing a book about the future where I’ve gone around and talked to a bunch of rock stars, scientists & CEOs and thinkers about what the world is gonna look like in 5 years—I’ve interviewed X’s top scientists, you know the article got a lot of attention and I thought, oh, how would other people answer that? A world would look like...one of them is X and he is an amazing neuroscientist that you should look up...”

- Mentions twice “writing a book about the future”—how is a book about the future going to help the entrepreneurs secure more funds, grow their business, become successful?
- What are some of the specific rock stars, CEOs, etc. who you interviewed? Names get more attention than just “types” of people
- What will the world look like in 5 years in terms of technology advances? Or in terms of something else?
- Is the interview with X scientists something speaker did for the book or for an article? Speaker says “the article got a lot of attention” yet before she referenced a book; was an article on topic written for a specific publication that was so popular it was then evolved into a book?

1:09-1:37: “The fundamental tenants of what everyone that I talked to were saying were not really about technology at all, they were about who we are as humans, our creativity, our curiosity, our connections with each other, and how we can be supported by technology in being kinder and better humans, so um, that’s really what I’m talking about to you and with you”

- What does “that” mean in “that’s really what I’m talking about to you and with you”? Is “that” that creativity and connecting with each other is why technology is so important? How does this relate to the “seeing the future”?

How will the entrepreneurs in your audience be more successful from this idea?

See p. 6 for screen shot of audience at 1:27 into the presentation: facial expressions and angle at which heads are positioned in those examples circled in red illustrate that not everyone in the audience is completely engaged and ready to listen to the rest of the presentation at a minute and a half in

Suggestion: Having a clear theme that answers the questions “Why should you care about this presentation” and “what is it going to do to make your life better” in the first 60 seconds tends to grab listeners more effectively.

Example opener: As a X [or whatever association you want to include], author and longtime cultural ethnographer for fortune 100 brands, I’m in a unique position to learn from the best and brightest and today I’m going to share with you what I’ve learned from interviews with several CEOs, rock stars, and legendary thinkers like A, B, and C [give me some examples of names so listener can get excited]. The ideas I’ll share will help you do X, Y, Z [e.g., see like an ethnographer, deepen creative intuition, and see in fresh ways] so that you can be successful entrepreneurs who actually change the future. [or something similar]

Slides sometimes show content that isn’t verbalized:

1:37: slide shows: “The Most Powerful Technology is still what’s inside us”/

speaker says: “Seeing the future is really, is really shaping the future”

2:30: slide shows three not two points: 1) be curious like an ethnographer or a 5-year-old, 2) Envision it. And believe, 3) follow your intuition/**speaker says:** “So, how do you do that, uh, there are 3 ways”...I’m collapsing it into 2”

16:33: slide shows: “Stop acting so small. You are the universe in ecstatic motion.-Rumi”/**speaker says:** “if you walk away from here with only two things...you actually create the future...you’re huge and totally limitless”

Unclear when one of the three points ends and the next one begins

9:14: slide shows “Believe in your vision” yet speaker never verbalized the “believe” half of point number two, “Envision it,” when first introduced

Unspecific example cited:

7:24: “X...I hope I get this right. It’s about the amount of data that X collects in a year and how many punch cards that would fill, but he...”; the exact stat was not shown or verbalized; complete thought was “cut off” and speaker even stated unsureness about getting it right; **suggestion:** when citing interesting stats or examples, give the exact version so that listeners can share it and get the point easier; it would also be effective to see the specific stat on the slide instead of just the TED site page as the visual

Slight tendency to “get off track” by “slipping in” additional information in between the start of a point and the “punch line”:

14:47: “And the only lesson, you know, you know sometimes you’ve got these intuitive calls...I’ve made a lot of amazing connections. I ended up climbing with these women and raising money for a rhino...I did something good for the world...I also learned... and it showed me that I can do anything that I want to

	<p>do and maybe that was the ultimate and most important lesson of it”/suggestion for making it tighter: “The most important point I want you to know about my experience climbing Kilimanjaro is that you can do anything that you want to do and when you do that, you realize your potential and you can overcome any obstacles that come your way which I know often do for entrepreneurs pursuing their ideas.”</p> <p>Examples about believing/promoting yourself were of famous females; a majority of the audience were male; including an example of a famous male leader during this portion would help give the men in the audience a relatable person to aspire to</p>
<p>Delivery/ Command Presence</p>	<ul style="list-style-type: none"> • Strong vocal abilities (tone, pace and variation of volume are highly effective) • High energy as expressed from body movement, expressive face, and the extensive and sporadic compilation of ideas in one sentence or short time frame • Uses gestures in the power sphere (that composition of space surrounding the core—imaginary sphere that starts at eye level, stretches as far as arms will go out at side, stops at naval and moves back up to eyes) • Stance is athletic and commanding (i.e., feet stand at least 15 inches apart) • “Mona Lisa” eyes that smile when lips are not in a smile position • Slight tendency to use “uh” or “um” in between thoughts; usage diminishes toward the end of the presentation: from :00 to 4:00, a frequency of 18 “uhs/ums” were used (about one every 13 seconds) and then from 13:38-17:38 (the last 4 minutes of presentation) the frequency decreased to only 6 (about one every 40 seconds) • Make-up and wardrobe color were dynamic and added “energy” to the stage which is ideal for large audiences • Tendency to turn body toward slide and look at slide when moving to the next point or idea (e.g., at 2:31, 2:38, 2:52, 3:06, 7:11, 7:18, 8:08); see p. 7 for an example [not included for confidentiality reasons] of when body was facing slide vs. when only arm was referencing slide yet body was focused on audience • Due to length of bangs, it was difficult to see eyes when speaker was looking down; see p. 7 for screen shot examples [not included for confidentiality reasons] of when she was looking down vs. when she was looking straight ahead or when head was tilted slightly up
<p>Strengths</p>	<ul style="list-style-type: none"> • Vocal abilities—tone is pleasing to the ear and dynamic (ideal for audio work) • Energy level and positive facial expressions • Confident posture and use of gestures • Use of personal insight and examples of relevant leaders and quotes • Comfortable with engaging audience in activities and getting them to participate
<p>Areas for Growth</p>	<ul style="list-style-type: none"> • X is an extrovert with high energy. She’s highly creative and intelligent. When you combine a high energy extrovert with intelligence, this type of presenter often verbalizes many ideas and thoughts in a short period or at one time; the average listener may not grasp all the connections being made and are less likely to stay on track. It is highly important for this type of presenter to craft succinct messaging that has a quickly identifiable theme within the first 60 seconds with three key supporting points that illustrate that theme. X has intriguing and creative ideas and concepts in this presentation that would resonate even more with her audience with tighter messaging that answers the question “why should you care about this content?”

See messaging checklist (provided to client separately form this review) that can be referenced during those times when planning a presentation and outlining what you will say and focus on.

- **See p. 6 for a screen shot** of the audience at the end of the presentation. Most of the people in the audience were disengaged. X has high energy. She moves the stage well, uses commanding gestures, has a pleasing vocal tone and interacts with the audience naturally so these are not likely reasons behind the disengagement.

The four probable reasons for the disengagement could be related to:

- 1) **Limited view of eyes.** Eyes are the window to the soul and humans rely on eye contact for social referencing and contextual cues among other things. X has very expressive eyes and her eye contact is powerful. She should avoid looking down at notes or down at all during presentations to limit the times her bangs cover her eyes, or consider shorter bangs or a different style that will make her eyes more visible for those game-changing large audience opportunities.
- 2) **Messaging that focuses more on “I” and “me”** and what the speaker has done and less on the listeners and how they can accomplish their dreams and successes. Unless Oprah or Pope Francis are speaking, very few people have the patience or interest in learning about others. The human mind is wired to know “what’s in it for me.” In order to grab your listeners and keep them on their toes, presenters need to give them tangible techniques and easy to implement ideas that will solve their problems and make them a hero in their own lives.
- 3) **Messaging that is not succinct and easy to follow.** Listening requires a lot of brain power, memory skills, and mental coordination. Audiences today are used to twitter feeds, 60-second pitches, images and videos as key deliverers of information. Presenters need plenty of time beforehand crafting an outline that is concise yet compelling at the same time. Subtracting what isn’t necessary is harder to do and takes time. Well-crafted content that is internalized limits the use of filler words like “um” as well. Brainstorming with a friend on ideas or how to adapt and change content can be very valuable in planning stages.
- 4) **Slide content incongruent with verbal content.** To aid “follow along”, make sure slides mirror what speaker is saying. The brain wants to read what’s on a slide yet the heart wants to listen to the speaker. This internal tug-a-war will make your listeners tire out and your emotional connection will not be strong.

Summary: X is a very strong presenter evidenced by her commanding presence, dynamic vocal abilities, and radiant expressions. She’s extremely creative and intelligent. These two factors combined with her high energy and extroverted nature fit the profile of someone who most likely gets by on a few hours of sleep, prefers to be at parties or in social experiences, packs more things in one day than the average person, and can “wing” most presentations easily without too much practice. With a little more time spent on practice, not for improving delivery and memorization since this is clearly not an issue, but for refining messaging so that it jumps out of the gate with a strong theme and so that it’s clean and concise, X will be equipped with exactly what she needs to be an extraordinary public speaker who few could dare to compete with. Refinement of messaging is a much easier task than turning a meek, unconfident person into a power house who can deliver content in a more commanding way which X has already mastered so skillfully.

Screen shots of audience members at about a minute and a half into presentation (1:27); those people circled in red (approximately 14); have expressions or head positioning that is not fully engaged

Photos removed for confidentiality reasons

Screen shot of audience members at 17:24; most are disengaged (e.g., not looking at speaker, head down, one person is sleeping) at end of presentation during speaker's finish (at 17:20 speaker was saying "...And you can climb mountains and raise a child and you don't ever have to choose either/or...")

Photo removed for confidentiality reasons