



COMMAND the ROOM

Lori Klinka

What I want to improve is...



- You
- Message
- Audience

A hand is holding a black magnifying glass. The lens of the magnifying glass is focused on the word "AUDIENCE" which is written in large, white, bold, sans-serif capital letters. The background is black, and there are colorful, abstract, curved lines at the top of the image in shades of orange, red, yellow, and green.

AUDIENCE

YOU

Transform nerves
to energy.



MESSAGE

Don't get caught in
the spiderweb



AUDIENCE

It's ALL about THEM



**PERFORMANCE
MINDSET
VS.
MASTERY MINDSET**

Judgement vs. Evaluation



PURPOSE

- Think- Feel- Do
- When I'm finished my audience will....

GETTING BUY IN

WIIFM





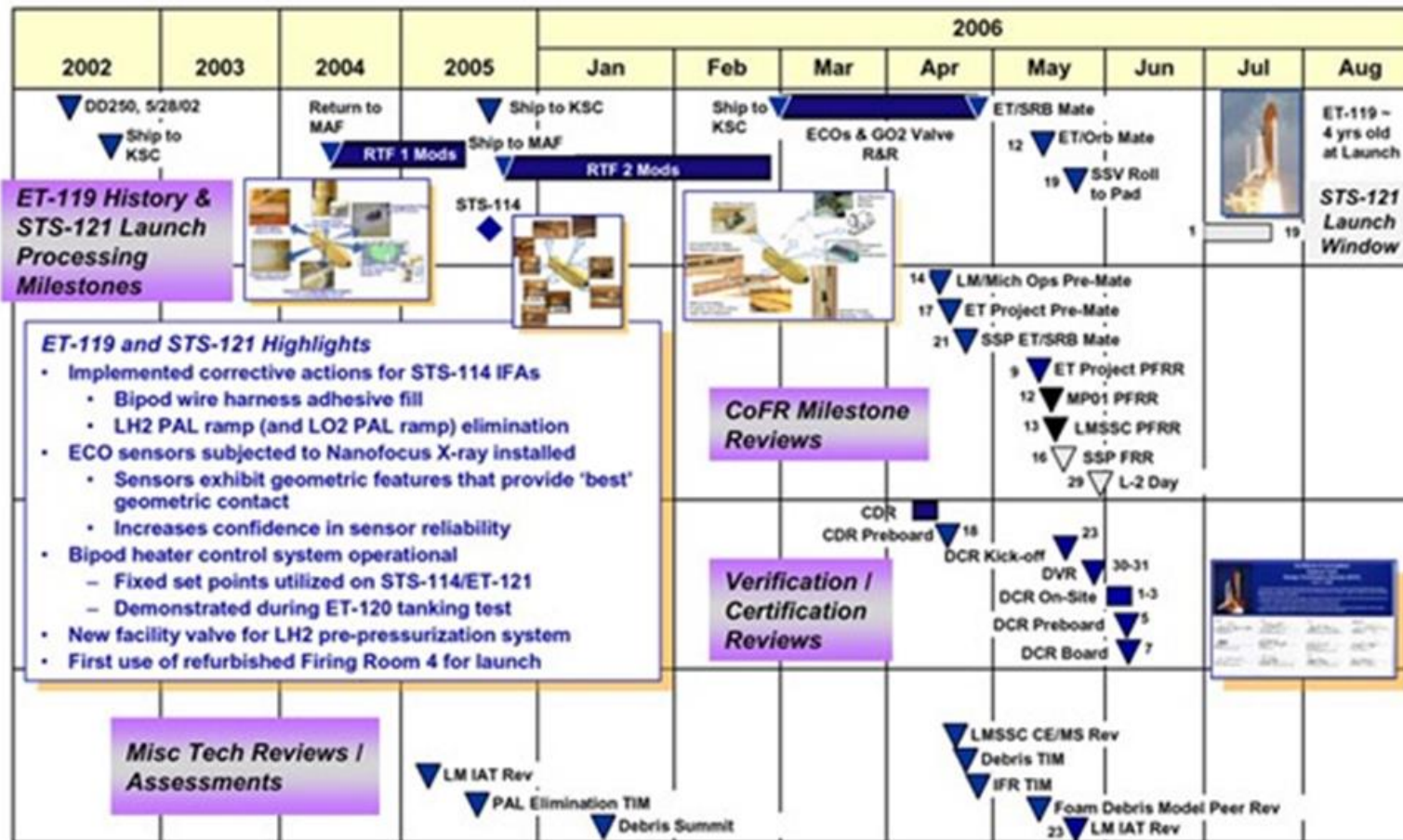
PowerPoint- 30 font-3 pts-3 min

A Really Really Important Slide

- This is the most important piece of information that I want to give you, so I'm going to put it in a PowerPoint bullet that you'll never read.
- And here is another important piece of information that I think you should know about my awesome product and company. Too bad you're talking to your neighbor instead of reading this PowerPoint slide
- Oh did I also mention that this very important piece of information is instrumental to our competitive advantage?
- And if you thought that was great, wait until you learn about our patent-pending process for printing money
- If that has you excited, wait until I tell you about another really cool bridge that we plan to purchase with the money you give us.
- Our competitors have no idea what they are about to see because we are sooo cool we can fit 500 words on a single PowerPoint slide
- If we don't turn \$500,000 into \$500 Million in 3 years, we'll say we're sorry we burned through all your hard earned money, but at least we tried.



<h3>1.0 ET-119/STS-121</h3> <h3>Processing / Certification Overview</h3>	Presenter M. Quiggle, LM-ET/ 3000	
	Date June 16, 2006	Page 3



WHAT (DATA)

SO WHAT
(INSIGHT)

NOW WHAT
(ACTION)



REHEARSE



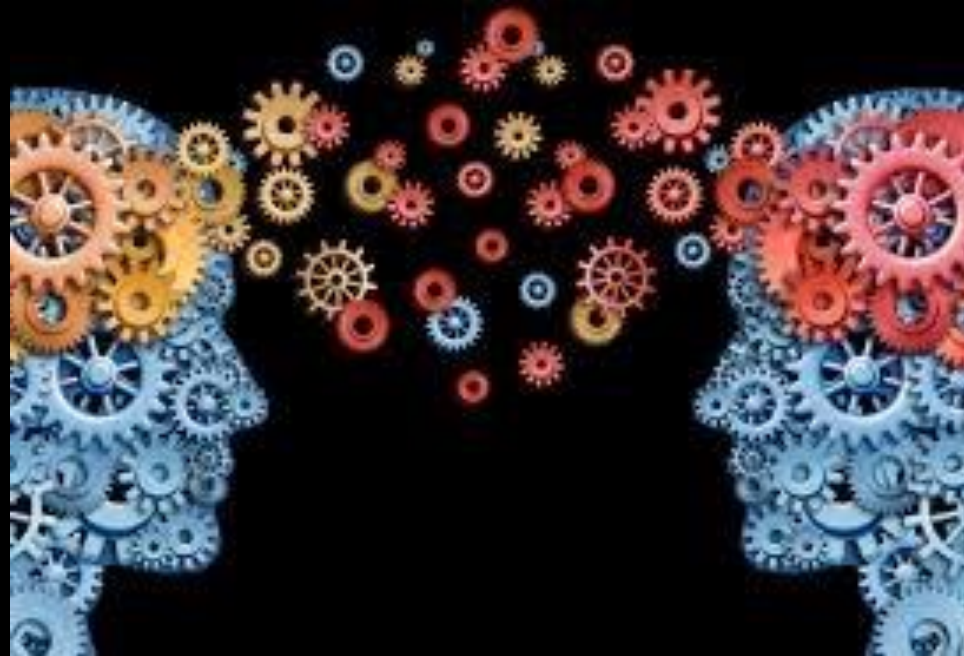
See-Feel-Hear
Point-Story-Point



- After a presentation:
- 63% remember stories
- 5% remember statistics



How Can I Influence?



Q & A

Don't give away
your microphone.



COACHING





Thank you!

Lori Klinka

Speaker, Trainer, Speaking Coach

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