

# Presenting 101

CBI Fusion Point

17.09.2023

Ole Werner



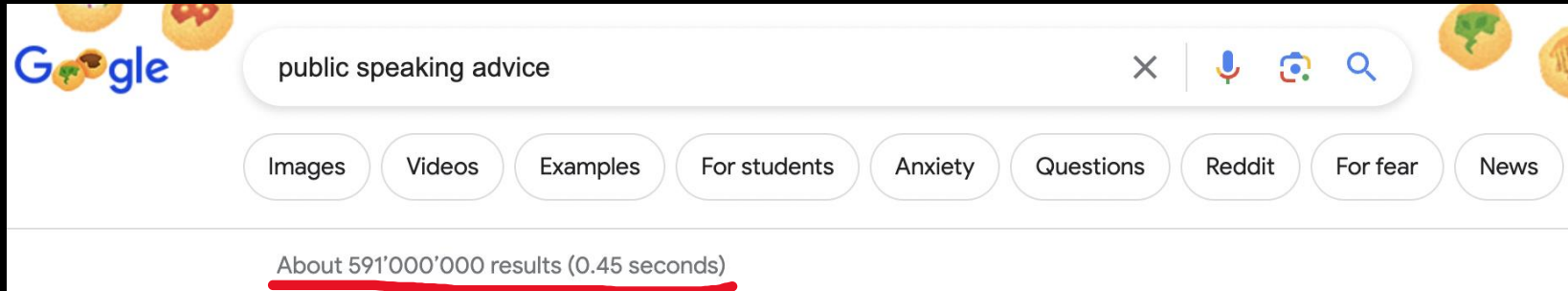
*Idea<sup>s</sup>*



**What is presenting?**

**When do we present?**

# Many inputs can be confusing



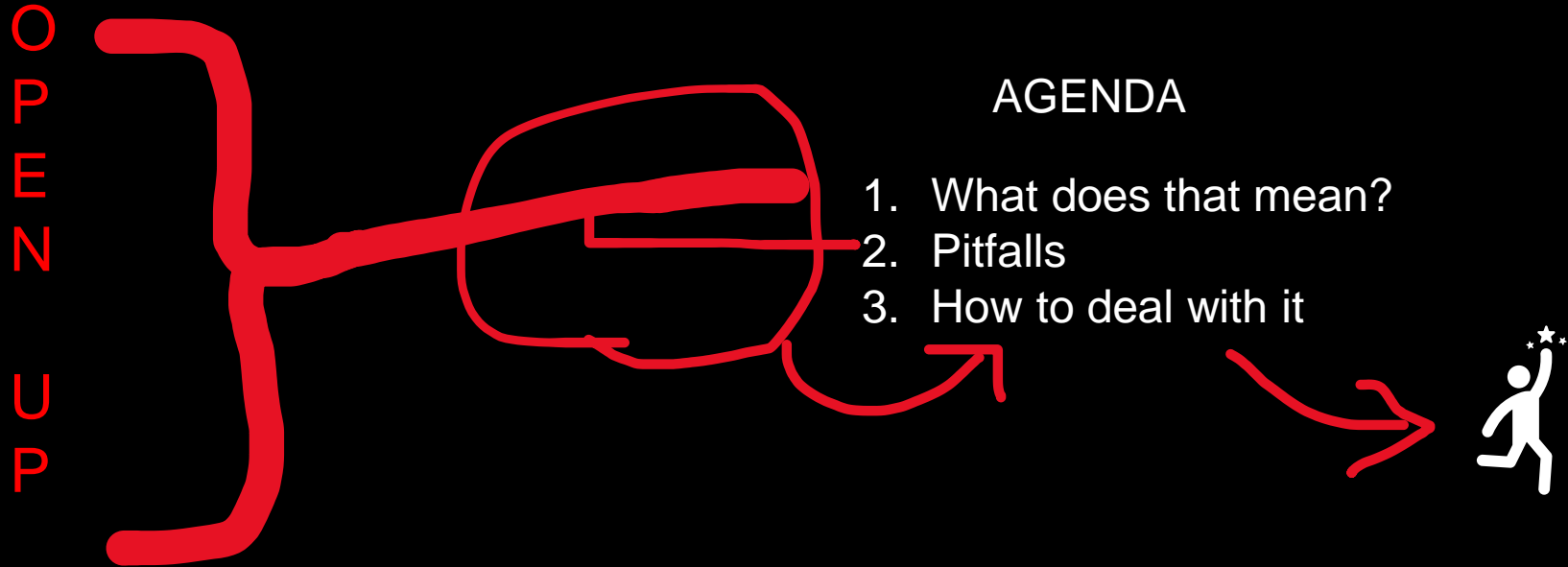
In pitching:  
"You either *have it* or you don't"  
True or False?

Vote by show of hands

Have What?

A set of Skills, a Methodology, a Plan

# Lets focus on one Method: OPEN UP





# OPEN UP : O as in Organized



Organized

P  
E  
N

U  
P

→ Take 5 min to discuss with your neighbours what factors/how to make a presentation organized

## OPEN UP : O as in Organized (II)

“Exceptional presenters take charge! They look poised and polished. They sound prepared. You get the sense that they are not there to waste time. Their goal is not to overwhelm, but to inform, persuade, influence, entertain or enlighten. Their message is well structured and clearly defined.” (Koegel, T., 2002)

- Appearance (tidy)
- Language (clear and guiding)
- Content (understandable and precise)



# **OPEN UP : O as in Organized (II)**

## **Exercise (1 Min)**

Each one says one sentence about who they are and their personal motivation to join this programme

**BUT as organized as possible!**





**How did that feel and/or sound?**





# OPEN UP : P as in Passionate (I)



Organized

Passionate

E

N

U

P

→ Take 3 min to discuss with your neighbours what factors/how to make a presentation Passionate

# OPEN UP : P as in Passionate (II)

“Exceptional presenters exude enthusiasm and conviction. If the presenter doesn’t look and sound passionate about his or her topic, why would anyone else be passionate about it? Exceptional presenters speak from the heart and leave no doubt as to where they stand. Their energy is persuasive and contagious.” (Koegel, T., 2002)

Energetic Posture, Voice, Face (😊)

Clear/Strong Values

Why are YOU passionate about something?




# OPEN UP : P as in Passionate (III)



## Exercise (3 min)

Teams of 2: A tries to convince B of a passion A has  
Then switch, B tries to convince of one of their passions



**Would you try that?  
(honestly, not just to do a  
favor)**

**Why? Or Why not?**



# OPEN UP : E as in Engaging (I)

Organized  
Passionate

Engaging

N

U

P

→ Take 3 min to discuss with your neighbours what factors/how to make a presentation Engaging

# OPEN UP : E as in Engaging (II)

“Exceptional presenters do everything in their power to engage each audience member. They build rapport quickly and involve the audience early and often. If you want their respect, you must first connect.” (Koegel, T., 2002)

Involving the Audience (Questions/Personal appeal)

(also in passionate: Storytelling)

Early & Often

What is your connection to the audience



# OPEN UP : E as in Engaging (III)



## Exercise (4 Min)

Same pairs as before, try to convince someone to try out something new

BUT this time, you can ask 3 questions about what they like to do in their freetime throughout your presentation (just try)



# Felt Different?

Why?

Engagement (asking questions) can increase the attention of your audience.

Category	Answer
Average Human Attention Span	<b>8.25 seconds</b>
Average Goldfish Attention Span	<b>9 seconds</b>



# OPEN UP : N as in Natural (I)



Organized  
Passionate  
Engaging  
Natural

U  
P

“The dosage makes the Poison”

--> Honestly, what do you guys think about “Organized, Passionate and Engaging” Presentations? Does it or can it feel natural? Is it Science or Fiction? (3 Min)



# OPEN UP : N as in Natural (II)



“An exceptional presenter’s style is natural. Their delivery has a conversational feel. Natural presenters make it look easy. They appear comfortable with any audience. A presenter who appears natural appears confident.”

Much easier said than done

More about finding YOUR balance of Organization, Passion and Engagement of the audience

Also underlines human innate strength to tell stories



# OPEN UP : N as in Natural (III)



## Exercise

Discuss with your neighbour(s) in which situations you are "naturally" organized, passionate and engaging

Are there commonalities in these situations?

What can be learned from that? Both, about you as a person (no need to share) and about (your relation to) presentations (PLEASE share)?



# OPEN UP : U as in Understand your audience



Organized  
Passionate  
Engaging  
Natural

Understand your audience

P

- How & Why should one aim to understand their audience? (3 Min)
  - In the end THEY should understand what I have to say, right?



# OPEN UP : U as in Understand your audience (II)



Exceptional presenters learn as much as they can about their audience before presenting to them. The more they know about the audience, the easier it will be to connect and engage.

“You only know that you have understood something, if you manage to change it”

In your case:

What is the reason for you giving your talk?

What is the reason for the audience listening/being interested in your talk?

How can you aid them in reaching their goal?



# OPEN UP : P as in Practice (I)



Organized  
Passionate  
Engaging  
Natural

Understand your audience

Practice



**Those who practice improve.  
Those who don't, don't.**





**Id love to give you an  
exercise for practise**



But it would be misleading to say that it ends... The world is your stage, be brave & try!

# Take-home message

If your presentation  
is...

**O**rganized

**P**assionate

**E**ngaging

**N**atural

&

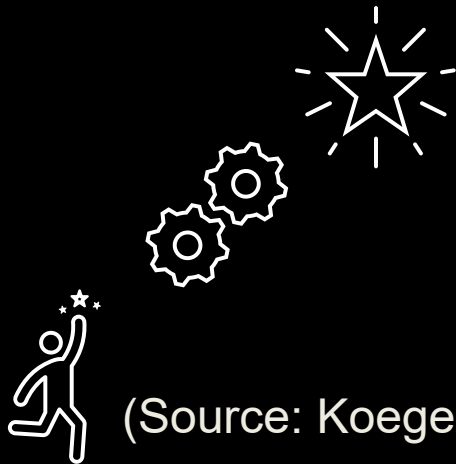
... you have done your best  
to...

**U**nderstand your audience

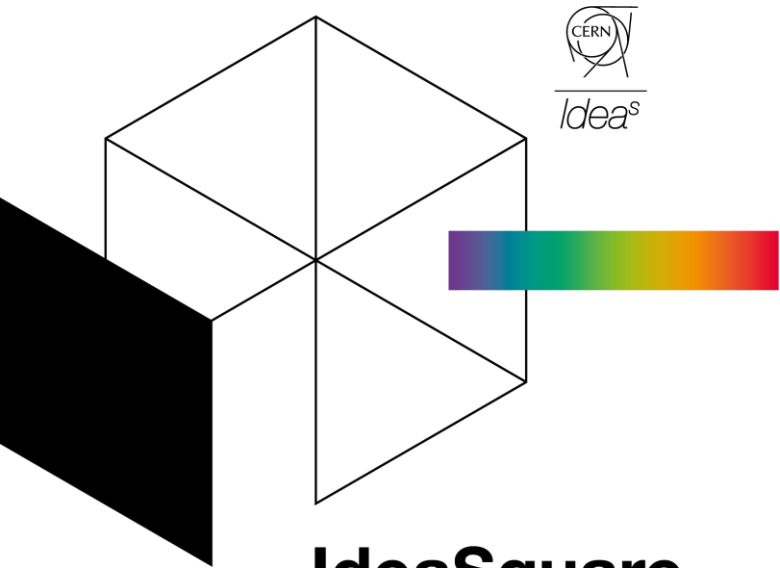
... then you “just” have to....

**P**actice

.... **And you will be exceptional!** 😊



(Source: Koegel, T., 2002 “The Exceptional Presenter”)



**IdeaSquare**  
The innovation space at CERN

**Thank you!**

Follow us on LinkedIn & Twitter