



Winning Presentations by SagePresence

Trainer's Guide

This guide provides trainers with in-depth information about the program, its key concepts, and ideas for organizing and planning a session.



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About Star Thrower Distribution Training Programs



Star Thrower Distribution develops meaningful training programs intended to make an impact and enhance learning at all levels. Our programs teach new ideas, and inspire viewers to take action and embrace change.

Because the fundamental purpose of training is learning, Star Thrower materials are designed to make learning more effective. Our programs help viewers recall the information, understand the topic, and apply the lessons to their lives. Successful training means participants can use what they have learned and take action because of the experience. Through effective storytelling, our programs quickly captivate the viewer and appeal to a wide spectrum of organizations.

Using a Star Thrower Title

Star Thrower programs can be used as independent learning experiences, or as part of bigger initiatives. In both circumstances, the programs help engage the participant and encourage creativity, creating the willingness to change.

Additionally, because the content presented in the program is fundamental and offers simple, solid learning points, viewers can apply what they learn to their own situation.

Star Thrower programs are developed to help the trainer *thrive*. They include a variety of support materials to make teaching easier for the trainer, and learning easier for the viewer. The trainer has multiple options to make the training successful; trainers are encouraged to review the included support materials, determine which sections are relevant to their needs, and consider how the information applies to their organization.

SagePresence: Storytelling for Business



SagePresence is a boutique learning and development firm whose mission is to champion the power of story everywhere human beings present and communicate. Stories don't just make a difference for professionals, they make *the* difference. Stories communicate hopes and dreams, and give purpose and direction in a way that speaks to the heart of humanity. Stories help us imagine a better future and take actions to make it so.

While our company is made up of savvy filmmakers, top-of-the line educators and top-rated coaches, we think of ourselves simply as evangelists of Story. We hope after going through this program you will be a story evangelist too.

Translating our message for businesses hasn't been easy. The larger organizations get, the harder it is to remember that fundamentally, they are made up of human beings. We rely on that fact to help organizations reframe their culture, and to help business developers reframe the customer experience, using story as a design guide.

We are proud to have been asked to coach some of the largest high-stakes competitive sales presentations in our region, totalling almost four billion dollars in client wins. We're excited that the professionals involved in these presentations will tell you that our story design and delivery processes were key contributions to their success.

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About the Support Materials

All of our programs come with support materials designed to help viewers learn by understanding the content, retaining the information, and applying it after the training has concluded.

Materials included with the program:

- Trainer's Guide
- Workbook
- Film Transcript

Trainer's Guide

This training guide provides you with information about the program, and how to facilitate a success learning session. Inside you will find a detailed facilitation plan for different session lengths, and in-depth information about the program's key concepts.

Workbook

Winning Presentations was created to bring story design and delivery techniques from the world of filmmaking to the business world. This workbook takes participants through a step-by-step process to design compelling presentations while elevating their ability to connect meaningfully with audiences, and speak with increased dynamism and effectiveness.

Film Transcript

For your reference, a transcript of the film is included.

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About Winning Presentations

Winning Presentations reminds us of what Neuroscientists have been telling us for years: We humans are hard-wired for story. Story is the single most effective way to communicate, period. This program teaches story structure as it relates to presentations.

Shot DIY-style to help move the learning along, this program follows two business professionals as they attempt to communicate their ideas more effectively to their audiences.

Program Information

Length: 22 minutes

Key Concepts

- The Power of Story
- Design Your Presentation With the Audience in Mind
- How to Choose the Right Main Character
- How to Organize Your Presentation
- The Types of Information Your Audience Needs to Hear
- Six Ways to Deliver Your Message With Dynamism

Support Materials

- Trainer's Guide
- Workbook
- Film Transcript

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Training Session Tips

Before the Session

- Take a few minutes to review the material and decide what components will best fit your audience's current needs.

Session Prep

- Print off relevant materials.
- Make notes on how the content flow will work for your session.
- Set up the room so everyone can clearly see you, the screen, and each other.
- Make sure the group can be easily separated into smaller groups.

During the Session

- Welcome participants as they arrive, and introduce yourself. Invite group members to introduce themselves too. Take a moment to outline the purpose and plan for the session.
- Watch the program portions you chose.
- At the end of the program, ask participants what they found useful about the session.

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Creating a Memorable Experience

Organizations hold learning and development sessions for a number of specific reasons, but typically, the overall goal is to develop a high-performing team. In order for your session to help meet this goal, participants will need to have enough time to actively practice so they can retain the concepts and use them at a later date.

Therefore, it is important to develop a training session that:

- Reviews the lessons
- Applies them to actual participant needs and experiences
- Gives participants an opportunity to talk things through with each other, practice in front of each other, and learn from each other's feedback

Using these three guides in developing a training session will help your organization get the most out of the time you and your participants spend in training. Therefore, we recommend that, whenever possible, you not only show the program, but allow participants time to engage with each section to fully comprehend the contents covered.

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Training Suggestions: Two-Hour Session

- Introduce yourself.
- Discuss the purpose of the gathering and intended goals.
- Introduce the film and the concepts from the authors.

There are three chaptered learning portions of the content. At each chapter break in the program, let participants have a few minutes to fill in the corresponding section of the Workbook, then gather in small groups to share their story at each stage of development. This ensures that participants are getting the feedback they need to design a meaningful message.

Once the group has completed their message design, ask them to practice delivery techniques with each other.

Suggested Activities

- Show the **Design It** section of the program.
- As participants design components of their presentation in their workbook, ask them to share with their group. Have them describe the presentation scenario and the audience that the presentation is for. Then have them share their Open, each component of their Main Body, and their Close with the rest of their group. After each segment, have them check in with their group to see if the main point of that segment was communicated clearly.
- Show the **Arrange It** section of the program.
- Give the group time to add analytical data and statistics (that speak to the head), emotional stories (that speak to the heart), and information about action, progress or stagnation (that speaks to the body). Note that some of these added materials may actually be independent stories in themselves, with their own Main Character, Beginning, Middle and End. It's okay for stories to be nestled inside of the Main Body story to illustrate key points.
- Once each participant has a chance to flesh out their story a bit more in the Arrange It section, encourage them to share their expanded story within their group.
- Show each of the six dynamics in the **Deliver It** section individually.
- Invite a volunteer to deliver a portion of their presentation (perhaps their Open), focusing not on content, but on one specific dynamic
- Remind the room that presenting to peers can be particularly uncomfortable. Encourage their feedback to be exclusively focused on the specific dynamic at hand, and to be constructive.
- Have the room discuss the impact of that specific dynamic from their perspective.

Note: We strongly recommend using panel audiences for rehearsals. Many of our clients tell us that it is one of the most effective tools they use.



Training Suggestions: Half-Day Session

- Introduce yourself.
- Discuss the purpose of the gathering and intended goals.
- Introduce the film and the concepts from the authors.

Suggested Activities

- Show the **Design It** portion of the program
- Give participants time to answer each of the following questions:
 - Who is my Audience?
 - Who is my Main Character?
 - What is the “Not-So-Happy” Beginning situation of my Main Character?
 - What is the Happier Ending of my Main Character?
 - What needs to happen for my Main Character to get from Beginning to End?
- Pair off the participants. Ask each participant to describe their presentation scenario and their audience to their partner, then share the Main Character they chose, and the Main Body they created. Have each participant ask their partner what the main point of the story seems to be. Let the pairs discuss until each story communicates what each participant intends.
- Show the **Arrange It** section of the program.
- Allow participants time to research and find a few data points (that speak to the audience's mind), emotional concepts or stories (that speak to the audience's heart), and identify any actions or activity states (that speak to the audience's body).
- Ask the partners to share their stories augmented with these new data points, emotional components and action items to get an outside opinion of how well they fit in their presentation draft.
- Break the participants into groups of 3-5.
- Show the **Deliver It** section of the program, one dynamic at a time.
- After each dynamic, ask one participant per group to deliver a portion of their presentation to the rest of their group, incorporating this one dynamic (e.g., making eye-contact one sentence at a time, adding Fast and Slow, etc. For the Emotion Dynamic, ask participants to tell one of their emotional stories incorporated in **Arrange It**.)
- Ask the rest of the group to provide constructive feedback about how the presenter demonstrated the dynamic.
- Rotate through the groups and cycle through the dynamics enough times for each participant to practice all six dynamics.
- Congratulate the participants.
- Encourage participants to continue practicing story structure and dynamics in their everyday conversations.



Key Concepts: In-Depth

The Power of Story

Design a Presentation With the Audience in Mind

How to Choose the Right Main Character

How to Organize a Presentation

Types of Information the Audience Needs to Hear

Six Ways to Deliver a Message With Dynamism

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The Power of Story

Neuroscientists have examined how the brain responds to different delivery mechanisms of information, and have determined that **stories** are the most effective mechanism for:

- Engaging interest
- Establishing understanding
- Inspiring retention for longer time periods

Researchers have also proven that logic may inspire understanding, but it is emotion that inspires action. When we tell stories with emotional components, audiences feel what we feel, and are affected by those feelings:

- Generating particular beliefs
- Making decisions
- Taking action

Ultimately, emotional stories help us motivate our audiences in the direction we are looking to take them.

Design a Presentation With the Audience in Mind

This concept reminds participants that their perspective is not the only one, and is rarely the most influential one for audiences. In order for their message to be well-received, participants need to get out of their heads and into the heads of their audience.

Making sure their message is centered around the person or people the audience cares about is lesson number one. And making sure the message leads to a conclusion the audience wants is equally crucial.

Further, a presentation is a powerful communication medium because a presentation is delivered in the same room as the audience. When presenters address audiences directly with a well-designed Open and tell a story that resonates with their concerns and goals, those audiences are engaged throughout the Main Body of the presentation. And by returning to this story at the Close, presenters reconnect with the audience's direct experience.



How to Choose the Right Main Character

Stories are about a Main Character experiencing change. People need to care about the main character for them to listen to a story. If your participants don't tell stories about the people their audience cares about, they will lose their audience.

In the film we saw Donna the Orthodontist start with her patients as her main character, before reconsidering that her presentation might be more about Dental Workers, because she was looking to change the experience of those workers with her presentation. Ultimately, both work as main characters, and she was able to design a presentation with an Open and Close that speak directly about the experience of her audience of Dental Workers, and a Main Body that speaks to the experience of their patients.

Landing the best main character often requires that presenters test out a few story lines to see which one fits their audience best.

How to Organize a Presentation

Story structure is the guide for organizing all of the information in a presentation. Information should only be included if it relates to a Main Character that the audience cares about.

- All the information about that Main Character's problematic or incomplete situation – including how that Main Character feels about that situation – goes into the Not-So-Happy Beginning of the Main Body.
- Everything that needs to happen for that Main Character that will improve the character's situation goes into the Middle.
- And all of the information about that Main Character's target situation – including how that character will *feel* – goes into the Happier Ending.

A presentation consists of a complete story in the Open, a complete story in the Main Body, and a complete story in the Close. These can be different versions of the same story, or two stories that intersect in a meaningful way for the audience.

One Story Told Three Times

The Open is a brief overview story of the Main Body, the Main Body is an expanded and detailed version of the same story, and the Close is a brief review of that same story.

Two Separate Stories

The Open is a brief story describing something changing for someone the audience cares about – like the audiences themselves – over the course of the presentation. The Main Body then tells an expansive story about the main topic at hand. And the Close is a revisit to the Open, essentially demonstrating to the audience that your presentation did what it set it out to do.



The Types of Information an Audience Needs to Hear

This section deals with the types of information that help audiences connect with, receive and understand a message.

These types of information are analytical (head), emotional (heart) and action-oriented (body).

HEAD: Analytical information tends to come through research. This includes facts, figures and statistics, and data related to our topic. No presentation would be complete without this. Analytical data gives our audience the facts and citations they need to believe and buy into, especially in the business world.

HEART: Emotional information is extremely difficult to quantify and measure, but its effect is very easy to experience. Emotional information is found in case examples, illustrations, personal anecdotes, non-fictional or fictional references, and metaphors.

BODY: Action information speaks to progress, momentum, or stagnation. It shows up in content such as:

- "It's like the train just won't leave the station!"
- "We're losing ground."
- "The ball is definitely farther down field."
- "We're almost there!"

Your audience viscerally responds to body information.



Six Ways To Deliver Your Message With Dynamism

Many professionals who face presentation scenarios know that they need to be dynamic to capture and sustain the attention of their audience, but they are held back by not knowing what it means to be dynamic and often, they just don't think of themselves as having any capacity for dynamism.

We argue that anyone can be dynamic because all it means is to change aspects of their delivery as they go.

Speakers can change:

- Who they're making eye-contact with as they speak
- How loudly or softly they're speaking
- How fast or slowly they're speaking
- How they use their hands
- How they move around the room
- The emotions they feel as they speak

This section demonstrates each of these dynamics, and discusses each in terms of how it can be practiced and employed inside of presentations.

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Notes

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