

Persuasive Presentation Skills

September 2021



Creating persuasive verbal presentations

PLAN

Understanding your audience

Defining clear objectives

Persuasive messages, supporting information

Determine time frame – present vs questions

Structuring for clarity and persuasion

Creating supporting visuals

Reading through, and rehearsing

Compelling delivery, answering questions skilfully

PRESENT

Reviewing – wins, changes + Reinforcing messages

REVIEW

Understanding your audience

- Who are the decision makers, key influencers?
- What motivates each of them – business and personal?
- What are their levels of understanding/buy in?
- How do they make decisions? Criteria?
- What attitudes do they have about NZC, idea, you?
- Who's opinion do they respect/trust?
- Who else knows them that you can approach?
- Emotional, political or social factors?
- What are their expectations of the presentation?
- Issues - common ground, potential sticking points, don't discuss?
- Main concerns and risks? How will you overcome these?
- What is each person's communication style? How adapt?

Communication styles – how to recognise

People (Emotional)



Expressive (Peacock)

- fast-paced motions & gestures, high energy
- louder, fast paced voice. Talks a lot – too much
- impulsive, centre of attention, strong opinions
- varied facial expressions, passionate, excited
- playful and fun-loving, humour, optimistic
- least disciplined about time, not detail
- creative, visual, tangential, gut decision making
- ego driven, proud of achievements, super hero
- I want...

Assertive (Tell)



Driver (Eagle)

- dominant, decisive, achiever
- moves quickly, upright posture, leans forward
- task-focused energy, results, bottom line
- rapid voice, little expression, strong eye contact
- intense, forceful, challenges, risk taker
- limited variety of gestures, forward cutting hand
- often prefers working alone or directing others
- interactions tend to be brief, sometimes abrupt
- prefers exec summary, key facts
- I will...

Amiable (Dove)

- people oriented, team player
- avoids conflict and change
- voice - slower pace, softer. Open gestures
- tends to lean backward even when making a point
- invites others to express opinions, collaborative
- remembers personal information about others
- friendly, warm, empathetic, chatty, trusting, loyal
- more flexible about time
- I feel...



Reflective (Ask)

Analytical (Owl)

- slower decision making
- slower paced and quiet voice, smaller and fewer gestures
- talks less, careful in choosing words
- tends to lean back when talking
- little facial expression, appears more serious
- conservative, risk averse
- technical reading, evidence, correct
- detail, process, logical, methodical, follows rules
- I think...



Task (Rational)

Communication styles – how to persuade

People (Emotional)



Expressive (Peacock)

- visual element, story telling, experience
- energetic, fun, fast paced, enthusiastic, eye contact
- allow time for socialising, interact
- involve them very early on
- avoid becoming too dogmatic – even when they are
- recognise their achievements
- testimonials, personal eggs, opinions, experiences
- big picture first, follow up with actions and details

Amiable (Dove)

- be relaxed, moderately paced, comfortable posture
- speak softly, avoid harshness in voice, chatty
- socialise ideas prior, draw out their ideas, reflection
- listen reflectively and non judgmentally, patience
- relate to individual and team benefits, minimise risk
- facilitate decisions without pressure, mutual agreement
- offer personal commitments
- minimise risk, manageable change steps
- critical to follow through to maintain trust



Assertive (Tell)

Driver (Eagle)

- on time, check time limit, get to business quickly
- fast paced, strong eye contact, forward body
- be specific, clear, succinct, logical, set agenda
- focus on results, key facts
- if appropriate, ask directly for a decision
- avoid excessive emotion, formal
- be prepared to answer questions on detail



Reflective (Ask)

Analytical (Owl)

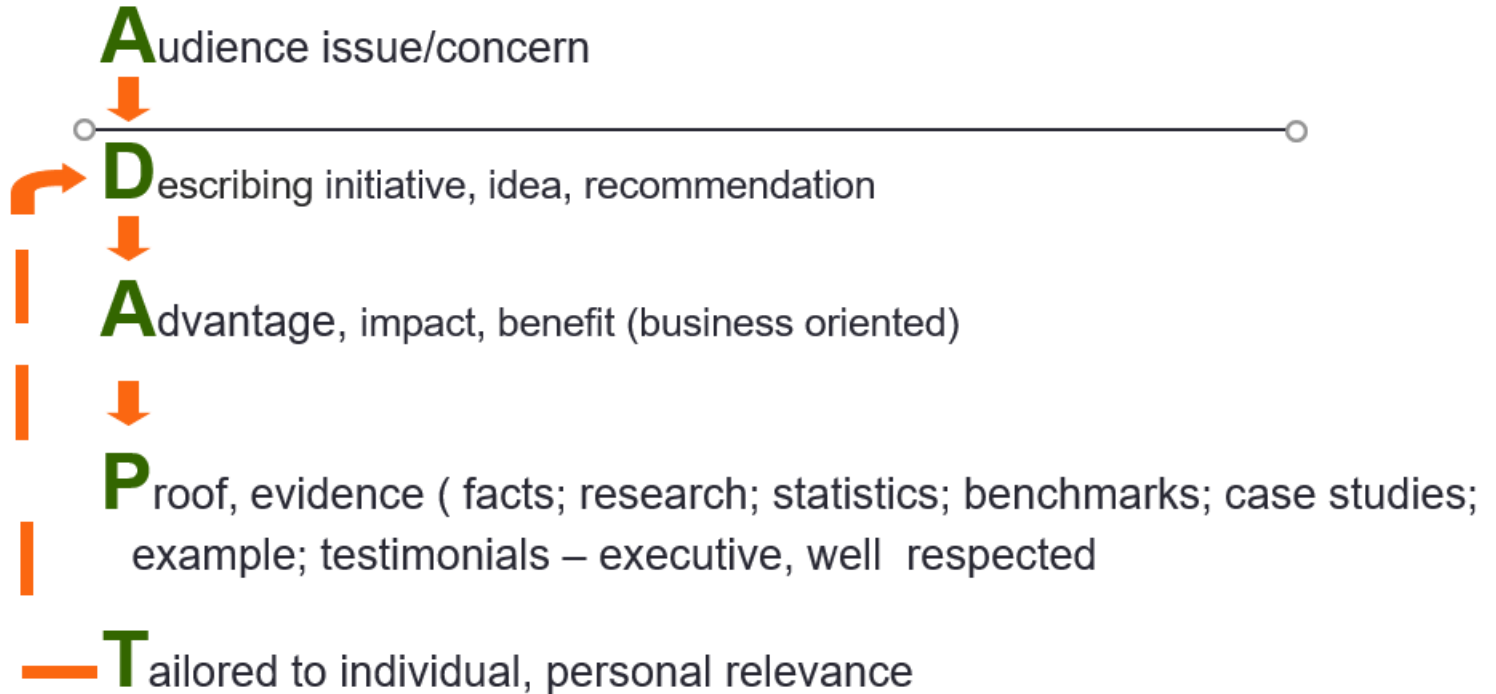
- on time, get to business quickly, set agenda
- moderately paced, avoid loud voice, straight posture
- be prepared, systematic, factual, exact, detailed,
- list pros & cons, prove why your approach is best
- address risk, recommendations at end
- allow them to proceed deliberately, slowly if needed
- if indecisive, encourage them to make a decision
- use appropriate technical terms
- allow time for reflection



Defining clear objectives

- **Think** (rational)
- **Feel** (emotional)
- **Do** (as a result of presentation)
- **Know** (key information)

Developing persuasive messages



Structuring for clarity & persuasion

- **Tell 'em** what you are going to tell 'em
(Prepare the audience to receive the messages)
- **Tell 'em** (Deliver the messages)
- **Tell 'em** what you've told 'em
(Check the audience has understood the messages).



Structuring for clarity & persuasion

Simple presentation structure

- **Purpose** - subject/recommendation
- **Agenda** – signpost the contents
- **Body** – all messages with supporting detail
- **Summary** – repetition of key messages
- **Conclusion** – think (deliver with right ‘feel’), do (next steps).

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Creating supporting visuals

- Typically presenter leads presentation, not visual. Lead into the visual
- Touch, turn, talk – eye contact
- Complex visual aid: introduce, show, set up, focus on key point, relevance
- Six key points per slide, 50% white space
- Variety



B

Creating supporting visuals



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Compelling delivery

Eye contact

Posture

Movement

Gestures

Voice
variation,
pauses

Facial
expressions

Answering questions skilfully

- If question too general, ask audience to be more specific
- Prepare for questions prior
- Answer during the presentation or hold until the end
- Answer using the PAUSE process

Answering questions skilfully

Pause

Acknowledge issue, and signpost your approach

Understand issue in more depth, or bridge straight to solution

Solution – match your solution with their needs/motivators,
apply persuasive process ADAPT

Expectations of audience are met - rationally and emotionally.
Check agreement.

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REVIEW

Reflection



Keep



Stop



Start