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Captivating Communication

Saving you from the worst meeting
of your life.



49%

Of American leaders surveyed identified the ability to engage participants as the most necessary skill for meetings

Why do we do this?

Not This Simple



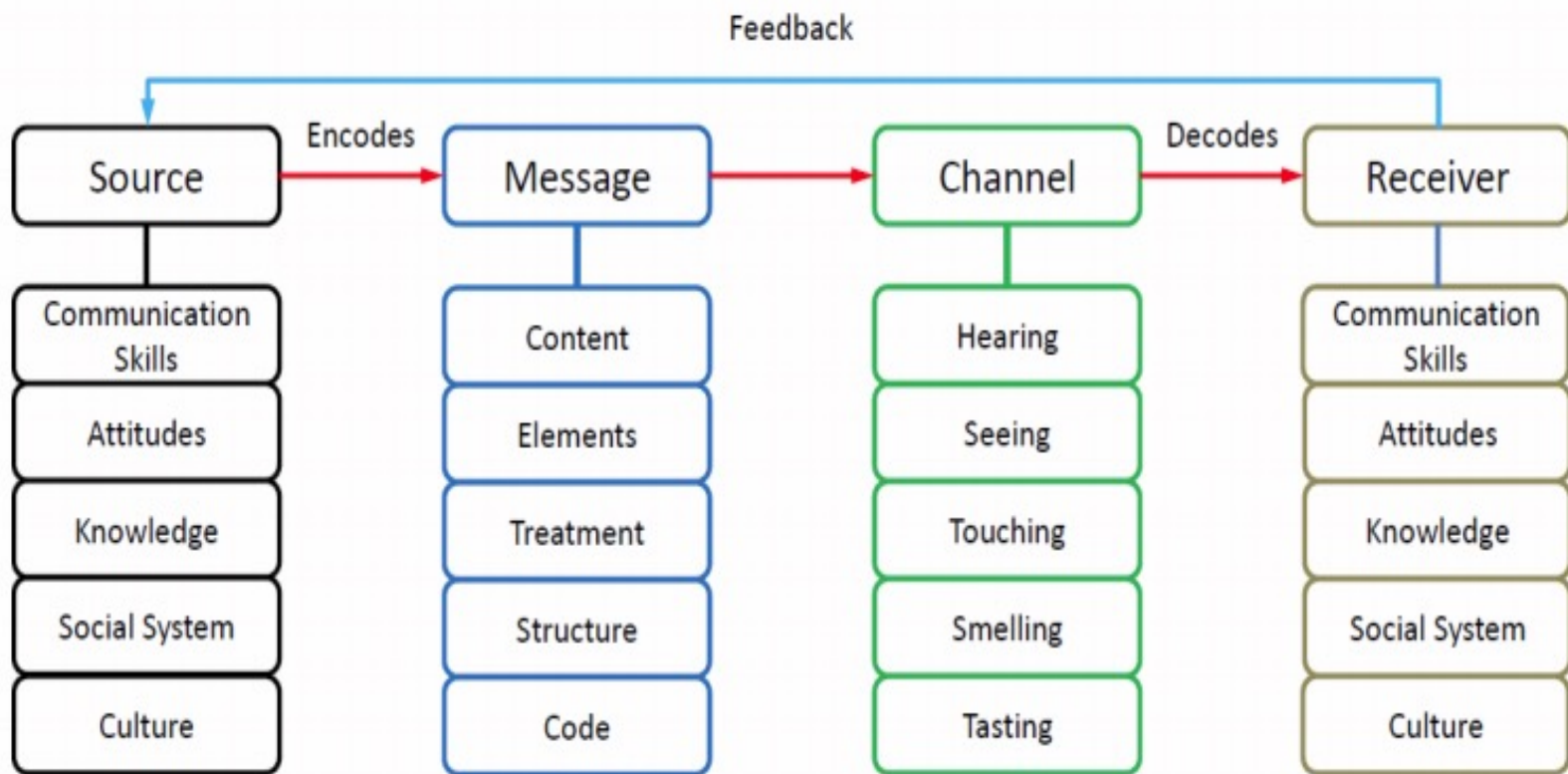


Figure 2. Berlo's SMCR model of communication (2). The feedback loop has been added here.

Goals of Communication

Create Shared Meaning

Express Understanding

Relay Value & Respect

First Impressions Matter

- A. 1-2 Minutes ?
- B. 30 seconds ?
- C. 7-17 seconds ?
- D. Instantaneously?



Dispelling the Myths

1. Good speakers don't get anxious.
2. Naturally great speakers.
3. Winging it works.
4. "Sage on Stage"
5. Data is King!
6. Time - Fill it.
7. Extroverts make better speakers.





What do you hate about presentations?

An iceberg floating in the ocean. The tip of the iceberg, which is above the water line, is jagged and white with some blue shadows. The vast majority of the iceberg is submerged below the water line, appearing as a large, dark blue mass. The horizon line is clearly visible, separating the sky from the sea. The sky is a pale blue with some wispy clouds.

Your Presentation

Your Preparation

5 Steps to Actionable Presentations

Adam Brooks

Begin By Asking:

- Who
 - What
 - When
 - Where
 - Why
-

Who is your Audience

- What's in it for me?
 - Size of Audience
 - What is the shared problem?
 - Captive vs. Voluntary
-

**Begin with the end
in mind.**



Power of Three

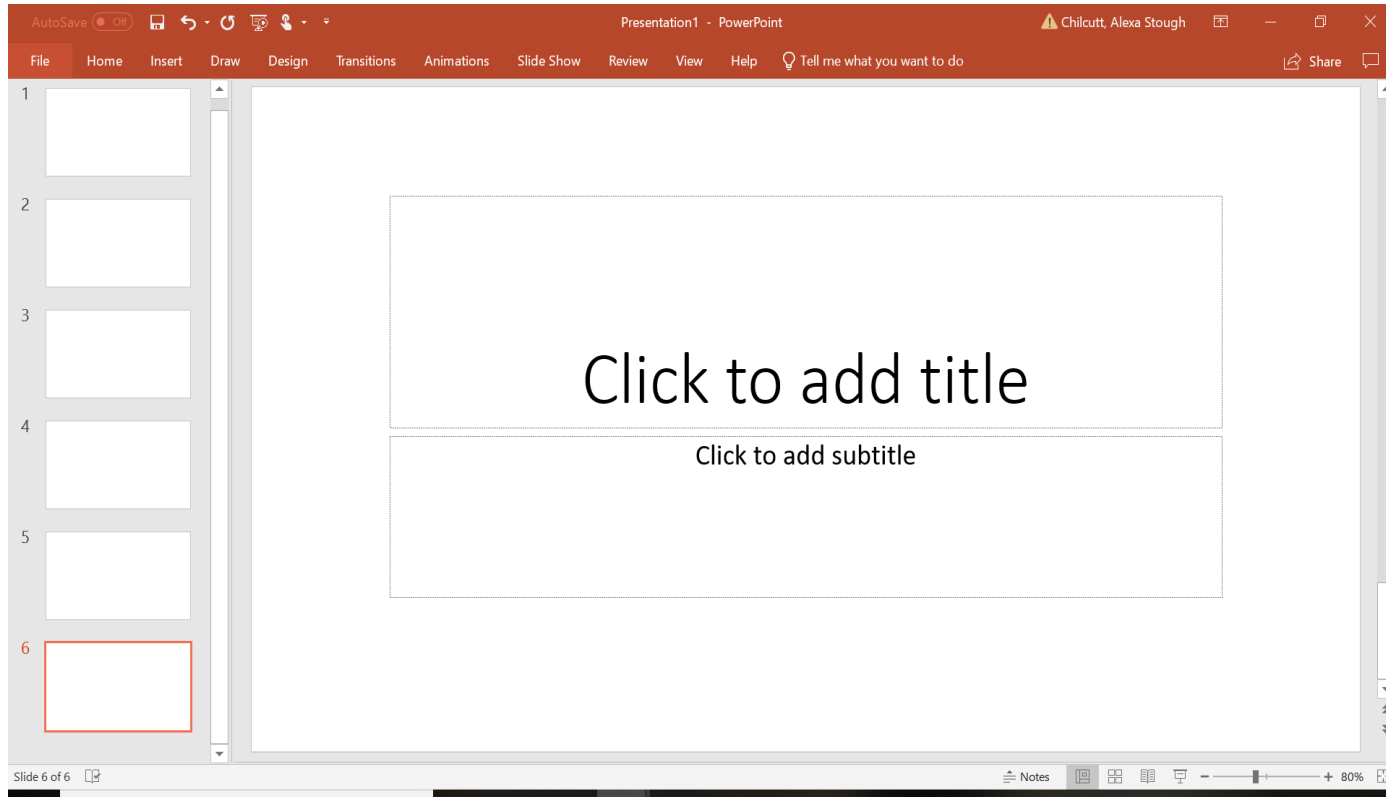
- Body
- 3 Main Points
- Support each and include audience

What

- Opener
- 2-3 Main Ideas
- Chunk your material down
- Transitions

Where/When

- Technology?
- Size of room?
- Arrange someone to facilitate the turn-taking or Q&A
- Example Banks



The quickest way to a bad presentation

**Time is a parameter
not a requirement**

Organization

- Written vs. Oral
- Avoid Jargon
- Use Analogies
- Build Example Banks



Strong Opening

Avoid sharing your screen to start the presentation

- Catch attention
 - Clear Single Point
 - Why listen now?
 - Why you?
 - Preview main ideas
-

Review main ideas

Close the loop

Strong call to action

Strong Closing

Professional Introduction



No PowerPoint Karaoke

Zoom Fatigue

- Mute wars
- Objective awareness
- “New” technology
- Sound of Silence

Visual Aides

Enhance don't upstage

- Construction
- Design
- Preparation



Storyboard your presentation

Title

Image

Pie Chart Showing % of ... Sales



■ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

Design

- Embrace negative space
 - 15 word maximum
 - 60/30/10 rule
 - Billboard your graphics
-

Information about slides as visual aids:

- The purpose of the slide design template is to allow user to bring color, visual text, and images of objects or data into the presentation.
- Templates are pre-formatted, easy to manipulate, and allow for embedding of video, audio, or excel files.
- While slides are valuable as a general tool, they quickly become a crutch for speakers.
- An estimated 30-35 Million presentations are delivered daily using PowerPoint with an average of 40 words per slide.
- *PowerPoint Karaoke* describes presenters who can't begin without the first slide in place or who look as though they are seeing the next slide for the first time.
- Instead, adopt a strategic and creative approach.

35 Million





OUTFRONT PRIME

What is wrong with this?

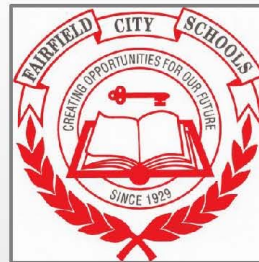
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HOW DIVERSE ARE WE?

Student Group	Enrollment 2018-2019	Enrollment 2019-2020	Enrollment 2020-2021
American Indian or Alaskan Native	12 - .01%	Not calculated -Fewer than 10	Not calculated - Fewer than 10
Asian or pacific Islander	534 - 5.8%	605 – 6.5%	646 – 7.2%
Black, Non-Hispanic	1,887 - 20.5%	1,991 – 21.5%	2,041 – 22.7%
Hispanic	1,136 - 12.3%	1,186 – 12.8%	1,226 – 13.7%
Multiracial	544 - 5.9%	548 – 5.9%	558 – 6.2%
White, Non-Hispanic	5,103 - 55.4%	4,903 – 53.1%	4,501 – 50.1%
Students w/Disabilities	1,383 - 15.0%	1,390 – 15%	1,425 – 15.9%
Economic Disadvantage	3,882 - 42.1%	4,115 – 44.5%	3,752 - 41.8
English Learner	1,120 – 11%	1,058 – 11.8%	1,200 – 12%

Source: Ohio Department of Education Report Card. Data is based on average daily enrollment reported for each of the years listed.

HOW DIVERSE ARE WE? (CONT'D) SERVING OUR STUDENTS WITH SPECIAL NEEDS



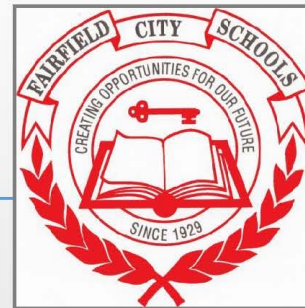
15.9% of our student population includes students with special needs. We provide a number of services and have resources available to best fit their learning needs.

We have:

- ❑ **422** students on a 504 Plan (430 in 2020-21)
- ❑ **1,597** students on Individual Education Plans (1,454 in 2020-21)
 - **117** are preschoolers (98 in 2020-21)
 - **34** are at Butler Tech (40 in 2020-21)
 - **16** are at Sacred Heart (Same in 2020-21)
 - **22** are at the Academy (16 in 2020-21)



DIVERSITY PLAN PILLARS



Pillar I

Recruit, hire and retain teachers, administrators and staff of color

Pillar II

Increase cultural awareness of all students, teachers, administrators and staff of the Fairfield City School District

Pillar III

Increase community engagement and parental involvement

Pillar IV

Increase student engagements and learning opportunities to emphasize the value and importance of the participation of diverse students in all curricular and extracurricular activities

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**Your presentation
should enhance
meaning not
upstage it.**

70 - 96%

is comprised of

Non-Verbal Communication

Non-Verbals

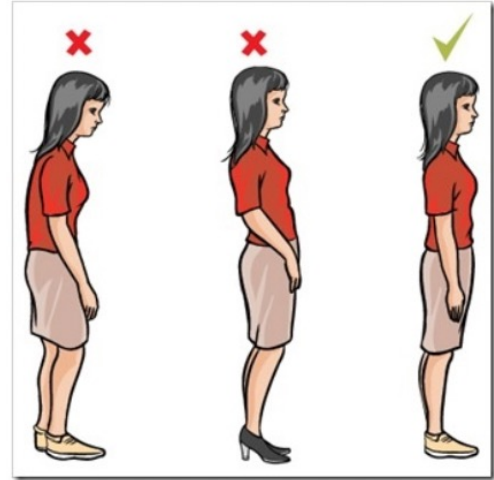
- Inflection
 - Rate
 - Volume
 - Pausing
-

CONNECT WITH



EYE CONTACT

THE POWER STANCE



stand with hips heels and shoulders in
a straight line

Body Language





Handling Anxiety

Three Friendly Faces

Mindset

Don't resist it

**“Our goal is not to eliminate the butterflies
but to get them to fly in formation”**

- Adam Brooks

Thanks!

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Feedback!

Introduction

- Catch attention
- Clear Single Point
- Why listen now?
- Why you?
- Preview main ideas