

THE TALK: 7-STEPS TO A 'KICK-ASS' PRESENTATION:

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1. Preparation:

- a. Contracts: Read to make sure you know what you're getting yourself into.
- b. Audience: Who are you presenting too: CEO's, Managers, Mixed, Industry Association.
- c. Time: How much time do you have? 60 minutes, 90 minutes, 3 hours.... Then you can tailor your talk around the time.
If you have 3 hours- schedule a breakout of about 20 minutes.
- d. # of Attendees: Get clarity on how many people will be attending. Are they paying, not paying, invited guests?
- e. Venue and Seating: Hall, golf club, hotel, office. u-shaped, theatre, boardroom, banquet...
- f. AV: Tell them what you need. Use a mic if possible.
- g. Get as much information as possible so you can prepare and there are no surprises.
- h. Practice giving the TALK to friends, EOSI's.
- i. 1 week prior to talk- check in with host. Tell them your excited. Go over last-minute details: above.

2. Set-up & Equipment:

- a) Arrive no later than: 60-90 minutes before start time for setup:
- b) Equipment: Have back up: HDMI cable (20'), extension cords, projector, dongle, clicker/remote (2), duct tape, masking tape.
- c) Workbooks: Put handouts on table (Ink it- don't think it- write it down).

- d) Presenter Table: Laptop with clicker, water, throat lozenges, ChapStick, copy of workbook with your notes, pens, and markers.
- e) Dress: Same as sessions. It's who you are. Maybe throw on a jacket if it is formal attire.
- f) Laptop/ i-Pad: Ensure everything is working and everyone can see the screen properly.
- g) Sound: Mics/ Wireless Lav's | Handheld | wired- hand-held has better sound.
- h) Lighting: Full bright. Don't dim area by screen or darken the room, they will fall asleep.
- i) Stage and chairs: 3 ft from stage, keep everyone close, have them move up together if large room. If not, energy will be lost.
- j) Sight lines: If you can't see them, they can't see you. Eye contact is important.
- k) Keep it clean: Hide wires, tape down extension cords, or get them out of way.
- l) Traction books: Don't be a cheap ass. Give a copy of Traction to each participant - at the end of the presentation. Not on table when they come in. Books are your business cards. 5 years in, I've never had business cards. People throw out cards - not books ☺

3. Mindset: Get your head in the game.

- a. Remember: You are the Expert. Even if they say they know EOS, they don't!!
- b. Remember: You're helping them - Mindset: Buying vs Selling.
SO, STOP SELLING! Free 90-minute meeting, too much of this going on right now by newer EOSI's. Bit of scarcity mentality not abundance mindset.

Early on, I adopted the following philosophy:

$$P + P + P = P3$$

1. Passion: You gotta love this. Make sure you tell your face!

2. Process: Focus on the Process not the Outcome. Trust the Process.
 3. Persistence: Be patient, but persistent: Not “No”, more “Know”. Help not sell.
- c. P3 Profit: EOSI, client /employee, EOSWW
 - d. Game Time: Let’s Go!
 - e. Breathing Exercises: Spend 5 minutes getting your breathing right and head right. Boxed breathing. 5 sec in-hale, hold for 5, release, hold for 5... repeat ... 3 x.
 - f. Bio: Have copy ready. Keep it short. No more than 1 minute. Walk up music.
 - g. Always use the EOS workbook. Refer to workbook, it is ok to hold a copy with your notes in it.

4. Presentation & Facilitation Tips

- a. Understand How to Facilitate an Effective Presentation.
- b. Understand to keep an audience focused and engaged. (SHOW Learning Slide)
 1. From Auditory to Visual and Kinesthetic.
 2. Not what you say, but how you say it.
 3. Lean into the fear. Step in.
 4. Pause... Silence... Let it soak...
- c. Use the Deck. It will keep you on track.
- d. Flipcharts / White boards are good for small audiences. Large audiences will not be able to see most flipcharts / whiteboards over people’s heads.
- e. Try to keep questions to the end. If not, tangent alert and you can easily get sidetracked and tough to get back on track.

- Get their attention early on...
 1. 136... pause for 5 seconds then explain: Issues...
 2. 75,000... pause for 5 seconds then explain: Thoughts / day.
 3. 190,000 ... pause 5 seconds: Companies using the EOS Tools.
 4. 155,000... Pause 5 seconds: # of full days sessions we've conducted.
- Try and stay stationary as much as possible. This way they can lock in on you and you them.
- Eye contact with every person. Scan around the room.
- SLOW DOWN!! half the speed - but not too slow you where you lull them to sleep.
- Fluctuate your voice.

5. Dialogue not a Monologue (Go Through Deck- high level) -Start Slide Show.

- a. Executives want a Conversation not a Presentation. A Dialogue not a Monologue.
- b. Tell a Story- Sell A Porsche - Tell stories.
 1. Tell them stories about client experiences - before and after.
- c. Ask questions - get them thinking about their business.
 1. Frustrations: *"How many have ever felt these frustrations"?*
- d. Keep them engaged: Keep them thinking about their businesses.

6. Breakout: Get Them Talking

- a. Have a breakout if time permits: 15-20 minutes is good.
- b. #1 Business Goal.

- c. #1 hot issue they are currently struggling with.
- d. Break out in groups of 3. 5 minutes each - IDS their hot issue.
- e. Walk around and listen in on their issue. Offer suggestions.
 - 1. Watch the jump to solve.
 - 2. The stated issue is rarely the real issue.
 - 3. Don't try and boil the ocean overnight - move the chains.
- f. Bring them back with 10 minutes left.
- g. Go around and get their #1 AHA.

7. Stick the Landing: Wrap up and call to action!

- *For those who liked today's presentation and wished your Leadership Team, Boss, Partners, were here... we can help.*
- *As part of our "Help First" Core Value, I'll come out to your next meeting (if you don't have a regular meeting - then you then most definitely need this 😊)*
- *We'll conduct a 90 EOS® Workshop for you and your Leadership team. This way they can experience this material firsthand.*
- *Again, there is not cost or obligation on your part. This is us helping first.*
- *If you and the team see value in pursuing EOS and would like professional help, great - we'll cross that bridge then.*
- *When we're done, they'll gain a tremendous value from our session, and they leave with a few very practical tools they'll be able to use immediately.*
- *If that's of interest to you, please drop me a note or give me a call. My number is on the back of the workbooks.*
- *Lastly, on behalf of our host and myself, we have a small gift as a way of thanking you for attending today. Here is a copy of the Traction book for you.*

Final Slide: Thank host, audience and leave them with a final thought (Slide)

The system you are currently running has been perfectly designed to give you the results you are getting.

If you want better results, then you'll need to get a better system.

Maybe it's time for EOS ☺

- Have host say a few comments and encourage them to take you up on your generous offer.
- Pack up and leave.

Good Luck!!

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