

## **And Now Presenting ... YOU. Make Your Message Matter**

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What is more basic than communications? Public speaking is a core skill – one that is too often a neglected part of a person's education yet one that will help that person succeed, not only in his or her career, but in every aspect of life. Poor public speaking renders a person frustrated, insecure, and ineffective. There are many ways to earn a reputation, but none are as long-lasting as the initial impression one receives from the in-person communication of a speaker, whether one-to-one, in a small group, from a stage, or recorded in front of a camera or microphone. Effective communication is necessary for getting your message heard and appreciated. But in order to be effective, you must speak in a manner your audience will understand and in ways that make the message attractive to them.

This session will consist of two parts. In the first part, attendees will learn how to present their ideas using the PCAN method (present problem, cause, answer, net benefits) of Shell and Moussa (2007) and to tailor the presentation to the five different types of key decision makers as discussed by Miller and Williams (2004): charismatics, skeptics, thinkers, followers, and controllers. Each of these different types of decision makers requires a different tone and different presentation content and using the wrong type of presentation may result in negative outcomes. The second part of the presentation will focus on you, the speaker. You will learn to apply guidelines that allow you to discover your unique and most effective voice. We will also cover opening with excitement, creating captivating content, and closing with power. Use of media and how to handle questions will also be discussed.

### **References:**

Shell GR and Moussa M. *The Art of Woo: Using Strategic Persuasion to Sell Your Ideas*. Portfolio, New York, 2007.

Miller RB and Williams GA. *The 5 Paths to Persuasion: The Art of Selling Your Message*. Warner Business Books, New York, 2004.