Presentation Skills Portfolio II: Messages with Purpose
Monday, November 5, 2012 | 3:30 - 5:30 pm | Halpern Centre, Room 114, SFU Burnaby
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“Be still when you have nothing to say; when genuine passion moves you, say what you’ve got to say, and say it hot.”

D.H. Lawrence

By the end of today’s session participants will have:
- Experimented with a vivid introduction
- Crafted a meaningful message
- Anchored a message in a story containing three integral story techniques
- Created a roadmap for a presentation

A) Introductions: Priming the pump and preparing audience for the interchange
- Setting the tone, quality of interchange, expectations and introducing your authentic self
- Method: Hook, Connect with an anecdote, Improvise shared experience & Ask questions
- Hook ideas: Stimulating quotation, rules to live by, story, or an intriguing question
Exercise: Introduction using one hook—1 minute in pairs (choose from a list/box)

B) The Set-Up
- Prefaced by a promise/learning outcome that serves audiences needs
- Articulate this promise succinctly and memorably (using rhyme or word play)
- Use the word “you” liberally
- Provide a roadmap

C) Anchoring Points (PAAAAS)
- Pointed statistic
- Anecdote
- Activity
- Analogy
- Acronym
- Stimulating question
Exercise: In groups of 3, choose one of the anchoring points listed above to accentuate your topic. The presentation topic for today will be the CUPE/TSSU strike at SFU.

D) Story Basics
- Story is conflict, but effective story escalates conflict
- If you are the hero of your story, tell it through someone else’s eyes
- Start with the message, not with the story!

E) Finish Strong
- Prepare
- Review
- Inspire or call to action

Resources:
### Story Prompts:

<table>
<thead>
<tr>
<th>Story Idea</th>
<th>Example</th>
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<tbody>
<tr>
<td>A time when you learned a valuable lesson and how that lesson guides your</td>
<td>The boy who cried wolf</td>
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<td>behavior now.</td>
<td>Spiderman, “With great power comes great responsibility.”</td>
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<td>A travel experience where you went on an adventure, lost your bearings,</td>
<td>The Wizard of Oz and the take away message, “There’s no place like home.”</td>
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<td>and had to find your way back.</td>
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<td>An experience where you were terribly frightened to do something, but</td>
<td>Billy Elliot</td>
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<tr>
<td>through preparation or process, you were able to overcome that fear and</td>
<td>Field of Dreams, “If you build it, they will come.”</td>
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<td>perform to the best of your ability.</td>
<td></td>
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<tr>
<td>A moment when someone you love had greater appreciation for your abilities</td>
<td></td>
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<tr>
<td>than you did and how this affected you.</td>
<td></td>
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<tr>
<td>An instance when you were unjustly punished or mocked for something that</td>
<td>Shylock in Shakespeare’s</td>
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<td>you did not do.</td>
<td>The Merchant of Venice</td>
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<td>A confrontation when you had to stand up to someone who was “bigger” or</td>
<td>David and Goliath</td>
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<td>held more power or authority.</td>
<td>Jack and the Beanstalk</td>
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<td>A moment in which someone’s words caused you great shame.</td>
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<tr>
<td>A time when you felt like an outsider until you did something brave and</td>
<td>Star Wars, the television show Glee</td>
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<td>admirable and gained someone’s respect, thus experiencing a sense of</td>
<td></td>
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<tr>
<td>belonging.</td>
<td></td>
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<td>A discovery that actions truly do speak louder than words.</td>
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### My story example:

- Hero & Mentor: Me & my father
- Challenge to overcome (get hero up a tree): Choice of profession, guidance councilor
- Added challenge (light the tree on fire): Embarrassing performance
- Hero solves problem (get the hero down): Did it again to rave reviews
- Lesson learned: Without getting your hands dirty, nothing will grow. Every plant needs rain and sun—every dream needs a steady mentor. For you (audience): you must continue to practice, be brave, and find those constant stars who will nurture you.
Choosing a story:

Exploring the following questions may help you in choosing and crafting your story:

What challenge are you having or what questions can you image your learner/audience is contemplating?

________________________________________________________________________________________

________________________________________________________________________________________

What core message would you like to leave them with?

________________________________________________________________________________________

________________________________________________________________________________________

What story could you use to introduce, illustrate or ignite interest in an integral part of your material?

________________________________________________________________________________________

________________________________________________________________________________________

Elements to include in crafting your story (see example on previous page):

Hero & Mentor: ____________________________________________________

Challenge to overcome (get hero up a tree):

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Added challenge (light the tree on fire):

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Hero solves problem (get the hero down):

________________________________________________________________________________________

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________________________________________________________________________________________

Lesson learned:

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________