

# HOW <sup>TO</sup> WOW

**Emma Ewing**

Present with Impact – From Zoom  
to Room





# Session structure

Making an impact



Setting up for success



The monster of not knowing the answer





# Making an impact



*Razvalili ste!  
Zakucali ste!*

**How do you define a  
successful meeting or  
presentation for YOU?**



# How you define your success

**I asked intelligent questions**

**We won the pitch!**

**The clients listened to our ideas**

**Everyone on our team spoke up**





# Successful results? Successful behaviours!







**Decide: are you a host or a guest?**

**Don't be a passenger!**



**What gets in your way?**







1. Divide your obstacles (threats) into: internal/external
2. Create an 'if /then' rule
3. Relax!

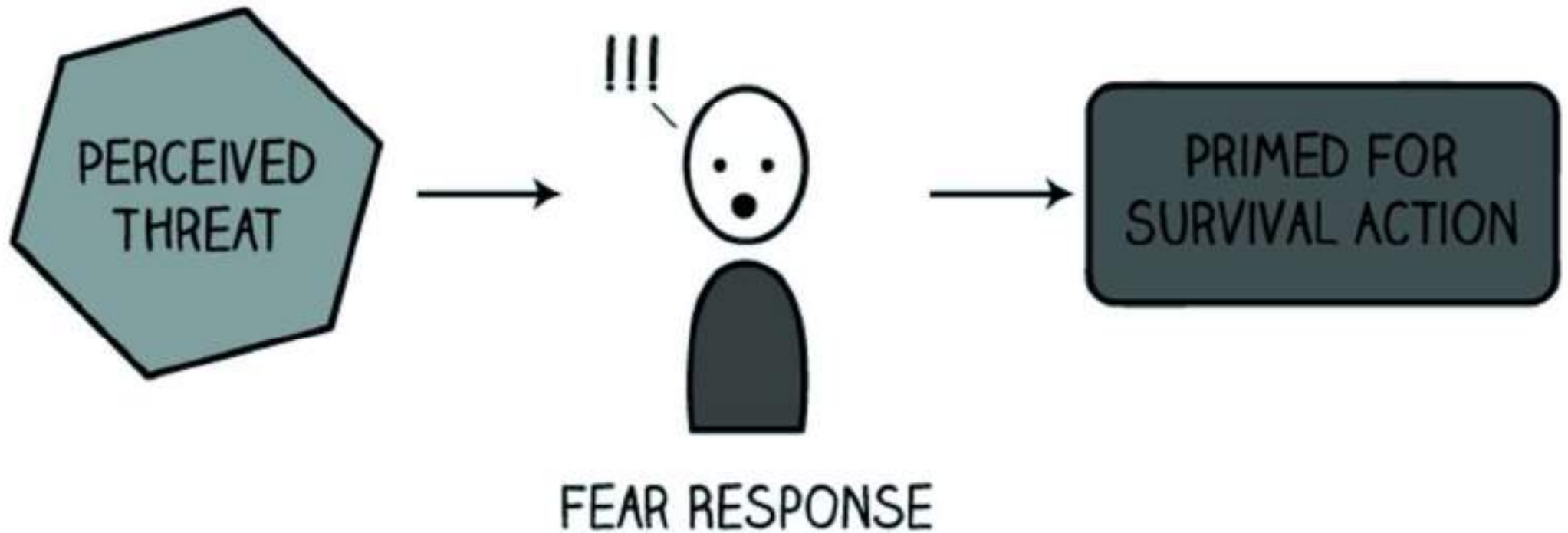
# YOUR BRAIN

CURRENTLY  
SABOTAGING YOU





# THE FEAR RESPONSE PRIMES YOUR BODY FOR ACTION TO AVOID THREATS





# Get your brain on your side!

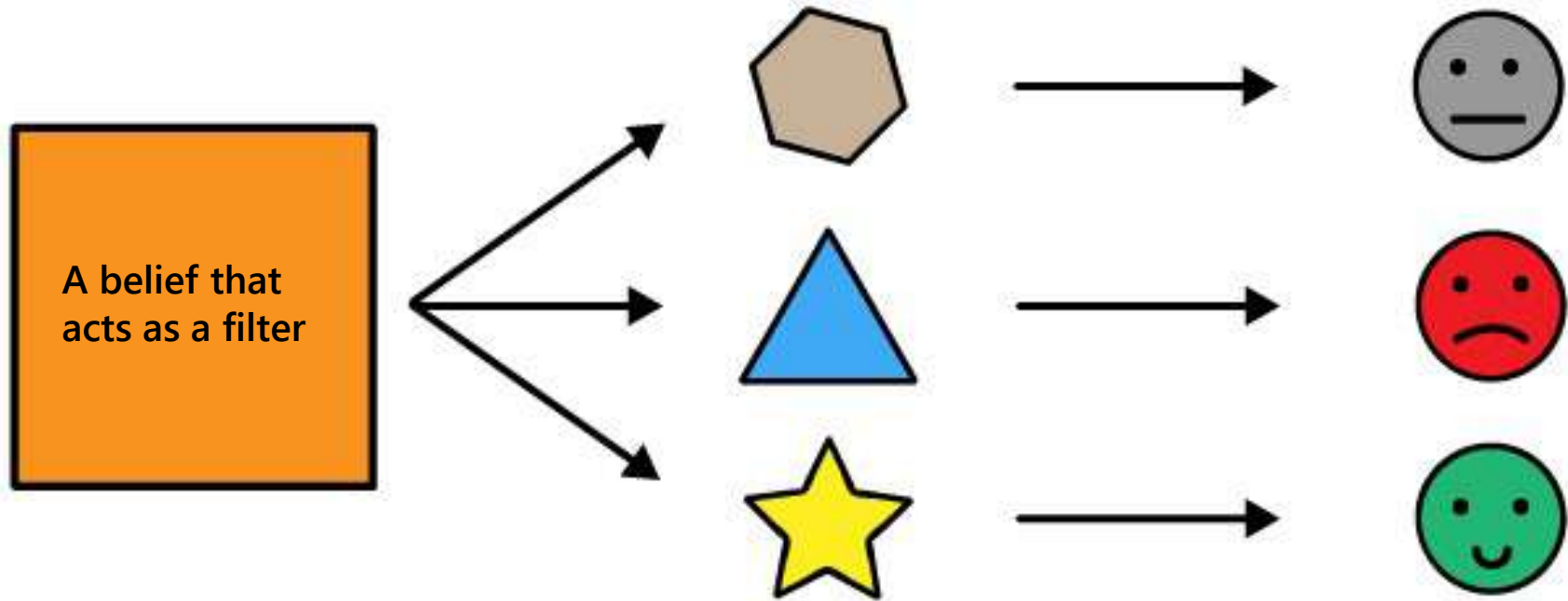


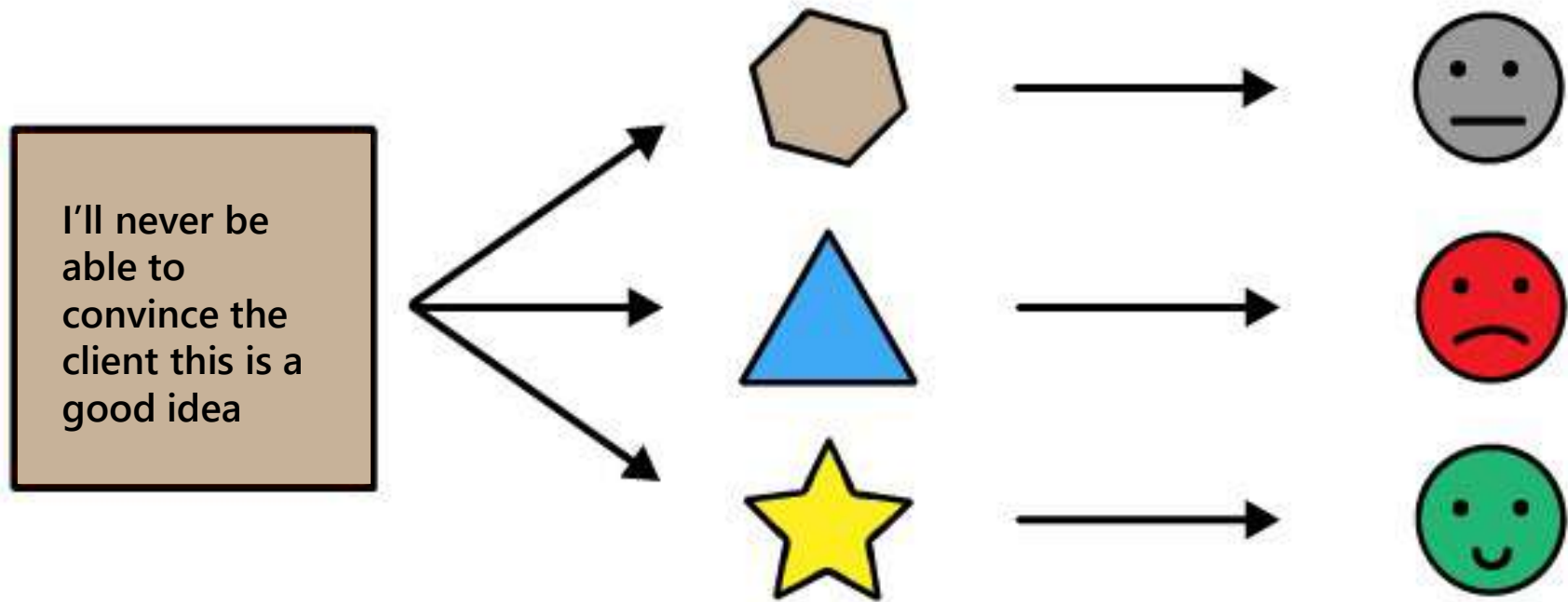
1. Decide (in advance) to speak up

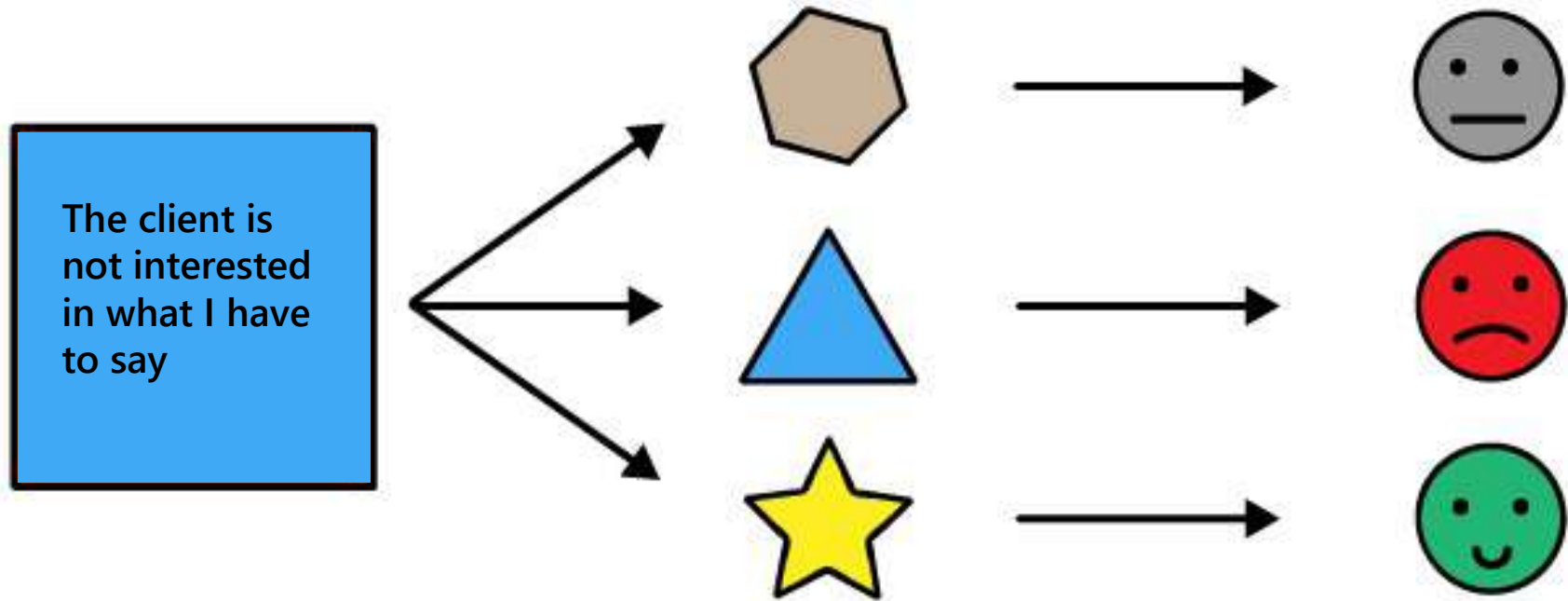
2. Set a goal to speak early

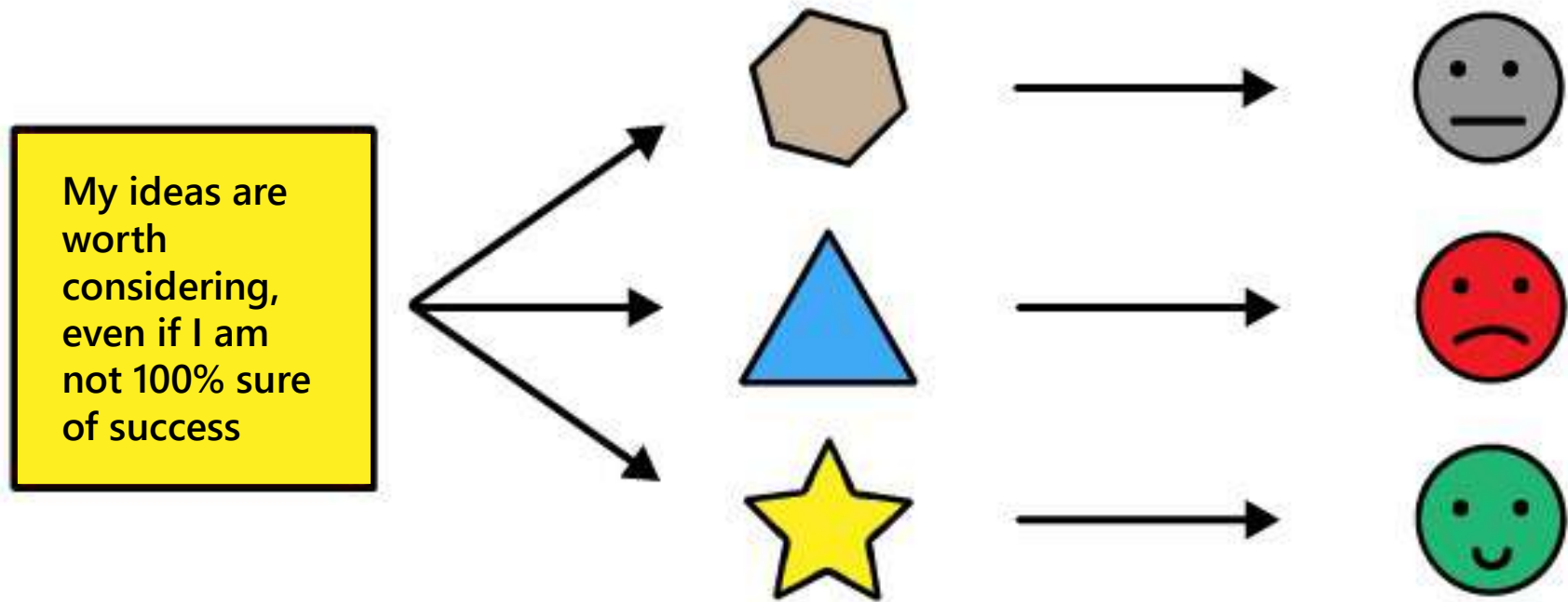
Direct your filters















**Prime your brain**



**Choose your sunglasses**

**Prime your brain**

**LEAVE YOUR  
BAGGAGE  
AT THE DOOR**







# Face-to-face vs Online



## Body language: prey or predator?



Gazelle



Young lion



Dominant lion





**Lean in!**

**What do you think are the reasons for this?**





**Body  
language  
to support  
your voice**

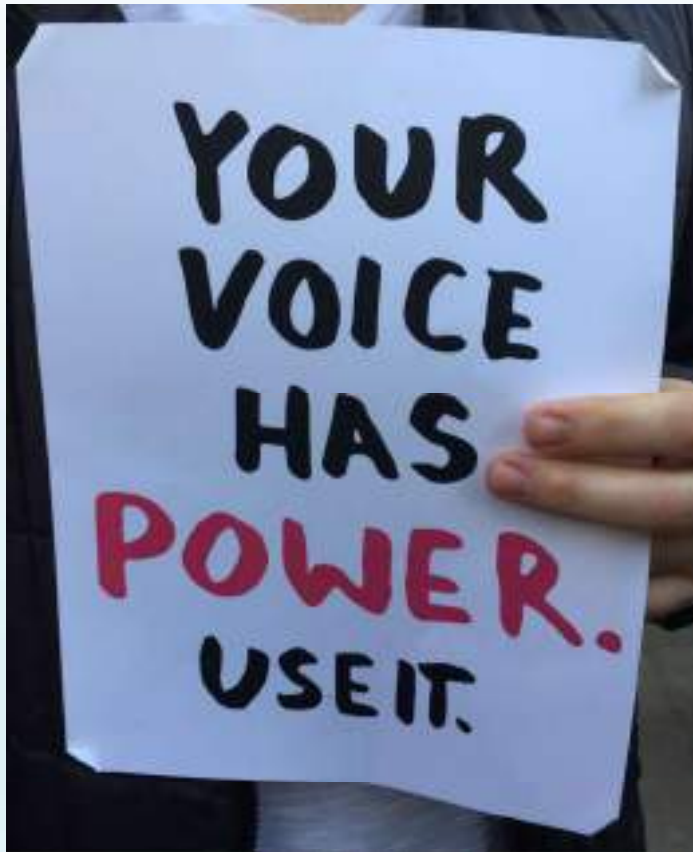






**Practise for a richer speaking  
voice**

Move away from your vocal comfort range

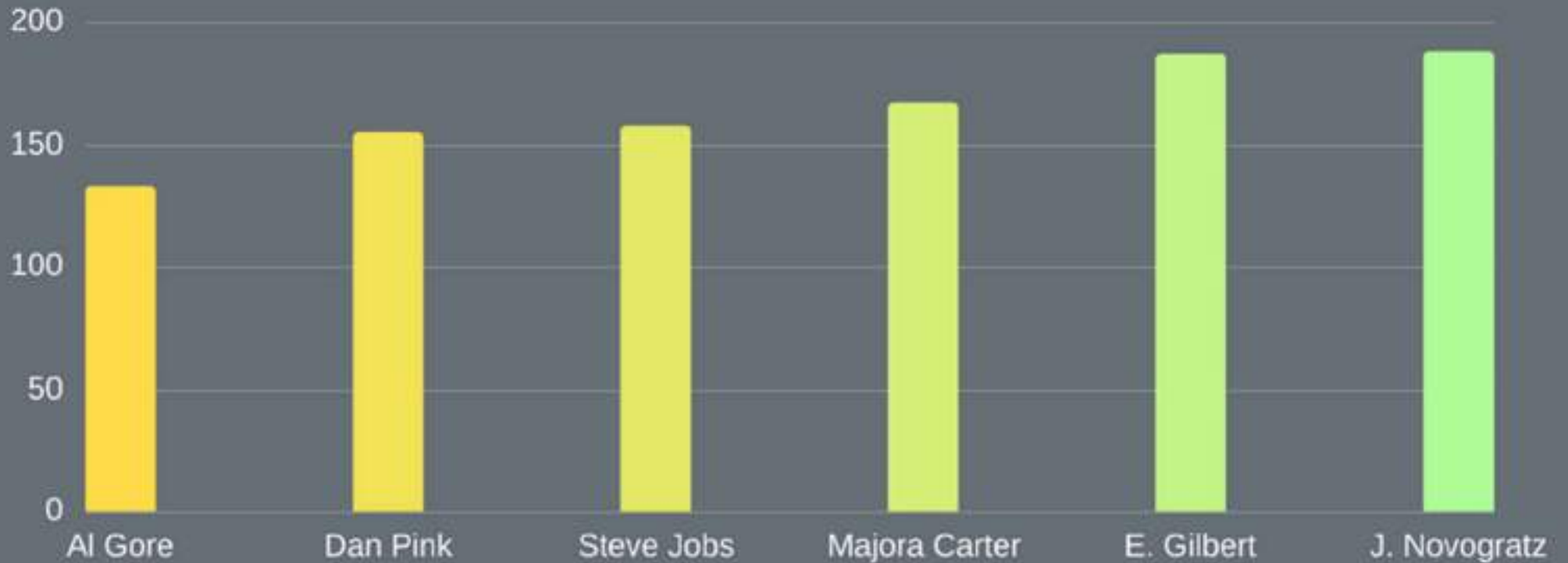


**How many words per minute is 'normal' conversation speed?**





## WPMs from popular TED Talks



**Watch your overall speed**

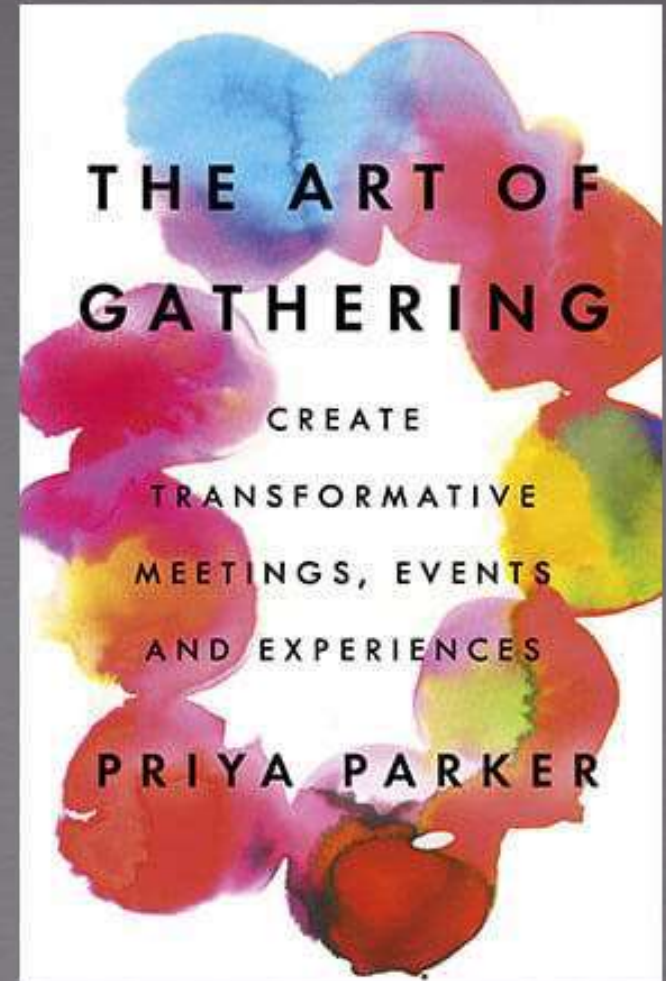


BE  
PREPARED





**“90% of what makes a gathering successful is put in place beforehand”**







**What type of meeting/presentation do you put most effort into preparing for?**

**The 'high stakes' ones – important people, important results?**

**Or**

**The standard ones you have every day?**

Tip: make significant gains by focusing on your 'easy' meetings where your skills/confidence are already high





# **Readiness checklist - WHAT**

- 1. Audience**
- 2. Objectives**
- 3. State**



# 1. Audience

Who will be there?

How do they make us feel?

How do they feel about us/the meeting?



## **2. Objectives**

What outcomes do we want?

What outcomes do they want?



### **3. State**

How do we want to feel? How do we want them to feel?





# **Readiness checklist - WHAT**

- 1. Audience**
- 2. Objectives**
- 3. State**



**“I don’t know”  
is an attitude**





- 1. Here's what I know...**
- 2. Here's what I don't know...**
- 3. Here's how I'll get the answer...**



**“Exactly how much entirely negative local commentary on this project have we seen on social media since October?”**

**Here’s what I know:** “I do know that the most oppositional group is still voicing its concerns online despite us seeing an increase in supportive comments more generally.”

**Here’s what I don’t know:** “However, I don’t know the exact proportion of negative comments in the detail you need.”

**Here’s how I’ll get the answer:** “So, let me go back to the social media team, double check the numbers and get back to you. When do you need this by?”





# Own your uncertainty

I'll be honest, I hadn't considered that (yet)

My mind's gone completely blank! Can I come back to you afterwards?

I'd prefer to give that some more consideration

Let me talk you through my thinking

I don't have a complete answer right now but here are some initial thoughts

Let me take a moment to think about that

I'm going to need to find out more about xxxx before I can answer that



## Which number will you pick?

1. Define your success
2. Choose your behaviours in advance
3. Decide your role: host or guest
4. Identify your obstacles and make if/then plan
5. Social threat is painful – get your brain on side
6. Direct your filters (sunglasses!)
7. Leave your baggage at the door
8. 20% more energy for online (eek!)
9. Don't be prey
10. Lean in
11. Belly breathe
12. Play with your voice to develop it
13. Watch your speed
14. Prepare differently: audience, objectives, state
15. I don't know formula
16. Phrases for confident uncertainty



## Taking action

What will you try?

What questions do you have?

Thank you and good luck!

Emma Ewing

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