

FOREWORD

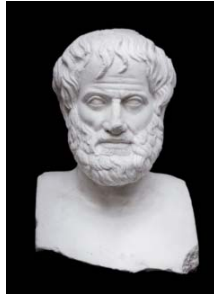
Corporate presentations have degenerated into multi-media productions. A software package for creating the appropriate slides gives a name to the whole thing: PowerPoint. Pictures and letters dominate the scene with lists in small print behind big dots – the so-called bullet points. Some presenters hide behind their laptops which they now place on the lectern instead of their scripts. Due to the number of dreadful, ineffective presentations PowerPoint has become a synonym for “a bad presentation” as it is simply “accompanied reading”.

The aim of this book is to help you to develop brilliant, rhetorically sophisticated presentations focusing on the power of language and to package these in a convincing, captivating story supported by the emotions of a picture. The result is often astonishing – rhetorical sharpness, a memorable message, a high level of emotion, surprising insights and convincing succinctness.

Reinhard F. Leiter

CORE MESSAGE

“Quality is not an act, it is an attitude!”



Aristotle

The most engaging presentations are:

emotional

They touch my heart!

narrative

They use stories to convey something new!

memorable

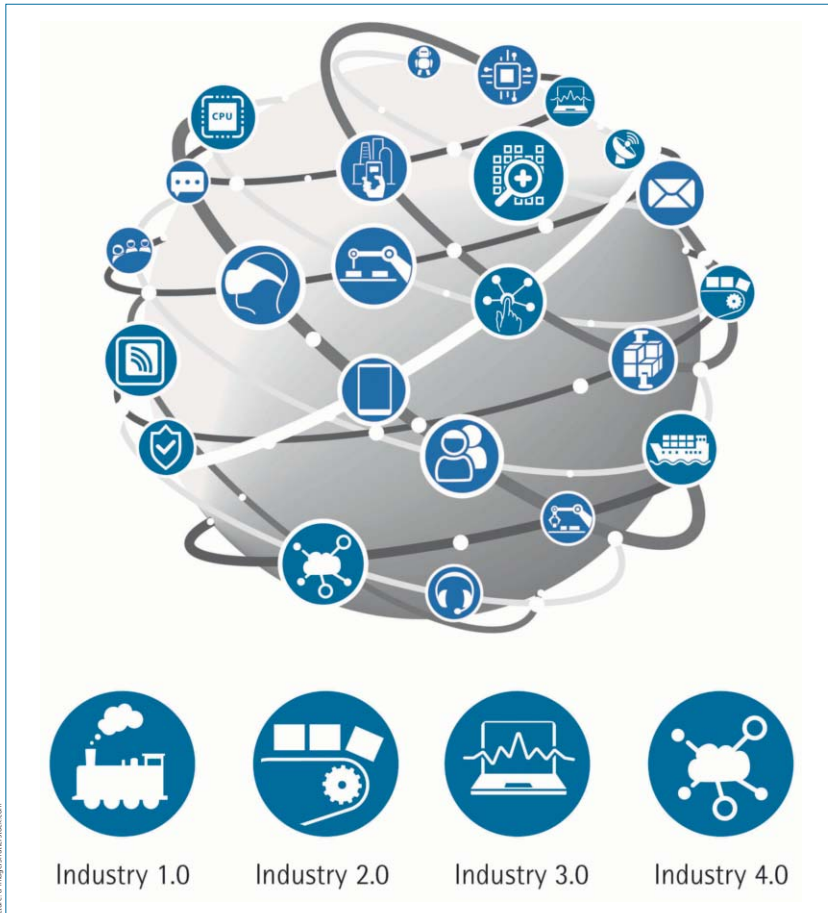
They present content I will never forget! They make it stick!

**And they are presented with passion!
Passion will help you to best express your talent!**

A

THE CHALLENGE, THE PROBLEM, THE SOLUTION, THE BENEFITS

A.1 The Challenge



Picture: a-magde/istockphoto.com

Industry 4.0 and the internet of things are the greatest challenge for the world. At the World Economic Forum in Davos in January 2016 reference was made to “the fourth industrial revolution”. This revolution involves all business sectors and will lead to all companies – without exception – becoming digitalised, and in four or five years some 50 to 200 billion devices from fridges to smartphones and from cars to machines will be connected to the internet. In addition, there will be major advances in the fields of nanotechnology, biotechnology, sensor technology and automation as well as 3D printing.

Those who ignore the momentum of the 4th industrial revolution are jeopardising the future of their companies.

It is clear that those who ignore the momentum of the 4th industrial revolution are jeopardising the future of their companies because new competitors are forcing their way into the market: initially perhaps into niche areas, but later into more and more areas. Americans call this process which destroys whole business models “disruption”; the Austrian economist Joseph Schumpeter once coined the term “creative destruction”.

However, it is not digitalisation itself which is decisive, but customer orientation. The key is to apply technology to create a better solution for the customer.

“The key is to apply technology to create a better solution for the customer.”
Oliver Bäte



Picture: Allianz SE, Group Communications

Thus, in these times of permanent digital communication what matters is something completely different – personal contact. The need for advice, e.g. in the case of complex products such as retirement provision, will increase rather than decrease.

Conclusion: Technology won’t prevent people from communicating with one another. Not only do we have to create the infrastructure for digitalisation which requires traditional organisational structures to change, but we also have to equip people to be part of the “biggest transformation process ever”. This means focusing on people, not machines!

As mentioned above, we are going through the biggest transformation process ever. Successful transformation needs communication, communication ... Only through communication can we bring employees into the digital age. Furthermore, organisations have to find new methods of training their employees in accordance with requirements, allowing them to operate across borders and functional divides to exchange knowledge and thereby developing the workforce on-site and just in time.

This all requires communication.

Economies, companies and also unions who fail to recognise this and do not adapt accordingly will get into deep water.

Learning 2.0 will no longer take place in the classroom, but in the workplace. We have to increasingly share knowledge in the workplace. We have the opportunity to work more flexibly and remotely. In addition, we have to cooperate more than before and can utilise our skills much better in cross-functional teams. We already have to share knowledge and will have to do this even more in the future, thereby also making processes within companies more democratic.

“We learn from each other and from the best in the company!”

And once again: Efficient communication is the key success factor in a worldwide transformation.

Conclusion: Not only those companies who are quick will beat the big ones, but those companies who learn the quickest will be the leading players. There is also a big threat today from competitors who, until recently, did not even exist!

The Learning Organisation is now reality! As Socrates once said: “Work is learning and learning is work.”



Economies of skills: “We learn from each other and from the best in the company.”
Reinhard F. Leiter

A.2 The Problem



The 4th industrial revolution calls for an unholy alliance – this combination of the pressure to change together with increasing speed and complexity has consequences. We are all aware of how the pace is quickening.

The dynamics of competition determine business life; minimal response times are one of the key

success factors today. The changes needed to adapt strategy and organisation to the speed of competition are both challenging and overwhelming for employees and management. The accelerating pace of change is aggravated by the increase in complexity for employees and management. The combination of complexity and continuous change in companies is what makes the subject so difficult.

The triggers of this onward rush are the dramatic digital developments, global deregulatory pressure and the dynamics of the capital markets with the low interest policy.

The fast pace of change therefore requires permanent flexibility within the organisation and an even greater willingness among the employees to adapt.

Consequently, management has to search for approaches to allow it to steer this unholy alliance.

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Many of the traditional management approaches focus on “tangible assets”.

This means the organisational performance chain, i.e. everything within a company's structure which is countable, measurable and trackable, such as processes, cost and evaluation systems, operational structures, KPIs etc.

These “tangible assets” contribute to a company's success, but they are not the only factors critical to success. “Intangible assets” are of equal importance for a company's success. This is reflected in the people, in their attitudes, their values, their need for empathy and respect, and their need to establish the sense of their own contribution to business life and, last but not least, in how people communicate with one another. The “new language of leadership” is of great importance in this context.

A company's management must consciously – and more importantly – consistently address these issues. This involves questions about sense, value, attitude, identity, responsibility and, finally, means focusing on the learning culture, communication culture, debate culture and leadership within the company.

But, in most companies, there is no understanding for the importance of these “intangible assets” and, moreover, there is a lack of systematic methodology for diagnosing “intangible assets”, let alone developing them.

Unfortunately in Europe – with the exception of the UK – there is no tradition whatsoever of good, audience-friendly presentations. In most companies and even universities the subject of communication/presentation is neglected. Indeed, too little – or even no – attention is given to the latest findings in the fields of neurobiology, communication science, humanistic psychology (Gestalt-Therapy, bioenergetic analysis), theatre/drama and movement/rhythm.

Inappropriate use of PowerPoint is nothing more than “accompanied reading”.

Most presentations are merely documentation. 95% of all presentations are done using a beamer and PowerPoint. Whilst some people consider this to be professional, it ruins the impact for the audience. PowerPoint generates sheer boredom as it is nothing more than “accompanied reading”. Instead of listening attentively, the audience simply switch off.

That is why many meetings and conferences are a waste of time!!!!

A.3 Presentation Excellence is pivotal to the solution

The medium of choice in business is communication. A poor presentation can kill a deal. A powerful one can make it soar. Everyone communicates every day! You do, I do! Every time we do, we can fail or we can succeed.

Successful communication creates the feeling of being part of a story and of a vibrant community that opens up new ideas and horizons for itself.

This perspective is becoming more and more prevalent in business. Managers no longer interact authoritatively with their employees from the top down, but rather as equals. Their communication is fresh, inviting, motivating and challenging in a positive way.

This understanding of communication forms the basis of **Presentation Excellence**: Communication cannot be a one-way street – even when presenting.

Presentation Excellence is the structured path from simply conveying information to delivering an excellent presentation. Excellent presentations will not only be easily understood and remembered, but they will also involve the audience. This way the audience's thinking will be permanently changed.

Presentation Excellence is an empirically well-founded, interactive live coaching programme.

As a participant, you experience what it means to prepare and give an excellent presentation. The focus of the coaching is not on rhetorical or PowerPoint exercises. It is more about your experience, your business story, your individual presence and your impact. Accordingly, each participant follows their own learning path.

The basis of **Presentation Excellence** is formed by the four columns: story, drama, person and media. Within the framework of these four columns you learn:

- how the narrative power of a story and drama change the impact of your presentation
- how conscious breathing and a secure stance (grounding) positively influence your physical feeling and your own sense of self.
- how specific selection of media and careful use of media facilitate presentation
- how to prepare and give presentations so that you enthuse and move your audience.

Not what you give them is important, but what they take away. Make it stick!

You never get a second chance to make a first impression!