

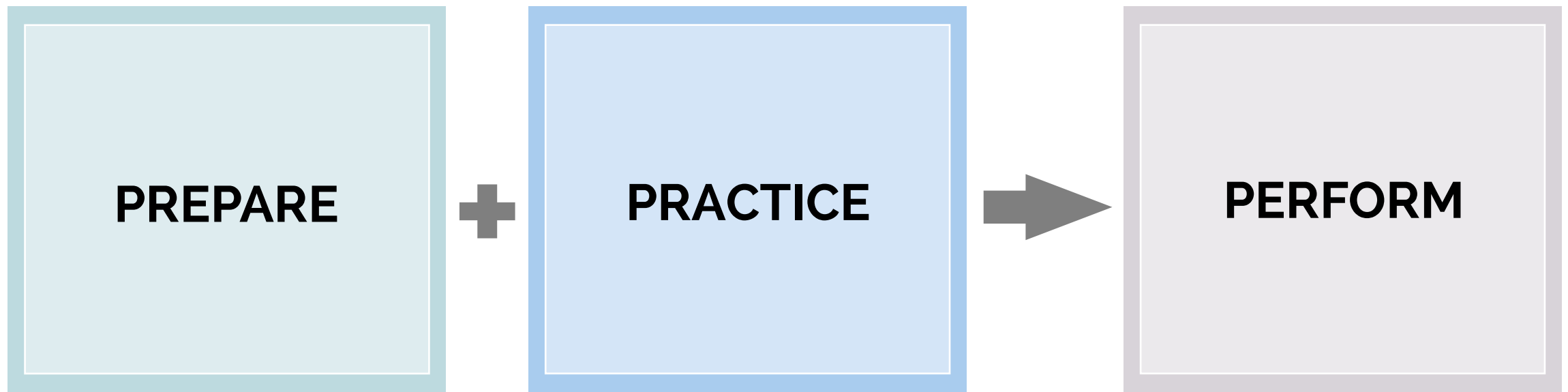
Google APAC

Refining Communication in 3 Presentations and 4 Cohort Masterclasses



AUDUN COACHING
Vincent Metallo

3 STEPS OF EFFECTIVE COMMUNICATION



How to Command the Room with any audience.

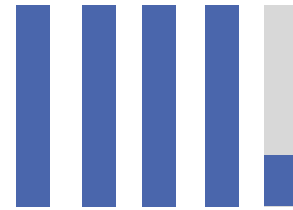
PRESENTATION 1

Designing & Articulating
Your Narrative for Conversation
and Presentation

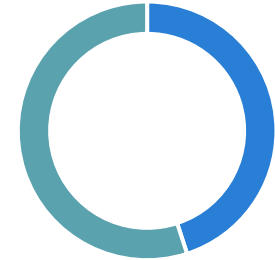
DID YOU KNOW?



Most people tune out of a presentation after **10 minutes**.



Over **4 in 5** business professionals shifted their focus away from the speaker in a recent meeting.



55% of people say a great story is primarily what holds their focus.

WHY IT MATTERS

Your communication should guide and **amplify** your most essential points every time.

Designing the best possible framework:

1:1 meetings

team meetings

presentations



How much time will you spend building the content for a team meeting, presentation, or pitch?

"The amount of time required to develop a presentation is directly proportional to how high the stakes are."

1. PREPARATION

“Building the foundation with our audience.”



KNOWING YOUR TARGET AUDIENCE

“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.”

Nelson
Mandela

4 COMPONENTS OF PREPARATION:

ESSENTIAL QUESTIONS

1

Participation:

Who's in the audience?

What do they know?

How will we collaborate for best results?

3

Information:

What's the core message?

Is it supported by the right data?

Key takeaways?

2

Expectation:

Are you aware of their needs?

How will they listen, engage and act?

Why does it matter?

4

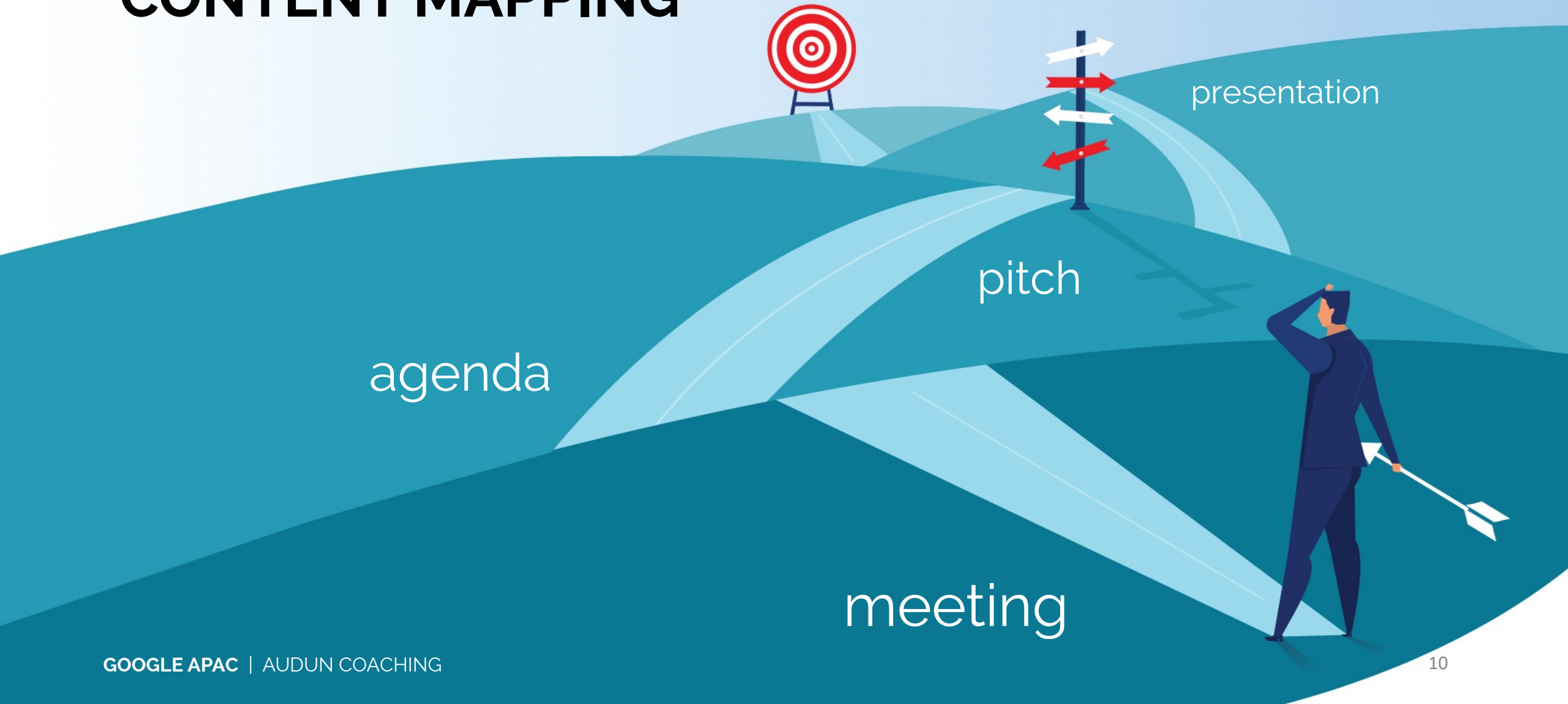
Inspiration:

Stated a specific call to action?

Is that "ask" clearly conveyed and

repeated in the conversation?

CONTENT MAPPING



STORY MAPPING

SETTING

Where:

When:

PARTICIPANTS

Who is your audience?

Who are the added guests attending?

What do they specifically need to know?

OBJECTIVES/PROBLEMS

What is the purpose/objective of the meeting?

Why does it matter?

Primary:

1.

2.

3.

Secondary:

1.

2.

3.

STORY MAPPING continued

EXAMPLES

Provide examples that further explain and support your purpose and objective.

- 1.
- 2.
- 3.

SOLUTIONS

Provide the best solutions that will answer the objective/purpose stated above.

- 1.
- 2.
- 3.

CONCLUSION

Reiterate solutions for your objective.

- 1.
- 2.
- 3.

Provide closure and takeaways from this meeting. What's the call to action?

SET YOURSELF UP FOR SUCCESS

How quickly can you get to the point?

- Plot one item you want them to remember
- Articulate your opinion and support it with data
- Target your audience with clarity



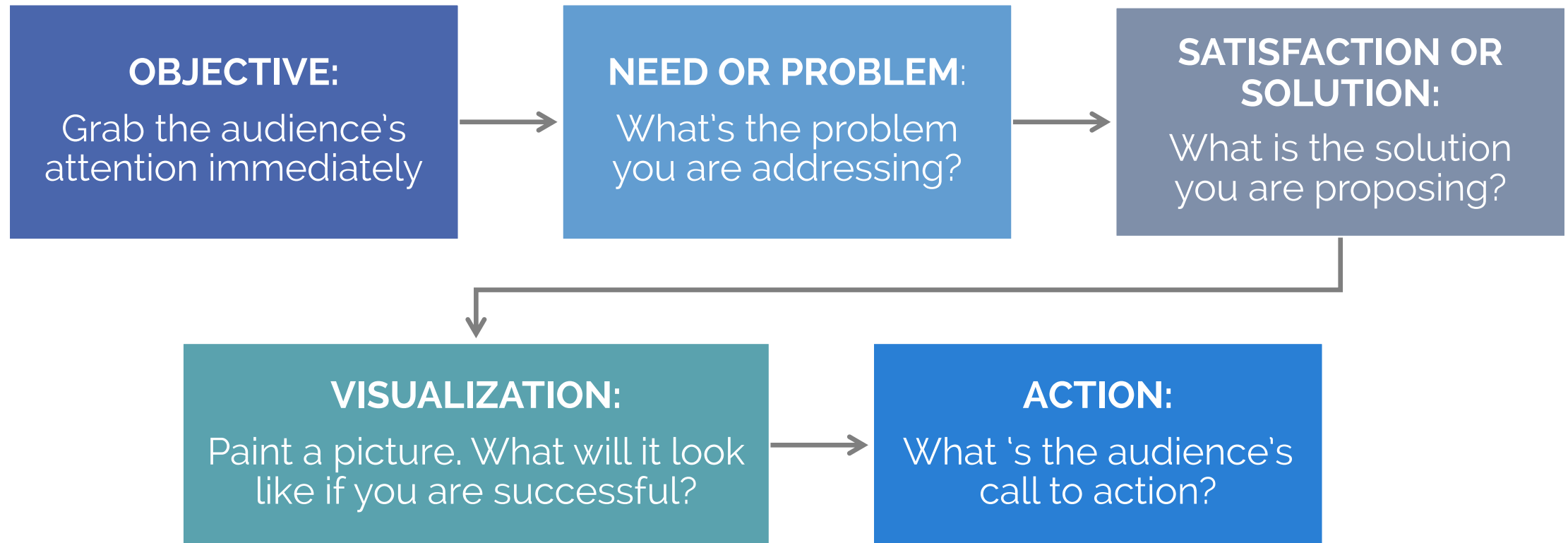
THE POWER OF THE STORY

“If a story changes the emotions of the group, it changes what happens next.”

Annette Simmons, Author

... But when do you use storytelling framework?

NARRATIVE MAPPING



List a challenge that you have encountered in your preparation.



2. PRACTICE

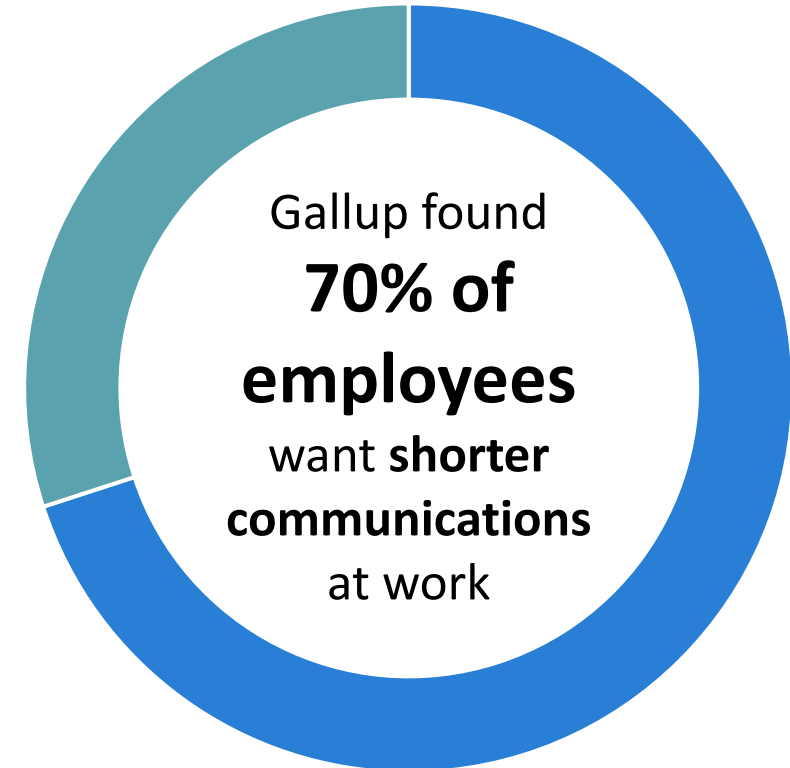
“Using your executive voice when designing your narrative.”



COMMUNICATION DONE RIGHT

Effective Management Style in:

1. Messages, memos and emails
2. 1:1 & team meetings
3. Presentations and pitches



BE HEARD AT WORK WITH YOUR EXECUTIVE VOICE

Unleash efficiency in all work-related communications:

Align people around values and strategies

Explain the most pressing tasks in order of importance

Update colleagues on progress and changes

ELEMENTS OF PERSUASION IN YOUR DAILY PRACTICE



Simplicity
Keep it Clear



Unexpectedness
Capture our attention



Credibility
Site respectful sources



Emotions
Tap into shared values



Stories
Adding a personal connection

What are some ways we
can use our daily practice
to **build new habits?**



MEETING PREPARATION TIPS

- 1 Set a time limit for the meeting
- 2 Start with your headline –
The Main Objective
- 3 Does this meeting matter
- 4 Be specific with decisions that
need to be made
- 5 Guide the discussion for focus
and efficiency
- 6 Include full participation
- 7 Provide closure with a few
minutes to spare
- 8 Encourage follow-up
discussions via email

PRESENTATION PREPARATION TIPS



WRITE DOWN THE PRECISE OUTCOME YOU WANT



SUPPORT IT WITH 3 TO 5 KEY POINTS IN ORDER OF IMPORTANCE



SIMPLIFY YOUR SLIDES TO 1 MESSAGE PER SLIDE



SHOW A VIVID STORY WITH AS FEW WORDS AS POSSIBLE



KEEP THE LENGTH AS SHORT AS POSSIBLE



ALWAYS PROVIDE CLOSURE FOR YOUR AUDIENCE

3. PERFORM

“How to be resilient for any audience.”



PERFORMANCE SITUATIONS



1:1
Meetings



Team &
xFN Meetings



Presenting to
Leaders

Which situation is most challenging for you? And why?

Resilient leaders have the ability to cope with disruptive changes and **adapt.**



“Upping your resilience is ultimately a major leadership power move.”

IT'S ALL IN THE PRESENTATION



Prepare for any business communication

Anticipate questions



Facilitate a two-way dialogue - not a monologue

Be nimble and ready to **pivot** with any conversation

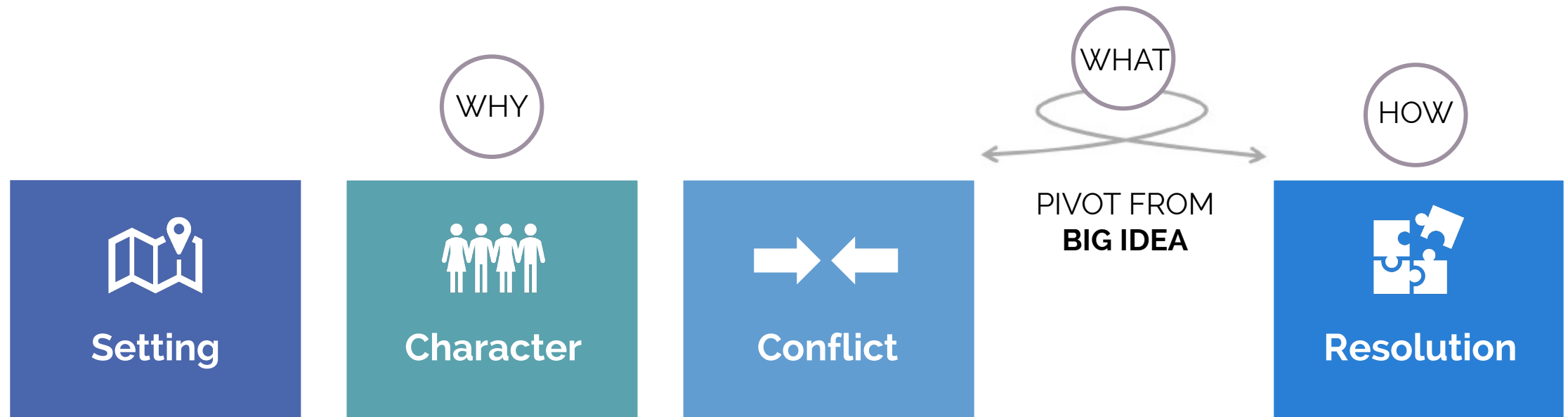


Rule of thumb — expect to be interrupted

Build in moments to **check-in** with your audience

An open dialogue allows you to fluctuate based on audience needs.

ADDRESSING THE AUDIENCES NEEDS IN REAL TIME



Addressing the audiences needs in real time

PIVOT WHEN NECESSARY

Scenario	Statement
An executive interrupted me during my presentation.	"That's a great point. Let's address it shortly."
I'm in a high-pressure Q&A and a challenging question is proposed.	"Let me take a moment to think about it." "Based on our findings, this is the best solution. Let me go back and see if that is something we can consider."
Leading a meeting on an important topic—the team gets off track	We only have a few minutes left, let's have you take the conversation offline to discuss.
You realize you didn't address the needs of the audience	Apologize – Reframe – Confirm – Follow-up
What if my call to action changed during my presentation?	"Let's align on the outcome we're looking for."
What if someone in the audience disagrees with my opinion?	"Tell me more about your reasoning and why."

“My job is not to be easy on people.
My job is to take the great people we have
and push them and make them even better.”

Steve Jobs

3 STEPS OF EFFECTIVE COMMUNICATION

