



Executive Presence: Moving Others to Take Action



Marcey.Walsh@DaleCarnegie.com



Objectives

1. A proven structure for persuasion
2. The power of evidence and other best practices
3. Compel listeners by clarifying the benefits
4. Plan for a persuasive presentation





Persuasion

The ability to influence others to take action.

Presentation Fundamentals

1. Know your materials so well, you feel you own it.
2. Have a positive feeling about the subject you are about to present.
3. Project to your audience the value and significance of your message.



I Didn't Say You Missed Our Project Deadline.



I Didn't Say You Missed Our Project Deadline.



I *Didn't* Say You Missed Our Project Deadline.



I Didn't Say You Missed Our Project Deadline.



I Didn't Say You Missed Our Project Deadline.



I Didn't Say You *Missed* Our Project Deadline.



I Didn't Say You Missed Our Project Deadline.



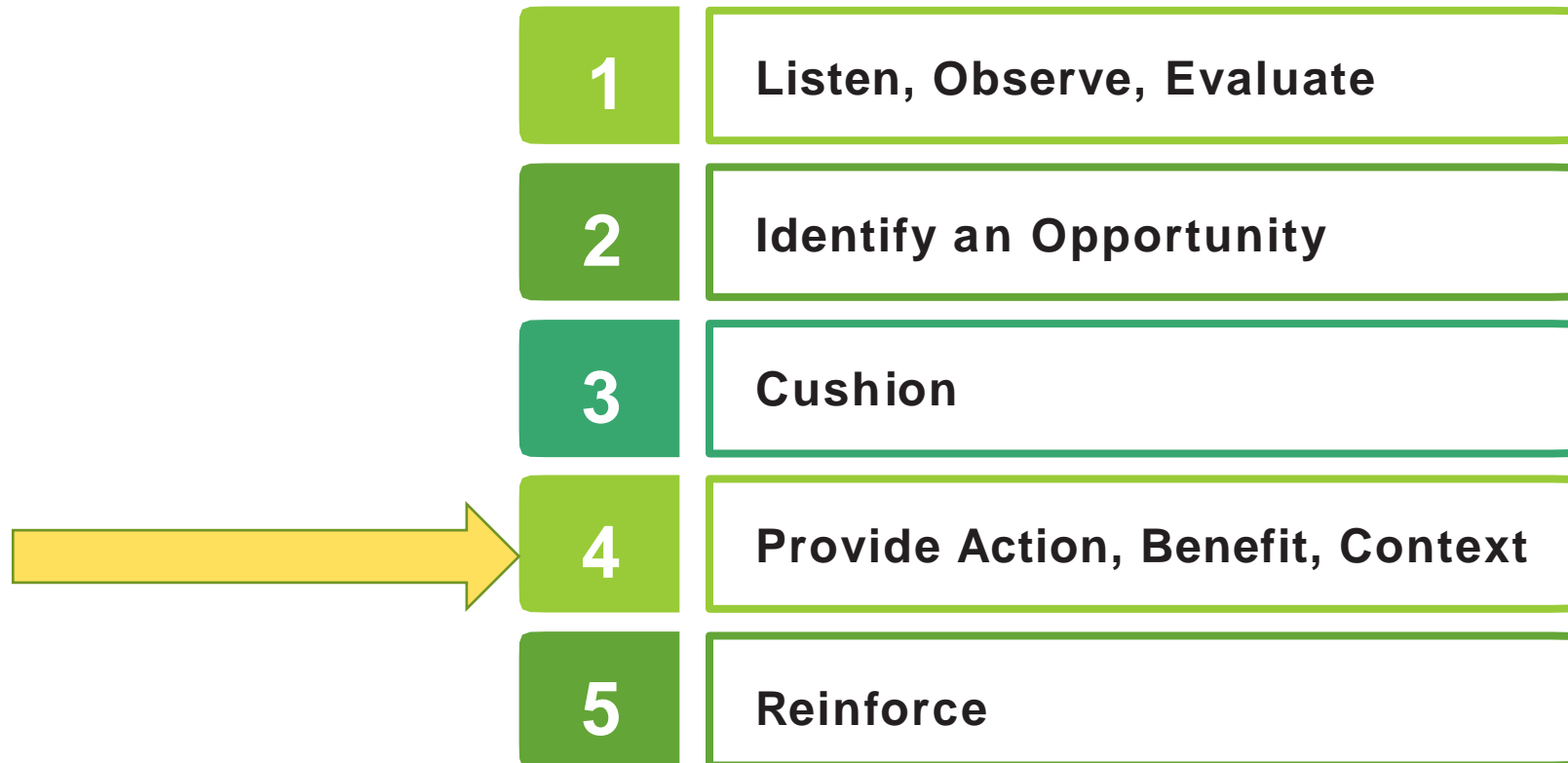
I Didn't Say You Missed Our Project Deadline.



I Didn't Say You Missed Our Project *Deadline.*



Coaching for Performance Change



Audience: It's All About Them



Listener's Point of View



1. How is their current situation relevant to my topic?
2. What challenges do they face?
3. What is important to them?
4. If the listener takes the action I recommend, how could they benefit?

Create Impact



Structure of a Persuasive Presentation

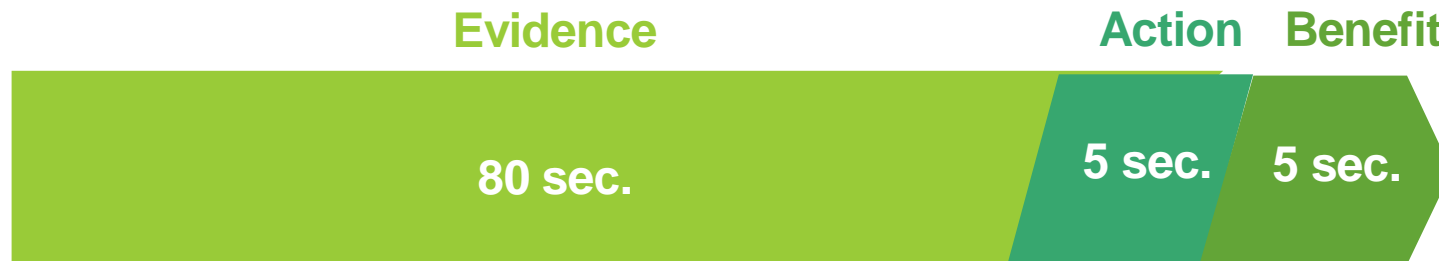
EVIDENCE + ACTION + BENEFIT = DESIRABLE ACTIONS & RESULTS

An example, fact, incident, etc., selected for this audience..

Clear statement of action we want our listeners to take

Positive result for listener by taking the action we recommend.

TIME: 90 sec.



***Note:** Time allocations may vary due to the nature of your presentation.



Choose Evidence Based on Audience

fact

example

exhibit

analogy

statistic

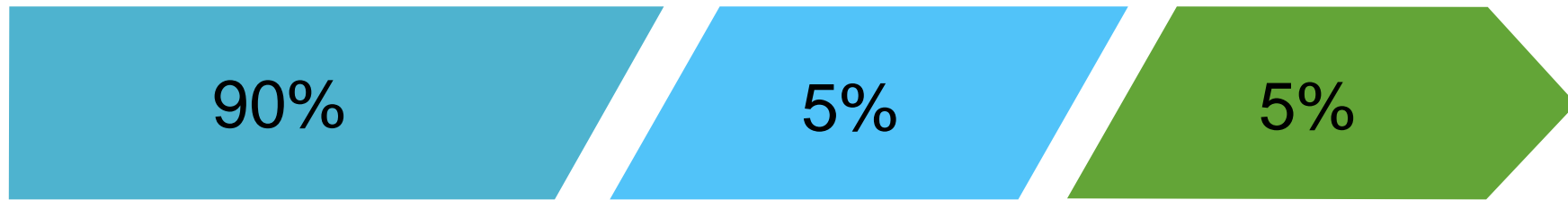
demonstration

testimonial

personal incident

Magic Formula for Influencing Action

Evidence + Action + Benefit = **Desirable Actions and Results**



Incident or person-focused compliment or other evidence

1 minute, 50 seconds

Clear statement of the action we want our listeners to

5 seconds

Positive result for the listener by taking the action we recommend

5 seconds

Open with an Incident



Tips to Build Rapport and Persuade

1. Consider yourself honored by being asked to speak to this audience – and say so!
2. Give your listeners sincere appreciation.
3. Say, “we,” not “you.”
4. Talk in terms of your listeners interests.
5. Ask questions instead of making demands.
6. Appeal to noble emotions of your audience.
7. Speak with confidence and conviction.
8. Remember that “people support a world they help create.”



Summary Topics

1. Being Persuasive
2. Presentation Fundamentals
3. Identifying your audience
4. Understanding the listener's point of view
5. Magic Formula
6. Tips for building rapport and persuading others





A Parting Thought

““There is only one way...to get anybody to do anything. And that is by making the other person want to do it.”

- Dale Carnegie