



**Excerpt #1  
Introduction**

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## ***Introduction***

### **Some People Just Have *It*.**

They just naturally seem to say the right things. They inspire others to outperform their abilities. They seem to accomplish more.

Their kids seem inclined to listen and respond. At work they move up the corporate ladder faster. They are the informal leaders and very often formal leaders as well.

These people seemed to get called on frequently when others have a need, a question or an opportunity.

Like the old E.F. Hutton commercials, people seem to listen when they speak. So, just what is the *It* that they have?

We think *It* is one of the key ingredients to success; the magic *It* that these people have is ***Presentation Mastery***.

## ***Introduction***

### **Do Organizations Have *It* Too?**

Some organizations have...

- People that are clear on the company's mission and well-focused on objectives
- A clear sense of strategy
- Customers that know their value proposition
- Obvious employee and customer loyalty

We think that these Organizations Have *It* Too!

They tend to lead their industries, their market value stays up even in down times. They are cited by analysts and in the media as positive examples.

As we will see later, they too have ***Presentation Mastery***

## ***Introduction***

### **This Book Is About Mastering the Art of Presenting**

After working with and coaching some of the best known presenters, including top CEOs and high profile professional speakers, it became clear to us that while there is a plethora of information on how to improve your speaking skills or on how to deliver a better presentation, none of the literature spoke to the most important principle of all: ***Presentation Mastery***.

If you want high levels of success, ***good is not good enough and neither is better; you need to be a Master Presenter***. Don't get us wrong; striving to be good and to get better is fine. Unfortunately, "good" and "better" don't deliver the sensational results that come with the increment beyond "better".

If your presentations are superior -- by even a few degrees -- to those of 95% of everyone else, you will have set yourself up to succeed virtually every time you are compared to those that have not put the extra effort in their presentation effectiveness.

Q: If you and I are in the woods and we stumble on a hungry bear, how fast do you need to run?

A: Just a little bit faster than me.

Being just a little bit better is all you need to consistently outperform the crowd and become a standout for your success.

This book is about helping you go just a little further than the rest in your presentations and make a habit out of success.

## ***Introduction***

### **The Connection to Success in Life**

We can connect ***Presentation Mastery*** to personal and professional success in several ways. Let's start with a pair of questions and answers:

Q: How do you define success?

A: Successful people achieve their objectives and reach their goals.

Q: What makes people successful?

A: Successful people also are extraordinarily good at getting the enthusiastic support of other people in order to get things done.

We believe that you can get people to help you reach your goals if you provide them with:

- A reason to believe and trust you.
- A reason to respect, like or identify with you.
- A crystal clear message or call to action – direction on what you need them to do
- A reason to be inspired or "turned on"

We're convinced that the fundamentals of effective presentation are integral to gaining the support of others that you need to get what you want.