

Presentation Mastery

**Excerpt #2
Achieving Impact**

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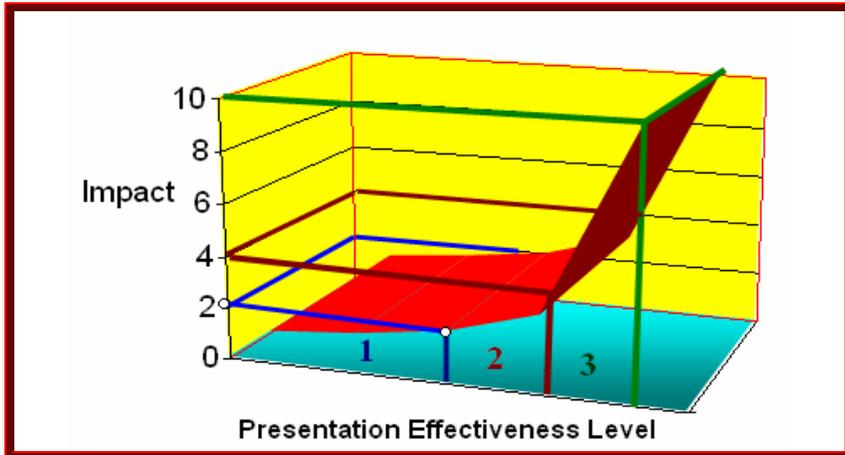
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Achieving Impact

What is the Difference between a Master and other Presenters?

In a word, **IMPACT!**



In this graphic we have given labels for three levels of presentation effectiveness.

- **Level 0 is Untested, or “not in the game”.** These are people who feel they can’t speak in a group setting and/or don’t / won’t attempt to make presentations.
- **Level 1 is “beginner”.** This level describes a general comfort level giving presentations and rudimentary understanding of presentation mechanics.
- **Level 2 is “skilled”.** A level 2 presenter is pretty effective, has probably had presentation training and puts real effort into his/her communications.
- **Level 3 is “mastery.”** A master may be only a few degrees better than a level 2, but these few incremental degrees are enough to radically accelerate the impact as shown on the Impact Curve above.

Achieving Impact

Presentation Mastery is...

... Achieving our Presentation Objectives Virtually Every Time.

Presentation Mastery requires...

... Being Ready; Presentation-Ready™; Always On; A Perpetual State of Readiness

The two major dimensions of Presentation Readiness are “**Preparedness Practices**” and “**Delivery Practices**”.

True Mastery however, implies a level of readiness that is not simply high levels of preparedness and delivery for one presentation event or even for a series of events.

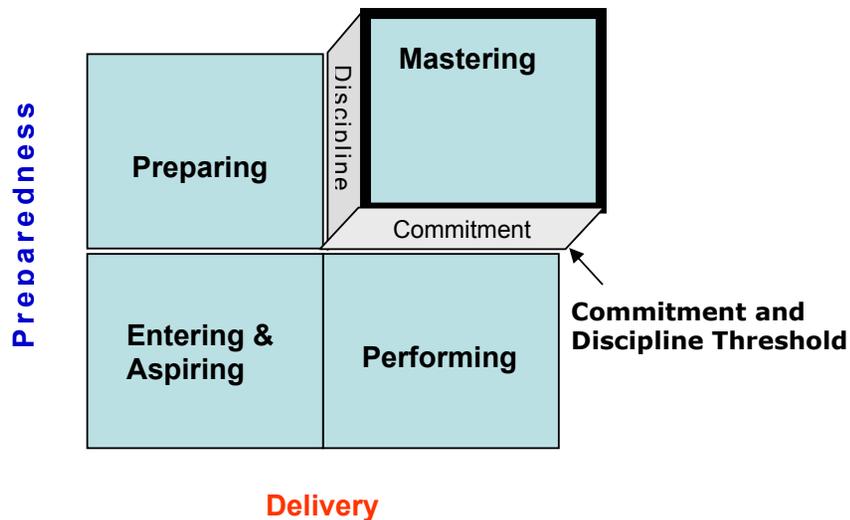
In a nutshell the success we experience is a function of our preparedness and our delivery.

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Mastery begins with high levels on each dimension as shown in the matrix below.

True mastery requires a persistent state of readiness that elevates the presenter's impact to a new level; essentially on a different plane.

As we will see later, this level of Persistent Readiness requires commitment and discipline. Furthermore, it transcends scheduled events and even the perception that presentations can be organized as a series of planned activities.



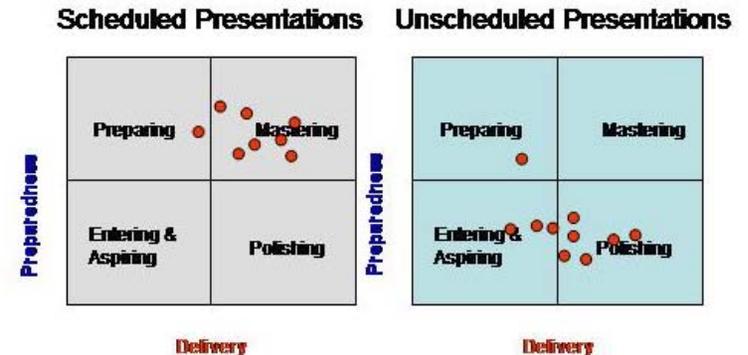
In an interrupt-driven world, the majority of our presentations are not the product of scheduled interactions in which the discrete elements of time place, audience and objective lay themselves out as easy targets. If it were there would be no need for this book.

Achieving Impact

Below, it becomes easy to see why the vast majority of the people who even bother to take measure of their own presentations, might think they are doing fine. And accordingly never go the extra mile to achieve true readiness.

Let's take a look at how one might evaluate themselves on our presentation mastery dimensions; Preparedness Practices and Delivery Practices.

In both diagrams below, each bullet point registers a measure of effectiveness of one's preparedness and delivery practices for one particular presentation. The combined "shot pattern" reflects the range of effectiveness over multiple presentations.



On the left is a typical pattern of someone who takes their presentations seriously yet only considers scheduled presentations as "true presentations."

Yet, the diagram to the right might also a typical evaluation pattern for the same person.

What's the difference? The pattern on the right represents unscheduled presentations; but presentations which nonetheless impact that person's success in achieving their goals.