

Present Like a CEO Tip Card Sheet

PRESENT LIKE A CEO



When you present like a CEO you are using words to get **inspired action** versus **required action**.

Move your listeners to say **YES**
(You, Example, Stories)

YOU

Make your communication receiver oriented

- Analyze / know your audience
- Make your concepts relevant
- Use the word “You” liberally
- Speak in terms of their interests
- Be authentic –not a talking head

EXAMPLES

Support points with memorable examples

- Metaphor/analogy
- Props
- Illustration
- Case Study
- Myth
- Parable
- Fable
- Quote
- Joke
- Cartoon
- Article/Headline
- Letter
- Poem
- Facts/Figures
- Statistics
- Demonstration
- Song Lyrics
- Skit/Game Show

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STORIES

Why Storytelling?

“Analysis might excite the mind, but it hardly offers a route to the heart. And that’s where we must go if we are to motivate people not only to take action but to do so with energy and enthusiasm.”

*Stephen Denning, author,
Leadership through Storytelling*

Personal storytelling is used to:

- Establish common ground
- Share personal information
- Share vulnerabilities / failures
- Share human side

Other sources for stories:

- Historical
- Book
- Friend
- Celebrity
- Movie
- Family
- TV Show
- Commercial
- Religious

Storytelling Can Be Used To:

- Communicate Who You Are
- Transmit Corporate Values
- Spark Action
- Sell Ideas

Great Stories Have:

- Dialogue
- Detail
- Strong Images
- Varied Pacing
- Vocal Variety

To Come Across More Naturally:

- Practice telling stories to friends
- When presenting, focus on individuals

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