

# An Executive Problem → Presentations with Low ROI

(AKA: Presentations That "Give" But Don't "Get")

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You spend time and money to build and deliver a powerful presentation.  
After the presentation, you ask yourself:

- *Did they value what I shared, or were they just being polite?*
- *Did they agree with me . . . or not?*
- *Where will they go and what will they do after this?*
- *What actionable items have I garnered from this presentation?*

Read below to understand

(1) Why the dominant approach to presentations can **under-deliver ROI** and . . .

(2) How **you** can turn Low ROI "presentations" into "*provocations*" that **deliver more ROI**.

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## 1. Why Presentations May Under-Deliver

We professionals are very accustomed to using PowerPoint presentations to help us "present" at an event. The tool certainly allows us to deliver a lot of data.

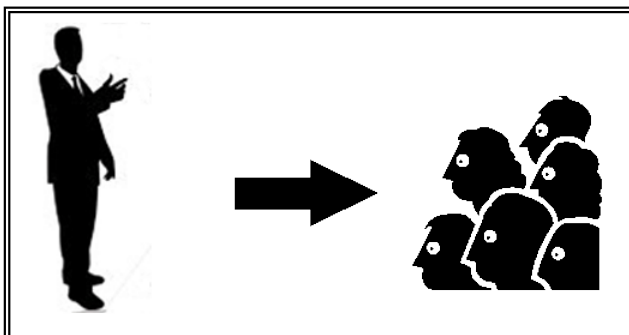
However, I'm going to go out on a limb and say . . .

*You really don't want to be giving any more "presentations" – EVER.*

**Here's why...**

More often than not, a "presentation" looks and feels like a "show and tell" session.

- You show → and they listen.
- The **flow** of both ideas and energy is **one-way**.



*Notice the look  
on their faces!*

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## 2. Provocations are **Two-Way Communications That Deliver**

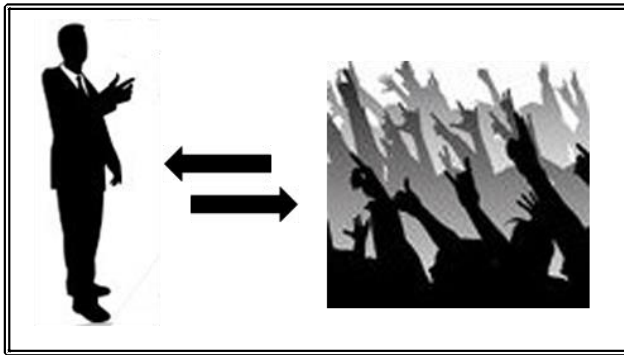
I'm going to step farther out on my tree limb and say . . .

*It's time to change our mindset and our sense of expectation by replacing the word "**presentation**" with a better word . . . ➔ "**provocation**".*

Provocation need be neither "good" nor "bad".

The medical industry uses the term to describe clinical actions intended . . . **to illicit a physical response.**

>> *You want a physical response, right?*



*Two-Way  
Communication !*

### Here's Four Steps to Get You There !

#### 1. **Before your event, email participants and ask what they want out of your time with them.**

This is such a simple thing to do, but how often does anyone bother to do it?

*And if you don't, both presenter and audience may completely miss the boat.  
The opportunity for each of you to get what you want will have sailed away.*

>> So how do you get your best "**before the event**" input from your audience?

You will have to decide if you want an open-ended response from them  
... or if you want to give them a list of alternatives. Each has advantages:

- A list of alternatives keeps the options within *your* bounds. The drawback is that *your* bounds may have blinders that prevent you from discovering what really interests them.
- A completely open-ended inquiry opens the door.

*"What do you want to talk about at this event?"*

- A combination of the above provides them with a list of options that *you* are interested in . . . **plus** the opportunity to "write in" their ideas.

**Note:** Be sure to tally the email responses to help you prioritize the focus of your provocation.

## Four Steps to Get You There -- continued . . .

2. **At the start of the actual event**, display the prioritized goals you previously received from the audience. Then poll the audience with a show of hands to determine if their priorities have changed. Be sure you actually address their interests.
3. **During the event**, ask for a frequent show of hands to get audience feedback.
  - This gives you instant feedback, including magnitude of response.
  - Lots of hand-raising also demonstrates to the world that  
-- *you have audience support and engagement.*

\* All of this is great PR – great information gathering – and great collaboration building.
4. **During the event**, consider providing audience microphones to allow for live dialogue between you and the audience.

### Final Thoughts

To be the master of a true provocation, you will need to be able to think and feel on your feet. This requires a different mindset and a powerful ownership of both your provocation material and your provocation objectives. You need to believe in what you are discussing. You also need to be completely connected to the personal attributes, convictions, and experiences that you consider to be your core assets – the source that got you where you are today. From that place, the sky's the limit.

**I am available to coach you on the above. In truth, that means coaxing out the gold already inside you.**

Respectfully,

*William Now*