

The Motivated Presenter

Stop Global Boring

*High Engagement Presentation Techniques
For Motivated Management Consultants*

with Kathy McAfee
Executive Presentation Coach & Author



AMERICA'S MARKETING MOTIVATOR 

Clean Sheet Thinking: *Plan your high-engagement presentation***What:****How long:****Who:****When:****Where:****Materials
to bring:****What are the objectives and goals for this presentation?**

- *Yours*

- *Theirs*

- *Others*

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Clean Sheet Thinking *(continued)***What do I know about the audience?****What do I want them to:**

- *Think?*

- *Feel?*

- *Do?*

Things that I must demonstrate *(what can I show, not just tell?)***Key message** *–(use the SWAMPUM criteria: **S**imple, **W**hat the audience needs to know from me, **A**ction-oriented, **M**otivates with either pleasure or pain, **P**ersonalized to them, **U**rgent/ important, **M**emorable)*

My Story Log: *Archive your personal stories*

Challenge: Include at least one story in every presentation you give.

Title of Presentation: _____

Date of Presentation: _____

	Stories I could tell	Points I need to make
1		
2		
3		
4		
5		

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Storytelling Template: *Shape your story to make a point*

Name of story: _____

(optional) Tip the story: _____

Your Personal Story

The Incident

*What happened?
Key details only.*

The Point

*What conclusion
should be drawn from
this experience?*

The Bridge

*How does this story
connect to your
audience and what
you are doing here
and now?*

Self-assessment Practice Video: *Critique your own presentations*

Your Name: _____ Your Topic: _____

Today's Date: _____ Your Audience: _____

Eyes:

- Moved rapidly/scanned
- Looked at floor/ceiling/slides
- Meaningful eye contact
- One person, one thought

Paused...

- Appropriately between thoughts
- Sometimes
- Could pause more/longer

Nonverbal / Body Language

- Appropriate gestures
- Confident posture – “Stature”
- Moved with purpose
- Distracting, random movements

Vocal Awareness

- Breathing – Conscious Loving Breaths (CLB)
- Took my time
- Clear, soaring sound
- Distracting white noise (so, um, er, ah)
- Voice inflection and variety
- Upspeak (high pitch at wrong time)

Confidence

- Looked nervous
- Appeared confident

Content:

- Clear key message
- Well-articulated key points
- Well organized content – easy to follow
- Sufficient content to make the case
- Told stories that made a point
- Strong call-to-action
- Powerful closing statement

Clear and Compelling Language and Phrases

- Yes
- No
- Needs improvement

Passion / Energy

- Yes
- No
- Too much

Authenticity

- Yes
- Somewhat
- Not really me

Next practice work on:

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Instructor's Biography

Known as America's Marketing Motivator, Kathy McAfee is an executive presentation coach, corporate trainer, and professional speaker whose mission is to help business leaders more effectively use their talent, energy, and influence to create positive changes in the world.

Thousands of executives and entrepreneurs have gained invaluable lessons from Kathy's company, Kmc Brand Innovation, LLC. Since 2005, Kathy has delivered hundreds of workshops, presentations and coaching sessions that have made professionals of all disciplines more confident, credible, and valuable leaders. Kathy's clients learn to master the arts of high-engagement presentations, business networking, and effective communication.

Her past and present clients include:

- Stanley Black & Decker
- LEGO Group
- Sikorsky Aircraft
- Pfizer R&D
- Webster Bank
- Voya Financial
- Royal Neighbors of America
- United Way



Kathy is the author of two books, *Stop Global Boring* and *Networking Ahead(3rd Edition)*. She is also an award-winning blogger, recognized with a Gold Medal in 2014 by the Women in Business and the Professionals World Awards.

In her role as executive presentation coach, she helps clients to increase their confidence, credibility, and influence by reducing their PowerPoint clutter to better engage their audiences and move them to action. She is the creator of The Motivated Presenter™ coaching and training program. A certified Master Practitioner of Neuro Linguistic Programming or NLP, Kathy helps her clients to clear their limiting beliefs and use more effective strategies to realize their full leadership potential.

Kathy has held numerous corporate leadership positions, bringing marketing success to major companies such as Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for a global vision care company.

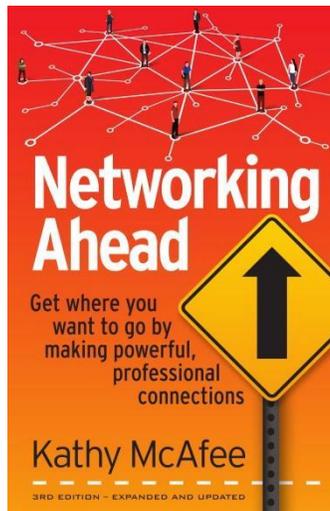
Kathy is a graduate of Stanford University in Economics. She is a member of the National Speakers Association, a former board member for the YWCA of the Hartford Region, and an active member of Soroptimist International of the Americas. On a personal note, Kathy is an ovarian cancer survivor, and holds a second degree black belt in the martial art of Tae Kwon Do. Kathy and her husband reside in the Greenville area of South Carolina, USA.

Connect With Kathy:

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Twitter: @KathyMcAfee
Facebook: <https://www.facebook.com/KathyMcAfeeMarketingMotivator>
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Books and Audio by Kathy McAfee

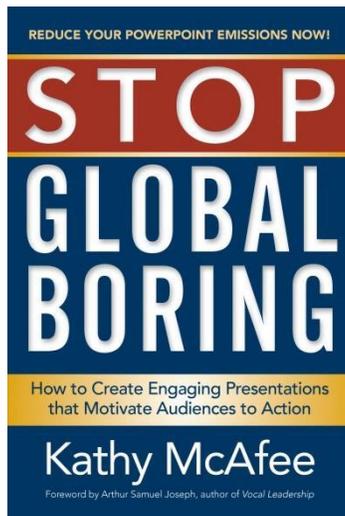


Kathy's first book – *Networking Ahead*

From this detailed, practical guide, you will learn to build and grow business and professional relationships for mutual benefit. You'll discover that networking is not merely an event or an activity, but a strategy for a successful career, business, and life. Written with an automotive metaphorical theme, Kathy entertains while teaching you with engaging stories, real life examples and lessons learned. You'll walk way a motivated networker with powerful new connecting skills and strategies at your disposal.

Learn more about the book at:

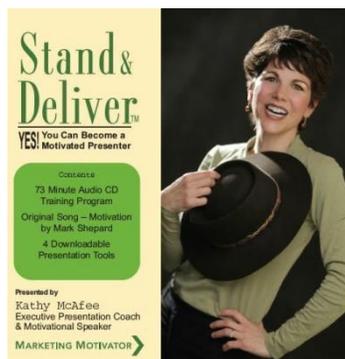
<http://www.americasmarketingmotivator.com/store/products/networking-ahead-2/>



Kathy's second book – *Stop Global Boring*

If you're motivated to advance your communication and presentation skills, this book is for you. You'll build confidence and stand out from the crowd by finding a better way to produce results without the overuse of PowerPoint. You'll draw on insightful examples, stories, and discover powerful new tools to help create presentations with greater focus and less dread. Unleash your creativity and effectively communicate, influence, and motivate audiences to action. The book includes 12 proprietary presentation tools in The Control Center, including *Clean Sheet Thinking*, to help you more successfully plan, build, and deliver powerful presentations that get results.

Learn more about the book at: <http://www.stopglobalboring.com>



Kathy's first audio training program – *Stand & Deliver*.

This 73-minute audio training program will help you create and deliver better presentations with more confidence. Learn how to avoid the most common presentation pitfalls that snare many subject matter experts. Tap into the power of your creativity to better communicate, connect, and persuade your audience to action. Program includes the original song "Motivation" by singer/songwriter Mark Shepard.

Purchase the digital download audio program here:

<http://www.americasmarketingmotivator.com/store/products/stand-deliver/>

Unleash the Power of Connection

If you like what you've read, consider partnering with Kathy McAfee on one (or more) of her programs and services:

For Corporate Diversity & Inclusion Programs

- **Instructional seminars and presentations.** Members of your organization's women's network, and other diversity groups, will benefit from Kathy's motivating programs, including *Networking Ahead for Your Career*, *ExecConnect*, *Presenting Your Professional Best*, and *Stop Global Boring*. Participants will increase their confidence and become more effective in making new connections, advocating for others, positioning themselves for new opportunities, and building strategic relationships.



For Organizations' Talent Development Programs

- **Emerging Leader Programs.** Enrich your high-potential talent development initiative by training your future leaders in the art of advanced networking, communication, and influence. Ask about Kathy's signature training program: *The Motivated Presenter*.
- **Professional Development Classes.** Through her half-day and full-day skill-building classes, Kathy will help your associates build their spheres of influence inside and outside your organization – empowering them to take greater ownership of their career paths, serve as ambassadors for your organization, and assist with new business development.
- **New Hire Orientation Programs.** Help your new employees successfully navigate your organization by including a networking skills class as part of your onboarding program. Kathy will help you fast track new hire success by building greater camaraderie, connection, and engagement.
- **Lunch and Lead Motivating Seminars.** Kathy will facilitate a lively and instructive discussion with your team on networking, personal branding, communication, or presentation skills. (60-90 minutes: in-person or virtual)
- **Virtual Learning.** Kathy will host an online series tailored for your needs which will feature customized, actionable content delivered by a range of motivating, high-engagement experts.



For Entrepreneurs & Business Owners

- Kathy offers one-on-one coaching programs (virtual or in-person) that will accelerate business development through enhanced networking, communication and sales strategies.



Take Your Talent to the Next Level

For Conferences & Meetings

- **Motivational keynote speaking.** Kathy speaks on a number of professional topics including networking, communication mastery, women's empowerment, personal branding, leadership, and surviving cancer. Conference participants will be inspired by her personal stories and energy. They will be engaged by her speed networking exercises to make more meaningful connections. Kathy is also available to serve as a break out session facilitator, panelist, panel moderator, or emcee.



For College Students

- **Networking on Purpose.** Kathy teaches and motivates college students to pre-launch their careers by learning to build their professional networks now. Young people will practice networking skills including how to start a conversation, participate in an effective interview, and build their digital presence.



Reduce Your
PowerPoint
Emissions NOW!

Join the movement at StopGlobalBoring.com

