

Presentation and Facilitation

Jon Kolko

The logo for ac4d, featuring the letters 'a', 'c', '4', and 'd' in a lowercase, rounded sans-serif font. The 'a' is red, the 'c' is purple, the '4' is grey, and the 'd' is green.

ac4d

Overview (Top Three Things!)

1/

Every presentation is a chance for you to
gain or lose something.

2/

Every presentation is a structured conversation – even if you are the only one talking.

3/

You feed the energy in the room. Your participants consume it.

1/
content

2/
semantics

3/
audience

Content

What you say:
preparing

Set up the room.

Know your technology.

Tailor your material to your audience.

Remember what it's like not to know.

Build a narrative arc to support learning.

Sign post.

Preparation and Practice



Overview (Top Three Things!)

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content semantics audience

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Set up the room.

Know your technology.

Tailor your material to your audience.

Remember what it's like not to know.

Build a narrative arc to support learning: use sign-posting to show progress.

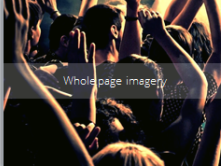
Draw the presentation, first.

One thought per slide

Whole page imagery



Whole page imagery



Whole page imagery

Practice, but do not memorize.

Details matter!

Rilly's Dragon




What you say: beginning

Your introduction must be delivered well. Rehearse it until you know it cold.

"If you remember just one thing as you leave here today, remember this..."

"Our objective today is to generate six concepts that will provide..."

Frame the discussion (pee in the corner)

Self-Review and Reflection

Think of the audience as the most important part of your presentation. You are not just presenting information; you are trying to change their minds.

- What did you do well on?
- What did you learn from the audience?
- What feedback did you receive?
- How did you feel about the experience?

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What you say: your content

You must intimately know the content.

Confidence.

A powerpoint is for you, not them.

Draw the presentation, first.

One thought per slide

Whole page imagery

A close-up, low-angle shot of a dense crowd of people at a concert or festival. The scene is filled with numerous arms raised high in the air, some with hands open and others with fingers spread. The lighting is warm and dramatic, with strong highlights on the skin and hair, creating a sense of energy and excitement. The background is dark, making the illuminated figures stand out. The overall composition is dynamic and captures the collective movement of the crowd.

Whole page imagery

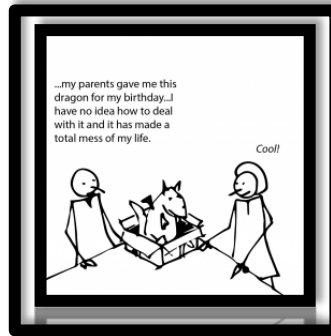
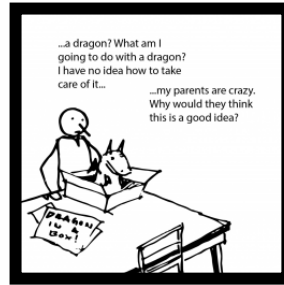
A close-up, low-angle shot of a dense crowd of people at a concert or festival. The scene is illuminated by warm, golden light, likely from stage lights or the setting sun. Many individuals have their arms raised, with hands open or in various expressive gestures, creating a sense of collective energy and movement. The focus is on the hands and forearms in the foreground, with the faces of the crowd members slightly blurred in the background.

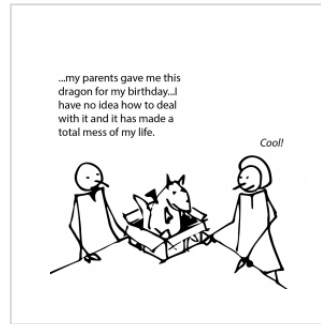
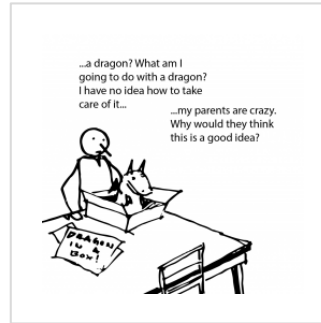
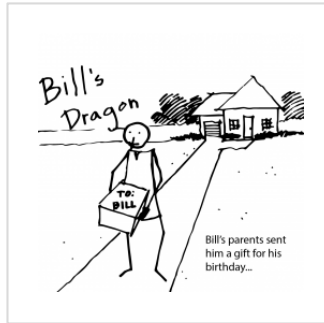
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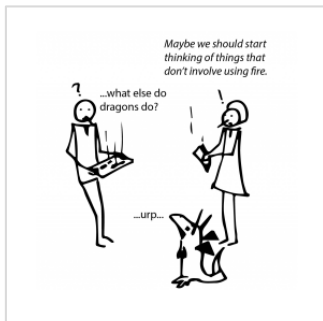
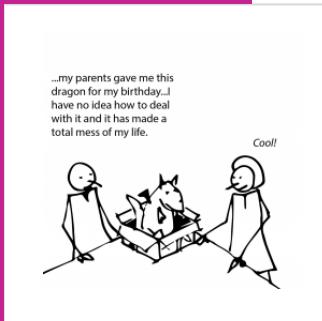
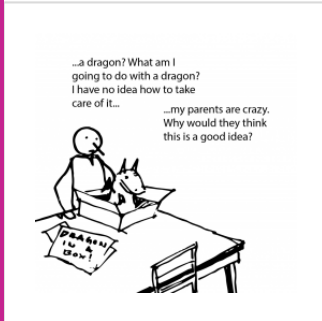
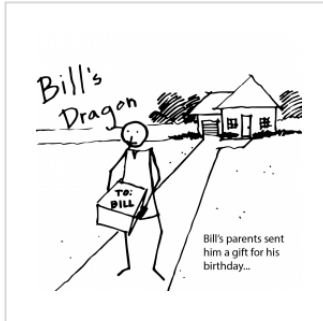
Practice, but do not memorize.

Detayls mater!

Bill's 'Dragon







What you say:
beginning

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Rehearse it until you know it cold.

“If you remember just one thing as you leave here today, remember this...”

“Our objective today is to generate six concepts that will provide...”

Frame the discussion
(pee in the corner)

Set Context and Relevance

To shift the audience's mind to your context and develop some early common ground, you must clearly set the context and relevance of the facilitation to the audience.

For Example:

- Clearly outline the purpose of the session
- Place the session in context

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Gain Early Buy-In

Create the opportunity for the audience to see the direct benefit and gain early buy-in. Use language to develop unconscious buy-in.

For Example:

- Make them want to know
- Tell them "What's in it for them"
- Make them curious for more information

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Deal With Concerns

Where there are known or clearly anticipated objections that will influence the receptiveness of the audience, acknowledge them to consciously set them aside.

For Example:

- "You may be thinking..."
- "Typically..."
- "Generally..."

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Guide Thinking/Establish Rules

Direct the audience's mind to issues you want them to be focusing on and the mindset they need to successfully work through the agenda. Suggest to them how you want them to think and behave during the meeting.

For Example:

- "Please keep an open mind..."
- "I would ask that you..."

What you say:
your content

You must intimately know the content.

Confidence.

A powerpoint is for you, not them.

Do. Not. Read. Your. Slides.

What you say:
ending

Conclude in control.

Encourage questions throughout,
but be ready to defer.

Understand the question, or don't answer it.

Ask for clarification.

Repeat or rephrase the question.

Do not get defensive.

Take the applause.

What you say:
emergencies

Cool and collected

Backup presentation on usb

Backup presentation as pdf

Backup presentation on your phone

Backup presentation printed

Backup presentation in your head

Hostility

Semantics

1. Posture

1. Posture
2. Facial Expression

1. Posture
2. Facial Expression
3. Eye Contact

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement
5. Voice

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement
5. Voice
6. Gesture

1. Posture
2. Facial Expression
3. Eye Contact
4. Movement
5. Voice
6. Gesture
7. Competence

Audience

What do they know?

What do they want?

What do they fear?

Do your homework.

Watch their body language.

In Summary

1/
content

2/
semantics

3/
audience

1/

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