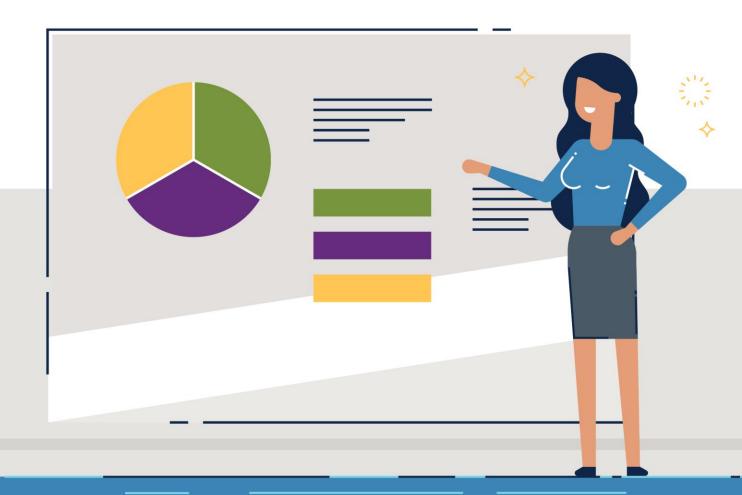


AFP Speaker Guide









- 1. Start with a full GAS tank
- 2. Activities, exercises and discussions
- 3. Presentation delivery do's and don'ts







Start the journey you'll take your audience on with a full GAS tank:

- Get them involved quickly
- Ask questions
- Story state a surprising fact and/or tell a story





WIIFM –

Let people know the answer to the question they are asking themselves, which is, "What's In It For Me?"







This Photo by Unknown Author is licensed under CC BY-SA

We are 22 times more likely to remember a fact when it has been wrapped in a story

- Jerome Bruner, Cognitive psychologist



Build Rapport

Build Rapport

Ask Questions

Awareness



Activities, Exercises, Discussions





- Involve your audience physically and mentally
- Let the desired outcome drive the activity
 - Remember: read, listen or watch
 - Skill acquisition: role play, skills demo
 - Change: role play, discussion, games

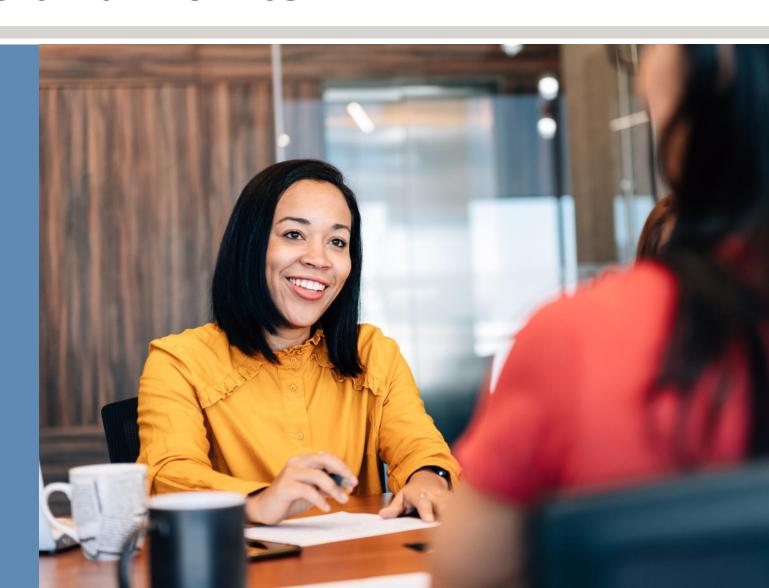




Presentation Do's and Don'ts

Do

- Smile
- Make eye contact
- Be enthusiastic
- Ask questions





Presentation Do's and Don'ts

Don't

- Careless Word Choice
 - Vague or ambiguous some, lots, few, many
 - Exaggeration or hyperbole awesome, incredible
 - Repetition
 - Commonly confused words: there, their, they're Don't: Their going to vote on the recommendation.





Presentation Do's and Don'ts

Don't

- Careless Word Choice (continued)
 - Filler words: um, uh, you know, er, like, clearly, or so.
 - Words that dilute: to be honest with you, honestly, actually, and really, kind of, sort of, and like
- Avoid Controversial topics
- Generalizations vs. Stereotyping





1. Start with a full GAS tank

- G-et your audience involved quickly
- A-sk questions, and use
- S-tories
- WIIFM focus on your audience's needs
- Implement the stories you created
- Rapport

2. Activities, exercises and discussions

- Let desired outcome drive activities
- 3. Presentation delivery do's and don'ts
 - Do smile and use eye contact
 - Don't use filler words or vague language



Knowledge is Only Potential Power

"There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave."

Dale Carnegie

