

## WEBINAR

WELCOME TO PRESENTATION SKILLS TO  
GET AHEAD IN THE CORPORATE WORLD



## WEBINARS SERIES

- Thursday April 18 Presenting to get ahead in the corporate world
- Thursday May 2 Interviewing for Customer Service Rockstars
- Thursday May 16 Creating a Recruitment Experience
- Thursday May 30 Creating an Onboarding Experience
- Thursday June 13 Creating an Employee Experience that retains them
- Thursday June 27 Tearing down Silos by Building Collaboration across Departments
- Thursday July 11 Building & developing great leaders
- Thursday July 25 Leaving a Leadership Legacy



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## WHAT ARE A POOR PRESENTATION?

- Lack of training
- Lack of structure
- Lack of confidence
- Not organized /prepared
- All over the place with ideas
- Filler words



## REMEMBER

- Everyone is nervous
- Be passionate
- You are the expert at your topic
- Everyone public speaks every day
- Lean into your personality
- Be you
- Create your own unique style



## WHICH CAREERS DO YOU FIND THE BEST SPEAKERS IN?



## WHAT MAKES A GREAT PRESENTATION?

- Engaging to the audience
- Disarms them
- Audience can relate to the speaker
- Speaker understands the audience condition
- Great storyteller
- Inspires action



*"If you can persuade, inspire, and ignite the imagination of others, you will be unstoppable, irresistible, and irreplaceable."*

*—Carmine Gallo*

## WHAT DOES...

- Captures the attention of your audience
- Takes them on an emotional journey
- Keeps on the edge of their seats, wanting to know what happens next
- Transports your audience

## Storytelling



## STORYTELLING

- Signature stories
- Has to apply to content
- Details make the story
- Paint the picture
- Need plenty of plots and twists to a story
- Villain, Victim, Hero



## THE POWER OF STORYTELLING

- The best story wins
- You don't have to be a professional speaker to tell good stories
- We tell stories daily, not just in business, but socially



*Don't punish 98% of your customers for what you are afraid 2% might do*

**CUSTOMER SERVICE  
REVOLUTION**

# IF IT GETS TO ME...IT IS FREE



CUSTOMER SERVICE  
REVOLUTION

## Data tells...Stories Sell

CUSTOMER SERVICE  
REVOLUTION

# REALLY BAD POWER POINT

- Try to limit your text on your slides to no more than 6 words
- Use graphics in place of text everywhere you can
- Never read your notes or slides
- Don't always have to use slides

### Project Edison

Creating the distinctive PwC engagement

DRAFT FOR DISCUSSION AND COMMENT

### Introducing John DiJulius

- Considered an authority on building a World Class Customer Experience
- Works with world class companies like The Ritz Carlton, Lexus, Starbucks, Nordstrom, Panera Bread, Nestle, Marriott Hotel, National City Bank, Cheesecake Factory, Progressive Insurance, Harley Davidson, and many more.
- Has written two books on customer service
  - What's The Secret? To being a world class customer service organization (May 2008), which hit #1 best seller on amazon.com only a few weeks after it was released.
  - Secret Service - hidden systems that deliver unforgettable customer service (2003), which hit #4 best seller on amazon.com.
- John isn't just talking about it, he lives it, as a very successful entrepreneur of two businesses.

"Trust me, any IBM'er could learn the magic of surpassing customer service from John DiJulius."

-Tom Peters

July 28, 2008

PriceWaterhouseCoopers LLP



## John DiJulius

Chief Revolution Officer



## Curse of Knowledge

CUSTOMER SERVICE  
REVOLUTION

# 5 ELEMENTS OF A GREAT PRESENTATION



# 1. ICE BREAKER



- Did the speaker grab your attention, keep you engaged, make you want to listen to more?
- Did it apply to the topic?
- Did it add to the credibility of the speaker?
- Are you more interested in the topic than originally?



# 2. SETTING THE STAGE



- Did the speaker introduce the villain?
- Did you feel uneasy, uncomfortable with the way it is?
- Did it apply to you?
- Do you feel a need to make change, want to, need to?
- Does the speaker have expertise to back up their claims (research, data, etc.)?



# EVERY SPEECH NEEDS 3 CHARACTERS



# INTRODUCE THE VILLAIN



# VICTIM



### 3. PROOF/CONTENT

7 MIN

PROOF/CONTENT

Best practices

Success stories

Prove that it is possible

Solutions & how to

- Did the speaker share the “how to”?
- Did the speaker introduce the hero?
- Share proof, best practices/case studies?
- Do you feel it is possible to do this yourself?



*The enemy of a great customer experience is  
INCONSISTENCY*



### EMPLOYEE ROULETTE



When the level of experience your clients receive is dependent on which employee they encounter



### NEVER

### ALWAYS

Point	Show them
Say “No”	Focus on what you can do
Say “No problem”	“Certainly; my pleasure; absolutely; you are welcome”
Cold transfers	Warm transfers
Over share	Take care of it



### REVEAL THE CONQUERING HERO



### 4. CALL TO ACTION

3 MIN  
CALL TO ACTION

Commitment

Remind them

- Did the speaker make you feel like you need to go do this ASAP, with a sense of urgency?
- Do you have a specific call to action?
- Do you feel that you have a plan to follow?



## 6 STEPS TO CREATING A CUSTOMER SERVICE REVOLUTION

1. Get your team *The Customer Service Revolution* book
2. Appoint a *Customer eXperience Leader*
3. Create a day in the life of your customer story
4. Create a Customer Experience Action statement
5. Create your Never & Always list
6. Create your Relationship Building Training (FORD)



## 5. STRONG CLOSE

4 MIN  
STRONG CLOSE

Larger Vision

Possibilities

- Do you see a realistic concept of what could be?
- Are you inspired to take action?
- How much do you believe in what you heard versus how much did you believe before you heard this presentation?



## HOW TO END YOUR PRESENTATION

- Do not see the world as it is, but as it might be
- Show us the bigger picture, a broader set of possibilities implied by your work



## 5 ELEMENTS OF A GREAT PRESENTATION



### Course Outline Includes:

- How to put together and deliver a great presentation
- The 5 elements of a great presentation
- Having more confidence in front of an audience
- How to present more clearly and concise
- Engagement with the audience
- Storytelling
- Effective use of visual aids
- Passion and enthusiasm
- Good timing and pacing
- Avoiding slides that are hurting your presentation and detracting from your message
- How to turn your presenting "weakness" into a strength
- And much, much more!

## PRESENTATION SKILLS

THE DJULIUS GROUP

Register and learn the skills needed to present successfully in the corporate world

June 11-12  
Cleveland, OH



Now Enrolling!

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