



# TRUTH STORY **spectacle**

THE VIRTUAL PRESENTATION EDITION





ZOOM HAD 12.92 MILLION MONTHLY ACTIVE USERS, UP

**21%**

since the end of 2019

# THE NEW NORMAL



TWITTER EMPLOYEES WILL BE ABLE TO WORK FROM HOME PERMANENTLY EVEN AFTER COVID-19.

Delays on phone or conferencing systems of 1.2 seconds makes people perceive the responder as less friendly.

**Truth > Story < Spectacle** • *Virtual Edition* is a build on our interactive, application-based training workshop that is designed to teach team members how to organize, facilitate, manage and deliver effective, successful presentations in the new world of online presenting.

**Zoom Fatigue:** Video chats mean we need to work harder to process non-verbal cues like facial expressions, the tone and pitch of the voice, and body language; paying more attention to these consumes more energy.



**Control Overview:**  
*Setting the tone of the virtual meeting.*

**Choosing the Right Device:**  
*To laptop or not to laptop.*

**Managing Bandwidth:**  
*Is this as fast as it goes?*

**Teamwork Transitions:**  
*Are you— do you— I'm—*

**Composing a Professional Look:**  
*Do you have pants on?*

**Camera Awareness:**  
*Being self conscious is good!*

**Controlled Situation:**  
*Share and share alike (and not share).*

# MASTERING THE MECHANISM

**Camera Control:**  
*Is this thing on?*

**Managing Time:**  
*Build in breaks!*

**Audio Hijack:**  
*Bangs, bumps and slaps.*

**Ending on a High Note;**  
*Is this thing over yet?*







# HOW IT WORKS...

Each person will present 3 times.



The power of story doesn't change whether it's speaking in front of a conference room full of people or a one-on-one video chat. The purpose of this workshop is create a safe environment for participants to explore, try and succeed in presenting in a virtual arena.



Groups are kept small for optimal interaction of 6. Cross-functional representation from different departments and disciplines give each member the opportunity to learn and build their business, strategic and creative approaches to their presentations.

## INTERACTIVE COMPONENTS

.....  
"Opening with a Zinger"

"Audience Mind Reading"

"Worse Case Scenario Planning"

Each person will receive detailed notes. Participants will also be surveyed a week after the session to determine which elements have been most successfully integrated into their everyday application.



## AGENDA

### Day 1 (4 Hours):

#### **Present Everyday Deck**

- Each participant presents a deck from their everyday work

#### **Prep, Prep, Prep**

- Know your audience
- Focus on 1 organizing point
- Connect everything back to that 1 point with a through line
- Manage amount of content
- 1 slide = 1 minute
- Leave content for the Q&A
- Worst-case scenerio planning

#### **Storytelling**

- Open with a Zinger
- “Once upon a time...”
- Have a beginning, middle and end
- Make a personal connection
- Emphasize your own style
- Images and emotion resonate
- Pixar Spine

#### **Passion Deck**

- Each participant presents a deck about something they're passion about

### Homework:

Write your Pixar spine & edit Everyday Deck

### Day 2 (3 Hours):

#### **Content to Storytelling**

- 1 Thing
- Simplifying an Idea
- Pixar Spine
- Beginning/Middle/End

#### **Data Dumps**

- Digestable Data
- Infographics = Friend
- Priority of Communication
- Appendix

#### **Bad Habits**

- Deck Stealing
- Consistant Flow
- Eye Charts

#### **Design**

- Brand Guidelines
- More Master Slides
- Type is Words
- Color is Mood

#### **Sight & Sound**

- Music
- Simple Animation
- 1 Image

### Homework:

Revise Everyday Deck

### Day 3 (3 Hours):

#### **Tech Time**

- Good Audio
- Streaming Speed
- Bad Virtual Backgrounds
- Test and Test Again
- Laptop or Not
- Managing the Mute
- All the Buttons on the Bottom

#### **Online Presense**

- Video Composition
- Virtual Eye Contact
- Sharing & Speaking
- Reading the Room/Audience
- Being Self-aware
- Building Interaction

#### **The Big Close**

- Read the room
- Emphasis the 1 thing, again
- Get the “Yes”
- Drop the mic

#### **Re-present Everyday Deck**

- Revise and represent decks from the beginning of the day





- Jolly/Analytics Manager

I really enjoyed the day with Sue & Dan. I felt the framework and agenda were clear and fluid. Additionally, the delivery was fun and engaging.



- Jennifer/Clif Bar

I'm usually pretty skeptical of workshops similar to this, but I can definitely say that the workshop you gave was probably the most applicable and engaging workshop I've participated in.



- Danielle/ Customer Team

Seriously, this is one of the best work-related workshops I've ever participated in, and with all of this "permission" to simplify and get a little playful, I feel a lot more confident now moving forward...



- Jay/Brand Finance Analyst

Thank you, Dan & Sue! You guys are amazing! This was by far the best training I have taken in a few years! I learned so much and am able to present much better (without data, LOL)!



- Allison/ Customer Team

The content, the engagement, your vast experience you brought to the table, coupled with the feedback were invaluable! This was one of the most applicable and beneficial trainings that I've taken in the corporate/CPG world and the time seemed to fly by! If there is a ever a part 2, I would be the first to sign-up.

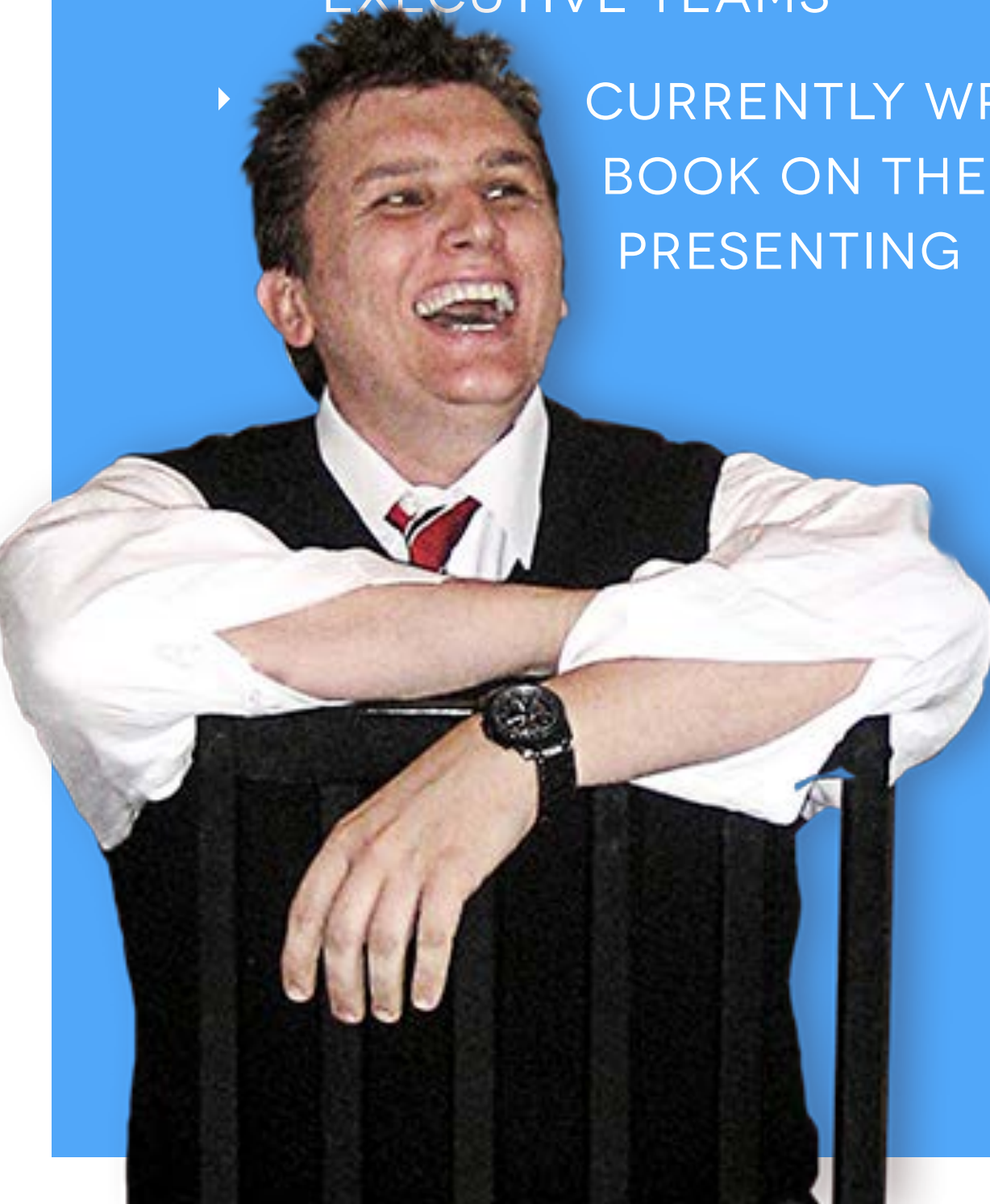
# “WHAT DID YOU THINK OF THE WORKSHOP?”



## PRESENTER

Dan brings his creative leadership into compelling storytelling. Utilizing practical and applicable techniques and tested principles has made him the go-to-person for presenting.

- ▶ AWARD WINNING BACKGROUND IN THEATER, RADIO & TV PRODUCTION
- ▶ LED MAJOR PRESENTATIONS TO FORTUNE 500 COMPANIES AND EXECUTIVE TEAMS
- ▶ CURRENTLY WRITING A BOOK ON THE POWER OF PRESENTING



## A fresh perspective on storytelling for a new era of presenting.

Call or email for more details and to hear my favorite stories from the workshops including one person's passion deck on Jaws!

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## MENTOR

Sue has worn many hats including client leadership, retail specialist, category captain, regional director and network leader. Now she puts those 30 years of experience into coaching the next generation of leaders.

- ▶ CERTIFIED PROFESSIONAL CO-ACTIVE COACH
- ▶ CORE STRENGTHS AND HOGAN CERTIFIED FACILITATOR
- ▶ VISTAGE AND BTS TRAINED FACILITATOR
- ▶ WOMEN'S LEADERSHIP FOCUS – CO-CHAIR AND BOARD EXPERIENCE

