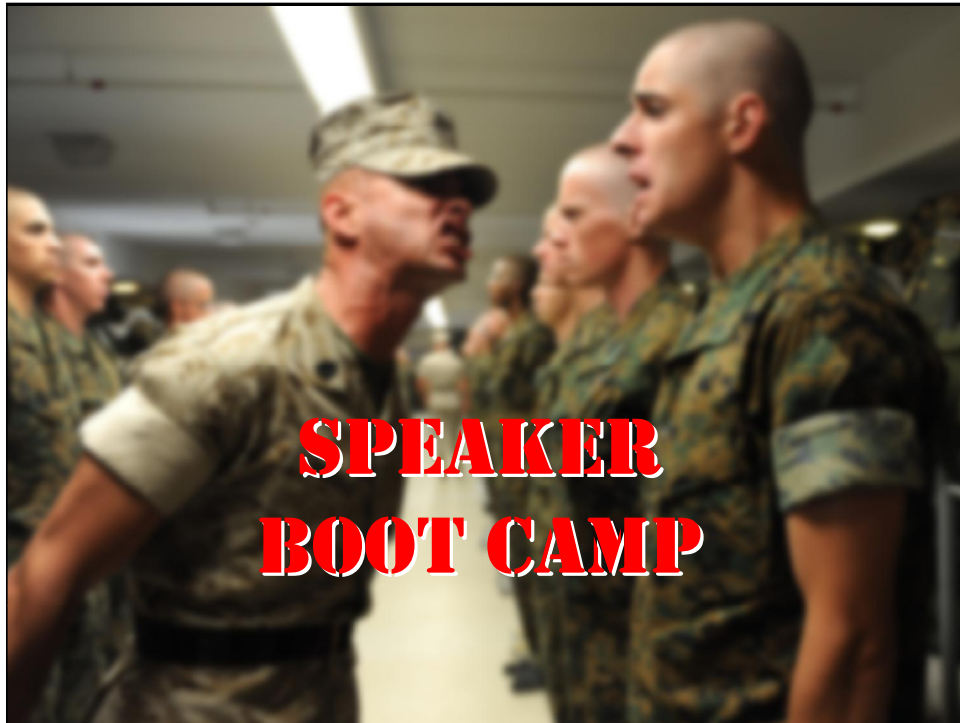




Story about running away with band. . . Little did I know how much that would change my life..



Makes sense... Acknowledge Michael Weiss of Figure18.com for co-creating this with me.

Who you are for me:

Great communicator

Someone who has an idea worth sharing with the world... You may be all over that, or you may not even know exactly what it is, but it's in you.

Someone who cares enough to be spending your precious, never get it back, time with me.

Who I am for you:

Playful Mastery

In your World

Drill Sergeant for your GREATNESS! - You cannot mess with me, 'cause I know how truly great you are, whether you do, or not.



Keys to pitching! Principles for People!



Your High-Leverage Communication Events?

Keys to pitching! Principles for People! This will probably seem pretty American, but it's HUMAN! Take it, stand out, differentiate, succeed!



They are the key!

1, 7, 70, 700, 7000!



New breed of communicator and communication

Keys to Consider Today

Give us a Deeper-Than-Usual Look

Offer New Insights - Surprising

Are Authentic

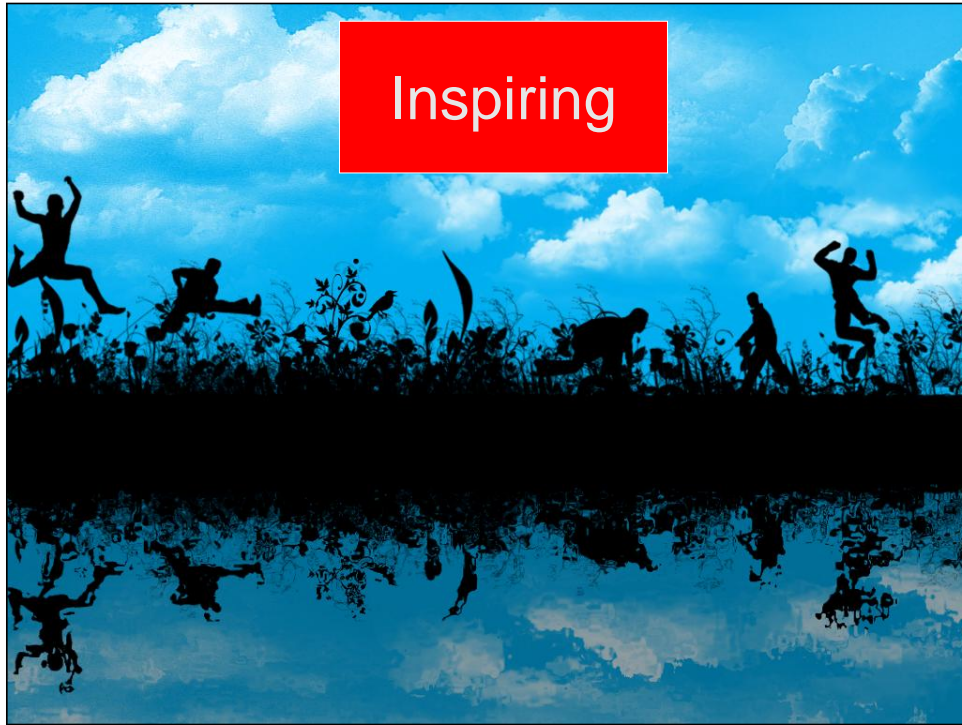
This isn't everything, but there is gold in all of these, and we'll keep bringing them back to our discussion.

Peer in: Makes the audience feel like 'insiders!' Even potential heroes...

New Insights – paradigm shifting, share wow, and ah ha moments!

Authentic – People don't just primp, they actually take the risk to share authentically and show the bad, the challenging, and the heartbreaking along with the good. Truth is valued highly! Brene Brown... (THIS IS THE HARDEST ONE, PEOPLE!)

(Whites of the Eyes)



Passion, Authenticity, Genuine Sharing AND – About THEM!

Two kinds of Inspiring!

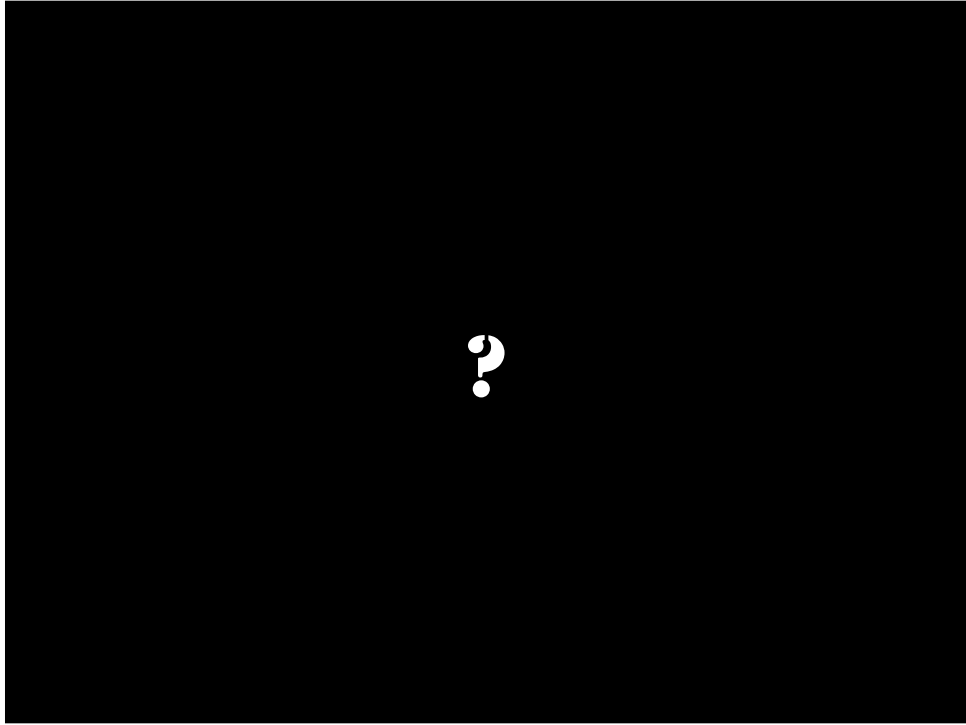


Generous to take it to the level of a performance.

Considers how it lands (in the listening) and willing to perform.

Responsible for what they heard story:

Another aspect of performance is: Stories in present tense!



A couple of words about what you're seeing so far...

**CAMPFIRES
HAVE BEEN REPLACED WITH
PROJECTOR BULBS
AND THE POWER OF STORY
HAS ELUDED PRESENTERS
IN THE WORKPLACE.**

- NANCY DUARTE

Get Evolution on your side!

Mention Simon Sinek

What part of your brain lights up for story?

Peter Guber – Studio Chief at Columbia Pictures, Co-Chairman of Casablanca Records, owns baseball teams, basketball teams, etc.

Tell to Win: Basic point.



This is you on stage:

What's happening in this setting? (LISTENING!)

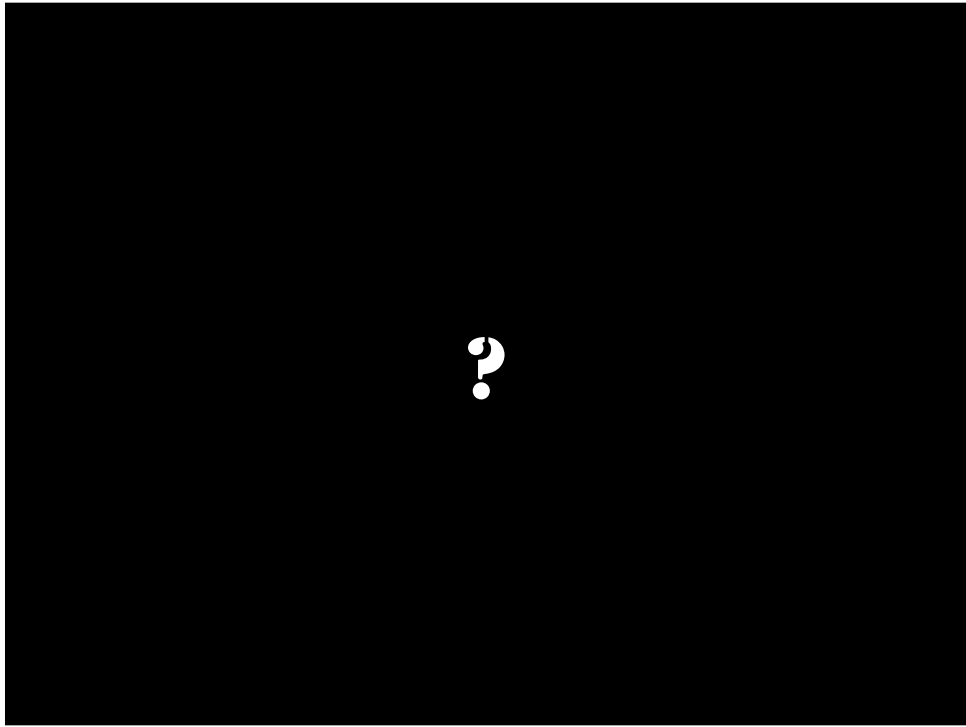
You're responsible for all that human life!

Story of the picture... people wait, for a long time, for me to keep going!

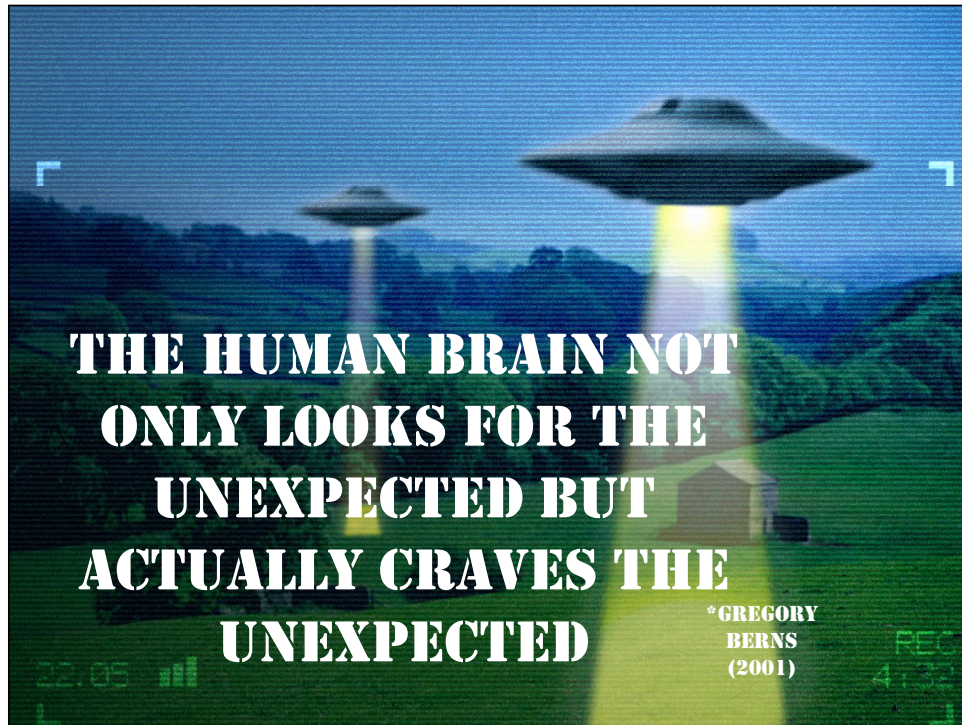
POWERFUL! Use it!

More about Talking about it, vs. Sharing it.

MAKE THE AUDIENCE THE HERO! Not you! THEM! You're YODA!



A couple of words about what you're seeing so far...



One of the KEY ELEMENTS of story is SURPRISE!

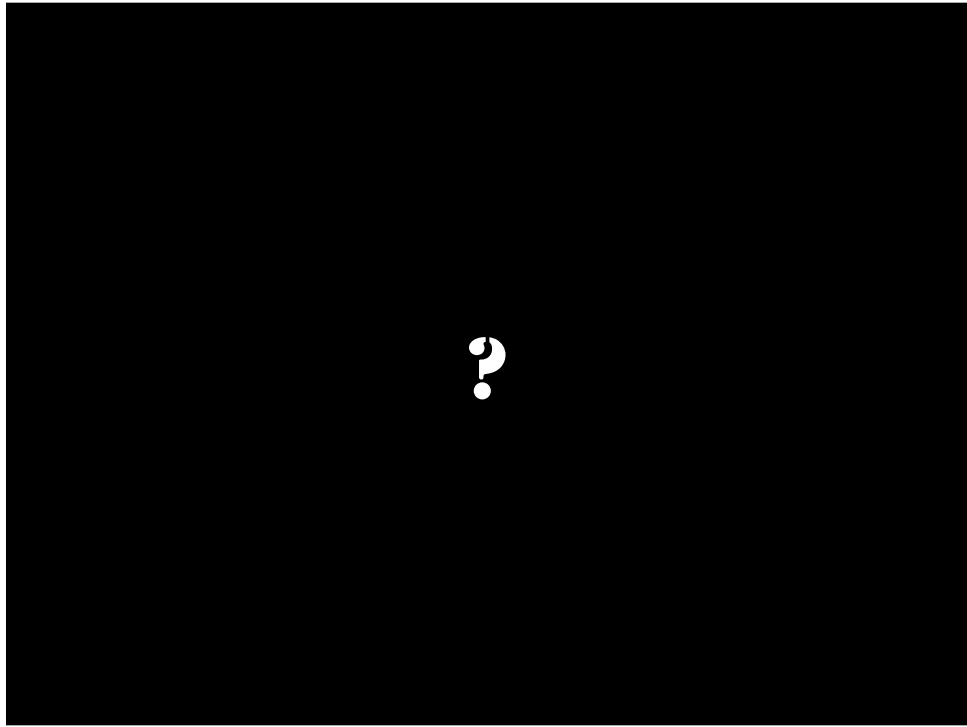
good stories surprise, share your ah ha moment with the audience, Inspire them, make them the hero!

Andrew Stanton – Toy Story, Finding Nemo, WALL-E

Here's how he started his TED talk in 2012...



The unexpected is the GOLD! ☺ (Present Tense)



A couple of words about what you're seeing so far...

YOU HAVE TO BELIEVE IT!
IF YOU DON'T, THEY WON'T!

Get neurobiology on your side.

Mirror Neurons

& Whites of the eyes...

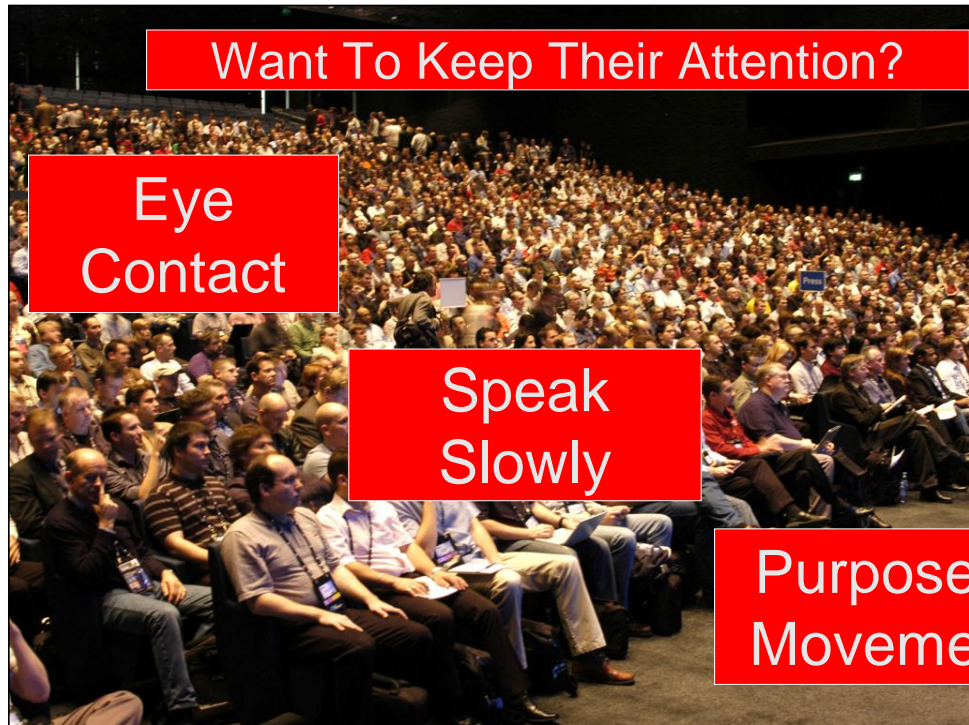
Helps let go of being nervous...



Curation is key! It is another example of being generous; it is very generous to curate... Why we like TED...

I give you license to NOT tell the whole story.

Treats from Guatemala...



Eye Contact (decrease nerves) India talking fast, expert, truth, etc.

Movement -

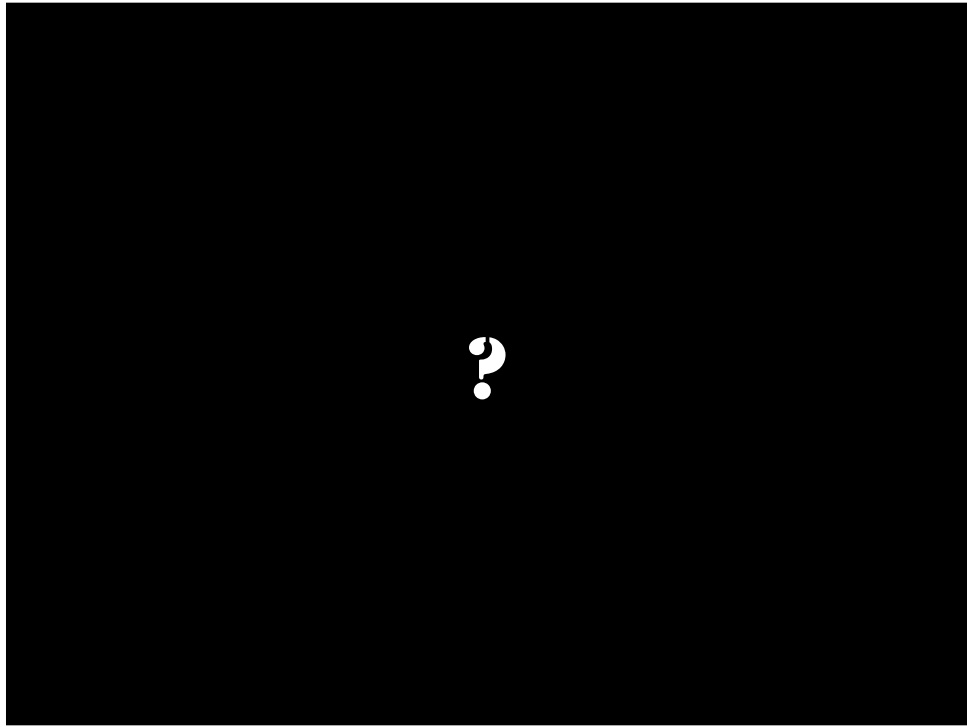
Style and generosity (Responsible for what I said vs. responsible for what they hear)



Take some time to practice if possible - BE AT SPEAKER EVENTS!

Headset:

Handheld:



A couple of words about what you're seeing so far...



Use Your
Own Style
of Humor

Dangerous talk, but you can do it.

Use your own style of humor.

Run it past colleagues, your wife, the hard ones in the audience.



I say: Bullets are for enemies...

Sure, you *can* use them, but Sameness is the enemy and emotional connection does not come through bullet points.

This is a weird place to talk about openings, perhaps, but I want you to remember SO...

SAMENESS is the enemy... open strong!

Bullet use evolution and neuro biology AGAINST YOU!

Why I Love Dolphins



- I see them when I'm surfing and it makes me feel safer...
- They are Highly Intelligent!
- They are Mammals, just like us!
- They live long lives!
- Dolphins are Intelligent and very social!
- To prevent drowning while sleeping only one half of their brain sleeps at a time!
- They are Highly Intelligent!
- They always seem to be smiling and having fun, unless they are caught in tuna nets, drowning!

They are Endangered !!!

© 2012 NOAA - Why I Love Dolphins Presentation February 2012



Competing with yourself,

Biology against you!

Make your slides need you!



I LOVE Dolphins!



Highly Social!

**PRESENTATIONS
BUILT AROUND DECKS
*ARE WRECKS!***

**DECKS BUILT AROUND
PRESENTATIONS
*CAUSE EXHILARATION!***

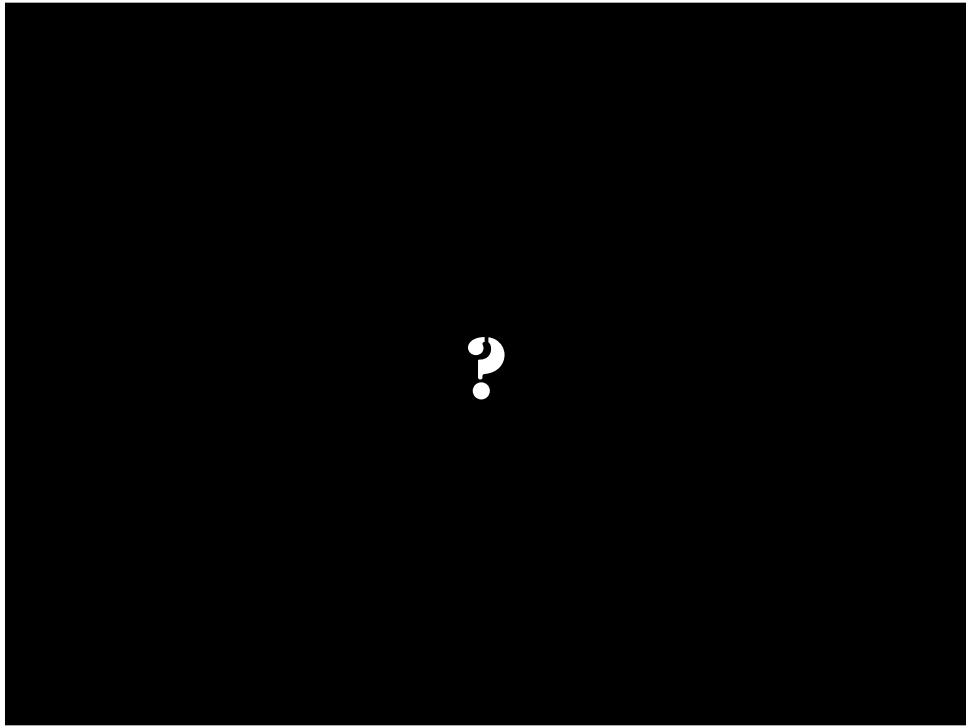
Take this to your life beyond TED!

*Communication
is the transfer
of emotion.*

- Seth Godin

Consider it...

Believe it or not, but try on believing it and see what happens...



A couple of words about what you're seeing so far...

Keys to Consider Again

Deeper Look – Insiders

New Insights - Surprise with Ah-Ha

Authentic about Yourself –
Make US the Hero

This isn't everything, but there is gold in all of these, and we'll keep bringing them back to our discussion.

Peer in: Makes the audience feel like 'insiders!' Even potential heroes...

New Insights – paradigm shifting, share wow, and ah ha moments!

Authentic – People don't just primp, they actually take the risk to share authentically and show the bad, the challenging, and the heartbreaking along with the good. Truth is valued highly! Brene Brown... (THIS IS THE HARDEST ONE, PEOPLE!)

(Whites of the Eyes)



Find the stories that matter...

This is what I find myself saying over and over to people I coach...

Not puffery... Real authentic...

Two points:

Accept a compliment experiment from my talk at TEDActive in 2012

Yitzak story

Acknowledge them for joining me.



“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” -Maya Angelou



[YouTube.com/execspeaking](https://www.youtube.com/execspeaking)

John K. Bates

john@executivespeakingsuccess.com

(424) 234-1063