

INSPIRE ACTION

A WHITEPAPER BY DAVID WAYNE

**MOVING PEOPLE FROM
INFORMED TO INSPIRED**



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Confidence is overrated

You've probably seen the statistics.

More than 75% of people feel some form of anxiety or nervousness about presenting ¹. You may even have seen the Seinfeld episode where he says that most people at a funeral would rather be in the casket than giving the eulogy. Leaders and managers who feel anxious about presenting are not generally suffering from a medical condition (Glossophobia). They are experiencing something else – fear of looking foolish ².

There are also leaders and managers who feel confident about presenting.

This often comes from either having presented many times, being a confident person or possibly ignorance about their true presentation skills. All of these are equally likely to lead to feeling confident, but for the wrong reasons.

It is even possible to reach the pinnacle of your profession and be seen as a world-class leader, and still feel either anxious or over-confident about presenting.

The negative impact of either under or over-confidence in presenting is a loss of influencing and inspiring people to want to follow you.

**Confidence is
overrated**



NAOMI OSAKA

**2019 AUSTRALIAN
OPEN CHAMPION**

“Sorry. Public speaking isn’t really my strong side. I just hope I can get through this.”

You SHOULD be nervous about presenting



THE BENCHMARK IS GETTING HIGHER:

Your audience has seen some of the best presenters in the world – TED, SXSW, YouTube Channels, social media. They are measuring you by that standard. The technical skills you mastered to deliver great business results are not enough to deliver great presentations.

THE TECHNOLOGY IS GETTING SMARTER:

Your audience are no longer all in front of you. You will have to get used to a mixed distribution channel – face-to-face, web, teleconference, videoconference, recorded for distribution – all at the same time.

THE AUDIENCE IS GETTING EVEN MORE DISTRACTED:

In the 2015 Prezi survey, more than 50% of respondents stated they do “something other than listening” during presentations³. Smart watches are just the start of Wearable Technology – all designed to grab the audience’s attention away from your presentation.

You SHOULD be nervous about presenting



THE INFORMATION IS ALREADY ACCESSIBLE:

Financial results, production and productivity output, industry updates, regulation and compliance, goals and objectives are all available in real-time - dashboards, RSS feeds, notifications and alerts. People have already read the data and come to their own conclusions before your presentation.

THE ACTIONS YOU WANT TO INSPIRE ARE BEING RESISTED MORE:

Chief at the start or Director or Manager at the end of your title are no longer sufficient to get people to act on your instructions. With the world's knowledge at their fingertips, people want to be more inspired, not more directed.

THE SUCCESS OF YOUR ORGANISATION RELIES ON IT:

Presentations are opportunities to communicate unrealised potential to an audience of stakeholders; to engage them in releasing that potential by overcoming obstacles together. Communicating historical results and explaining past actions does not drive new action.

It's time to catch up

THE BASICS:

Early career stages are defined by mastering the technical basics of that role. Following project plans, producing effective financial reports or forecasting revenue or production had to be demonstrated capably before more complex responsibilities were delegated. It is unlikely at this stage that the basics of presenting well were passed on together with other skills. The common result is the triggering of the “fight, flight or freeze” response.

YOUR PERSONAL STYLE:

The next career stage is defined by being given (or taking) more responsibility, more complex work and more challenging problems. There is confidence to try new ideas – either yours, or from outside the organisation. You developed your individual style leading your area of the organisation. Presentations at this stage tend to follow the “tell them what you’re going to tell them, tell them, tell them what you told them” format.

YOUR PERSONAL VISION:

Once achieving leadership positions, setting the direction for the organisation (or your part of it), goals, objectives, targets, performance expectations and accountabilities are expected. People have been effectively informed. What is often created is drones. People will follow orders because you’re their superior. Presentations at this level need to inspire action as well as inform.

Career technical capabilities

Career presentation capabilities

	Style	Delivers	Impact
Them (ACT)	INSPIRATIONAL	DISCIPLES	10x
	INFLUENTIAL	DEVOTEES	5x
	INFORMATIVE	DRONES	2x

Content (IT)	FORGETTABLE	DISENGAGED	-2x
	FOOLISH	DISCOURAGED	-5x
	FROZEN	DISGUSTED	-10X

**Which level
are you
at now?**

Focus - Level 1 (I)

Frozen:

This is the mind's natural reaction to a perceived harmful event. It is a normal response if you have not developed your presentation capabilities in parallel with your technical proficiency. This triggers the amygdala's "fight, flight or freeze" response.

Foolish:

Becoming distracted from the content, rambling and arriving at an unplanned point demonstrate insufficient preparation and leave the audience discouraged and the presenter embarrassed.



**Which level
are you
at now?**

Focus - Level 2 Content (IT)

Forgettable:

Often defined by having slides that are heavy with text and reading them to the audience. People can read faster than you can speak and are then waiting for you to catch up to them. The audience leave discouraged from doing what you've asked them to and retain little content.

Influential:

Presentations at this level have less volume but come from a position of authority. The audience may comply but are unlikely to take any initiative. Research from AON Hewitt⁶ shows that leaders who provide information without inspiring autonomy achieve less than half the expected performance uplift from the presentation.



**Which level
are you
at now?**

Focus - Level 3 Them (Action)

Influential:

Facts, figures and authority do not influence people to change their beliefs and behaviour. Presentations that lead the audience to arrive at the desired conclusions of their own volition have far greater impact than telling them what the “right” outcome is.

Inspirational:

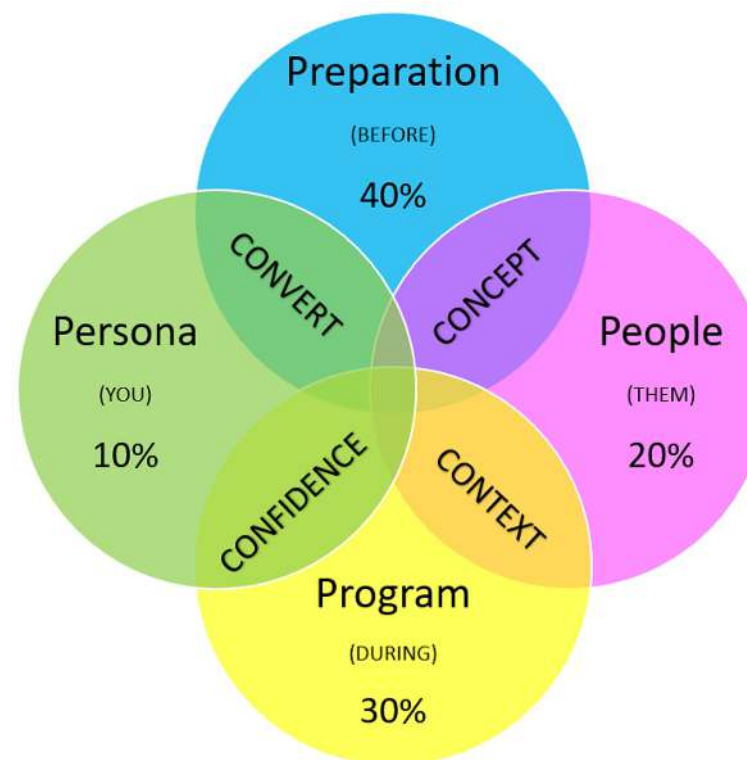
The most effective presentations create clarity of the mission, commitment to the path, and accountability for the outcome. People are inspired to achieve the required outcomes, whether you are there or not.



THE SOLUTION: THE 10% YOU MODEL

Persona + Preparation = CONVERT

The purpose of a presentation is action. Your presentation will Convert the audience from achieving Predictable performance to achieving their Potential. With this change in path, people are now following you, which, by definition, is what a leader is.



Preparation + People = CONCEPT

When preparation is done with the audience in mind, you now have a Concept that becomes the “point on the horizon” the presentation is aiming for. This makes sure your preparation is aligned to your purpose and progresses towards it.

Program + Persona = CONFIDENCE

When you have done 90% of the work, you deserve to have Confidence. There is a lot written on presenting where you are told to “be authentic”. That’s fine if you’re Oprah or Obama. Your audience would prefer you to have done the work to prepare your presentation for them.

People + Program = CONTEXT

When the audience is considered as part of your delivery, you now have a Context to make it personal, interesting and meaningful to that audience. An audience that experiences a presentation that has Context becomes engaged, influenced and inspired.

Next Steps



FOR LEADERS

Those responsible for setting the direction of the organisation, or parts of it, and getting people to want to follow them there

- Initial assessment
- “Inspire Action Leader” program contextualisation
- Half-day “Presentation Preparation Process”
- Half-day “Presentation Delivery Process”
- Production of customised templates for use in all future presentations
- 90-day implementation and support program
- Final “Inspire Action” review

Master preparing and delivering presentations that are customised for:

- the outcome you want to achieve
- the audience you are presenting to
- the shortest investment of time



FOR MANAGERS

Those responsible for implementing departmental and operational plans, and having their people fully engaged and highly productive

- Initial assessment
- Half-day or 1 day “Inspire Action Manager Program”
- 90-day coaching and mentoring support program
- Final “Inspire Action” review

Develop a repeatable system for:

- planning presentations with purpose
- delivering engagement
- implementing accountability



FOR TEAMS

Those responsible for contributing to the achievement of their department and organisation’s goals and objectives by sharing and supporting potential

1 or 2 day “Inspire Action Team Program” including:

- Video of each member’s initial presentation
- Customised feedback on preparation and delivery
- “Preparation and Presentation” Guide (for use in all future presentations)
- Notes and images from activities
- Final presentation video

Develop a consistent methodology for the team to:

- communicate critical information
- collaborate with purpose
- support achieving the team’s potential

Keynotes for events

David regularly speaks at Corporate Events, Conferences and Seminars, in front of audiences of tens to hundreds. His engaging, participatory, unique and humorous style has had him invited back year after year. The three most common keynotes he delivers are:

Inspire Action

David uses global best practice research, great stories from the real world and practical actions people can take immediately to make their presentations inspire people to act

From Frozen to Inspirational

David addresses the main psychological causes that lead people to trigger the “fight, flight or freeze” response when they think about presenting, and how to overcome it to deliver inspiring presentations that make people want to follow you

Influence and Persuasion

David demonstrates the 6 scientifically proven methods that lead to influencing and persuading others to change their beliefs and behaviour.

Each keynote is customised and contextualised to your industry, audience, theme and desired outcomes. David also creates “one-off” presentations to match the theme of your event.





“Very engaging. Best presenter of the day.”
EAN Conference, Melbourne

“Can’t wait to have you back next year.”
CPA Congress, Nationally



More than 10,000 Leaders and Managers from more than 400 organisations have enjoyed working with David

Commercial

DHL
Panasonic Australia
Mirvac
Fairfax
AGL
Westpac
Fuji Xerox Australia
Caroma Dorf
Landcom
Ruralco
Fantastic Holdings
VISY
Atlassian
Wattyl
IAG

Wesfarmers Industrial
Salmat
Ausgrid
Actew AGL
Volvo Commercial
Ricoh Australia
Essential Energy
Sims Metal
UGL Limited
QBE
AMP Services
Dolby Australia
Freehills
TAL Limited
And many more

Government

Medibank
Dept of Environment &
Heritage
NSW Treasury
Tourism NSW
NSW Health
NSW Ports
Infrastructure Australia
Dept of Defence
APRA
Railcorp
RTA/RMS
Dept of Agriculture
Reserve Bank
Australian Customs
And more

NGO's

Surf Life Saving Australia
RACGP
Australian Osteopaths
Catholic Education Office
Meat & Livestock Aust
Standards Australia
Catholic Healthcare
Cancer Council Australia
Fire & Rescue NSW
Anglican Retirement
Villages
And many more

WHAT PEOPLE SAY ABOUT WORKING WITH DAVID

“Engaging, interactive and passionate”
Sales Director



“Exceptional, professional, highly recommended”
Sustainability Manager



“Entertaining, knowledgeable, engaging”
Regulatory Officer



“I will highly recommend David to all my colleagues” Executive Director



“Professional, well versed. Great energy and customisation”
Compliance Manager



“Great facilitator”
Customer Service Team



“Keeps things well paced, extremely enjoyable”
Senior Operations Manager



“A fantastic style, engaging, good mix of theory, practice, activities, real-world examples and light-hearted moments”
Head of Employee Relations



“Outstanding! Professionally delivered, excellent value to me and our business”
GM



“Great presenter & knowledge, entertaining, educational”
Organisational Development Manager



“Impressed beyond expectations, great, worthwhile”
Operations Director



“The best workshop I have ever attended”
Operations Manager “Fantastic facilitator, extremely engaging, insightful and entertaining”
Sales Manager



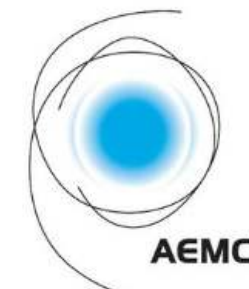
“Extremely professional and passionate, had great structure and performance”
MAPS Manager “



“Very valuable insights, extremely experienced and knowledgeable facilitator”
Regulatory Affairs Manager



“Extremely engaging and practical”
Director



“Clear, relevant, to the point”
GM - Technology



“Excellent style, good pace, relevant content, feel equipped with tools for action”
National Prevention Partnership



“Best presenter yet. Very entertaining, kept attention well”
Head of Operations



'IMPRESSED BEYOND EXPECTATIONS'

About David

With 16 years in Corporate roles at global organisations such as IBM, News Ltd, Mobius and GEAC, David has seen how difficult it can be to get your message across.

Since 2003, he has worked with Leaders and Managers to clarify their vision, communicate it to their people, and create committed, engaged and autonomous workforces to execute with focus.

David speaks across Australia, New Zealand and South-East Asia on his passion for communicating well.

He coaches leading change-makers on getting their message right, and delivering in powerful, inspirational and influential ways.

He works with teams to communicate with cohesive and open integrity to release their true potential.

David is releasing “Inspire Action: moving people from Informed to Inspired” in 2019

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- 4: OECD Forum, 2017
- 5: "Understanding the stress response", Harvard Medical School, Harvard Health Publishing, 2018
- 6: 2018 Employee Engagement Report, AON Hewitt, 2018

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