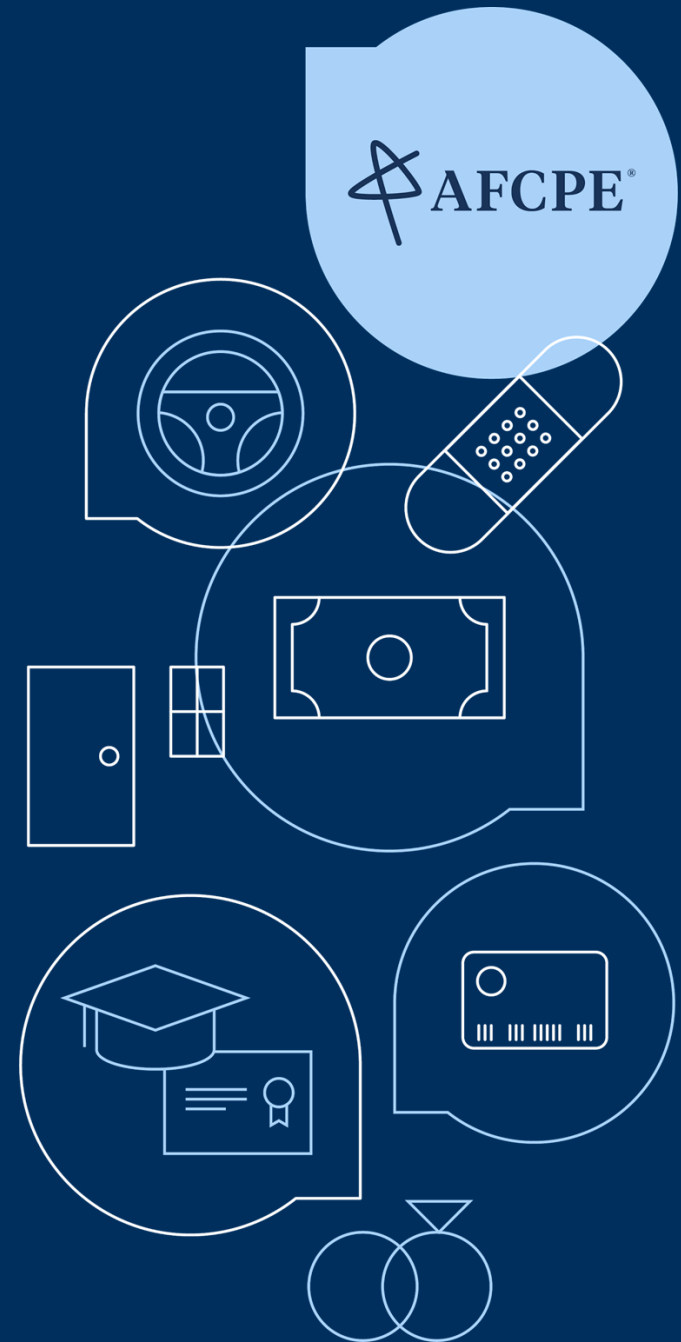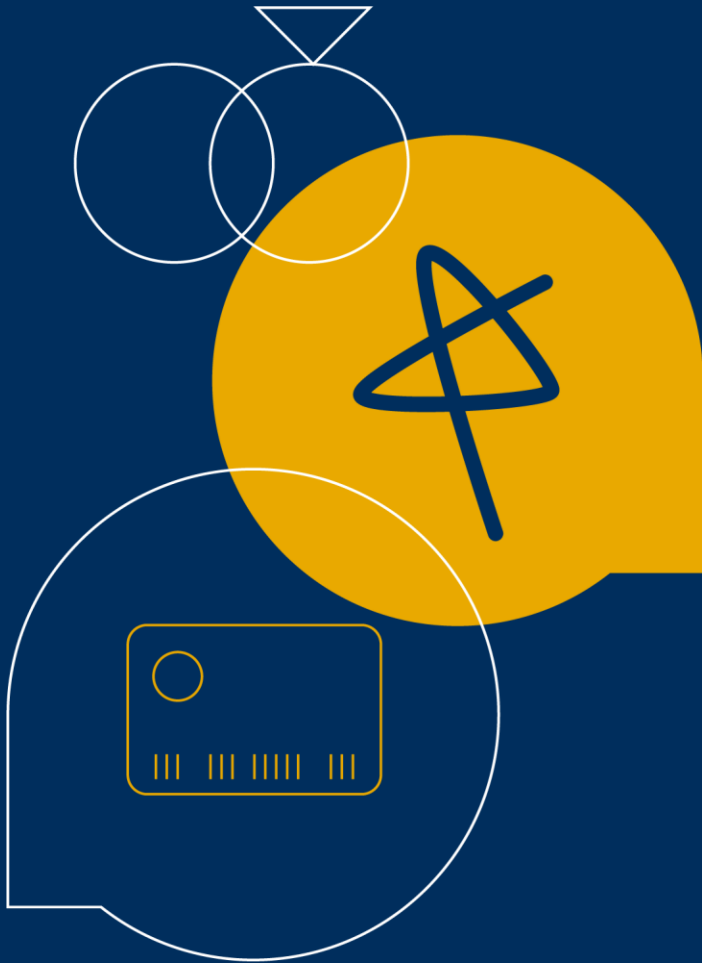# Virtual Member Meet Up

Your Research: Your Story!

Hosted by the Research to Practice
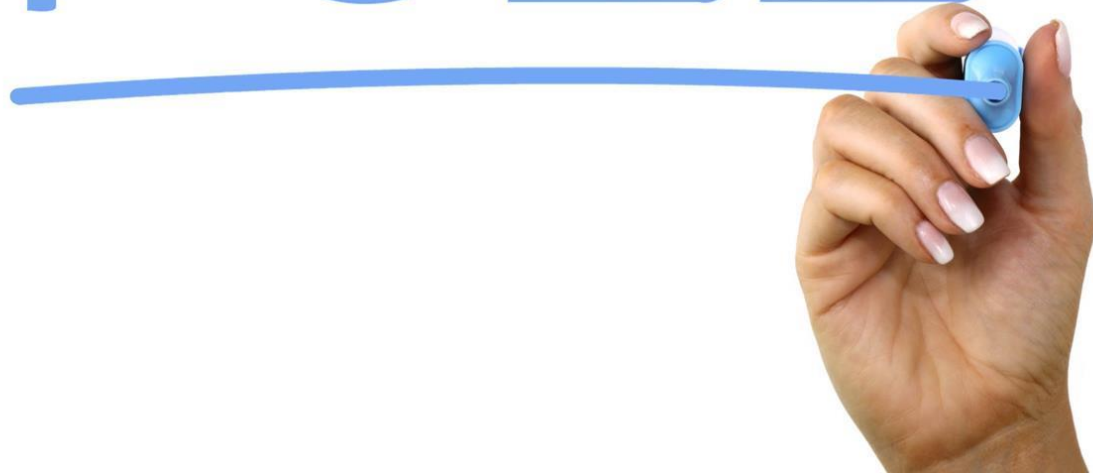(Bridging the Gap) Committee

AFCPE®

## Today's Meet Up Magic

- What are presentation problems?

- How to engage and influence

- Watch a video example

- Storytelling tools and resources

- Have discussions

- Reflect on next steps

# Poll #1: Your Interest

## Quick Share—In Chat Panel

Take a moment to think about one of the best presentations you have ever seen, and reflect on:

- What made the presentation so memorable?
- Why was it so good?

- Who is the best presenter you know?
- What makes that person so good?

# Why Researchers' Reports and Presentations Fail to Communicate Effectively!
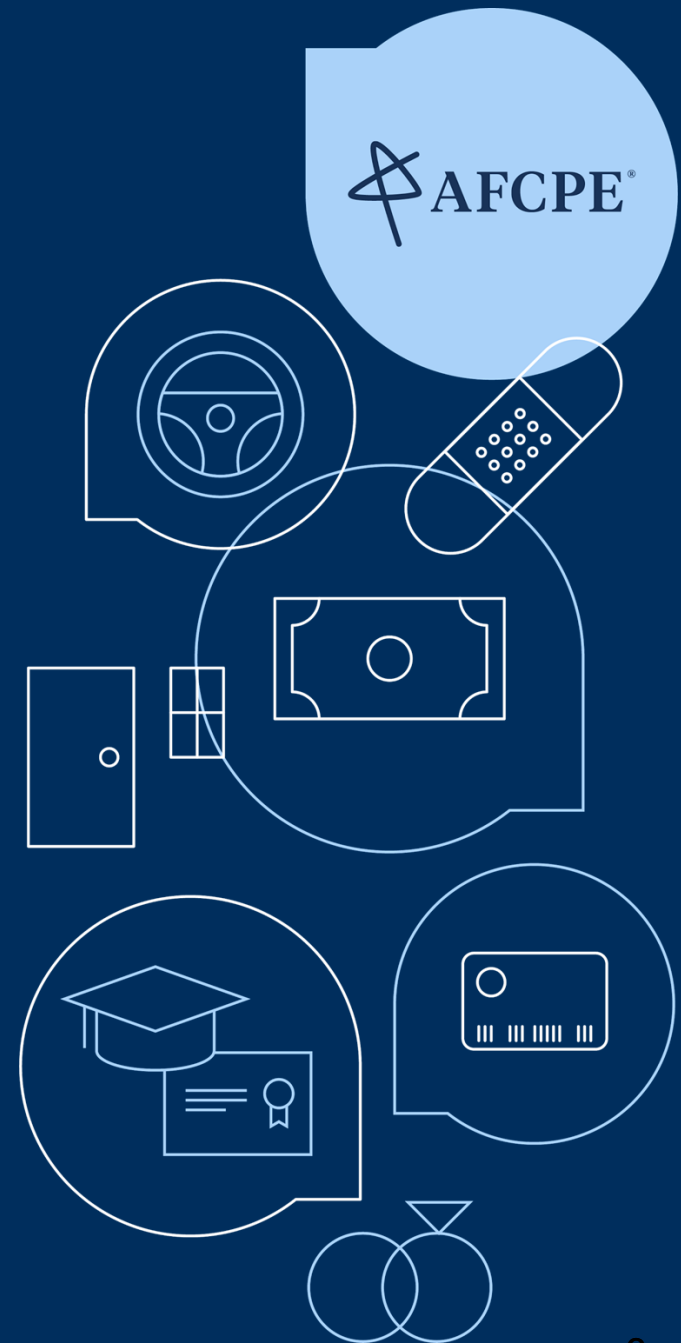


Problems with Emphasis

Problems with Content & Organization

Problems with Language and Presentation Style

# Key Thoughts

Look at your research, then design the report in such a way that it tells the story.

What are the 3-5 key things you want your audience to take away?

# "You want your research to have impact and practical application."

Use the "**From-to, Think-Do** or the **So-What, Now What** Matrix

Be specific about how you want the minds and actions of your audience to change as a result of your presentation!

- What are they thinking before?
- What will they be thinking after?
- What are they doing now, or not doing before the presentation?
- What will they start doing after your presentation?

# Poll #2: You Had Me at a Good Title!
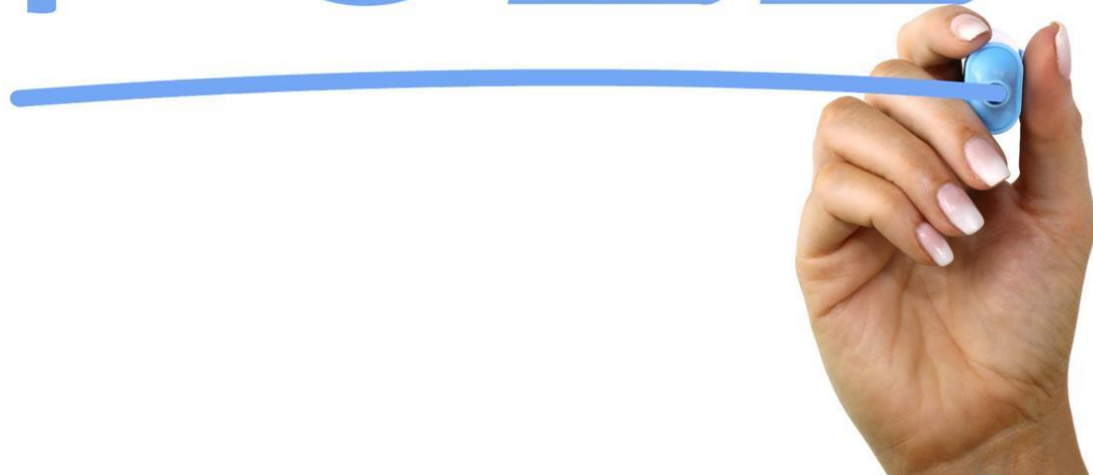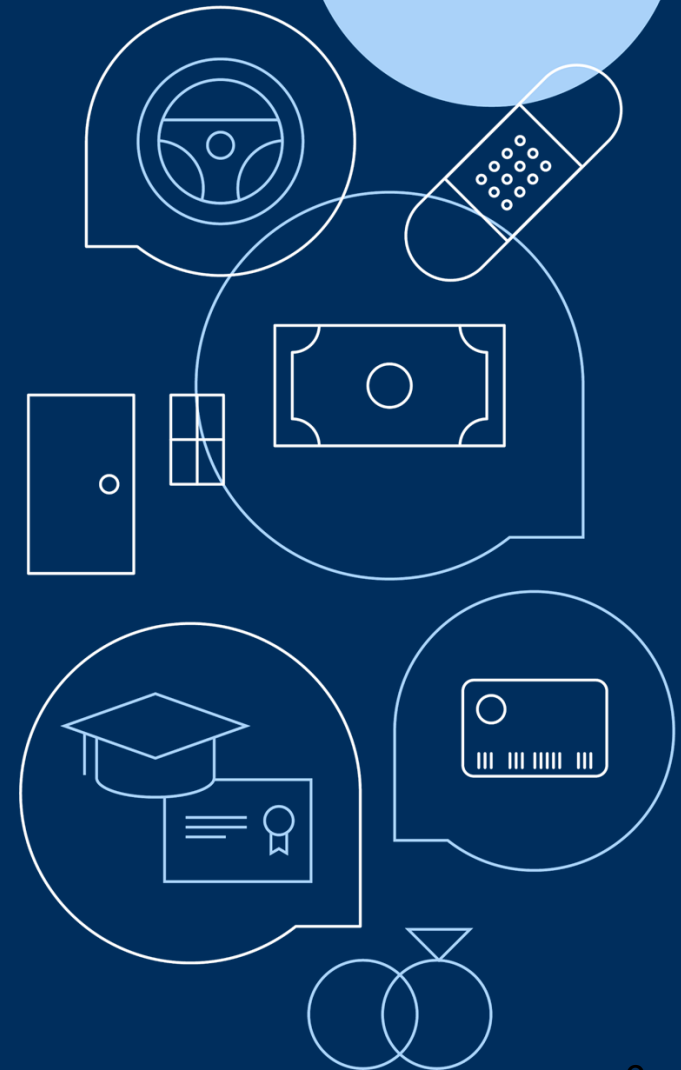
# Let's Look at One Example

# Designs for Your Story

### SPIN



- Situation
- Problem
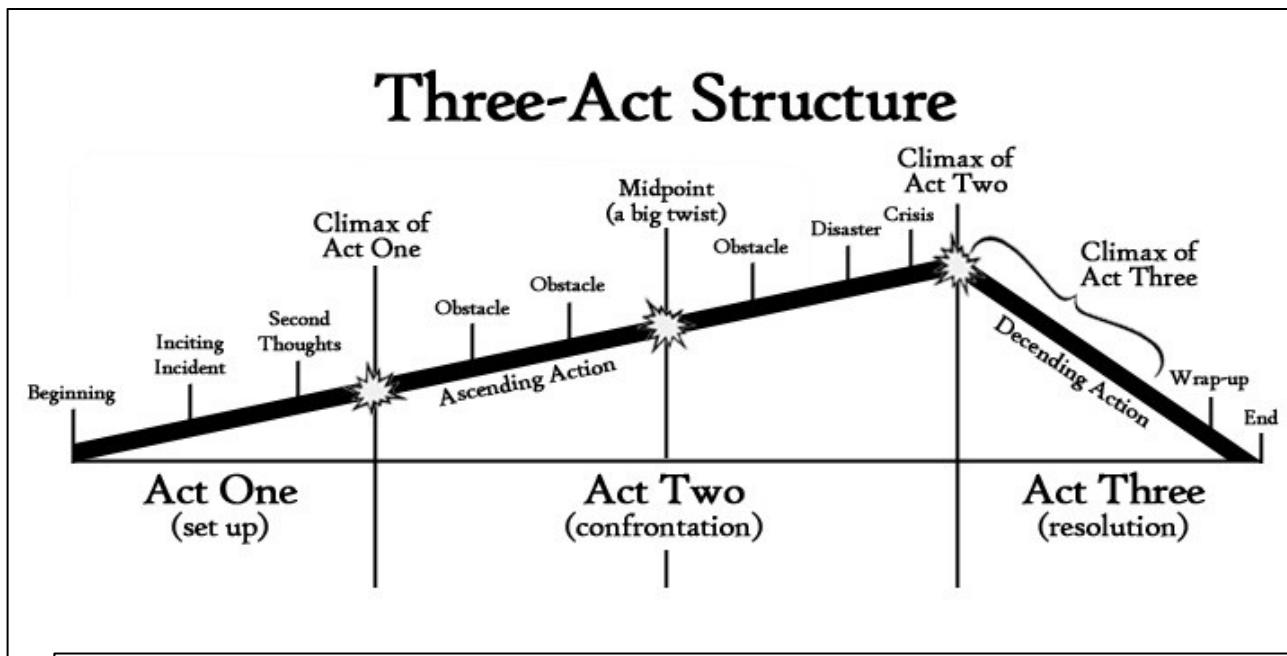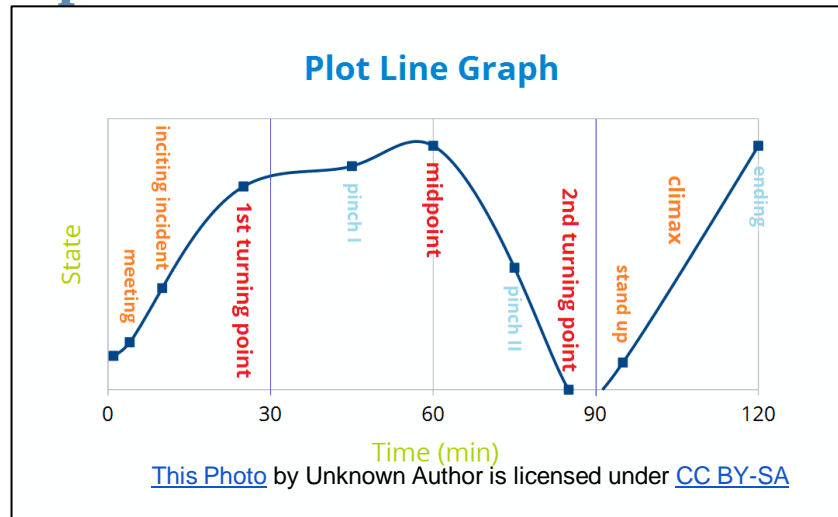- Implications
- Needs

### NOSE



- Needs
- Outcomes
- Solutions
- Evidence

### SCORE



- Situation
- Complication
- Opportunity
- Resolution
- Examples

# Story Board Examples



**Plot Line Graph**

State

meeting · inciting incident · 1st turning point · pinch I · midpoint · 2nd turning point · pinch II · stand up · climax · ending

Time (min)
0    30    60    90    120

## Three-Act Structure

Climax of Act One

Inciting Incident

Second Thoughts

Beginning

Obstacle

Obstacle

Midpoint (a big twist)

Obstacle

Disaster

Crisis

Climax of Act Two

Climax of Act Three

Ascending Action

Descending Action

Wrap-up

End

**Act One** (set up)

**Act Two** (confrontation)

**Act Three** (resolution)

# Poll #3: Story Board
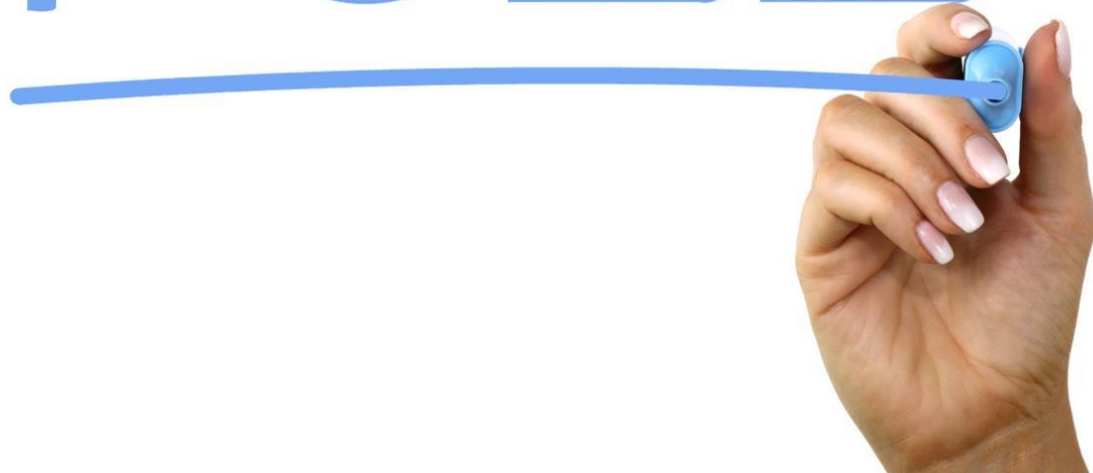
# The Final Story: Putting it all Together

**Question #1**
- Are you delivering good news or bad news?

- Do you need to build a case before delivering the news?

**Question #2**
- Do the characters go through the story in a structured sequence?

- Should information be laid out in chronological order, such as a path to success or decision-making?

**Question #3**
- How can I create suspense in my story?

- What are my climax points? Are they slowly revealed throughout the presentation?

- What do I need to do to keep the audience engaged and wanting more?

**Question #4**
How should I structure the story if I only have a very short window of time?

**Question #5**
What is the best way to package my support details for the story?

**With Your Answers in Hand**
- Go back to your story board and finalize your stratefic flow

- Add in your support details, charts, and data

- Make it an experience

# Finally...Make it an Experience

What do people remember?

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 40% of what they see and hear
- 60% of what they experience

"Tell me and I forget, teach me and I may remember, involve me and I learn."

## Quick Share—In Chat Panel

Considering virtual presentation delivery? What are your concerns?

# Elements of an Effective Introduction & Close



## Gain Attention

- Hook your audience
- Start strong, gain control
- Use names and word that have signigficant meaing to the audience
- Make no apologies - adjust for whatever circumstances have created
- Don't present through disruptions
- Use humor carefully

## Background and Objectives

- Succinctly state the background - what lead to the study
- Be specific about what you will accomplish
- Phrase your objectives so the audience knows why they should listen - WIIFM

## Strong Close

- Verify understanding
- Summarize main points
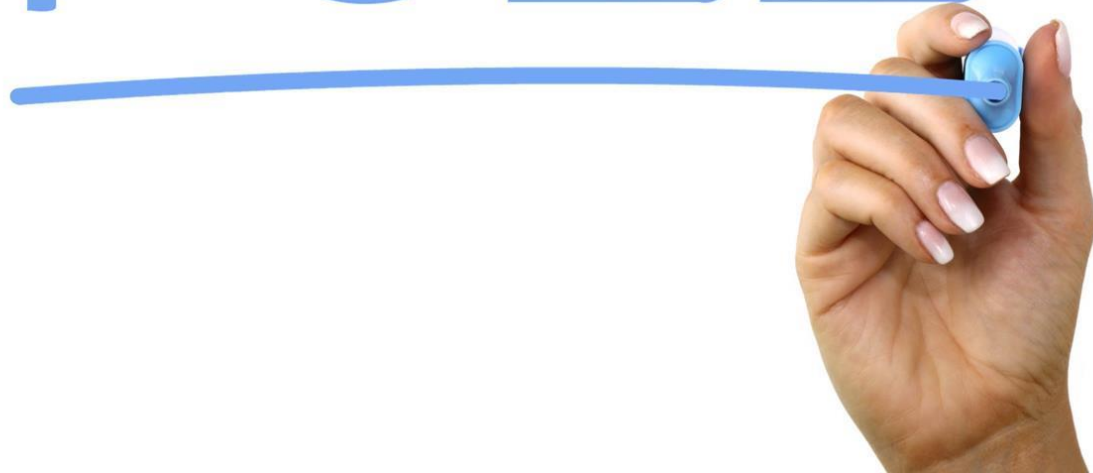- Use an action close
- End on a positive note

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# How Many Letters Can you Remember?

REP  OR  TWR
IT  ERSAR  EMEM
OR AB LEBE  CAU
SETH EYT EL LAST OR Y

# Poll #4: Your Next Steps

# Thanks!
## *Any questions?*

**Contact the Bridging the Gap Committee**
Jcarroll@accesslex.org