

making
sure your
presentation
is on
target

S.A.S.I.



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What is the S.A.S.I. inventory?

Four areas to think through to ensure your presentation is on target:

Speaker

Who are you? What can YOU bring to the stage that others don't?

Audience

Who is your audience? Why should they care?

Space

What's the room set-up? How will that impact and influence your talk?

Idea

What do you have to say and how will you say it?

Speaker

Who are you? As a speaker, YOU are the tool of your trade. Your thoughts, beliefs, mannerisms, quirks, foibles, follies, stories, body, heart, mind... you get what I mean. Too many speakers aim to be like someone else.

But that focus ends up with a speaker who is inauthentic; whose body and voice don't connect and don't resonate, because there's something that's just... off. But a speaker who hones in on her or his specific gifts, who can be – in the wise words of Brené Brown – vulnerable and whole-hearted in her approach — SHE will connect; she will have impact.

Think Through:

- » Am I in this presentation? How can I put more of ME in it?
- » Where does it feel authentic? Where doesn't it?
- » How am I using my body? How am I using my voice?
- » What are my strengths as a speaker? How can I emphasize them?
- » What are my challenges? How can I shore those up?



Bottom line:

If a presentation feels inauthentic, it doesn't matter how well thought-out or researched or polished or prepared it is; they will not believe you. And if they don't believe you, they won't listen to you.

Audience

In recent years, more and more focus has been given to the audience, and what they want/need. Great! People's time is precious, and any hint of "SO WHAT?!" from the audience will shut down the opportunity for connection. (Because, after all, that's really what this is about – creating a connection with your audience.) But it takes a little sorting through the minds and hearts of your audience to ensure that your message resonates.

Think Through:

- » What do they currently believe about what you are saying?
- » What do they expect from you? What do they expect from ANY person walking in? (And are those different?)
- » What do they need and want? What do you want them to want? (And are they different?)
- » Did they come by choice? Or was this a required event that they resent?
- » What do you want them to leave feeling?
- » What do you want them to leave DOING?



Bottom line:

How do you want them to feel?

"I've learned that people will forget what you said, people will forget what you did, but they will never forget how you made them feel."

Space

Space is one of those elements that is too often left for the last minute – when, in reality, it needs to be front and center. How the space is set-up – and, ideally, how YOU create it – will impact the all the other elements in a huge way. There are so many elements that can impact your presentation in significant ways – chair set-up, sound, technology, spacing, temperature, timing of other events at the space, sunlight coming in the windows, the ability to turn the lights up or down, the quality of the sound system, etc. You must be prepared.

Think Through:

- » How will the room be set up? Do you have control over changing it?
- » Are you sitting with them? Standing? Using a podium? (Oh, please don't!... more on that at another time.)
- » What's the flow and movement of the audience?
- » If you're using a projector, can you trust the equipment?
- » What's your plan B if something doesn't work?
- » Do you need some tech help?



Bottom line:

Every room has a feel. And you can CREATE a feel by how you control the space. Sit in a circle? Stand up at bar tops? Auditorium? Cafeteria? Carpet? Fluorescent lights? Every element impacts your talk.

Idea

Most speakers spend most of their time on the IDEA, or what they want to talk about. Certainly, this deserves a good chunk of your time. Your presentation should have a clear message, a storyline and a flow that will resonate and engage. So: make sure that you are keeping your message simple, clear and easy to follow. When possible, tell a story. And make sure that your idea is supported by your visuals, and not the other way around.

A caution: I see speakers hiding in the content and avoiding the delivery – because delivering the idea is the risky part, where we are most vulnerable. So – go for it. Find a good coach to get you through the idea part so you can confidently begin the work of polishing the delivery of that idea.

Think Through:

- » What kind of visual support do I need? (Do I even NEED visuals?)
- » What is the meaningful story behind my idea? What is the WHY?
- » Can you explain your idea simply? If not, keep digging. You're not there yet.
- » How much time do you have?
- » How are you going to prepare? How will you handle notes, if at all?



Bottom line:

Your idea is crucial to establish; it should be simple, clear and focused on the “story.” But then, you’ve got to put it out there. Don’t sabotage the delivery for the sake of the script.

Let's move the world with your talk.

This is just the tip of the iceberg! Of course, every situation - every speaker- and every audience - every talk - has their own challenges and opportunities! If you'd like more expert tools and resources, check out BeMoved.com and join this community of Movers!



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The idea is to write it so that people hear it and it slides through the brain and goes straight to the heart.

– Maya Angelou