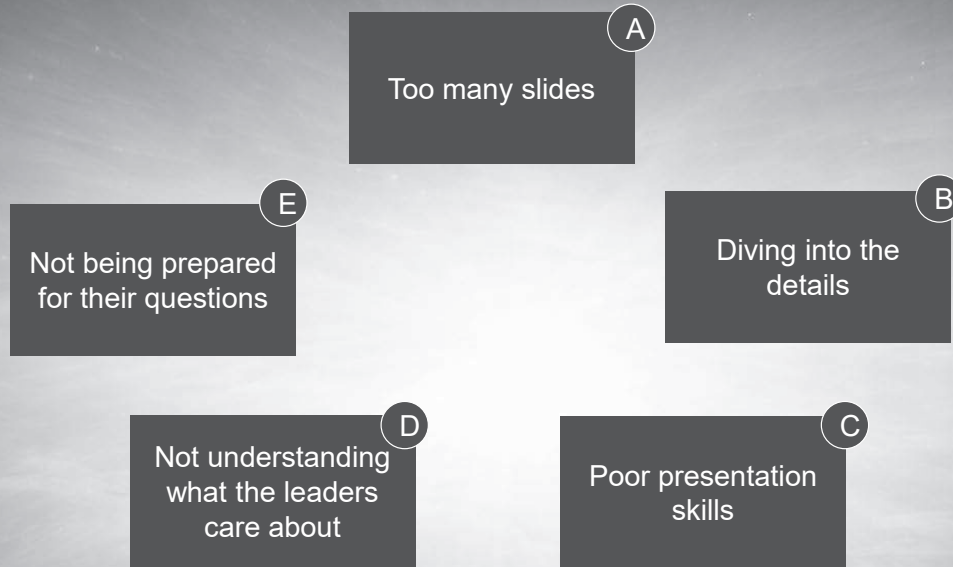




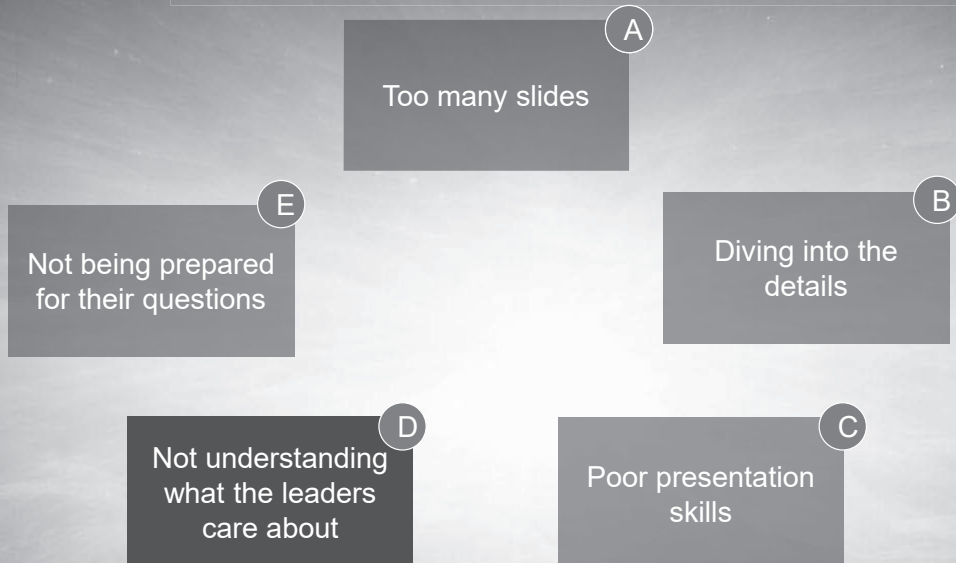
Building Success. Together.

**Your Ideas Have
to be Heard!**

What's the #1 failure of presenters?



What's the #1 failure of presenters?



Even the perfect pitch can falter if your audience doesn't see the value.



7-38-55

Professor Albert Mehrabian



Why is this
Important?

What's the
Benefit?

Do I Trust the
Presenter?

eXpressplanner

Listener Centric

Efficient

Repeatable

The screenshot displays the eXpressplanner interface, which is a structured tool for creating an agenda. At the top, there is a 'NAME' input field and the eXpressplanner logo. The interface is divided into two main sections: 'Define the issue' and 'Provide a solution'. The 'Define the issue' section contains three input fields labeled 'Recent', 'Obstacle', and 'Consequence'. The 'Provide a solution' section contains three input fields labeled 'Solution', 'Action', and 'Results'. Below these sections, there is a flow diagram with 'Introduce Yourself' and 'Preview Agenda' connected by an arrow. A 'Share the details' button is positioned below the flow diagram. At the bottom, there are three input fields labeled 'Agenda Item #1', 'Agenda Item #2', and 'Agenda Item #3'. The copyright notice 'Copyright © 2023 extraordinary communications' is visible at the bottom of the interface.

NAME

expressplanner

Define the issue

Your sales have increased by 20%

The challenge is that your need for inventory is peaking as well.

If you can't fund your inventory purchases, you won't be able to meet customer demand.

Provide a solution

It is critical for you to look at different ways of financing your spoke in inventory.

During this meeting I want you to consider several options for funding inventory.

This will supplement your available cash and give you room to maintain the needed inventory without feeling cash strapped.

Introduce Yourself → Preview Agenda

Share the details

Your cash flow and inventory today

Review funding options vs sales forecast

Compare and evaluate the costs of financing

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Activity: Build a message opening

INSTRUCTIONS

1. Think about a message that you want to deliver
2. Use the Xplanner to organize your opening
3. Focus on audience
4. Build a draft opening— Do not spend time on the Action
5. Be prepared to share with your table
6. Be concise – one sentence per box

NAME

expressplanner

Define the issue

Recent

Obstacle

Consequence

Provide a solution

Solution

Action

Results

Introduce Yourself → Preview Agenda

Share the details

Agenda Item #1

Agenda Item #2

Agenda Item #3

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ROCSAR isn't just for
opening presentations!



Conversations

E-mails

Voicemails

Elevator pitch

Meeting prep tool

Discovery tool

Even wedding toasts!

NAME

expressplanner

Define the issue	Provide a solution
Grounding	High-level Solution
Issue or Problem	Value
Consequence	Engage

Introduce Yourself → Preview Agenda

Share the details

Agenda Item #1	Agenda Item #2	Agenda Item #3
----------------	----------------	----------------

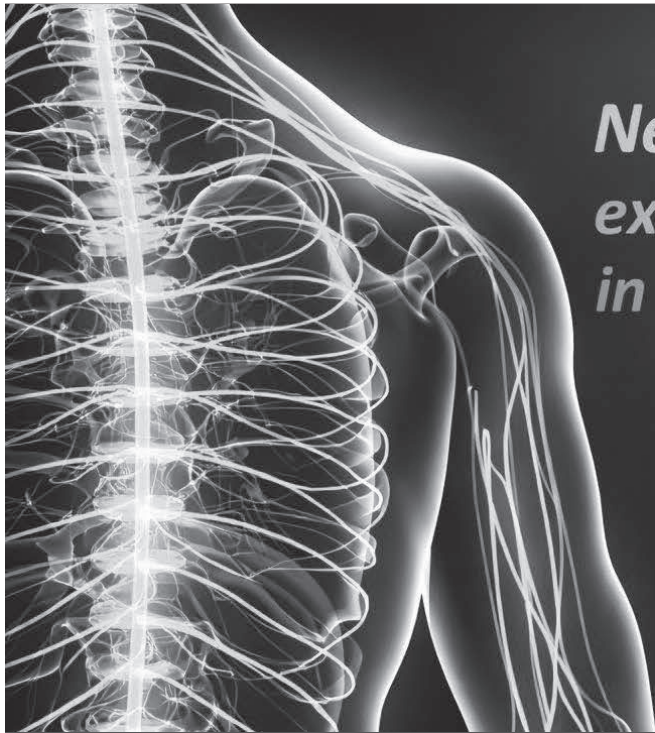
Share your
opening with
a partner



Now that we know how to
structure the message...

What else makes delivery of a
presentation **compelling**?





*Nervousness and
excitement have one thing
in common ...*

it's all energy!

ENERGY



Focus

ENERGY



Demonstration

Let's try pausing (Energy Focus)

Share a 30 second story

- a passion
- a hobby
- a favorite food

ENERGY



Demonstration

- ☐ Facial & Vocal Animation
- ☐ Gesturing
- ☐ Movement

Let's try vocal animation (Energy Demonstration)

Share a 30 second story

- a passion
- a hobby
- a favorite food



ENERGY



Focus

ENERGY



Demonstration



BE AUTHENTIC & CONVERSATIONAL

aba.com | 1

American
Bankers
Association

Breakout #2

- Take turns sharing your opening.
- This time with pausing and eye contact.

Timing:

2 Minutes to share your opening

2 Minutes for feedback

- Rotate until everyone has shared

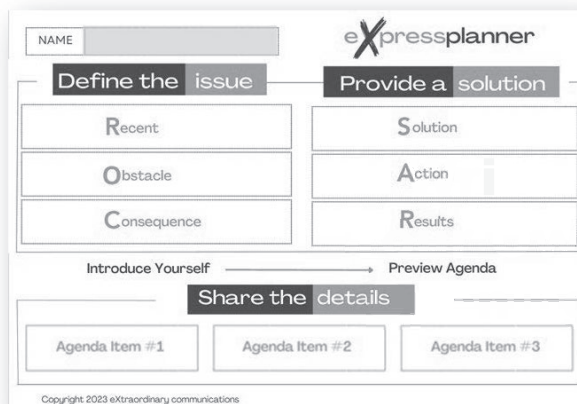
Feedback:

Did they pause?

Did they have filler words?

Where were they looking?

Your Opening & Agenda



NAME

expressplanner

Define the issue **Provide a solution**

Recent	Solution
Obstacle	Action
Consequence	Results

Introduce Yourself → Preview Agenda

Share the details

Agenda Item #1	Agenda Item #2	Agenda Item #3
----------------	----------------	----------------

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Feedback



FEEDBACK CHECKLIST:

- ☐ Pausing was sufficient to eliminate filler words
- ☐ Pace allowed me to follow and retain key points
- ☐ Vocal energy appropriate to content
- ☐ Vocal variation – not monotone
- ☐ Volume sufficient to hear words and discern tone
- ☐ Consonants and words delivered clearly