

Celebrating the Moment

Presentation Training Guide



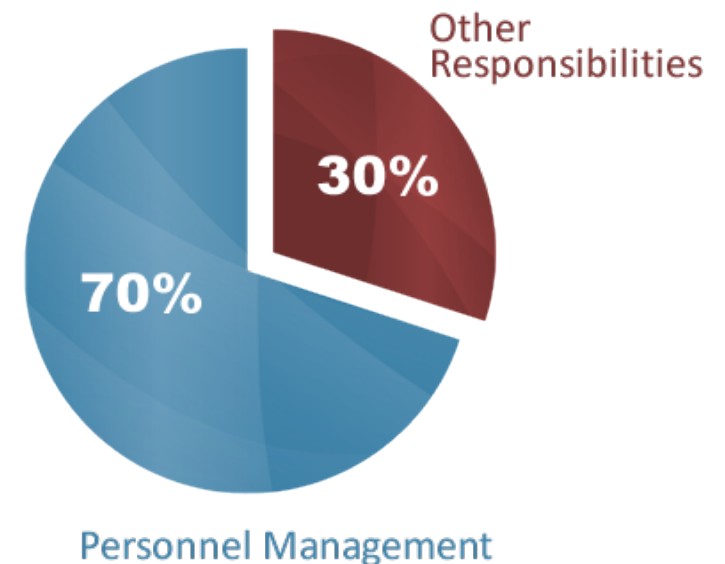
Introduction

It's time for you to make a presentation....

There are many definitions for the word “manager” and one refers specifically to “the person in charge of the training and performance of a team”. Although this variation pertains to the management of sports activities, it perhaps most effectively defines your job. Yes, you may handle administration, operations, planning and logistics. But research reports that, if you manage people, you spend more than 70% of your time actually monitoring, training, and counseling your associates (see Figure 1). Perhaps you will stop for a moment and consider how much time you spend one-on-one or with a group of employees, to ensure their effectiveness within your organization.

Your day-to-day operations involve handling individual effectiveness, interpersonal relationships within the group and continued motivation. The first two are usually confined to the specific area of need, but motivation must be maintained at all levels - for every member of your team. To motivate the group, or “stimulate your team into action”, you may have department contests, company outings, athletic activities. To motivate the individual you must also provide recognition of the job well done.

Management's Time Allocation



Why do a Presentation?

Studies suggest that recognition is the prime “job-specific” motivator in the work place. Certainly most people work to provide food and shelter for their family. They will do their best for entirely different reasons. However, according to social management experts, such as Mazlow and Herzberg, individuals are drawn to activities which enhance their own self esteem. Recognition is a critical component of self-actualization.

In addition to the well deserved office “kudos”, you may make written commendations to the file, post announcements of outstanding achievement or accomplishments, or express high praise on a performance review. Recognition of the individual also serves to stimulate the group. Each associate should aspire to be the recipient of meaningful recognition. What better way to recognize the employee and gain the attention of the group, than to MAKE A PRESENTATION?



Preparing For The Presentation

It's time for you to make a presentation....

Most company representatives who conduct recognition ceremonies are not public speakers.

So take a deep breath and relax.... Your presentation can be as effective as the most experienced circuit speaker and much more meaningful to your team.

Preparing for the presentation does not have to eat into that slim bit of time remaining to run your department. With an organized method for preparation, a script outline, and a few tips on making an effective presentation, you can enjoy the event along with the recipient. (Remember that 70% of your time is concentrated on your Team!)



Preparation and Practice

(Or how to prepare the type of meaningful presentation your employee will remember...)

When we say preparation, we do not mean long hours spent agonizing over writing speeches or video taped rehearsals and reviews. We do mean reviewing the basic steps of preparation, adhering to a simple outline of presentation content and rehearsing the brief “speech” in the mirror as you prepare for work - a few days before the actual presentation. On the following pages, you will find the guide for these efforts.... simple, easy and effective.

(A reassuring note: You may soon find you no longer need this handbook, at least in its entirety. But we do suggest you continue to complete your Checklist and Information Sheet for each event. And we do advise you to practice each presentation, no matter how many you may make.)



The Basic Steps

1. Remember your primary goal - to provide meaningful recognition for individual achievement, while inspiring your entire team to meet their potential.
2. To ensure you have an easy method for conducting an effective ceremony, utilize your Event Checklist.
3. To create an atmosphere of celebration and achievement, pre-announce the recognition event.
4. To ensure sincerity and appreciation, include personal information and specific accomplishments in your presentation “speech”. Use the Recipient Information Sheet.
5. Utilize a standard presentation outline, which can be expanded based on the level of achievement and/or type of presentation environment.
 - ▶ Practice your presentation.
 - ▶ Envision the memory.
 - ▶ Be sincere and enthusiastic in your presentation.
 - ▶ Be personal. Be specific.
 - ▶ Enjoy the celebration.



The Event Checklist

- Schedule a specific time and date for the ceremony
- Determine participants
- Notify, in writing, all parties involved two weeks before ceremony.
- Post announcement if appropriate.
- Arrange meeting place (if applicable) two weeks prior to ceremony.
- Make copies of the Event Checklist, Recipient Information Sheet, and the Review for future use.
- Complete the Recipient's information Sheet.
- Review your script outline, penciling in specific notes from your Information Sheet.
- Practice your newly tailored presentation. Practice in front of a mirror, friends or family.
- Determine if the recipient would like to say a few words. Provide content and time parameters.
- Ensure you have all presentation materials on-hand two days prior to the ceremony.
- Provide a reminder to upper management two days prior to the ceremony.
- Practice your presentation again.
- Make sure you have the appropriate attire (the day before).
- Ensure you have all presentation materials in-hand.
- Begin the ceremony on time.
- End the ceremony on time.
- Follow-up with the recipient for an honest impact opinion.
- Complete your own self-evaluation.

Recipient Information Sheet

Recipient Name	
Title	
Responsibilities	
Award (i.e. service recognition, attendance, etc.)	
Applicable Date (i.e. anniversary date)	
Ceremony Date	
Specific Contributions and Accomplishments	
Spouse's Name	
Children's Names	
Hobbies & Interests	
Contributing Education or Work Background	
Special Notes	

The Presentation Environment

You may find you have few options for the site of your presentation ceremony. Or, you may find the location of your presentation changes from recipient to recipient. Regardless of where you make the presentation, you are responsible for making the event reflective, meaningful and positive. Each presentation must make a memory.

A little forethought given to the location of the ceremony will enhance your preparations. How many people can you include given the location and the length of the presentation? What time is best to use this location? Has the location been announced? Consider your location when you envision a meaningful event.

Whether the ceremony takes place at the recipient's work area or in a nearby conference room, you must consider the number of attendees and practice a little crowd control. Don't try to fit the entire company into one employee's cubicle, but do encourage as many associates as possible to attend. Having the entire team gathered around the recipient's desk can make for an exciting and memorable moment.

You should always have the recipient join you, standing, in front of the group. Do not make these presentations with either you or the proud associate sitting down. You will wish to position any "visiting dignitaries" close by as well, standing if appropriate. Shake hands with the recipient following the presentation and encourage applause from your team.

Remember... location is not a critical factor in the success of a presentation. It is what you say and how you say it that will set the tone for a meaningful celebration.

Presentation Content

The Content and length of your presentation will vary along with the reason for the recognition ceremony and the environment in which it will take place. The basic flow of your presentation however, remains the same. Once you have established an outline of the meaningful content of your presentation, and practiced a few times, the ceremony itself should be as comfortable for you as it is pleasurable to the recipient.

The basic content outline for your presentation is designed to take between three to five minutes. With a little hype before-hand, along with the participation of associates, a sincere and simple presentation can create a lasting memory. Remember that the length of the ceremony will not decide the impact of the presentation...

...but your enthusiasm, warmth and sincerity will!



Script Outline

- ▶ Welcome all in attendance.
- ▶ Announce the purpose of the ceremony. Reinforce the value of an outstanding associate to the organization.
- ▶ Ask the recipient to join you, using their full name.
- ▶ Mentioning recipient's name often, develop their background as it relates to the current achievement; date employed in what capacity, contributing educational or work experience, past achievements, historical events, etc. Be personal. Be specific.
- ▶ Briefly review current responsibilities and specific activities, accomplishments and/or initiatives. It is not necessary to list every accomplishment!
- ▶ "As a result of their hard work and dedication..." launch into the meat of the presentation - the reason you are honoring the recipient.
- ▶ Present the certificate of appreciation and recognition, and if appropriate, mention any gift the recipient will receive. Shake hands.
- ▶ Thanks the recipient for their effort, and thank the associates for their support.
- ▶ If appropriate and predetermined, welcome a few comments by the recipient.
- ▶ Thank the recipient again, and once again congratulate their achievement. Thank everyone for joining the celebration. Adjourn.

The Expanded Presentation

A large group usually denotes a more lengthy presentation, perhaps even an evening celebration. You may also need to compare notes with other speakers, as several presentations may have the same focus as yours. If your presentation must be more sophisticated or will take longer than five minutes, you can expand your basic presentation with one or more of the following topics:

- Enumerate in greater detail the recipient's job responsibilities and past accomplishments.
- Praise the support provided by internal mentors or associates.
- Mention support provided by internal mentors or associates.
- Share a humorous, yet positive story about the recipient.
- Expand on a contributing background in education or experience.
- Reflect on historic or world events as they may relate to the recipient's professional growth.

If you are making presentations to more than one recipient, don't worry about your speech becoming stale. Individual backgrounds, experiences, and specific contributions will support personal memories. Give each recipient the sincerity and respect they have earned.

Preparation Tips

DO:

- ▶ Begin to prepare at least two weeks before the presentation
- ▶ Copy and use Your Checklist, Information Sheet and Review
- ▶ Provide written announcements
- ▶ Use a note card to keep you on track
- ▶ Talk about the company as relates to valuable employees
- ▶ Be personal and be specific
- ▶ Make eye contact with the recipient, glance at the audience
- ▶ Make a sincere and enthusiastic effort
- ▶ Use humor, but keep it clean
- ▶ Make sure your appearance is appropriate
- ▶ Check your presentation materials two days in advance
- ▶ Remind upper management two days in advance
- ▶ Always be positive
- ▶ Practice
- ▶ Continue to use other forms of recognition to motivate

DON'T:

- ▶ Wait until the last minute to prepare
- ▶ Outline every accomplishment, unless you're participating in a roast
- ▶ Make light of the ceremony or the recipient's achievements
- ▶ Mention sex, race, religion, age, handicap, and/or veteran's status
- ▶ Make a remark that can be viewed as a verbal contract for future commitments by the company
- ▶ Mention any past mistakes or mediocre performance
- ▶ Make comparisons with past or current members of the team

Review Your Efforts

- Did I complete my checklist?
- Did I practice enough?
- Was I prepared?
- Did I follow my outline?
- Did I cover all of the important achievements?
- Did I encourage participation and applause?
- Was I sincere?
- Was I enthusiastic?
- Did I avoid inappropriate topics?
- Did the ceremony create a good memory?

6. What part of the presentation meant the most to the recipient?
7. What was the best thing I did?
8. What would I do differently if I were to do this same presentation again?
9. In a range from 1 to 10, 10 being the most effective presentation, grade yourself on this presentation.

1 2 3 4 5 6 7 8 9 10

(circle one)

Summary

Whether you felt your presentation was very effective, or has room for improvement, once you've made that first presentation... the others become easier, and if you continue your self-evaluation, your presentations will improve!

Don't try to cut corners. Continue to use your checklist and your information sheet. These documents organize and maximize your efforts. They also provide the game plan for simple and successful presentations. As part of your recognition team,

we at Eagle Recognition sincerely hope that you have enjoyed your experience. We also hope that you are looking forward to another opportunity to Celebrate the Moment with a presentation.

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