

Welcome

What do you
think?

Choreography Is Not Just For Broadway and Clarifying Your Point

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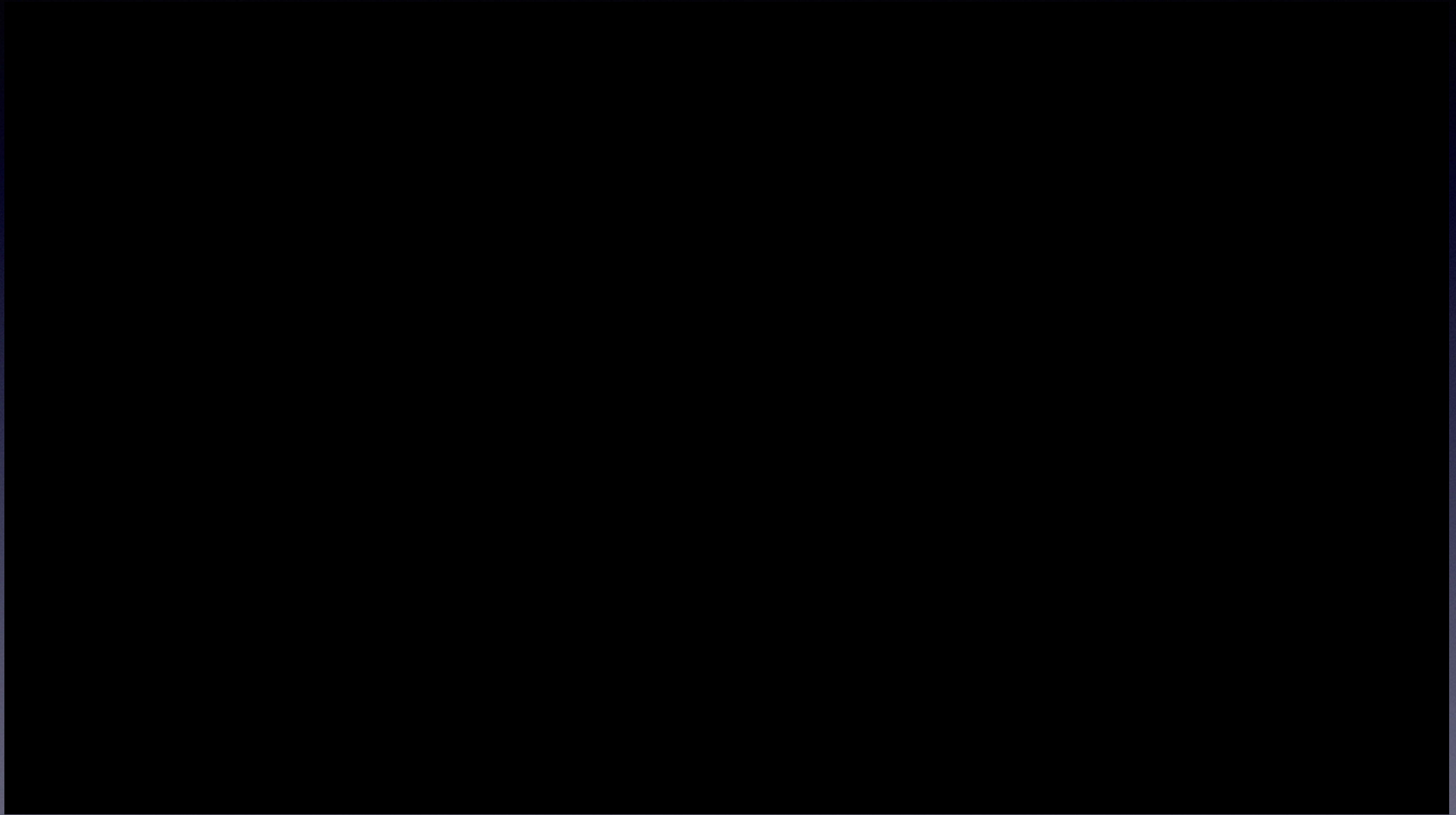
PNWS-AWWA Section Meeting
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Choreography

the art of composing ballets and other dance presentations and planning and arranging the movements, steps, and patterns of dancers.

Additional definition

the arrangement or manipulation of actions leading up to an event.



What Counts When You Are Presenting?

EVERYTHING!

Don't Confuse Extemporaneous and “Flying by the Seat of Your Pants”

- Speaking effortlessly is the result of preparation.
- “Off the cuff” demonstrates disrespect for the audience and their time and a lack of interest, commitment, and organization.

Without Choreography...



This Is What You Are Walking Into

Why Choreograph?

- Without a plan you lose course.
- When you veer from the plan you have someplace to return to.
- Choreography isn't the script. Choreography enhances the script.

Choreography is **WHAT** you practice, it is **NOT** the result of practice.

Choreography Sends a Strong Message

- Organization
- Teamwork
- Precision
- Leadership
- Respect for audience's time
- Planning and forethought
- Interest

A Little Choreography Will Dazzle 'em

- Do you have a script?
- What is your room entry/exit plan?
- Where will the audience be?
- Where will your people sit?
- What to wear?
- How will you use the room?
- Who will be speaking? When? From Where?
- What communication mediums are you using?
- Where are your information delivery and response points?
- How will you address questions?

Choreography Changes This... To This



Practice, Practice, Practice

- Practice means more than reciting the words.
- As best fits the schedule so you have everyone's attention.
- As appropriate for the value of the presentation.
- Dress rehearsal means the day before and means DRESS.
- Practice with room mock-up.
- If someone can't make rehearsal, reconsider if they should be at the presentation.

Choreography Killers

- “I do best when I speak off the cuff.”
- “I can’t make it to practice. Just tell me what I need to cover and I will meet you there.”
- “Email me the slides and I will review them on the plane.”
- “I’ll make my slides tonight.”
- “I will work out the details tonight and have them ready for the presentation.”
- Missed deadlines getting in presentation materials.
- Known wildcards

Think about your NEXT presentation...

What do you know, what do you need to know?

How will your presentation begin?

What message can you send the audience without speaking?

How will the presentation end?

Final Thoughts...

You always make an impression,
the only variable is what it will be.

Present or absent, choreography matters.

Questions?

Clarifying Your Point



... by keeping your presentation space clean

Keeping Your Stage Clean

- Stage
- Interview area
- Boardroom microphone
- Table top
- Any place in front of an audience

Presenter Types That Muck Up The Stage (and The Message)

The Pacer

THE WANDERER

The Post

Movement

- Movement simply for the sake of moving is bad.
- Meaningful movement is good AND preferable.
- Your movement is part of your message.

What Do You Want to Leave for The Audience?

Clean, Clear Message



A Muddled Mess



The Three Presentation Points

- Information Delivery Point
- Question Receiving Point
- Response Point
- The key to clarity is making these locations distinct

The

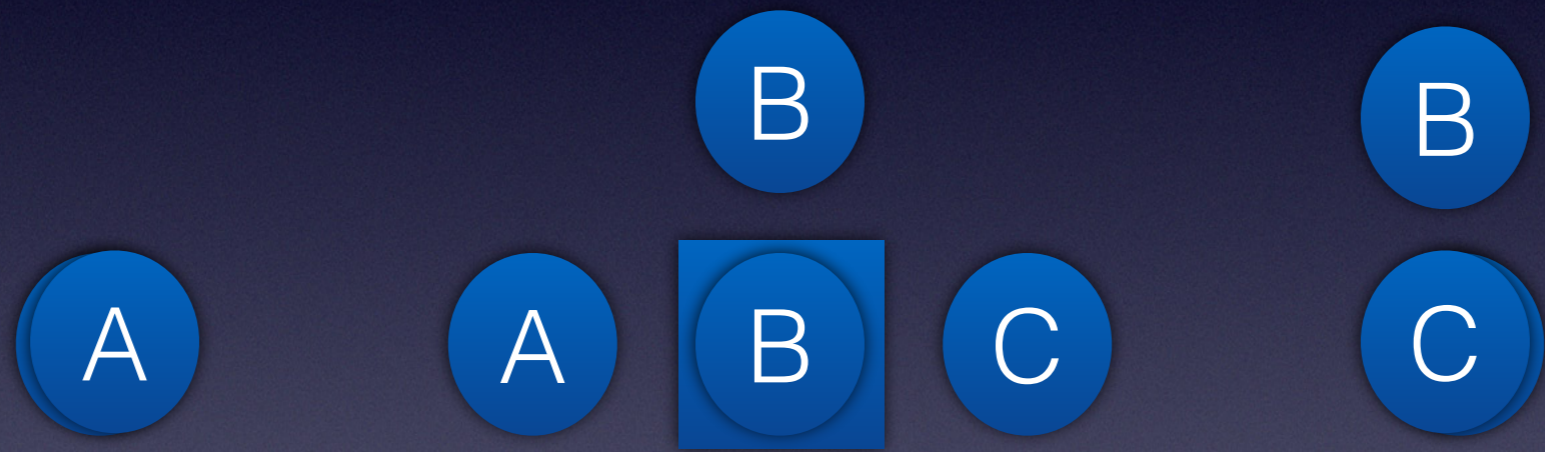
Break and Breathe

Steps to Break and Breathe

- Identify your locations/postures
- Point A - Delivery
- Point B - Receiving
- Point C - Responding
- These apply to individuals and groups

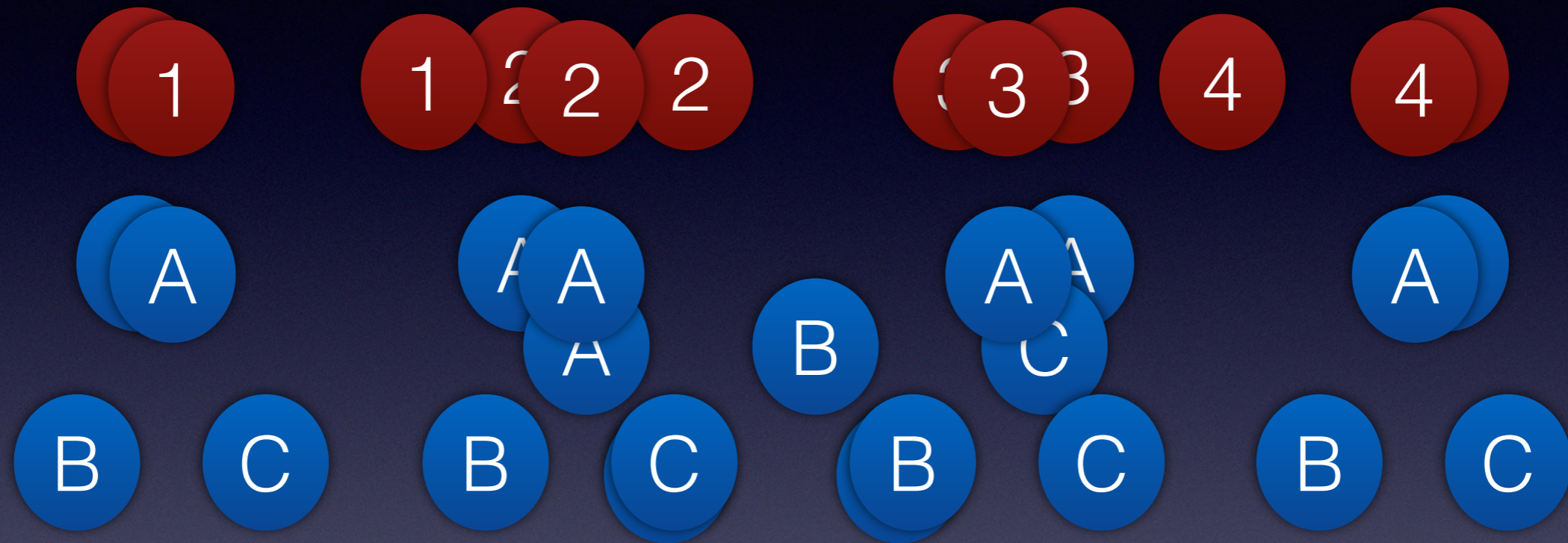
Individual Break & Breathe Points

Screen



Audience

Team Break & Breathe Locations



Audience

The Break & Breathe in Confined Spaces

- Small, but distinct and consistent changes
- Hands
- Glasses
- Pen
- Move around podium

Why Break & Breathe

- Creates a Pause = Anticipation
- Allows audience time to process the question.
- Gives you time to formulate an answer.
- Creates points on stage that the audience will identify.
- Compartmentalizes information the audience can mentally file.

What Are Other Uses of Break & Breathe?

- Chronology/Timelines
- Processes
- Instructions/Procedures
- Tasks
- Distinct Topics

It is better to provide **less** information
with **more** clarity,
than **more** information with **less** clarity.

When your stage is clean,
your message is clear.

Questions?



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