Gaining buy-in when you present
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What we will cover

• Why is this topic useful for you? Why are you here?
• Assumptions about you when you present
• Structuring a presentation
• Some tips to engage your audience
• Exercise
• Other tips
Why is this topic so useful?

• People ‘buy’ people
• Prospective clients (‘beauty parade’)
• Existing clients
• In-house presenting
• Engaging presenters are asked to present more
• The more senior you are, the more you’ll present
• Marketing/conference speaking
• Why else are you here?

Assumptions about you when you present

• You understand the client as an organisation
• You understand the client as individuals, especially the pressures they’re under
• You’ve demonstrated capability as an actuary, that you’ve done this before
Structuring a presentation (1)

Presentations are ‘easy’, aren’t they?
• Tell them what you’re going to tell them
• Tell them it
• Tell them what you’ve told them

Structuring a presentation (2)

After the overview/introduction:
• WHY is this material useful for the listener? (WIIFM?)
  Give them ‘teasers’ (e.g. savings, extra-ordinary performance, special benefits), to provoke curiosity
• WHAT: Deliver the information
• HOW: experiential aspects. Involve the audience, perhaps a discussion
• WHAT IF: Discussion, discuss the future aspects
  (Known as the ‘4-MAT’. Bernice McCarthy)
Some tips to engage your audience

• Start the main presentation with the **WHY** segment
• Ask the client how they want to proceed, e.g.
  - Go through the full presentation?
  - Client asks questions?
  - Cover only aspects that the client requests?
• Use a combination of pictures/diagrams, discussion and client/audience involvement. Use stories
• Ask questions/talk about the client

Exercise

• Two minutes to prepare an outline of the **WHY** segment to a typical audience at work
• Groups of three. Presenter briefs the ‘audience’
• Present the **WHY** segment, and ask how they would like to proceed (give three (or more) options)
• Audience feedback: What you liked (be specific). One thing to make it **even better**. Overall positive comment
• Repeat twice, so everyone gets the chance to present
  Maximum five (4+1) minutes each way, including feedback
Some other tips

• Prepare by putting yourself in the audience’s shoes
• Be ‘interested’ rather than ‘interesting’
• Listen
• Build rapport (matching, mirroring)

Questions?

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