

# whitepaper

## PRESENTING WITH A PUNCH

**By Nick Tasler & Lac D. Su**

The power of emotion in public speaking is far from a well-kept secret. Everyone knows that a successful presentation depends heavily on your ability to stimulate the audience. If you have the gusto and charisma of a gifted orator like Martin Luther King Jr., then you can make this kind of connection with ease. For the rest of us, positive emotional engagement must come from the tools we use. And run-of-the-mill PowerPoint® isn't enough.

At TalentSmart®, we had a dream that one day every presenter—regardless of personality or stage presence—would be able to give a presentation without fear of a snoring audience. When we designed the Emotional Intelligence PowerPoint® Program, we understood that the topic itself made emotional engagement even more important than usual. If you fail to elicit emotion from an audience while speaking about emotional intelligence, you have smacked your efforts with a double whammy—once for failing to keep listeners interested, and twice for failing to illustrate your command of the subject matter. That's why we placed emotional engagement in the hands of the experts—Hollywood actors. Watching the pros in action sucks your audience in and piques their curiosity about what you're teaching.

Our dream has come true. Typically, trainers find themselves forced to rely on unknown actors performing contrived skits that end up diminishing audience engagement, instead of enhancing it. Even those who have paid the hefty license fee to use quality movie clips in their training know the hassle of trying to toggle back and forth between slides and film clips. The Emotional Intelligence PowerPoint® Program takes care of such hassles for you. The licensed clips are embedded in the slides. That means you don't have to worry about pressing your luck with a DVD player. You don't even have to leave the slide you are referencing—you simply click the play button and prepare yourself for instant audience engagement.

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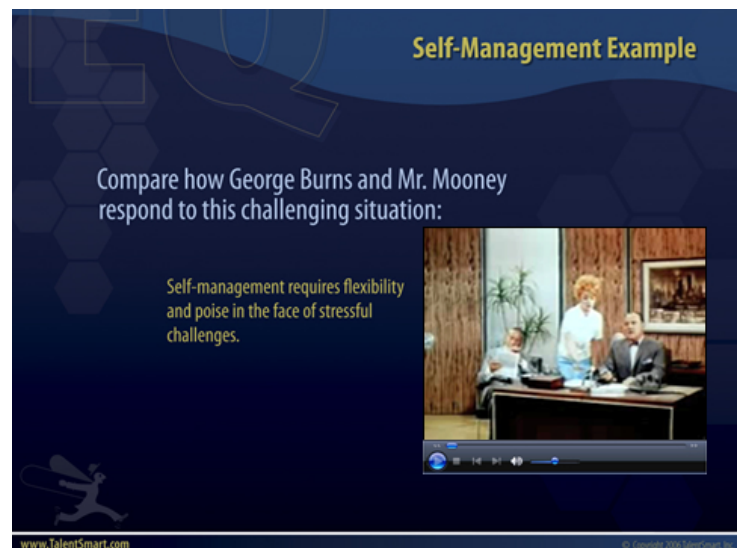
### HUMOR THEM

Of all the tools you can use to get an audience tuned into your message, humor takes the cake. Recently, researchers at Ohio University found that humor is a social lubricant that fosters discussion and increases openness on the part of the listeners to receive new information. The best part is that the audience doesn't even have to find it all that humorous. According to Professor Mark Shatz, "We don't have to be funny . . . if students giggle or give me the pity laugh, that's good, because at least it tells them I'm trying." Presenters who use humor—even unfunny attempts at humor—show their audience that they are human, which facilitates the personal connection we strive for. Making the attempt is what counts. Your willingness to lighten the mood lets the audience know it's okay for them to let down their guard.

While it doesn't have to be funny, it does have to fit. The key is not just to be funny for humor's sake—the humor has to flow naturally and support the topic. Otherwise, it's as distracting as a front-row heckler. The difference between a random knock-knock joke and a well-placed, humorous video clip is that one comes across as awkward and tangential and the other bolsters your presentation. A clip is most effective if it's genuinely funny and proves a point, and the clips in the Emotional Intelligence PowerPoint® program do just that. They leave most people in stitches.

Take the clip below from the Emotional Intelligence PowerPoint® Program, featuring Lucille Ball and George Burns. It illustrates the EQ skill of self-management through two comedic pros. But even if some members of your audience don't love Lucy quite as much as you would like, showing the clip produces the desired effect—it gives the audience a break from listening only to your voice, and it gives them permission to relax and absorb. We've presented the clips from the Emotional Intelligence PowerPoint® Program to tens of thousands of audience members to ensure they do more than get the job done—they ensure a memorable learning event.

[\\* Click on the slide below to watch the clip.](#)



**Self-Management Example**

Compare how George Burns and Mr. Mooney respond to this challenging situation:

Self-management requires flexibility and poise in the face of stressful challenges.

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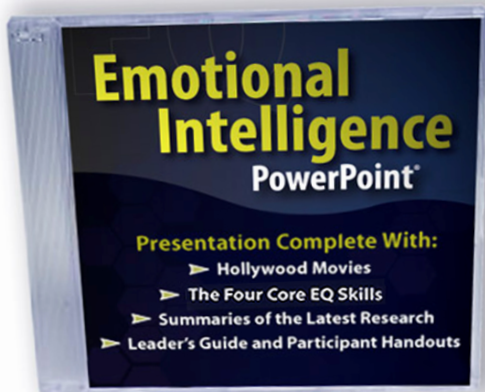


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### WHAT ABOUT THE REAL WORLD?

After you capture your audience's interest in emotional intelligence, it's time to illustrate the impact EQ has in the real world. The Emotional Intelligence PowerPoint® Program gives your audience a sneak peek behind the walls of marquis organizations that use EQ to boost their bottom line. The Leader's Guide included with the program shows you how to drive the points home and run a high-impact emotional intelligence training!



**Click here to purchase the Emotional Intelligence PowerPoint® Program for just \$249.95!**

### BRINGS THE CONCEPT TO LIFE FOR YOUR AUDIENCE WITH 26 SLIDES THAT FEATURE:

- A leader's guide and reproducible participant handouts.
- An overview of the benchmark EQ model, including self-awareness, self-management, social awareness, and relationship management.
- Clips from Hollywood movies that play right from your slides.
- Summaries of the latest research linking EQ to job type, job title, and job performance.
- Microsoft PowerPoint Viewer®, so you can play the presentation on your computer even if you don't own PowerPoint®.

## PRESENTING WITH A PUNCH

### TalentSmart® . . . Putting Big Ideas to the Test



The best-selling *Emotional Intelligence Appraisal™* measures EQ in all four components from the #1 benchmark model in just 7 minutes. Easy to use and understand.



DISC is the #1 personality profile, with millions of people relying on it to discover their strengths.



TalentSmart's groundbreaking research allows you to tap into the hidden force behind every decision you make. The online *Impulse Factor Test* reveals how impulsive you are and how that is impacting your decisions.



Coauthored by Ken Blanchard, the test measures the core leadership behaviors that earn the commitment and support of your people. Rigorous research with thousands of leaders supports the assessment.

**Prices start at just \$39.95!**

**CLICK ON ANY ASSESSMENT TO LEARN MORE...**