

NATURE  
WORKS  
HONG KONG



# WORKSHOP SERIES



# Communication and Presentation

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# Why Communicate?



- **You communicate to:**

- Build a profile around your project
- Promote a product or service
- Build or repair a corporate image
- Build public/customer trust
- Address issues publicly
- To educate key stakeholders
- Etc.



# Simple Messages & Mission Statements



- Mission statement:
  - a short statement of an organization's purpose, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, or its geographical region of operation
- What makes a good message?
  - Simple
  - Clear
  - Strong
  - Compelling
  - Emotional
  - Effective

“Google’s mission is to organize the world’s information and make it universally accessible and useful.”



# Crafting a Message



Prepare a well thought out 'GAME' Plan for communicating your message

**G**oal

What's your objective? What do you want them to know?

**A**udience

*Who are the audience, what are their concerns & agenda?*

**M**essage

*What is the key message? Describe what you do, who you are*

**E**ngagement

*How are you going to grab & hold their interest? What's Unique about you?*

# Activity – Mission Statements



- Look up the mission statements of different organizations or companies (find at least 3)
  - What do they look like?
  - What do they have in common?
- Write your project mission statement
  - Keep it short, keep it focused
  - 1 sentence, 10-20 words max





# Peer Feedback



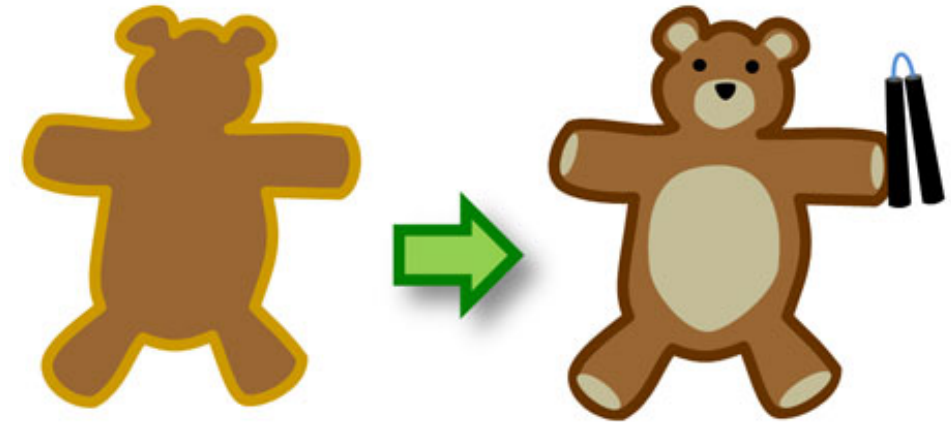
# Expanding Your Message



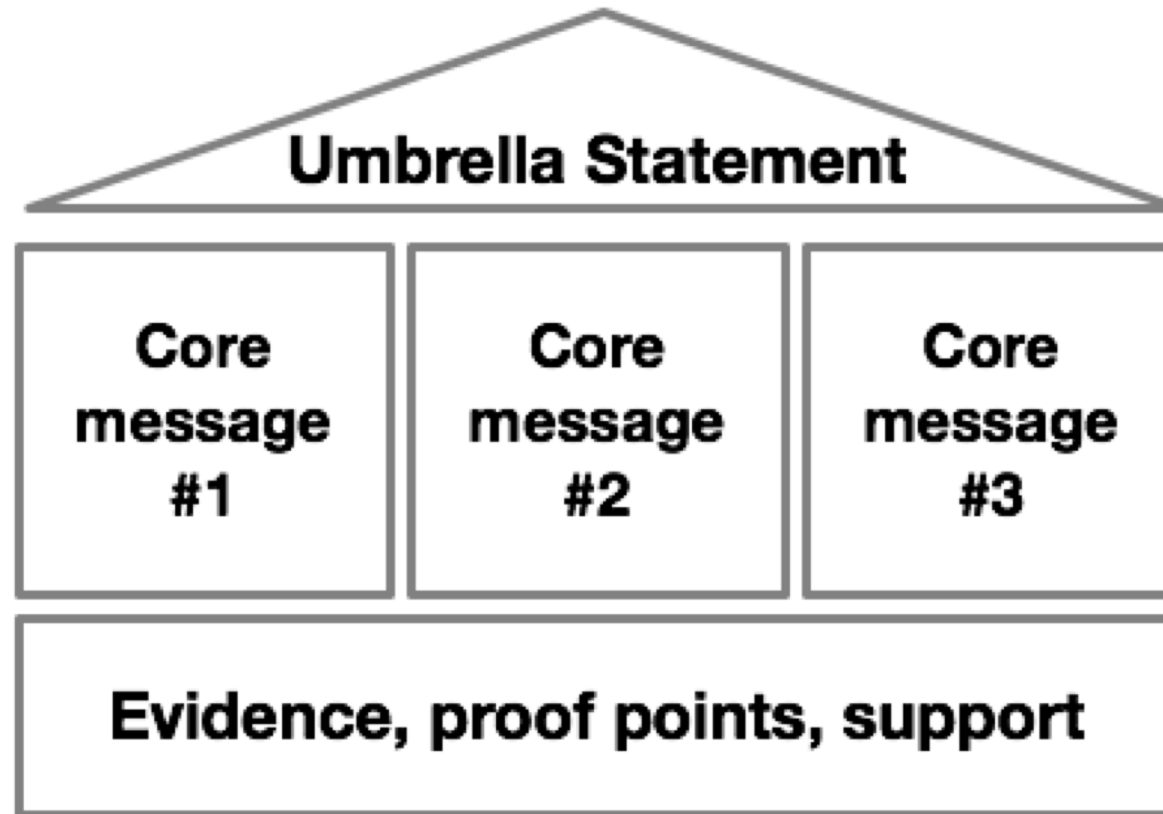
Your mission statement got them interested, now what?

To add more detail to your communications, consider these questions

- Who is the person I am trying to reach?
- Why should they care about what I have to tell them?
- What action do I want them to take?
- How do I make what I say to them interesting?



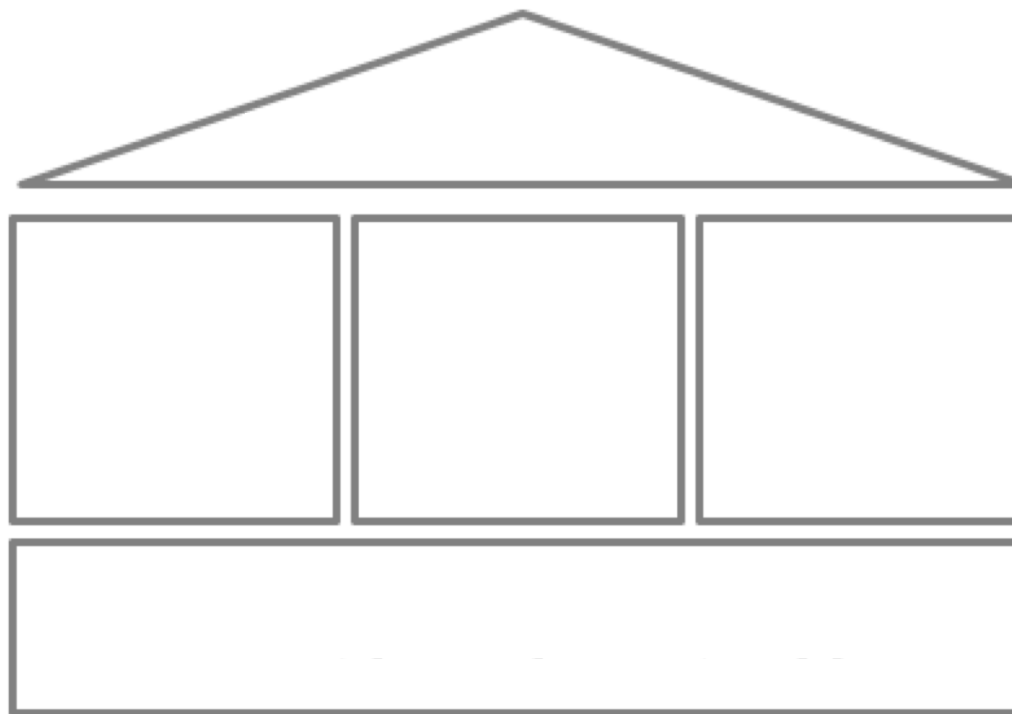
# Message Umbrella



# Activity – Message Umbrella



Create a message umbrella for your project



# What is an Elevator Pitch?

Short!  
(Only 60 seconds)

*well crafted* business  
pitch

Tells *Who* you are  
and *Why* they should  
want to *listen* to,  
*invest* in, or *hire* you



# Activity – Elevator Pitch!



Write your script!

Use your message umbrella as a foundation

Make sure it fits within 60 seconds

Let different team members try it



# Public Speaking Recap

PS1

FEET  
EYE CONTACT  
BREATHE



PS2

FEET  
EYE CONTACT  
BREATHE

SAY... "MY NAME IS.."  
1 THING I LIKE TO  
DO IS...

PS3

FEET  
EYE CONTACT  
BREATHE  
+ HANDS  
+ EXPRESSIONS

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"MY NAME IS..."  
"1 THING I VALUE IS..."  
"I DEMONSTRATE THIS  
BY..."

# Delivery is Everything



*Strong Start,  
Strong Finish*

*Act Confident*

*Show your  
passion*

*Keep it Short*

*Make Good  
Eye Contact*

*Be Professional*

*Practice!  
Practice !  
Practice!*

# What to Avoid



**Speaking  
too fast**

**Getting too  
technical**


**Avoid slang,  
acronyms**

**Being  
unfocused**

**Not  
practicing!**



# Confidence: Act Like a Duck!



On the surface they look totally cool & calm...

But under the water they're paddling like crazy!



### Speed

- Practice will help you maintain a pace



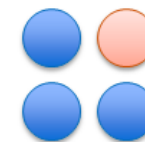
### Pausing

- Give your audience (and you) a chance to absorb



### Emphasis

- Show your passion for your key points



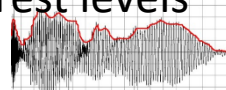
### Projection

- If the audience can't hear you, you've lost them



### Modulation

- Fluctuate your pitch, rate, inflection to maintain interest levels



### Articulation

- Warm up your voice beforehand, practice speaking slowly



### Repetition

- Repeat central theme to ensure awareness
- Avoid repeating simple concepts



### Pronunciation

- Listening & Practicing are the best way to master pronunciation



### Tone

- If your tone is friendly your point is usually well received
- Smiling helps!



# Ready to Present? Sure?



## Body Language

- Feet pointing forward
- Make Eye Contact (with more than one person)

## Engage your audience by asking questions

- Also ask if they have any questions
- Have you thought about their potential questions?

## Walk around

- Use the stage to your advantage

## Practice!! Build a pace into your material

- Create Speaker Notes

# Activity – Practice Your Pitch



Everyone on your team should know the pitch

60-90 seconds

1 handheld visual aid allowed but not required

Saturday: Project Launch Day

- 30+ Volunteers from Goldman Sachs
- Your opportunity to get feedback from professionals



# Practice Makes Progress



Get feedback from peers

When you're ready, practice your pitch in front of Gautam and the NWHK staff team

Every team must do their pitch at least once in front of the staff before lunch