

# HT3M2

## Helping Techs Talk to Mere Mortals

# HT3M2 | Helping “Techs” Talk To Mere Mortals

*a.k.a., “Presentation Skills for Technical and Analytical Presenters”*

**Tech’s talk tech.** They excel at and revel in the spec’s, stat’s, data and analysis that make most people run in fear. But tech’s must also talk turkey to those “mere mortals” who are less specialized, less technologically competent, or even full-blown luddites. Yet these mere mortals often hold the keys to an organization’s strategy and resources. And an idea poorly communicated to these managers is an idea (and an investment) that probably won’t get off the ground and won’t produce a decent ROI.

We can help your data denizens and science sleuths be more effective communicators.

**Helping Techs Talk to Mere Mortals** (HT3M2, for short) is a two-day, highly experiential, hands-on seminar for six to ten people.

For years, ZEHREN♦FRIEDMAN has helped technical professionals present their findings and ideas so that their less technically inclined colleagues can understand and act upon their good works.

We keep the enrollment small for this skill-building seminar to provide lots of individual practice and feedback from the instructor, from peers, and from video.

One client—a senior level data manager in a Fortune 50 company—recently told us: **“My people don’t know how to talk to money.”** We asked what she meant and she explained, “They don’t know how to present to the people who control the money and decide where this company is going.”

Speaking of data... Some people approach presentation skills training with apprehension, but our course assessments show that **98% of our seminar participants leave with a smile on their face, new skills under their belt, and a set of action plans for continued improvement.** They also say they would encourage others to attend.

## ***This seminar includes hands-on training with a PowerPoint specialist***

The seminar instructor thoroughly covers basics such as: what makes a good visual and how presenters should interact with visuals. But today many professionals must also create or modify their own visuals. So we staff the program with a PowerPoint specialist who demonstrates how to create good visuals with nitty gritty details like: *What mouse-clicks, menu choices, keystrokes, and cuss words will get my ideas onto this slide?!* We help participants reduce frustration, save time and produce more effective visuals.

### ***Participants also learn how to:***

- Analyze the audience and adapt to their style and their interests.
- Use ZEHREN♦FRIEDMAN's time-saving templates for structuring powerful persuasive presentations and crystal clear informative presentations.
- Set ground rules for Q&A and handle questions gracefully.
- Avoid jargon; explain it up-front when needed.

### **Our specialist adds rubber-hits-the-road tips, tricks, and shortcuts with:**

- General PowerPoint guidance for the class in two short demonstrations;
- One-on-one tutorial training for each seminar participant, customized to that person's specific PowerPoint challenges and to their current level of technical PowerPoint competence; and
- Complimentary assistance after the seminar—participants can contact the tutor with PowerPoint issues they face on the job.

### ***Interactive participation baked-in:***

- Each participant makes 5 practice presentations which are critiqued by the instructor and fellow participants and are also recorded for private video playback.
- Prior to the seminar, participants complete a brief survey that alerts the instructor to their presentation strengths, challenges and goals. They also submit a PowerPoint deck for review and critique by our PowerPoint specialist.

## ***This seminar addresses four key challenges technical presenters face:***

**1. Most people are lousy listeners.** We explain why and show how to get your message into the heads of your audience members to maximize understanding and recall in spite of their lousy listening habits.

### **2. Technical presenters often use visuals that make their presentations worse.**

We show how to create powerful visuals that help the presenter and the audience. Presenters often serve two different audiences:

- i) the “live” audience for the spoken presentation; and
- ii) the “catch-up” audience that missed the live presentation and must struggle to extract the full meaning from stand-alone visuals without the presenter’s guidance.

Visuals designed to help individual readers often make the live presentation downright awful. We demonstrate how to create slides that makes the live presentation a success and provide necessary detail and explanation for individual readers using the deck alone. HT3M2 helps presenters serve both audiences well. And also covers two important basics: **i) what does a good visual look like;** and, **ii) how should presenters interact with visuals during the live presentation.**

### **3. Technical presenters tend to just “report” when they really should persuade—they don’t tell the data’s story.**

Presenters often focus too much on the data and shortchange the bigger meaning of the data and its real-world significance. We show seminar participants how to create and use stories and analogies along with the data to increase impact and recall. And we provide a powerful template for structuring persuasive presentations.

### **4. Presenters must present to the eyes, not the shoes.**

How can you tell if a tech is an introvert or an extrovert? *Answer:* an introverted tech looks at his shoes when he talks to you; an extrovert looks at your shoes. We help highly technical presenters learn to look their listeners right in the eye so their message hits the heart. We help them put passion and personality into their presentations. We also work on the full range of delivery skills: stance, posture, gestures, vocal volume and animation, eye contact, elimination of um’s and ah’s and other nervous mannerisms.

## COURSE INSTRUCTORS:

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### David Zehren

David has taught Presentation Skills on six continents and specializes in the communication of technical concepts.

Accountants, lawyers, IT leaders, data analysts, engineers and other specialists must often communicate with non-technical partners. And David helps people find and tell the clear and simple story that's often hidden in all that complex data.



### Nancy Hulme

Nancy is a Microsoft PowerPoint expert with more than 15 years of graphic design experience. She sharpened her PowerPoint skills in the presentation trenches of San Francisco.

Nancy provides “Tips & Tricks” and tutorial training for our Presentation Skills workshops and hopes someday to be stumped by a participant's question.

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A S S O C I A T E S

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