



Welcome to JOICO



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**WELCOME TO:
POWERFUL
PRESENTING**





Can a fish help with presentations?



WHAT'S ON THE AGENDA?

- Preparation
- Structure
- Catchy Start
- Sticky Messages
- Active Close
- Presenting online
- Questions & Tricky Situations
- Visual Aids

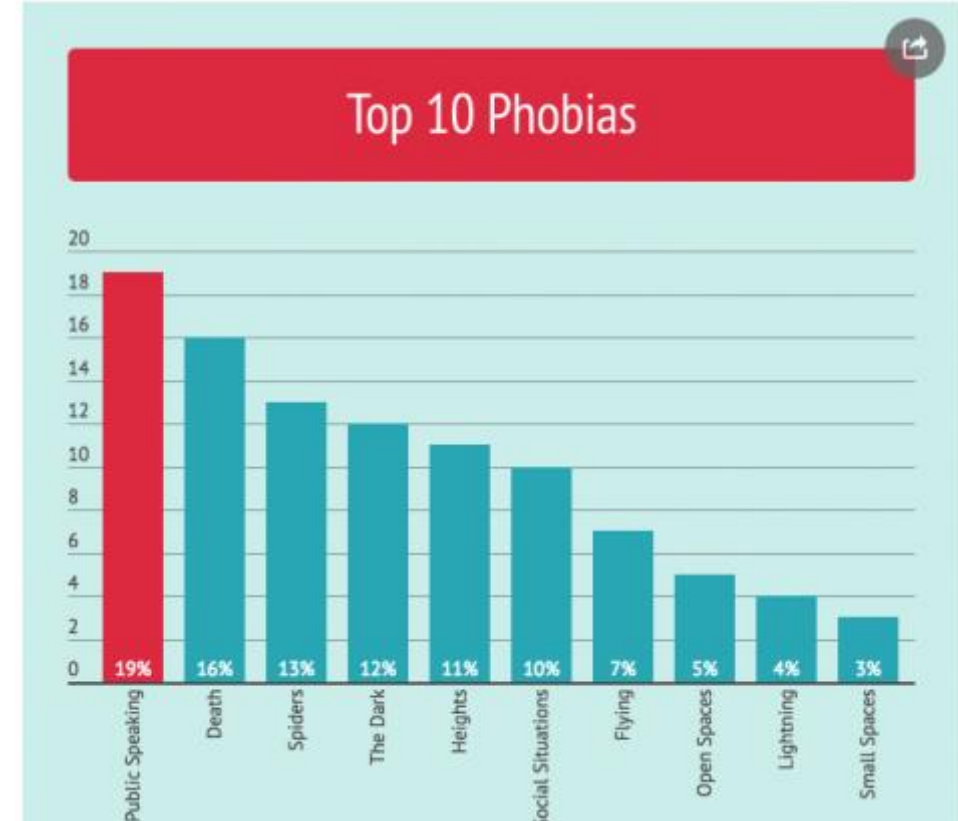


Global fears Top 10



Global fears Top 10

- | | |
|--|------------------|
| 1. Fear of public speaking or stage fright | - Glossophobia |
| 2. Fear of death and end of life | - Necrophobia |
| 3. Fear of spiders and other arachnids creatures | - Arachnophobia |
| 4. Fear of darkness and twilight | - Nyctophobia |
| 5. Fear of heights, altitude or elevations | - Acrophobia |
| 6. Fear of people or social situations | - Sociophobia |
| 7. Fear of flying | - Aerophobia |
| 8. Fear of open spaces and squares | - Agoraphobia |
| 9. Fear of natural thunder and lightning | - Brontophobia |
| 10. Fear of confined spaces or small rooms | - Claustrophobia |



Global fears Top 10



Fear of public speaking or stage fright



GLOSSOPHOBIA

What are the symptoms?

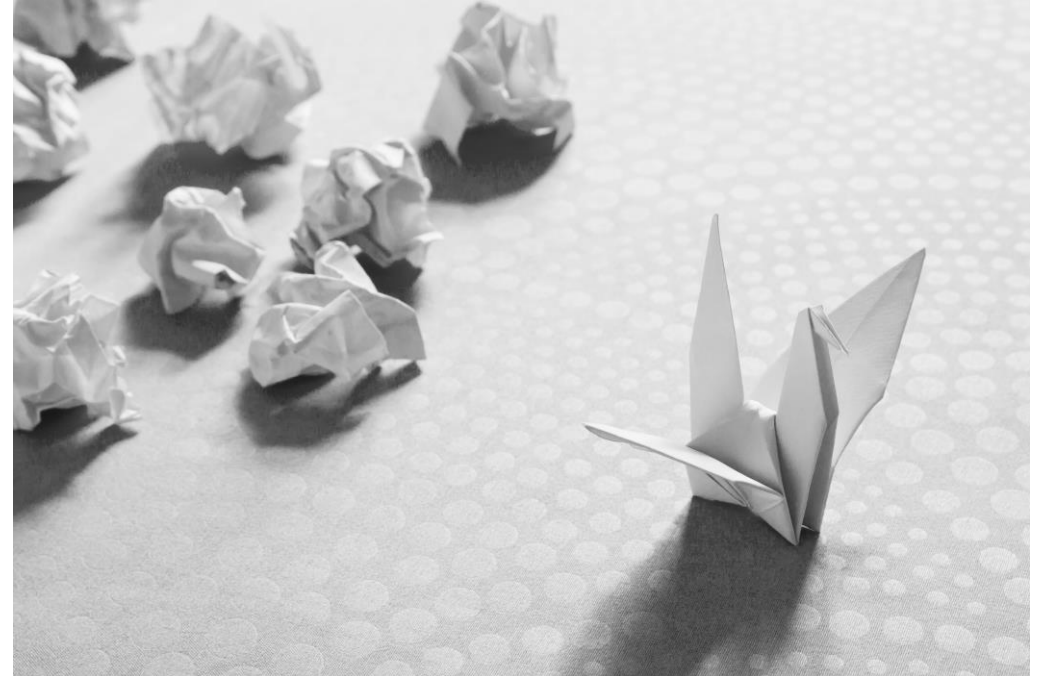
- Rapid heartbeat
- Trembling
- Sweating
- Nausea or vomiting
- Shortness of breath or hyperventilating
- Dizziness
- Muscle tension
- Urge to get away



GLOSSOPHOBIA

How to overcome?

- Preparation
- Rehearsing
- Engaging in positive self-talk
- Breathing exercises
-



FEAR

- 1. WHAT'S THE WORST THING THAT COULD HAPPEN?**
- 2. HOW WOULD YOU RECOVER IF IT HAPPENED?**
- 3. WHAT'S THE BEST THING THAT COULD HAPPEN?**

The fears we don't face will become our limits!!



WHAT IS
THE

GOAL

OF THIS DAY?

*Presenting in a convincing, effective
and gripping way!*

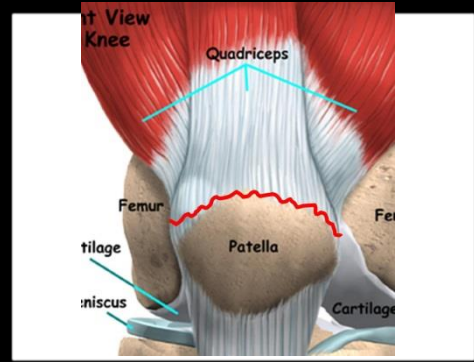


Insalata Caprese

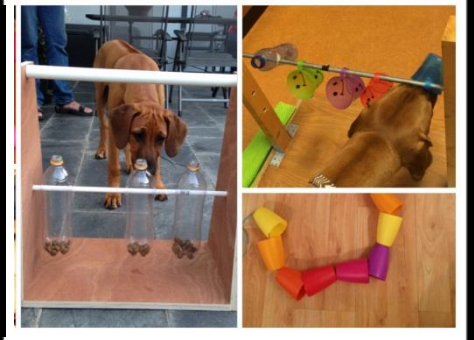


Same content, different *Presentation!*

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MY LIFE



What makes a good presenter?

- **P**resence, **P**assion, **P**ersonality
- Content & Delivery (what & how)
- Delivery is key:

Often style rather than content.
Strong voice, silences, relaxed, in control.

Contact: smiling, eye-contact, etc

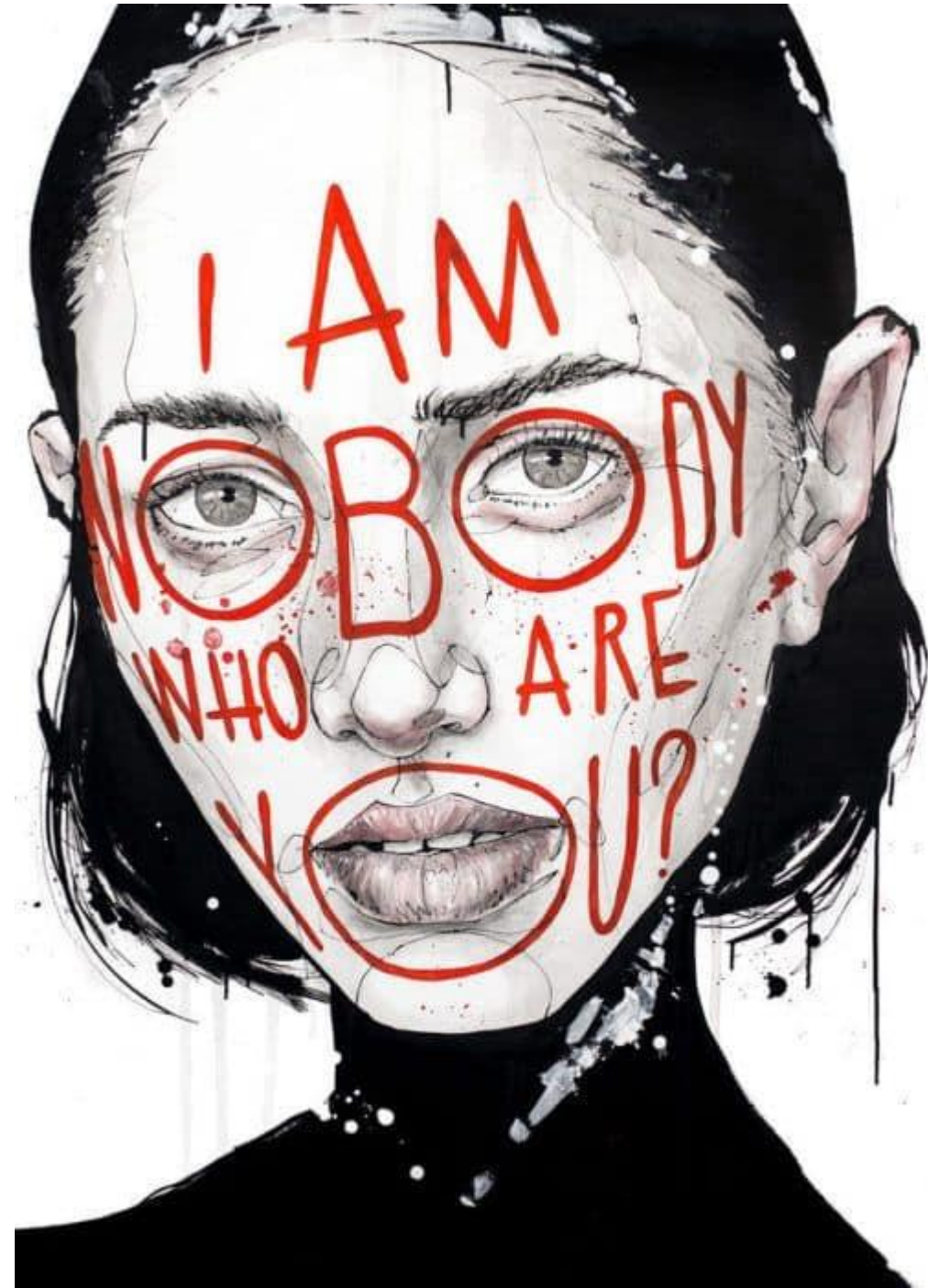
How is often more important than
what in terms of what your audience will remember.



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How to facilitate a fun **INTRODUCTION?**

- Interview
- Diary
- Speed dating
- Hand
- Keys
- M&M's
- Weather report
- Who am I?



MY NAME

IS...

INTRODUCE YOURSELVES

State your name and attach an adjective that not only describes a dominant characteristic, but also starts with the same letter of your name

e.g.

Wild Wendy 😊



Major Marjolein



Would you rather.. ?

1. Visit the doctor or the dentist?
2. Have a personal maid or a personal chef?
3. Watch TV or listen to music?
4. Spend a week in the forest or a night in a real haunted house?
5. Have a beach holiday or a mountain holiday?
6. Be invisible or be able to read minds?
7. Be hairy all over or completely bald?
8. Go without television or fast food for the rest of your life?
9. Have permanent diarrhea or permanent constipation?
10. Be handsome/beautiful and dumb or be ugly and really smart?
11. Always be cold or always be hot?
12. Not hear or not see?
13. Always have a full phone battery or a full gas tank
14. See the future or change the past?
15. Be three inches taller or three inches shorter?
16. Wrestle a lion or fight a shark?
17. Lose your sight or your memories?
18. Be locked in a room that is constantly dark for a week or a room that is constantly bright for a week?
19. Be able to control fire or water?
20. Be unable to use search engines or unable to use social media?

Would you Rather... Be able to control fire or water?	Would you Rather... Have all of your messages and photos leak publicly or never use a cellphone ever again	Would you Rather... always be 10 minutes late or always be 20 minutes early
Would you Rather... Visit the doctor or the dentist?	Would you Rather... Have a personal maid or a personal chef?	Would you Rather... Watch TV or listen to music
Would you Rather... Spend a week in the forest or a night in a real haunted house?	Would you Rather... Have a beach holiday or a mountain holiday?	Would you Rather... Be invisible or be able to read minds?
Would you Rather... Be hairy all over or completely bald?	Would you Rather... Go without television or fast food for the rest of your life?	Would you Rather... Have permanent diarrhea or permanent constipation?
Would you Rather... Be handsome/ beautiful and dumb or be ugly and really smart?	Would you Rather... Always be cold or always be hot?	Would you Rather... Not hear or <u>not</u> see?
Would you Rather... Always have a full phone battery or a full gas tank	Would you Rather... See the future or change the past?	Would you Rather... Be three inches taller or three inches shorter?
Would you Rather... Wrestle a lion or fight a shark?	Would you Rather... Lose your sight or your memories?	Would you Rather... Be unable to use search engines or unable to use social media?

5 finger game

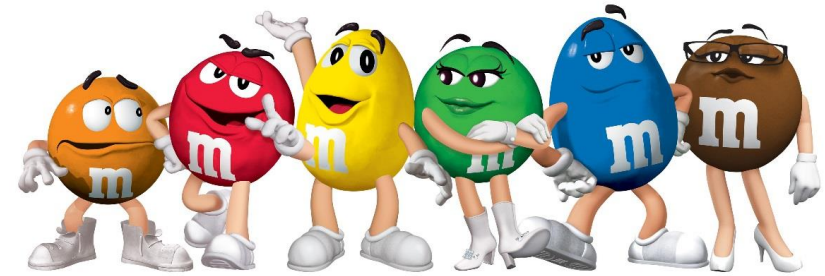
Raise your hand and answer these 5 questions

Questions to correspond to each finger:

- Pinky = something not many people know about you
- Ring finger = something you are very passionate about
- Middle finger = something that upsets you/pet peeve
- Index finger = number one thing you are excited about for next year
- Thumb = something you are good at



The M&M's game



Take 1 M&M's.

Each color M&M corresponds to a question:

Red What is the one thing you can't live without?

Green Name one thing you really like about yourself.

Orange Name your phobia.

Yellow What's the weirdest thing you've ever eaten?

Brown What's your favorite smell? What memory does it remind you of?

Blue What book, movie or TV Show have you seen/read recently you would recommend? Why?

After answering, you can eat the M&M's!

Two Truths And a Lie

- Write down two truths and a lie about yourself.
- Another participant guess which of the three statements is a lie.
- You reveal which of the statements was a lie.



Example

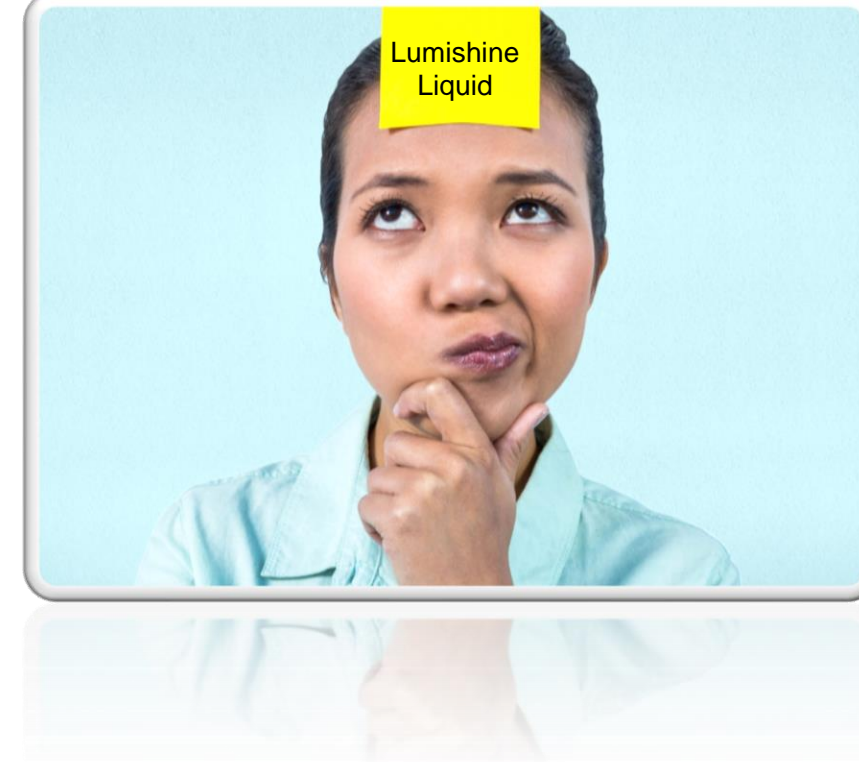
Wendy

1. I have a black belt in martial arts
2. I will cry when a cat will come near me
3. I lived in South Africa for 5 years

WHO/WHAT AM I?

Example Questions

1. Am I a haircare product?
2. Am I a color product?
3. Can I create a permanent change?
4. Do I smell nice?
5. Am I a person?
6. Am I a product?
7. Do I have the ability to restore the hair?
8. Do I consist out of amino acids?
9. Do I deposit color or tone on the hair?
10. Can I lift the natural haircolor?
11. Do I come in a bottle?
12. Do I come in a large bottle?
13. Do I come in a tube?
14. Can you hold me in your hands?
15. Etc...



KEYS

Example answers

1. This key is from my apartment where I live with my dog for 10 years
2. This key is from my parents who live 5 mins from me
3. This is my car key, it is a FIAT 😊 40 years old but it is my passion
4. This key is from the office where I work as a receptionist
5. Etc....



WHAT IS REQUIRED IN **TRAINING** EFFECTIVELY?

- Combination of hard work and fun
- Recognition of need to learn
- Agreement to learning objectives
- Achieving learning objectives
- Safe learning environment
- Constant positive feedback
- Active participation



Tricky Situations



WILLING

NOT WILLING

ABLE

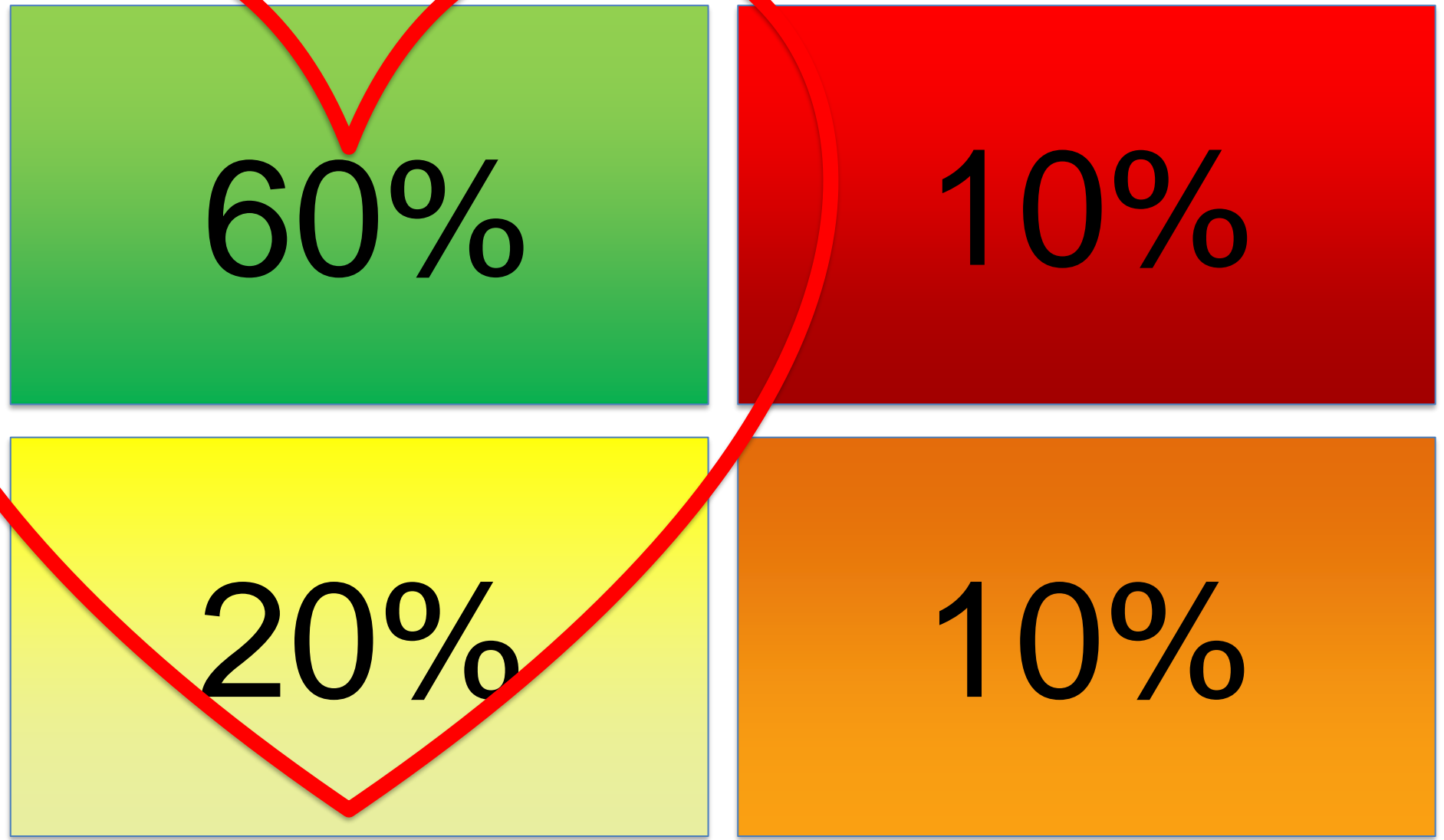
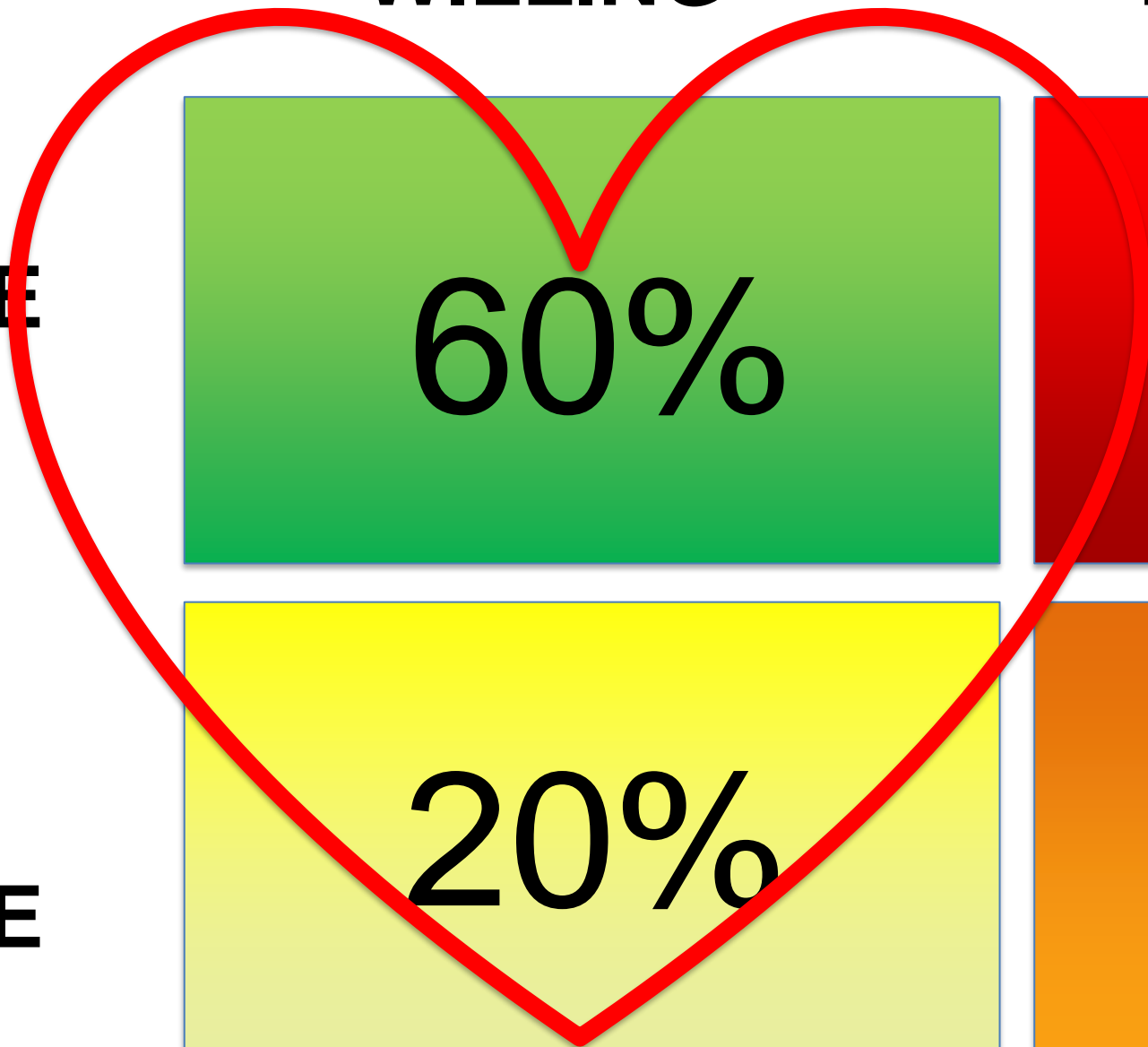
60%

10%

**NOT
ABLE**

20%

10%



WILLING

NOT WILLING

ABLE



**NOT
ABLE**



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ARE ALL
ELEPHANTS out of the room?



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HOW SHOULD YOU

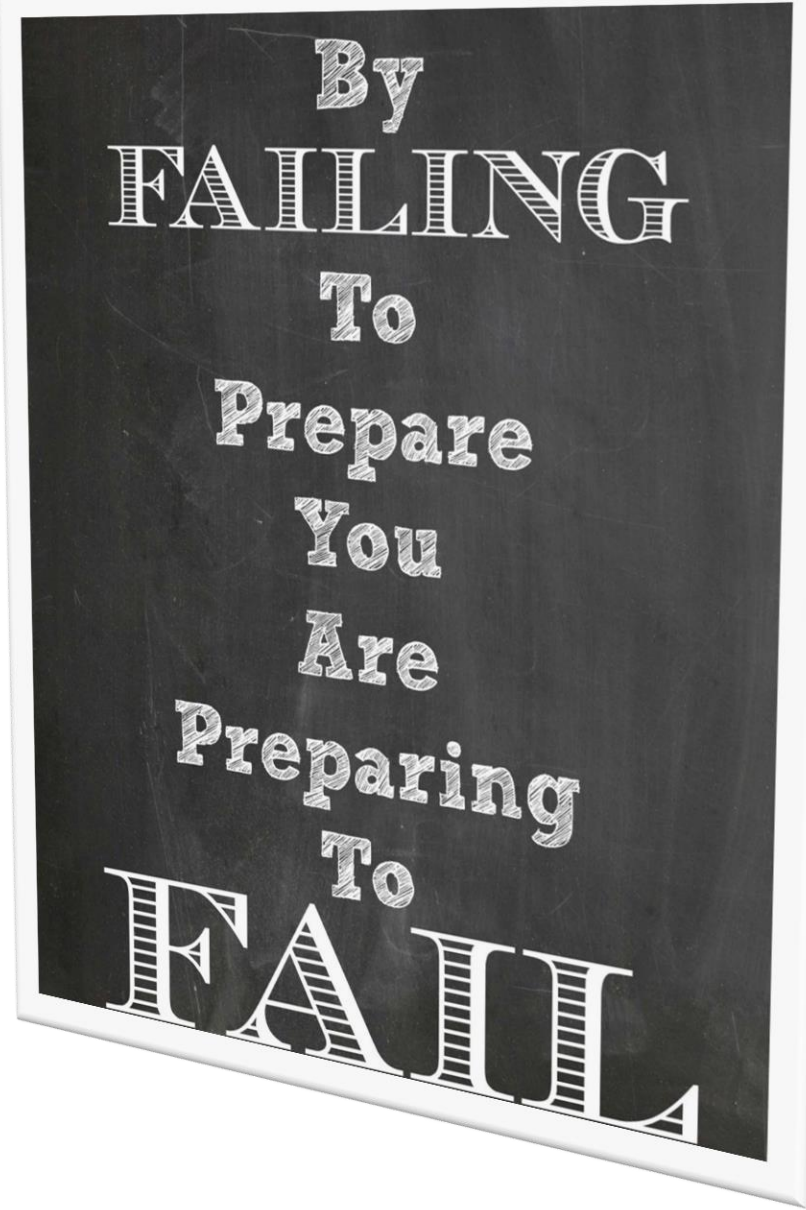
PREPARE?



Confidence is
preparation in action.

Ron Howard

[@audifancy](#)



By
FAILING

To
Prepare

You

Are

Preparing

To

FAIL

Head – Body - Tail



15%

75%

10%

Procedure. Structure

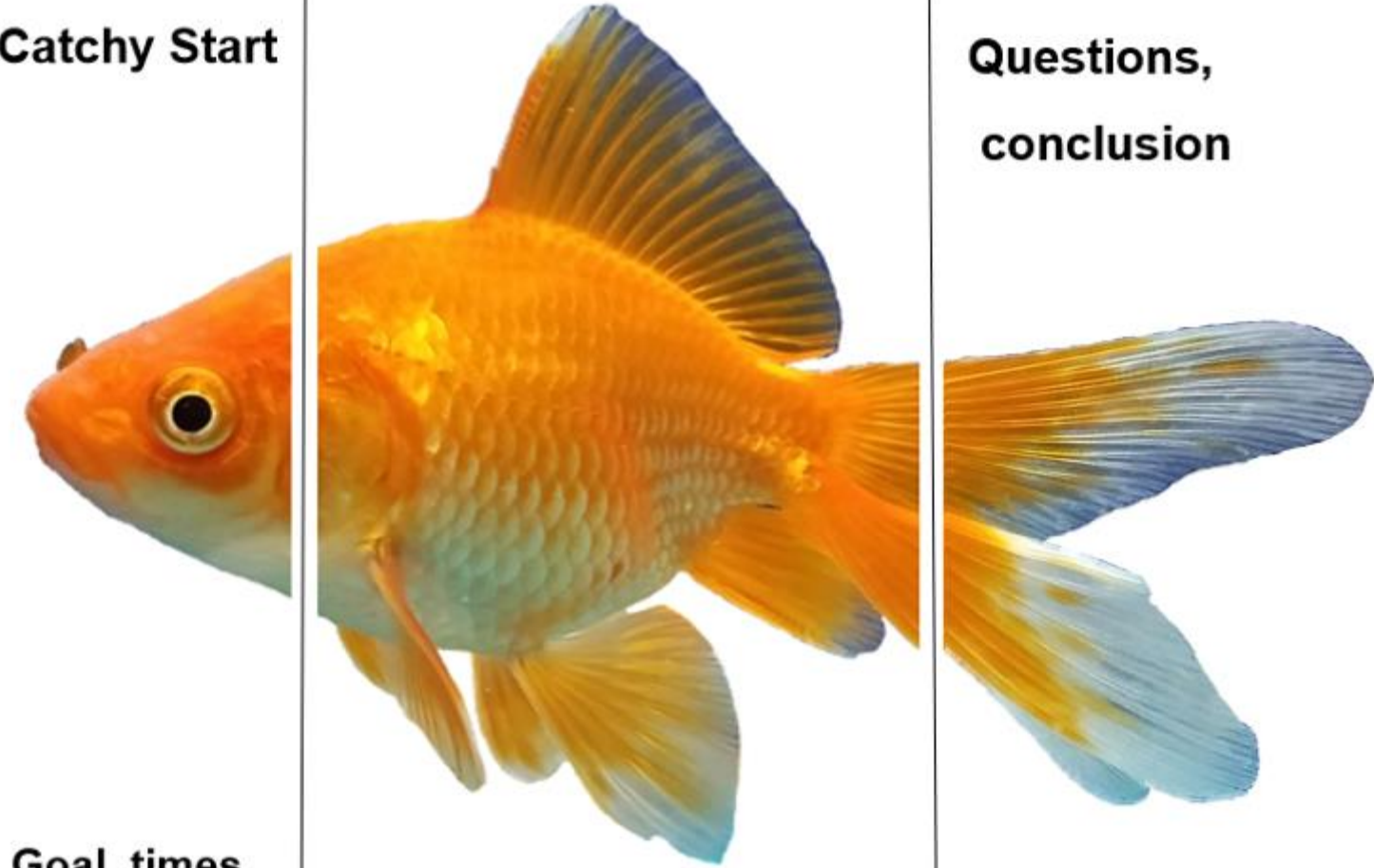
- **Introductions/setting the scene :** **15 %** 1. Tell them what you are going to tell them
 - Draw attention to the subject
 - Content of the speech

- **Core or main body :** **75 %** 2. Tell them
 - Providing information
 - Argumentation

- **Conclusion :** **10 %** 3. Tell them what you told them
 - Providing a summary
 - Giving conclusions
 - Q&A
 - Final remark (loop)



Catchy Start



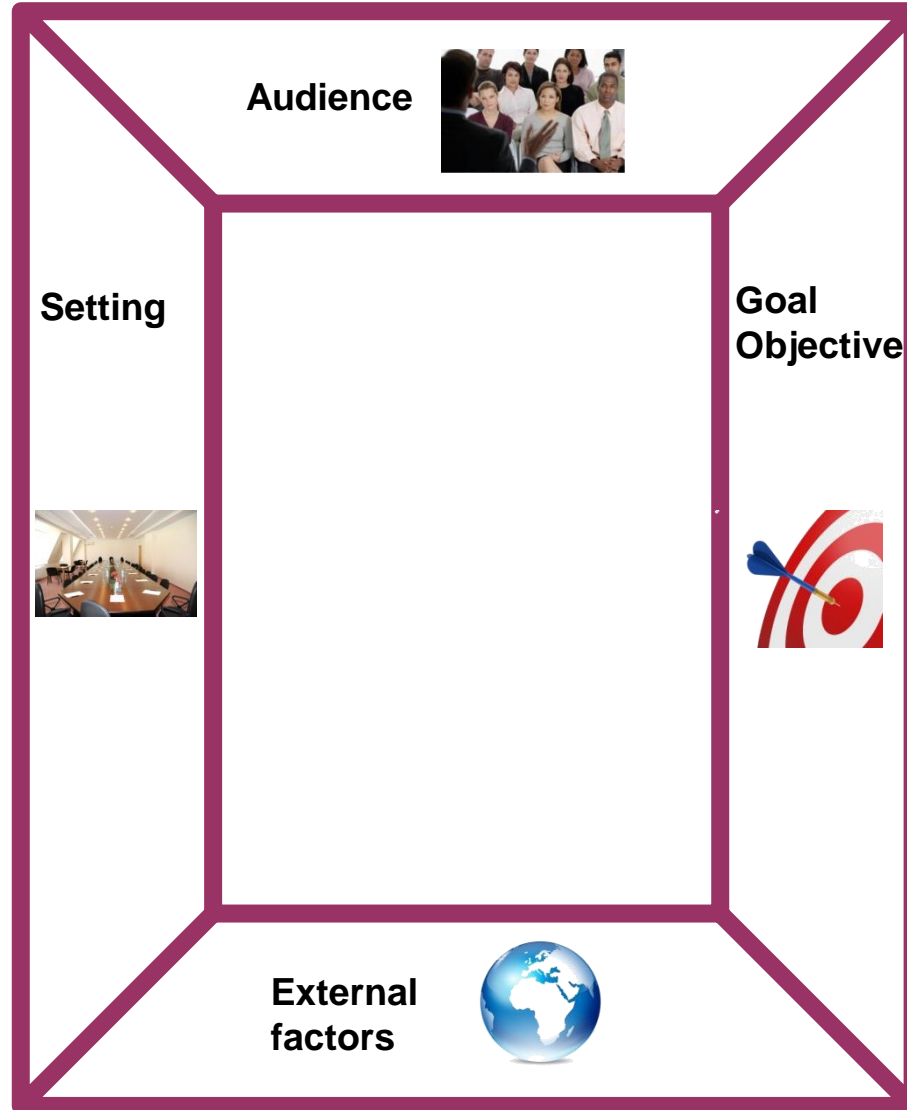
**Questions,
conclusion**

**Goal, times,
agenda,
Nice to know
Introduction**

Core Message

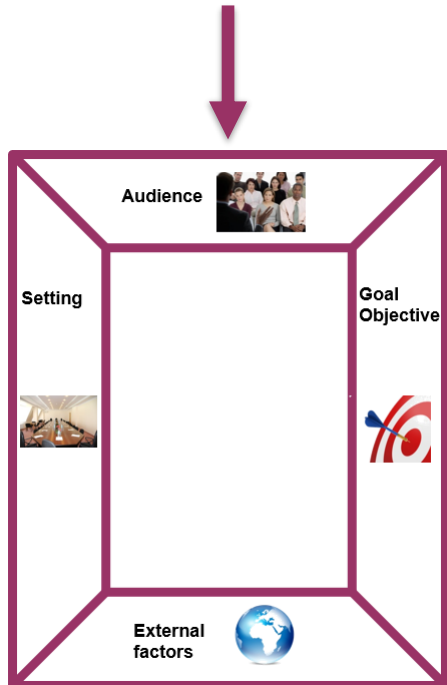
Active Close

Preparation



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Audience

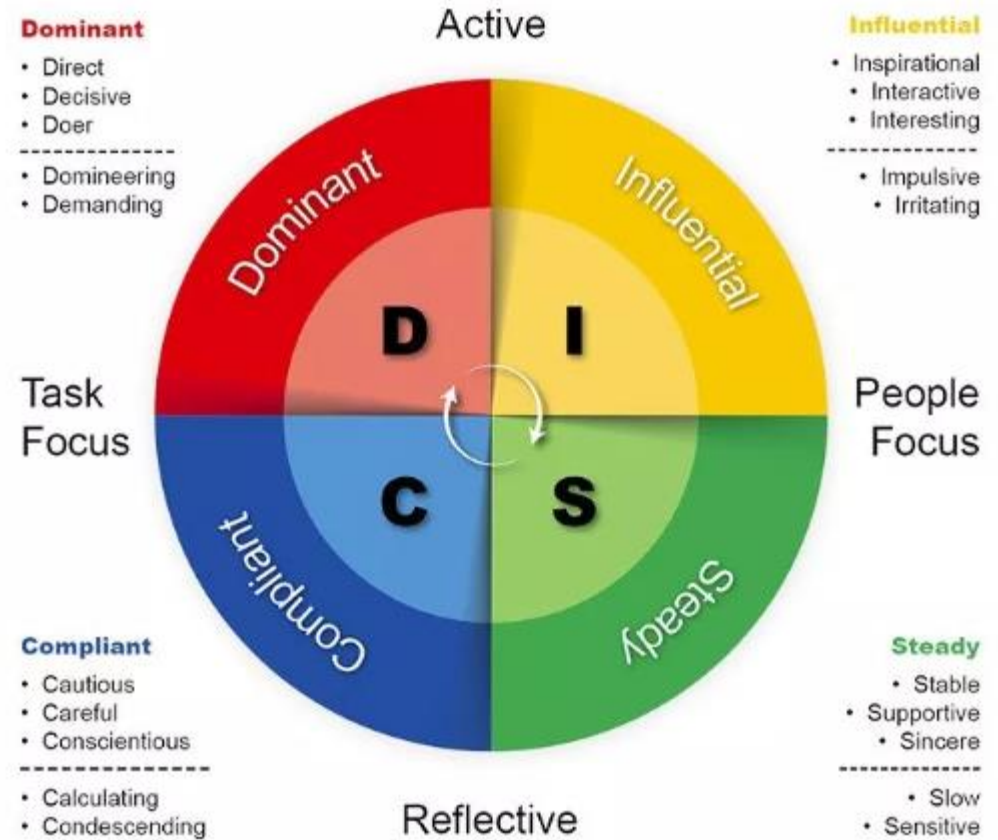


Analyze your AUDIENCE

1. What is the number of participants or attendees?
2. What is their current position in life?
3. What are their expectations, challenges and needs?
4. What should they already know about the subject?
5. Why are they listening to you/your presentation?
6. What might they be thinking or feeling?
7. What is their average age?
8. Women? Men? Or a mixture of both?
9. Where are they from?
10. What do you want them to do as a result of your presentation?



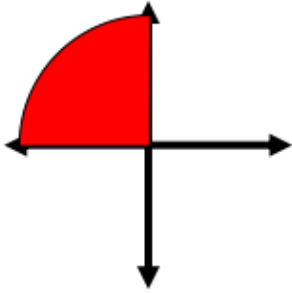
DISC



D-types ask the “what” questions,
I-types ask the “who” questions,
S-types ask the “how” questions -
C-types ask the “why” questions -

“What is the bottom line?” or “What is in it for me?”
“Who is at the meeting?” or “Who else uses this?”
“How are we going to do this?” or “How does this impact us?”
“Why does it work this way?” or “Why is this step needed?”

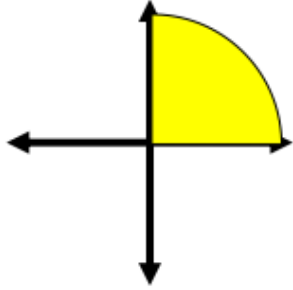
Core points



- **Need:**
 - Results, action and challenge
- **Typical:**
 - Strong ego, results and task oriented
- **Greatest fear**
 - Loss of control, being taken advantage of
- **Expression**
 - To the point, demanding, impatient (quick to anger)



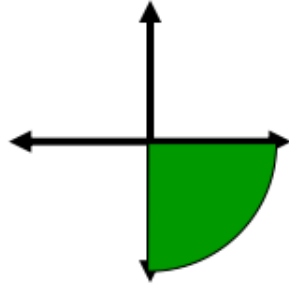
Core points



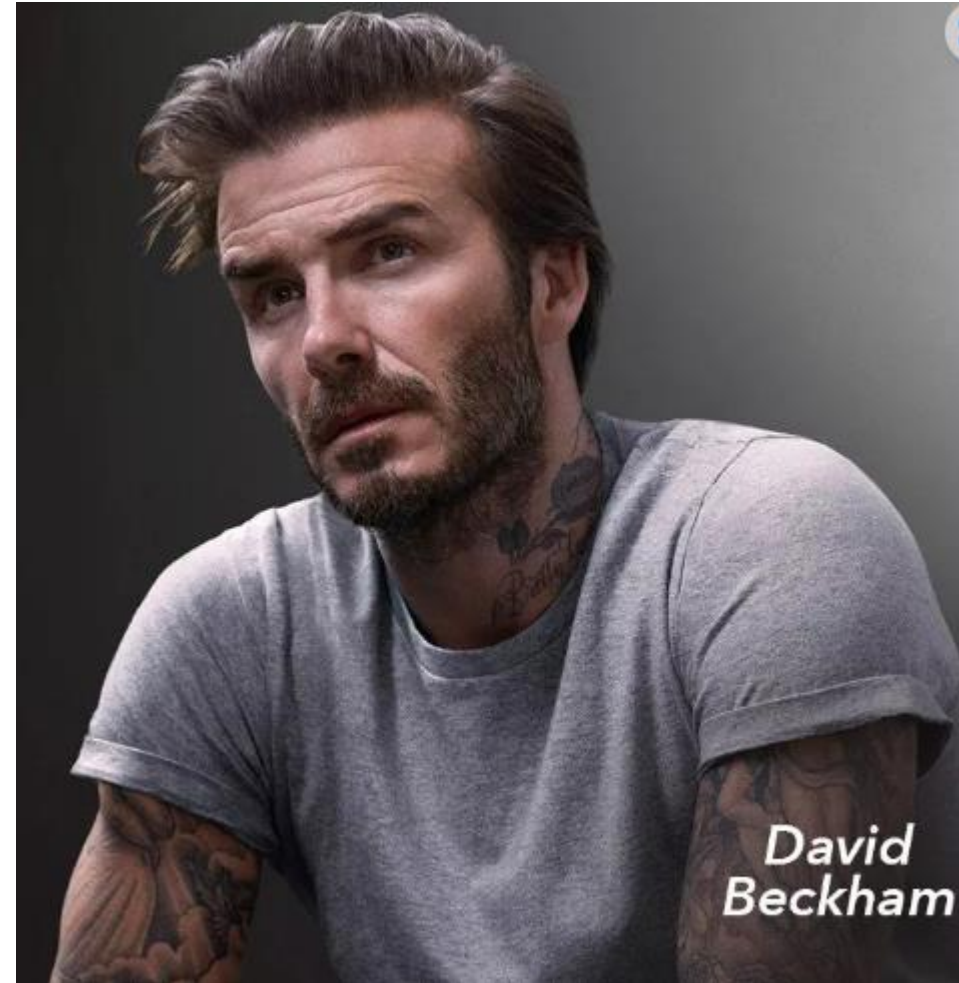
- **Need:**
 - Interaction with others, attention
- **Typical:**
 - Charming, knows how to inspire and motivate, speaks easily
- **Greatest fear**
 - Being rejected, not being liked
- **Expression**
 - Happiness, optimism, enthusiasm



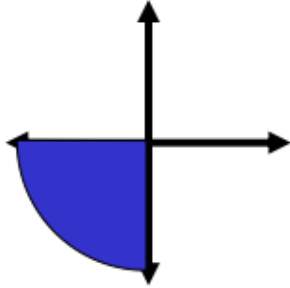
Core points



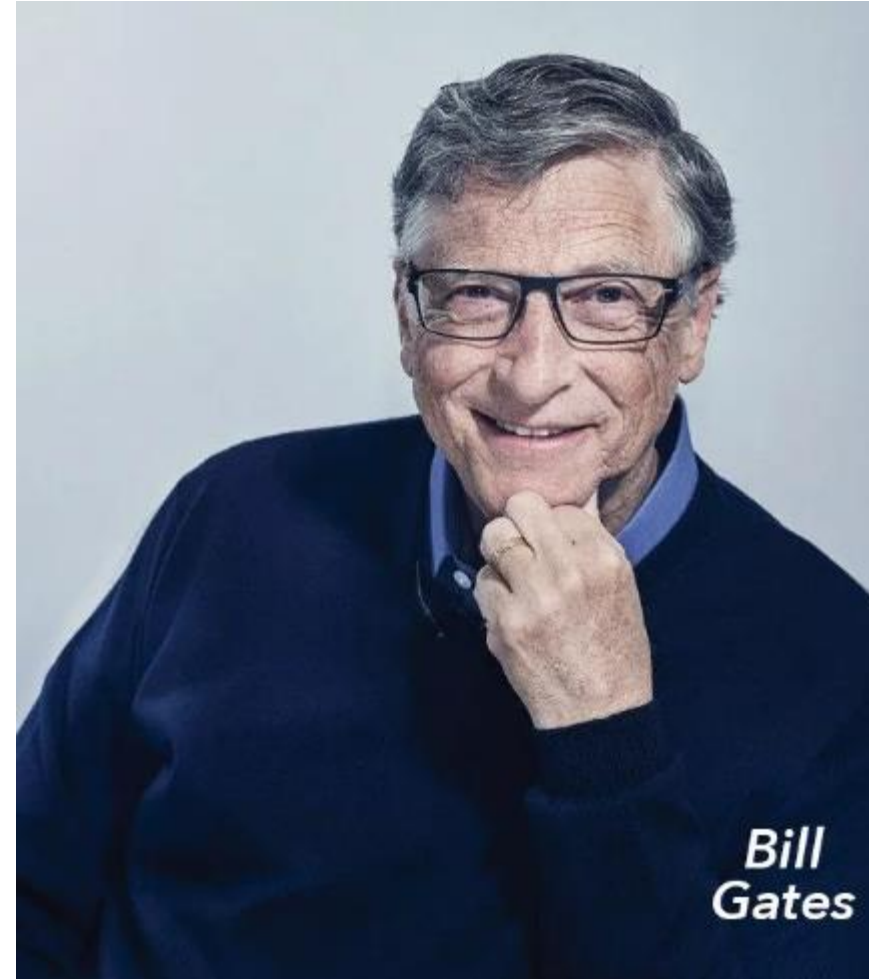
- **Need:**
 - To help, support, security in knowing what to expect
- **Typical:**
 - Teamplayer, loyal, focused on relationship, friendly
- **Greatest fear**
 - Disruption of status quo
- **Expression**
 - None (neutral)



Core points

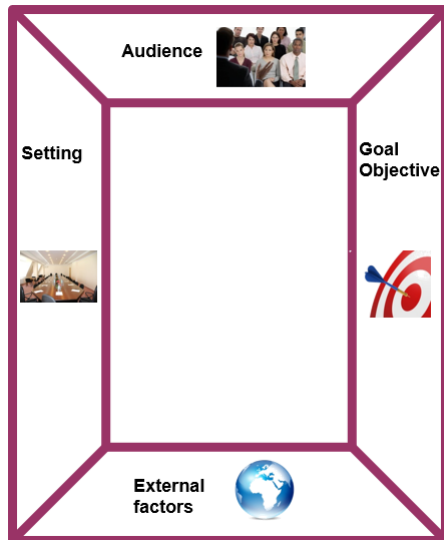


- **Need:**
 - Live up to (own) high standard, logic, quality, details
- **Typical:**
 - Accurate guard of quality, good analyst
- **Greatest fear**
 - Being criticised for ones work, risks, losing overview
- **Expression**
 - Reserved



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WHAT IS YOUR GOAL?





Main goal

Sub goal

To gain and share knowledge

1. Share experience
2. Evaluation
3. Ask opinions
4. Find solutions
5. Brainstorm sessions

To inform

1. Give information
2. Insight
3. Why
4. Instructions

To convince

1. Awareness
2. Prove

To motivate and excite

1. Build commitment
2. Pep talk

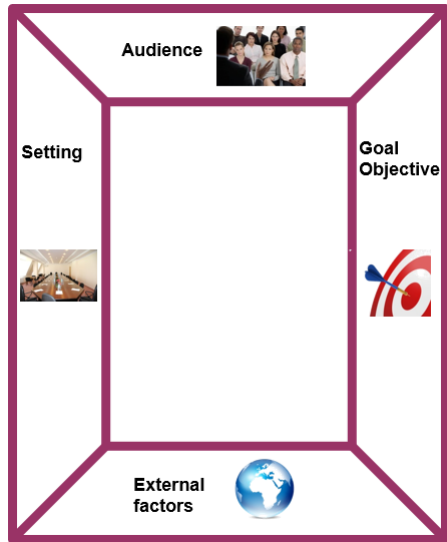
To trigger

1. Wake them up
2. Change their way of thinking
3. Mind set

Other....

1. Entertainment
2. Interaction

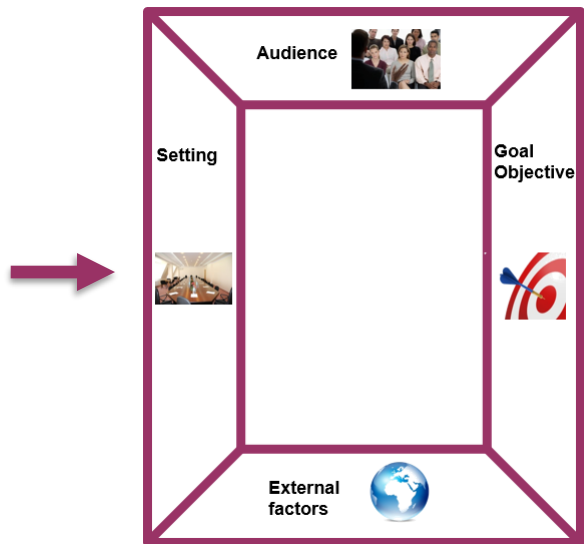
External factors



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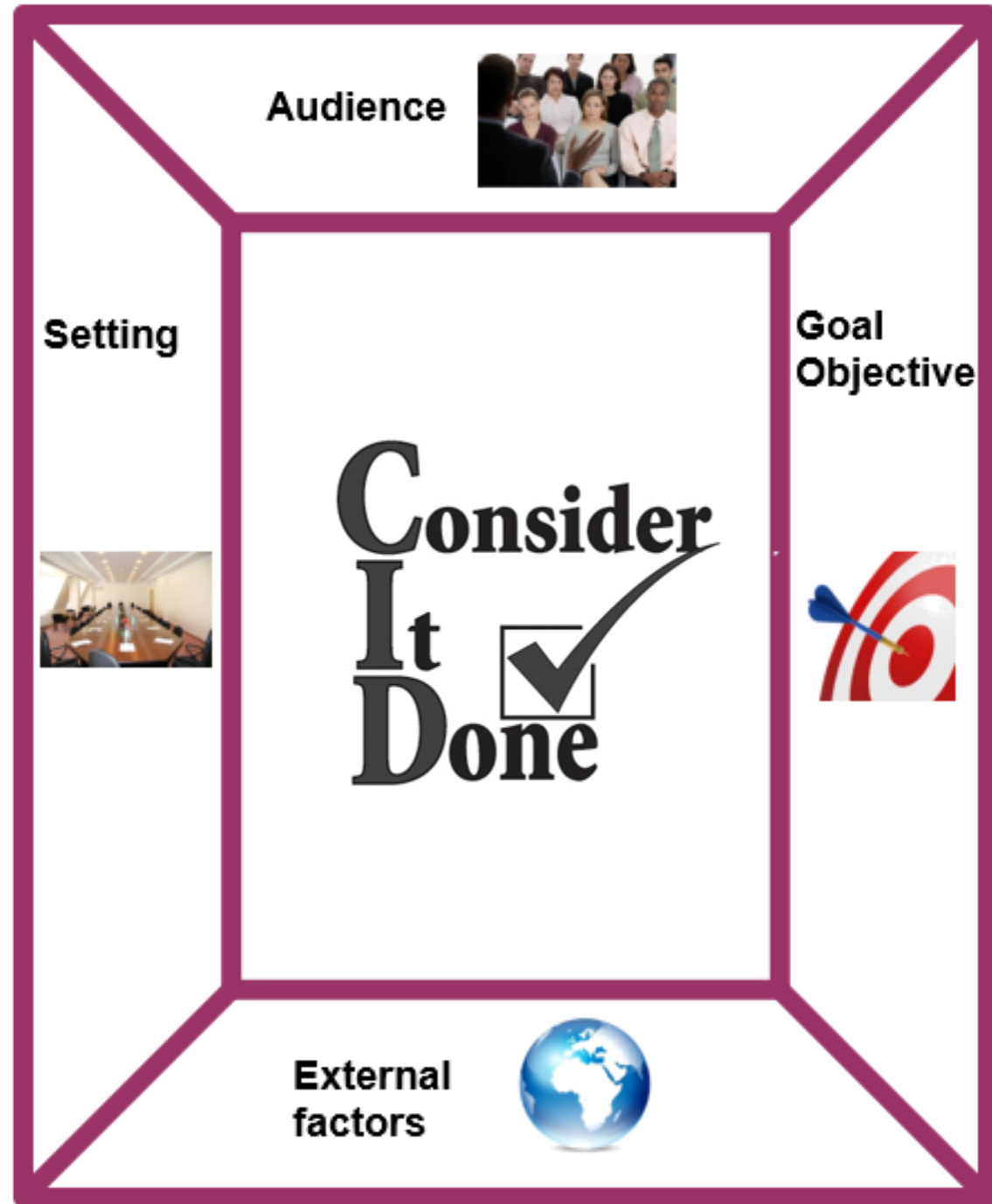
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Setting



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Framework is done!



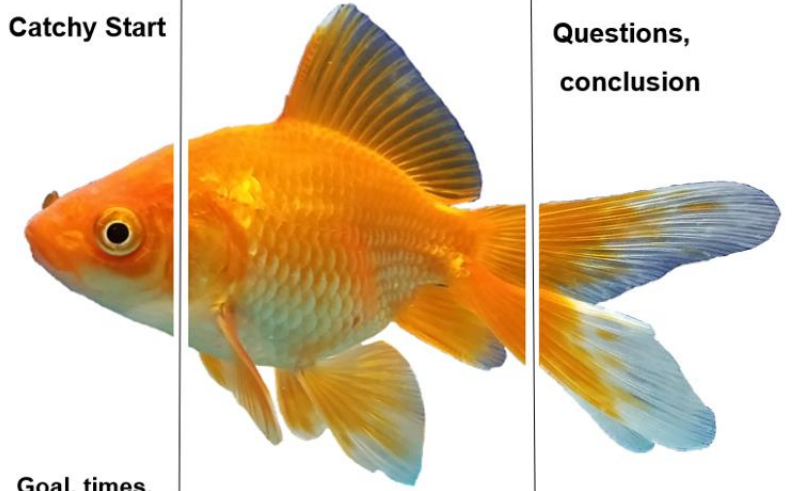
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Preparation

HOW TO PREPARE YOUR CORE MESSAGE

Catchy Start

Questions,
conclusion



Goal, times,
agenda,
Nice to know
Introduction

Core Message

Active Close



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Benefits of

Preparation

- self confidence
- audience perception
- memorizing
- reduced stage fright
- (pre-) evaluation
- solution in case of illness

GOOD BETTER BEST

NEVER LET IT REST

UNTIL THE GOOD

is the better

& THE BETTER

IS THE BEST

IS THE BEST

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Preparation Core Message



Preparation Core Message



You can start your painting; the content of your presentation.
Only a small part will end up in your presentation.

Many presentations are data dumps. Speakers seem to think “the more information I give, the better”. This is not true.

Research has shown that your audience on average will remember no more than 3 things from your talk. No more.

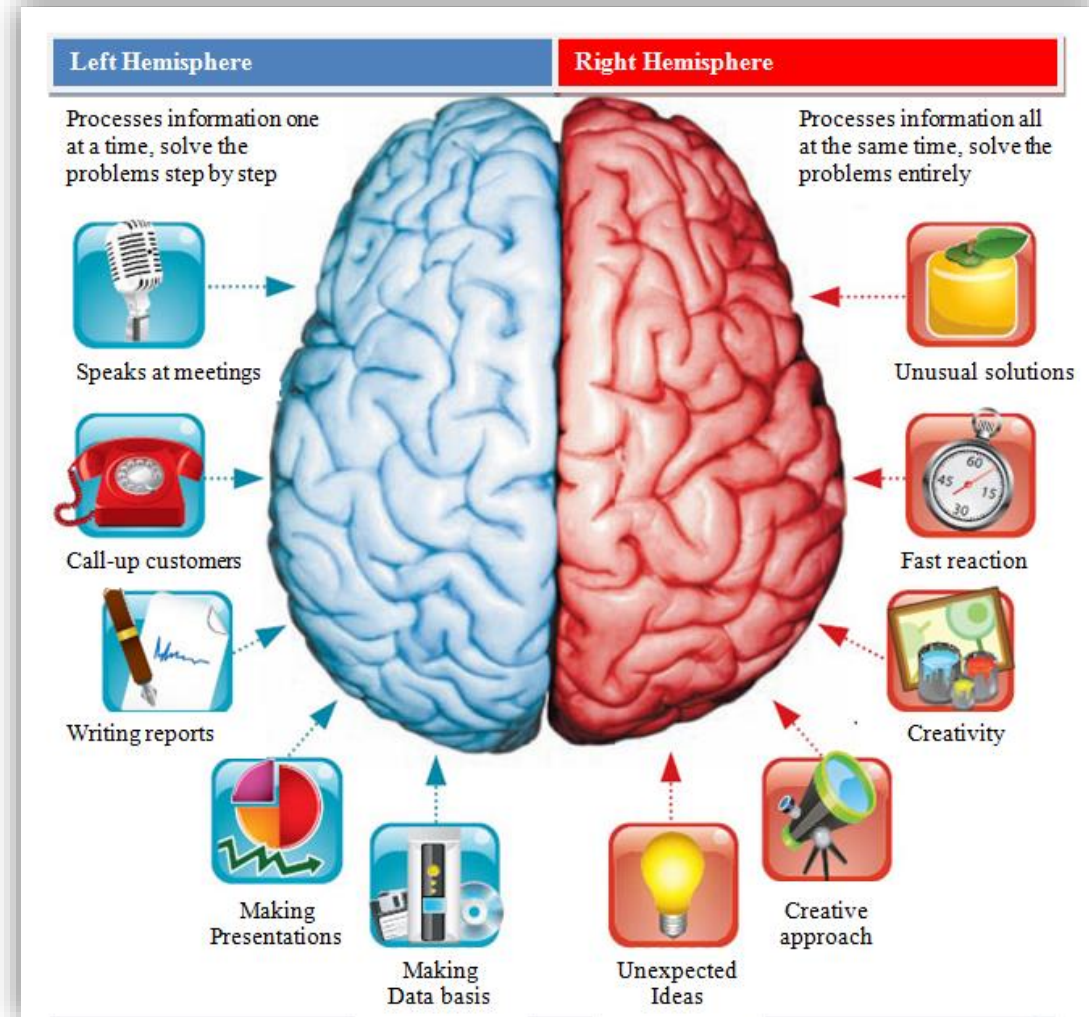
You need to decide first which three things your audience needs to take home.



Our Brains

Left and right functions

Experience=
Usability/Analytic + Design/Creative



Are you...

LEFT BRAIN

consistent
detailed
information
controlled
planned
structure
analytic
logical
rational



RIGHT BRAIN

spontaneous
open ended
synthesizing
emotional
connected
intuitive
random
holistic
feeling



Our Brains

Left or right?

THE Right Brain vs Left Brain test ... do you see the dancer turning clockwise or anti-clockwise?

If clockwise, then you use more of the right side of the brain and vice versa.

Most of us would see the dancer turning anti-clockwise though you can try to focus and change the direction; see if you can do it.





Left and right functions

Our Brains

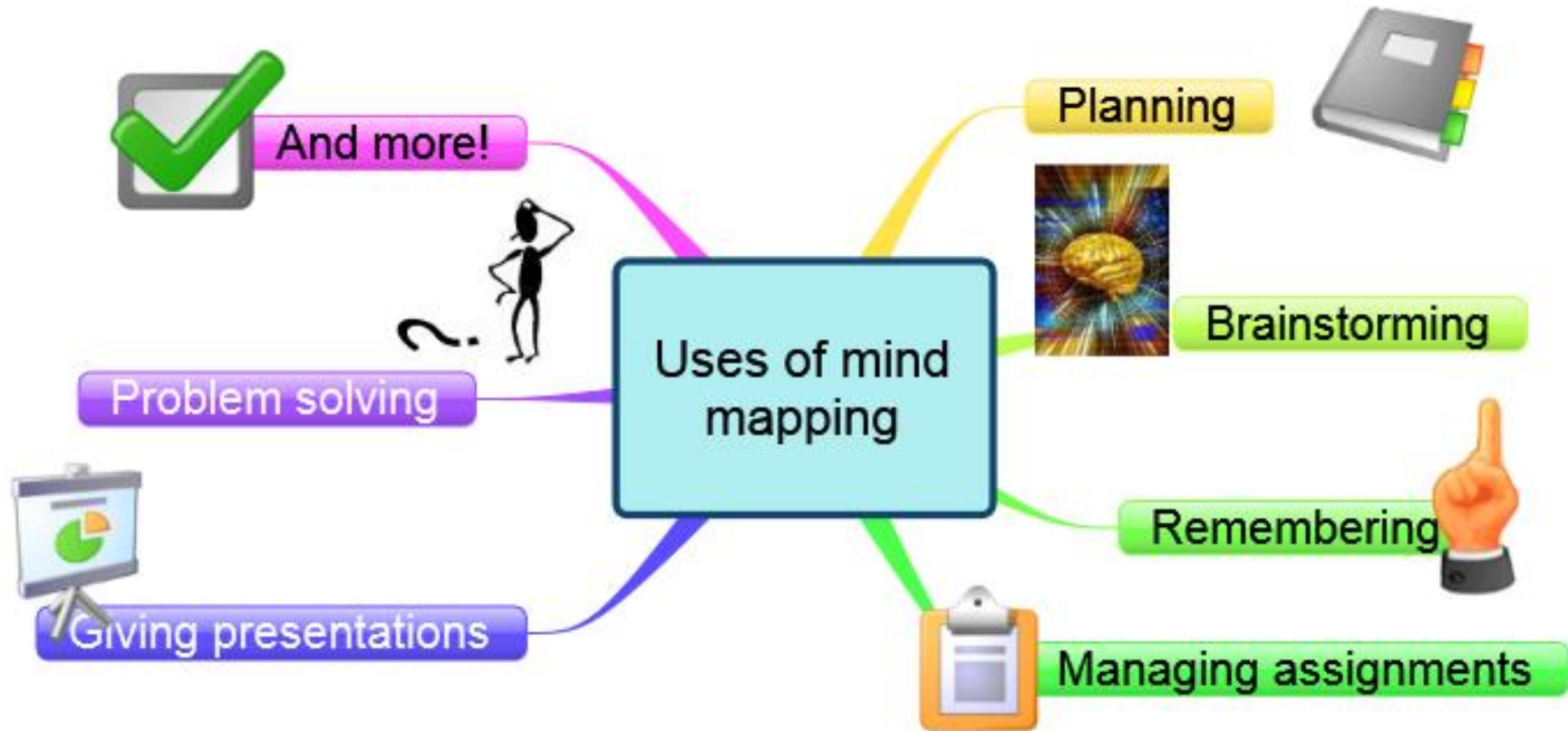
Green Red Orange Brown
White Pink Green Yellow

Step 1: Read the words above. It's easy, isn't it?

Step 2: Read the color of the word instead of the word itself.

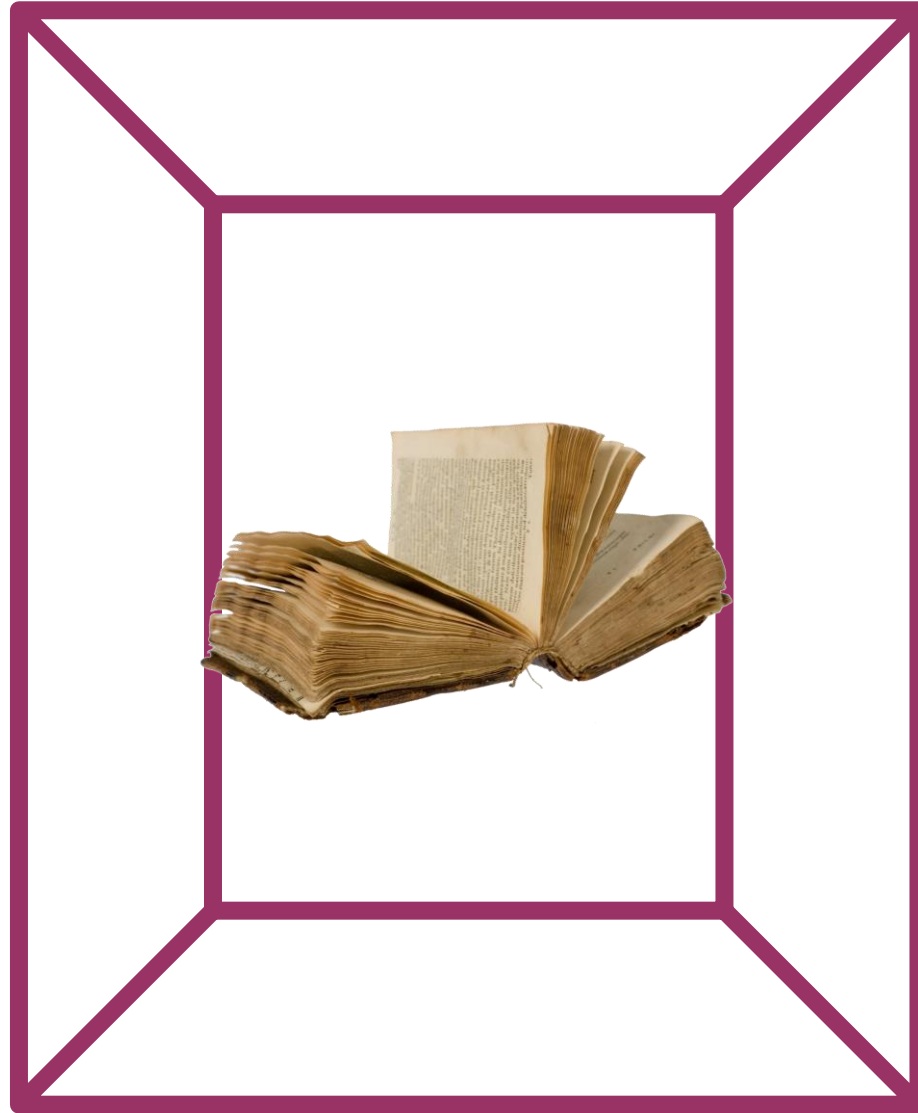
Your right brain tries to say the color but your left brain insist on reading the word

Uses of mind mapping



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Preparation Core Message



Build YOUR Message

...answer the questions

- why ?! did we launch this product?
- what ?! is this product?
- who ?! For Who is this product?
- how ?! do we use this product?



Visual	58%
Vocal	35%
<u>Verbal</u>	7%
Total	100%



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Communication Guidelines

You are always communicating;

- by the expression on your face
- by means of body language
- by the clothes you wear
- by the car you drive
- by the people you accompany
- etc. etc.

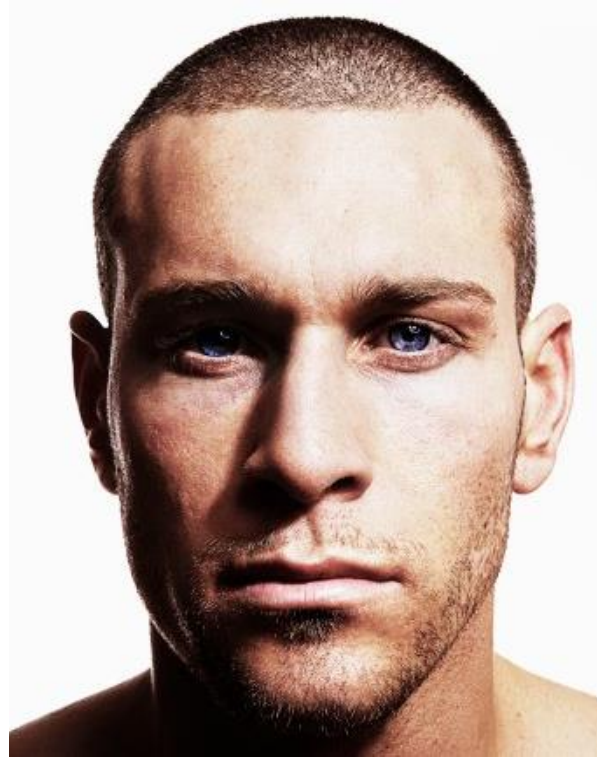


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Communication Guidelines

...what do they tell you

WITHOUT TALKING?!



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Communication Guidelines *...and this? Does this*

COMMUNICATE?!



Communication Guidelines *...LET'S FIND OUT*

1. What person is he/she?
2. What house does he/she live?
3. What car does he/she drive?
4. Does he/she has pets?
5. What hobbies does he/she have?
6. What kind of music does he/she like?
7. What is his/her favorite holiday destination?



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Communication Aspects



1. voice use



2. word choice

3. body language



Voice Use

...important aspects of voice use are

1. volume
2. tempo
3. articulation
4. melody/intonation
5. breaks



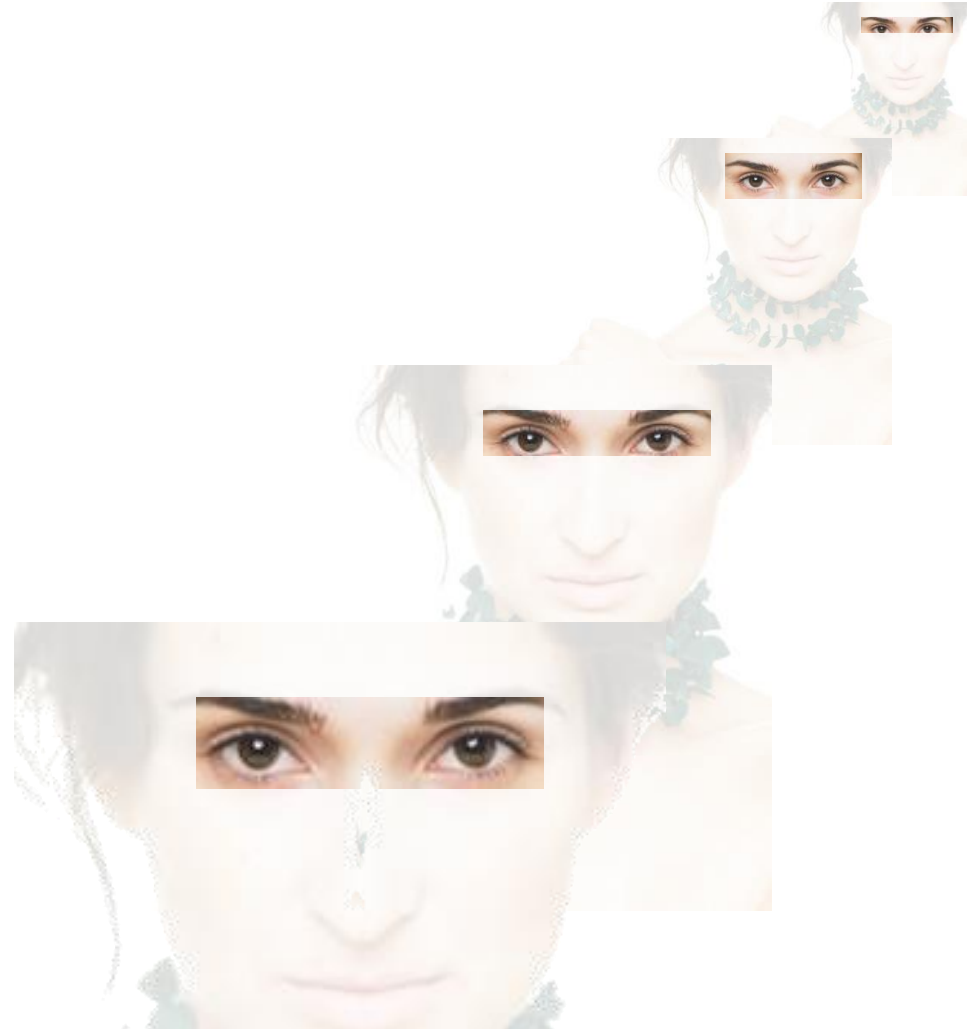
Bodylanguage

- eye contact
- smile
- behavior & gestures



Eye Contact

- makes you look *trustful and confident*
- focus on the whole audience
- blind by stage light?
look at horizon level



Smiling Projects

- openness
- warmth
- friendliness



Behavior & Gestures

- it emphasizes the things you say
- ...use enough gestures but not too many...
- otherwise it will draw the attention from your story

Hand signals that will get you shot in other countries starter pack

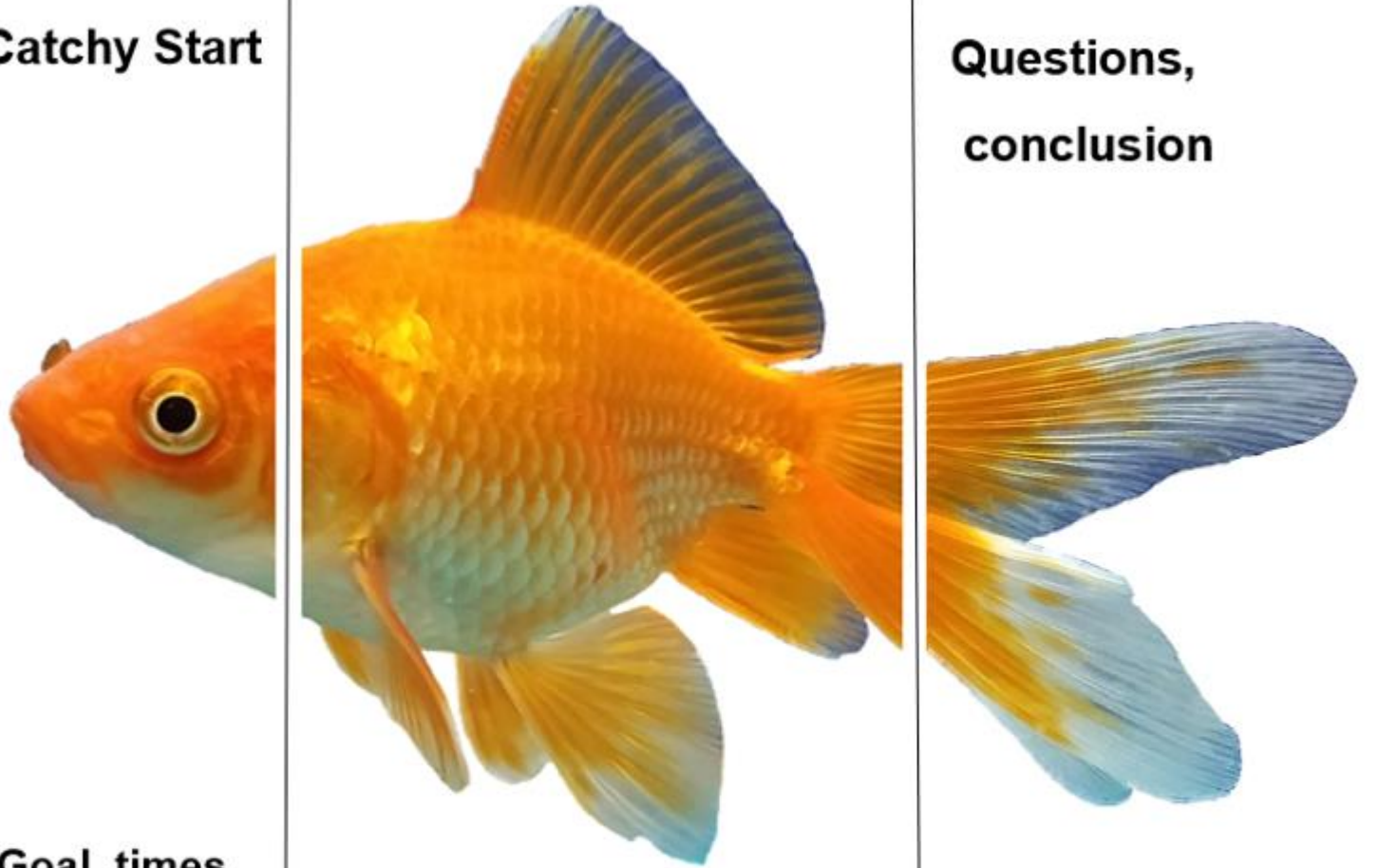


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Introduction



Catchy Start



**Questions,
conclusion**

**Goal, times,
agenda,
Nice to know
Introduction**

Core Message

Active Close

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Bad

Introduction



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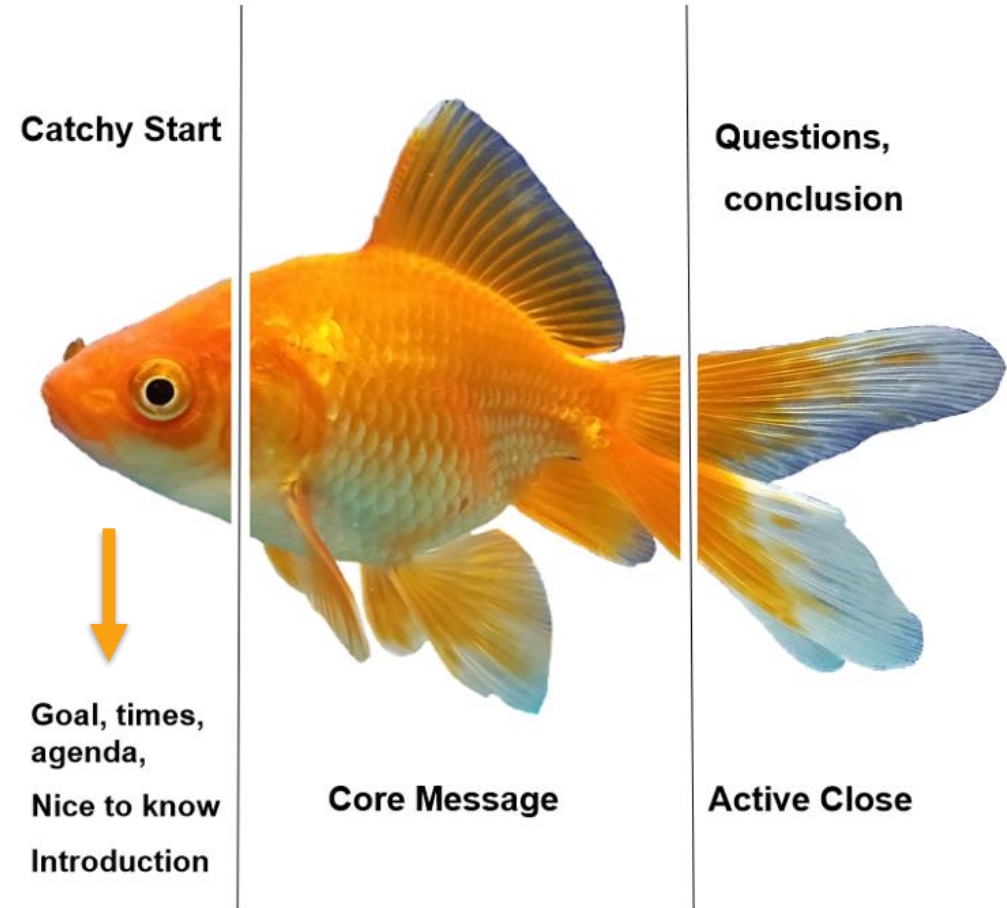
Catchy Start

1. Quotations
2. Question & answer:
3. Anecdote
4. Expert testimony or historical evidence
5. Shocking statement
6. A feature, news or history fact
7. Moment of interaction
8. Video clip or cartoon

Proper

Introduction after a catchy start

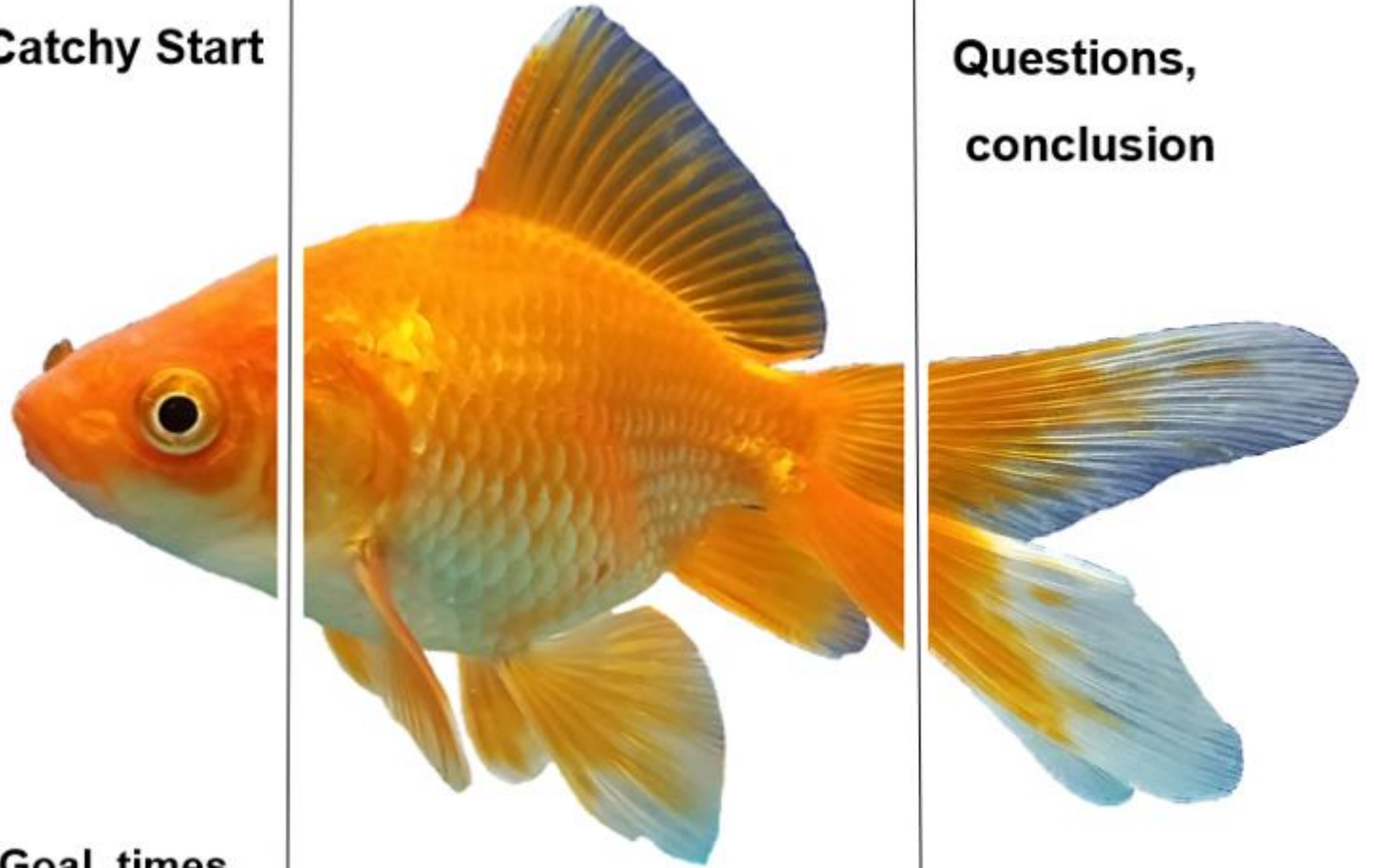
1. welcome your audience
2. compliment your audience
3. use an icebreaker
4. introduce yourself
5. create positive atmosphere
6. introduce your colleague(s)
7. audience introduction
8. use and explain remarkable statement



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Core Message

Catchy Start



**Questions,
conclusion**

**Goal, times,
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Introduction**

Core Message

Active Close

Sticky Messages

**Medium size movie bag with butter popcorn contains 37 grams of saturated fat.
A normal diet contains no more than 20 grams.**

Is 37 grams good or bad?

37 grams has zero appeal.

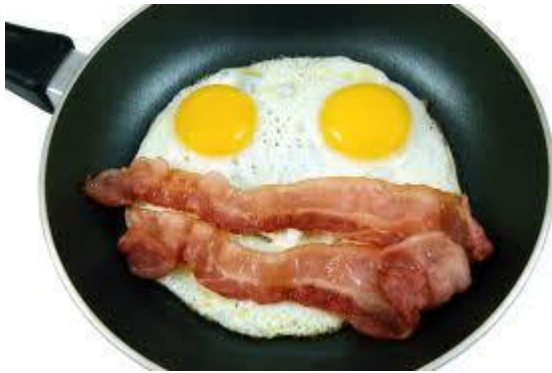
It is dry, academic, who cares?

Your idea needs to be understood and remembered and have a lasting impact!

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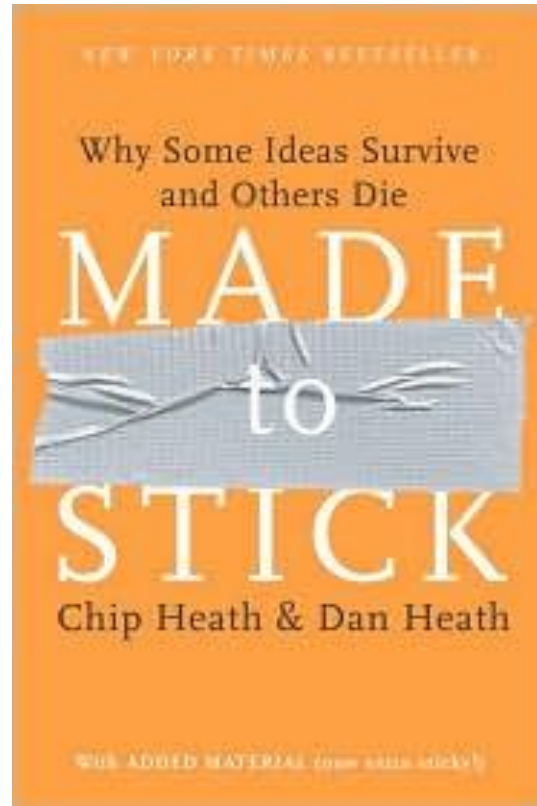
Sticky Messages

What if I show you this?



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Sticky Messages



**S
U
C
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Sticky Messages



Simplicity

U
C
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Sticky Messages



Simplicity

Unexpectedness

C
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Sticky Messages



Simplicity

Unexpectedness

Concreteness

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JOICO
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Sticky Messages



Simplicity

Unexpectedness

Concreteness

Credibility

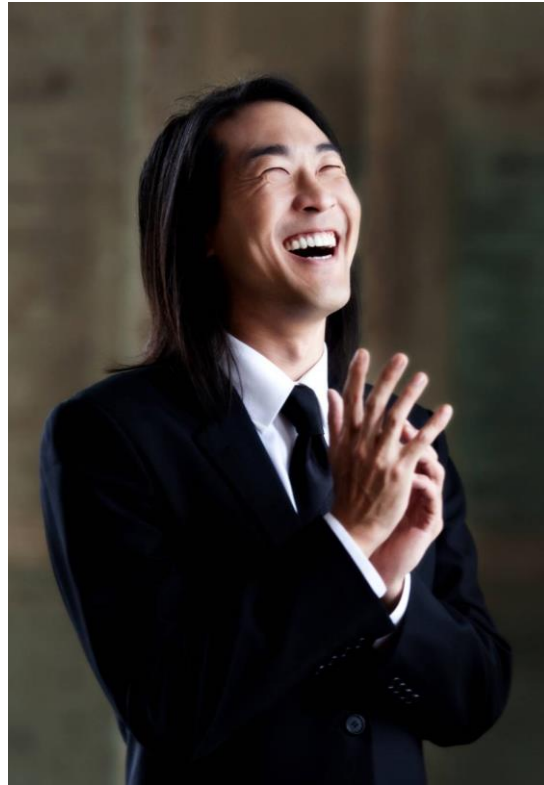
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Sticky Messages



Simplicity

Unexpectedness

Concreteness

Credibility

Emotion

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Sticky Messages



Simplicity

Unexpectedness

Concreteness

Credibility

Emotion

STORY

S

Sticky Messages



Simplicity

Unexpectedness

Concreteness

Credibility

Emotion

Story

Smart.....Simple unexpected concrete
credentialed emotional story

Verbal Techniques

A key role is to create an **atmosphere of openness and trust**, to get people to speak up and contribute, you can do this by:

- ❑ Asking **open questions**
- ❑ **Acknowledge** and **positively respond** to contributions made by participants. Sharing and “aha moments” I am not the only one”, are powerful.
- ❑ Ask for **more specifics** or **examples**
- ❑ **Redirect questions** to other members of the group encourage non verbal participants to participate
- ❑ Ask for and **encourage different points of views**
- ❑ **Paraphrase** for clarity and understanding, link back to theory, previous comments
- ❑ **Refer** to contributions people have made.



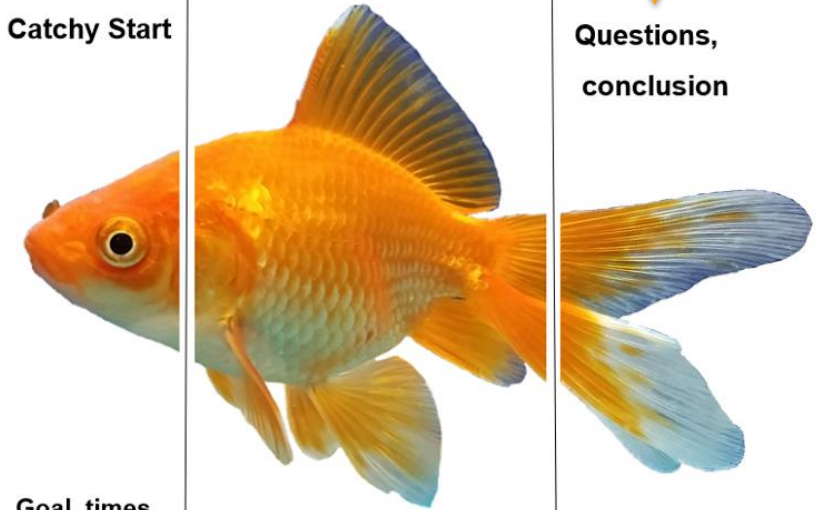
Tail 10%

- Providing a summary
(tell them what you told them)
- Giving conclusions
- Fits the goal of the presentation
- Q&A
- Leave your contact details behind
- Thank the audience
- Final remark (loop)

Goal

Ensure the audience leaves the room with your main message clear in their mind

Catchy Start



Goal, times,
agenda,
Nice to know
Introduction

Core Message

Active Close

Questions,
conclusion

JOICO
the **joi** of healthy hair

In the line of fire

WHICH QUESTIONS

DO YOU FEAR?

THE BIGGEST

**COMMUNICATION
PROBLEM IS WE DO NOT
LISTEN TO UNDERSTAND.**

WE LISTEN TO REPLY ..



HOW ^{TO} *TREAT* QUESTIONS

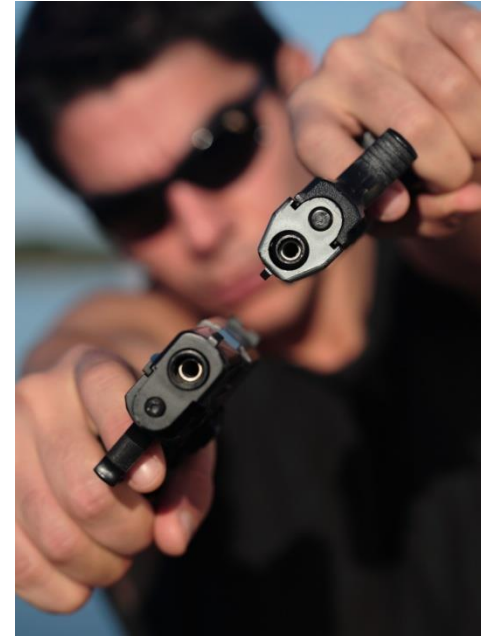
T – Take step forward

R – Repeat

E – Eye contact

A – Answer or Admit

T – Test satisfaction

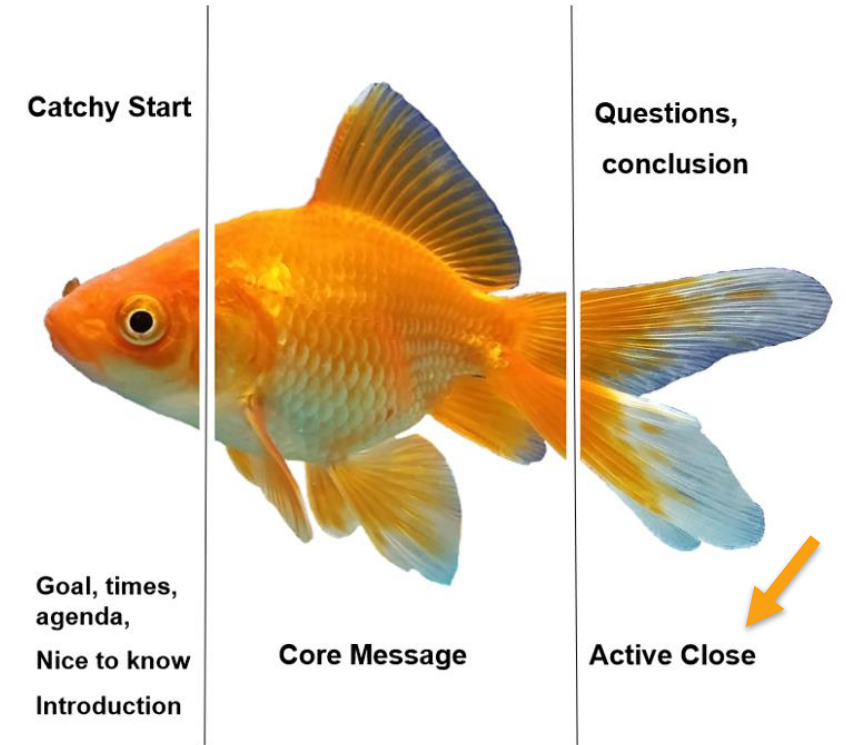


Active Close

GO OUT WITH A BANG!!!

Suggestions

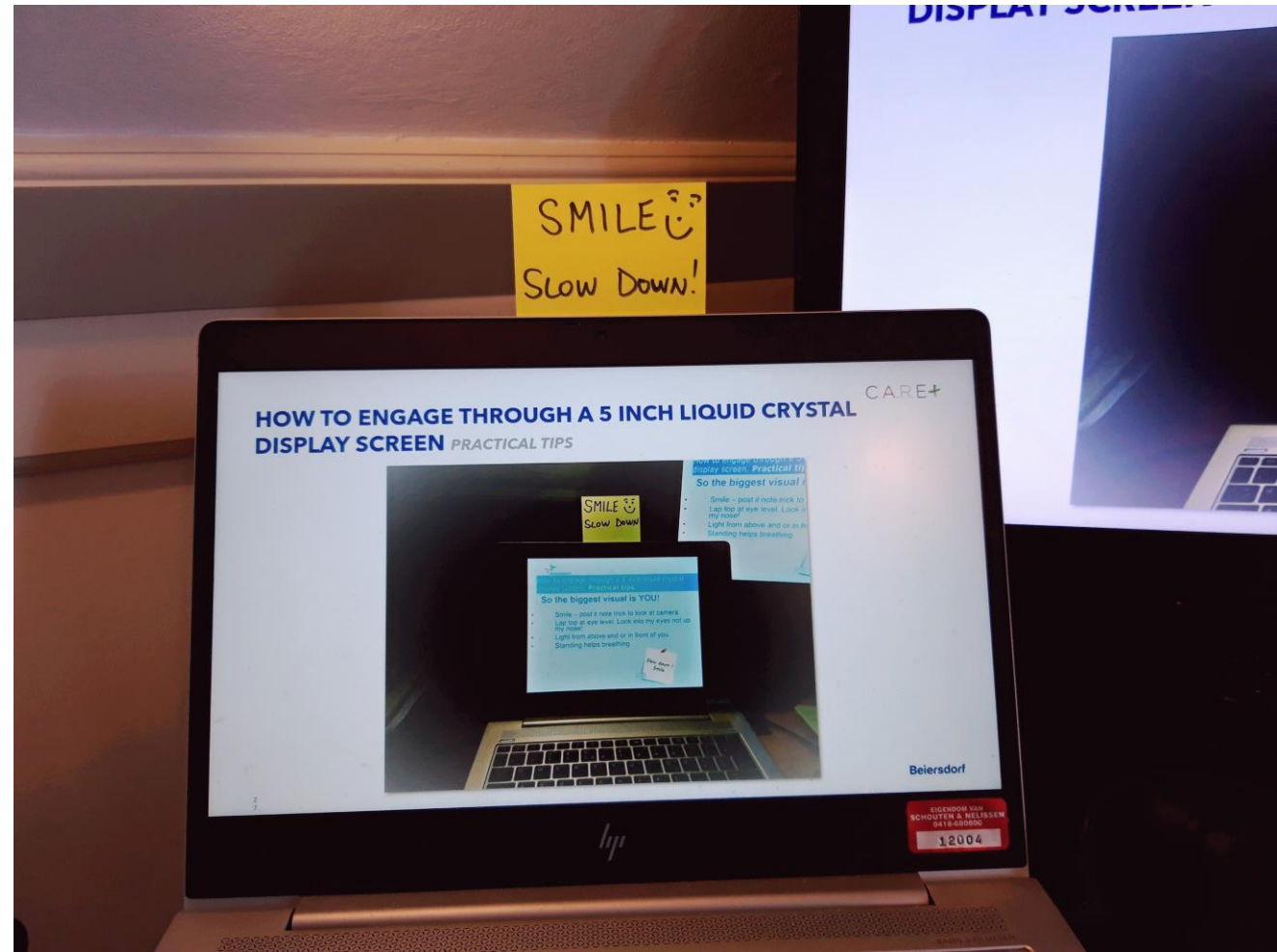
- Statement
- Quote
- Anecdote
- Experience
- Challenge



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How to engage through a 5inch liquid crystal display screen *Practical tips*



How to engage through a 5 inch liquid crystal display screen *Practical tips*

So the biggest visual is **YOU!**

- **Smile** – post it note trick to look at camera
- Laptop at **eye level**. Look into my eyes not up my nose!
- **Light from above** and or in front of you
- **Standing** helps breathing
- **Calm background**



How to engage through a 5 inch liquid crystal display screen

Practical tips

So the biggest visual is **YOU!**

- **Hands- Steeple** don't manipulate
- **Finger thumb pinch**, don't point
- **Open palm technique** (if standing)
- **Hands in pocket?** (standing)
- **Thumb on chin** and index finger pointing up
- **Look straight into the camera** if you want to make a point/emphasize what you have to say



RULES

Which agreements do you make in order to ensure effective and successful collaboration in an online session?

- Headsets; reduce interference
- Mute / unmute
- Video on; connection because you see each other
- How do you ask a question? Via chat, hand, image?
- Make sure your colleagues and household members know you are in a virtual meeting.
- Make sure you are on time
- Each behind their own laptop
- Use chat only if requested. Otherwise this is a distraction
- Turn your phone to silent mode
- ELMO!!! Enough talking Let's Move On!
-



TOOLS:

Depending on the objective, you choose the associated tools.

Remember...whatever the tool always try to link it to interaction.

Don't talk at them talk with them.



- Chat
- Emoji
- Voting on chats
- Breakout Rooms

- Share screen
- Video, Music
- PowerPoint presentation

- Recording
- Notes
- Quizzes, polls, wordclouds etc.
- Whiteboard

ROLES: Interaction and engagement



You as facilitator for an online session & someone who:

- Keeps time
- Monitors chat (producer)
- Records decisions (notes taker)
- Supports preparation
- Supports on technical issues.

Facilitator in an online training or meeting

7 do's!

1. Together create **meeting ground rules**
2. Share responsibility; **distribute the roles / tasks**
3. Make sure **everyone gives input**
4. Apply various **work formats / tools** keeping interaction in mind.
5. Keep the **session's objective** in mind
6. If you ask a question, **immediately indicate** how you want colleagues to respond
7. **Introduce** each agenda item with due attention



Remote sessions are served up in 3 courses



1

Starter (preparation)

Prep work for participants (distribution of documents) set a clear program. Determine which work formats to apply and which methods to use. Practice (sharpen your axe)

2

Main dish (execution)

Structure, interaction, variation, reflection. Experience, Reflect, Theory, Apply

3

Dessert (conclusion and follow-up)

Summary. Goal setting & commitment to follow-up actions (traffic lights?), buddy's, discuss with manager and evaluation

The (virtual) Magnificent 7

1. **Increase your visibility** – lightning, eye contact, camera height
2. **Minimalistic with/on your slides** – **YOU** are the **biggest visual**
3. **Remove distractions** – calm and quiet background
4. **Plan interaction**
5. **Breaks** away from screen
6. **Verbal & Non-verbal**
7. **Structure** – Attention Grabber to Loop



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WHICH QUESTIONS

MAY I ANSWER?





HOW WILL YOU
GET
EVEN BETTER?



letter to YOURSELF

November, 2022

Reference Powerful Presenting **training**

Ps: don't forget to write your address on the envelope!!

Dear

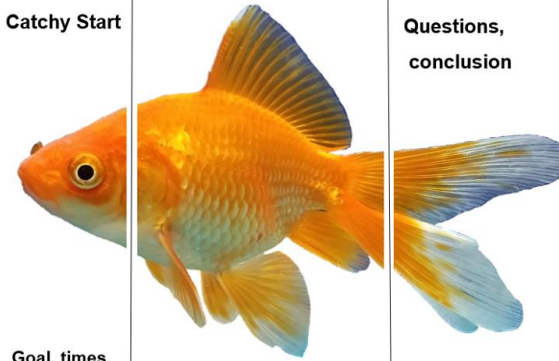
During the Powerful Presenting **training**, I decided for the future to pay more attention and to focus on the 3 following points:

1.
.....
2.
.....
3.
.....

SIGNATURE

Catchy Start

Questions,
conclusion



Goal, times,
agenda,
Nice to know
Introduction

Core Message

Active Close

So can you guess what my loop will be?

Can a fish help with presentations?



Now you know.....