

from **SIMPLICITY SURVIVAL HANDBOOK** and **SIMPLICITY** by Bill Jensen



The Ultimate Ten-Page Presentation

What's Here

Some How To tips from our Communication Workshop
based upon *Search for Simpler Way* research and Bill Jensen's Simplicity books



What's Not Here

The talent/expertise/process behind the workshop, case studies, and subsequent participant Aha's...

And even more detailed how-to next steps

(Hey...We're a consulting firm! Information may want to be free, but our mortgages aren't.)



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1

Stop “Presenting”!

The goal of every presentation should be:

Creating great dialogue!



NOBODY needs more information presented TO them.

They need greater clarity, deeper understanding, more meaning.

And since all that happens in the hearts and minds of the listener,

NOT the presenter,

you must minimize the amount of stuff you “present”
and maximize the interactive / Q&A / discussion time.

2

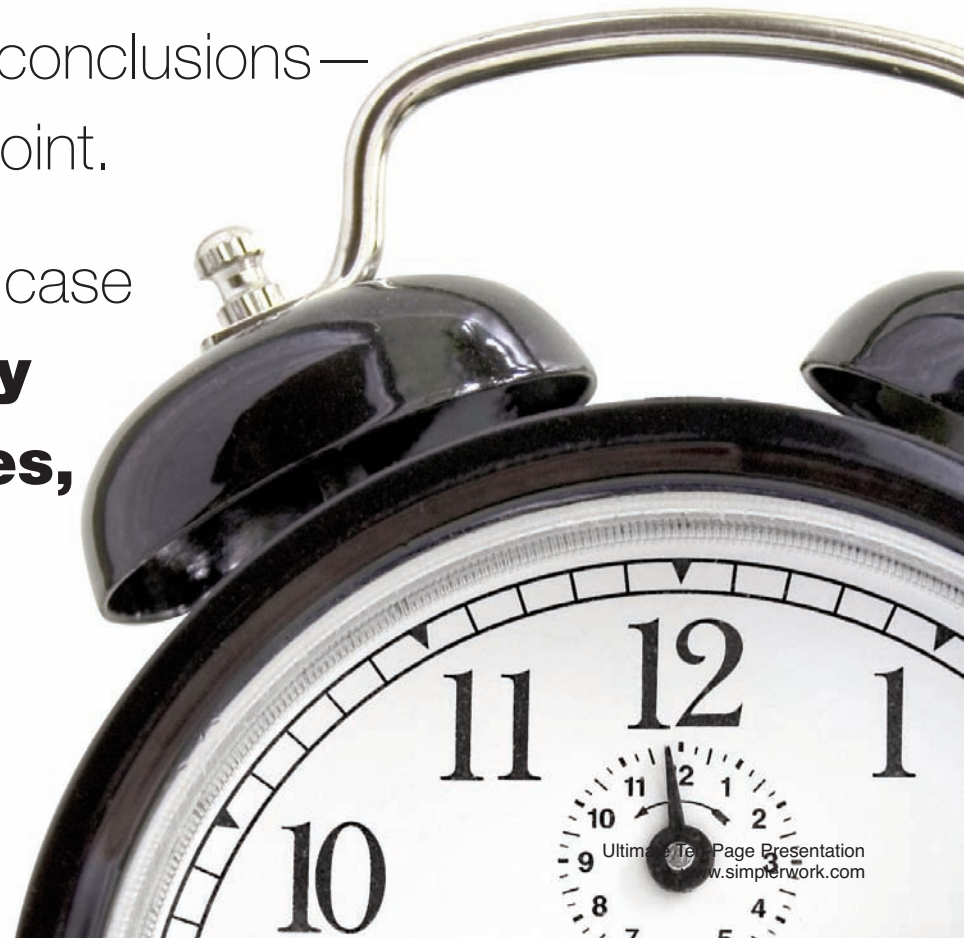
Get to the Point!

People will tolerate your logic for no more than a couple minutes.
(Usually less!)

After that, they start forming their own conclusions—
whether or not you've gotten to your point.

Assume that if you haven't made your case
and given your **one-page summary**
within the **first one to five minutes,**
you've lost them...

They've already forming their own
conclusions.



3

It's All About Me!

NO presentation is ever about the subject you're presenting!
(e.g., The Budget, Project Milestones, Changes in Strategy, Customer Needs)

Most often, most everyone who is listening to you
(peer, subordinate, superior...doesn't matter)
is listening for one thing:

How does this affect me?

What does that budget/milestone/change
mean to me? Why do you need me to care?
What do you want me to do? etc.

EVERY presentation is ALWAYS about ME.
Fail to get that, and you'll be ignored.



WORKING BACKWARDS FROM YOUR AUDIENCE'S NEEDS

Ultimate Presentation: **10 Pages or Less**



1

Title

Absolute clarity: Goal of presentation

“By the end of this presentation you will be able to...”

2

**One-page
summary**

Know, Feel, Do

“Here’s the executive summary...Everything I have to tell you on just one page...”

3–9

**Details,
Numbers**

Back up your points, create discussion

The numbers and details behind your one-pager

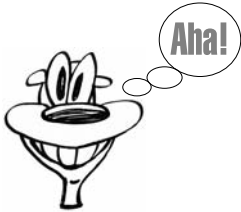
10

Do

Next Step(s)

“Here’s what we need from you, so we can succeed...”

How To **Tips**



IMPORTANT CLARIFICATION

**10-12 PAGES
PER
HOUR**

Of course, if you're doing a several-hour presentation, you'll need more than ten pages.

A good guideline to follow is 10-12 pages per hour

Title Page

The title page should "market" your idea for you...Grab people's attention! Not just "Yearly Budget Review," but "Budgeting for Success:2009" or "2009: Breakthrough Year" And the title page should also address "It's all about me". Either the title or the subtitle should be able to finish the statement "By the end of this presentation you will be able to..." As in: "Able to write and present the ultimate ten-page presentation"

One-Page Summary

Know, Feel, Do: See following pages

Details

Yes, you definitely need to back up your one-page summary with details, numbers and more. But if you can't support your case in just 5-7 pages, you're not ready to present! Yes, lots of audiences (especially senior execs) want to be sure you can back up most any point you make with data/proof. But don't overload your presentation just anticipating all those questions. Have an Appendix. Present it **ONLY** when asked. Besides, that's what all the dialogue is there for! Don't present all the details, **TALK** through them!

Next Steps

Always, always, always close with a Call To Action...What do you want people to **DO** with all this information?

WORKING BACKWARDS FROM THE AUDIENCE'S NEEDS

Changing How You Prepare

SPEED-FREAK CLARITY



TIME COMMITMENT

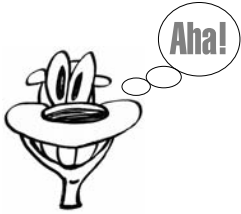
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TO
15 mins

PREPARING TO COMMUNICATE WITH ANYONE, ABOUT ANYTHING

Know, Feel, Do

- 1 ONE SENTENCE:** What do I want people to know, understand, learn or question?
- 2 ONE SENTENCE:** How do I want people to feel?
- 3 ONE SENTENCE:** What do I want people to do as a direct result of my communication?

Know, Feel, Do **Tips**



Overall: It's extremely important to think through **Know** and **Feel** and **Do**, and not let cultural pressure force you to drop one or more dimension. For example, your culture may be extremely action-oriented.

So the cultural tendency may be to just “get to the point” on **Do**, and forget the others.

This may get the desired actions — this time — but fails to engage and educate teammates on what's behind those actions. So you'll have to repeat **Do, Do, Do** again and again.

All three parts of the model are necessary if you are going to have a sustainable impact people's behaviors.

Know

Forget all the BlahBlahBlah about context-setting and trying to explain the big picture.

The most important thing to get across is how you listener's actions, or thinking, or communication, or questions will change as a direct result of whatever you have to say.

Clearly state the **one thing** that's new and different from *their* perspective.

For example: “Customer satisfaction has tanked, and even though we don't directly affect that, here's what the new company directive means to us...”

Feel

No, you can't mandate how people should feel — (“Be happy, dammit!”) — but you do have to consider the emotional impact you want, and how to accomplish that. For example:

If you are asking people to take on a large change in their work, you'll need to allow time for them to process the information — possibly creating facilitated dialogue sessions before moving onto **Do**.

Do

Even “empowered” teammates often need **Next Steps** defined fairly tightly.

Don't micro-manage their to-do's. But do detail their suggested and immediate next steps.

Most everyone needs help in getting started.

Competing for Attention in a World of **MoreBetterFaster**

- 1 No matter what you **say**... Everyone **listens** for **their** Know, Feel, Do!
- 2 People **tolerate** your logic, but they **act** on their own conclusions!
- 3 Cover **their** Know, Feel, Do in your first five minutes (for a meeting...five seconds for email):
or accept that they're already **leaping to their own conclusions!**

Know, Feel, Do: The Ultimate One-Page Summary

Example: Presenting a budget review

Know

“We’re on budget! And ahead of schedule!”

Feel

“If we stay on this pace for the rest of the year, we’ll kick the competition’s butt!”

Do

“After you’ve had a chance to review these numbers, we need you to approve Phase 2 expenditures.”

AND IF WE EVER BELIEVE WE'VE GOT IT ALL FIGURED OUT . . .

Simple Truths



SOUNDBITES FROM SIMPLICITY, SIMPLICITY HANDBOOK, and WORK 2.0

- The depth of one's character, conviction, and priorities is revealed when we must choose between doing less and doing more
- Your ability to manage how your time is spent is directly related to your ability to push back, question, and say no
- We live in the Attention Economy; Every project is about bartering for someone's time and attention
- The paradox of simplicity is that making things simpler is hard work
- Change all you want, just know that execution travels at the speed of sense-making
- It is no longer acceptable to say that there's *work* and there's *life*, and it's up to employees to balance the two.

THE BIO OF

A Simpleton



ABOUT THE FOOL BEHIND THE TOOLS

Harvard Business Review, CNBC and Fast Company have called **Bill Jensen**

today's foremost expert on work complexity and cutting through clutter to what really matters.

He has spent the past two decades studying how work gets done. (Much of what he's found horrifies him.)

He is an internationally-acclaimed author and speaker who is known for provocative ideas, extremely useful content, and his passion for making it easier for everyone to work smarter.

- His first book, *Simplicity*, was the Number 5 Leadership/Management book on Amazon in 2000.
- His latest best-seller is *Simplicity Survival Handbook: 32 Ways to Do Less and Accomplish More*.
- His new book, *What is Your Life's Work?*, captures the intimate exchanges between mothers and daughters, fathers and sons, and caring teammates, all talking about what matters at work, and in life.

Bill holds degrees in Communication Design and Organizational Development.

He's CEO of The Jensen Group, whose mission is: To make it easier to get stuff done.

Among the Jensen Group's clients are GE, Bank of America, Genentech, Pfizer, Johnson&Johnson, NASA, Walt Disney World, American Express, the US Navy SEALs, the government of Ontario, Singapore Institute of Mgmt, Guangzhou China Development District, and the Swedish Post Office.



Some people see things that are and ask, Why?

Some people dream of things that never were and ask, Why not?

Some people have to go to work and don't have time for all that...

George Carlin