



Business Management Institute

FROM SNOOZEFEEST TO STANDING OVATION

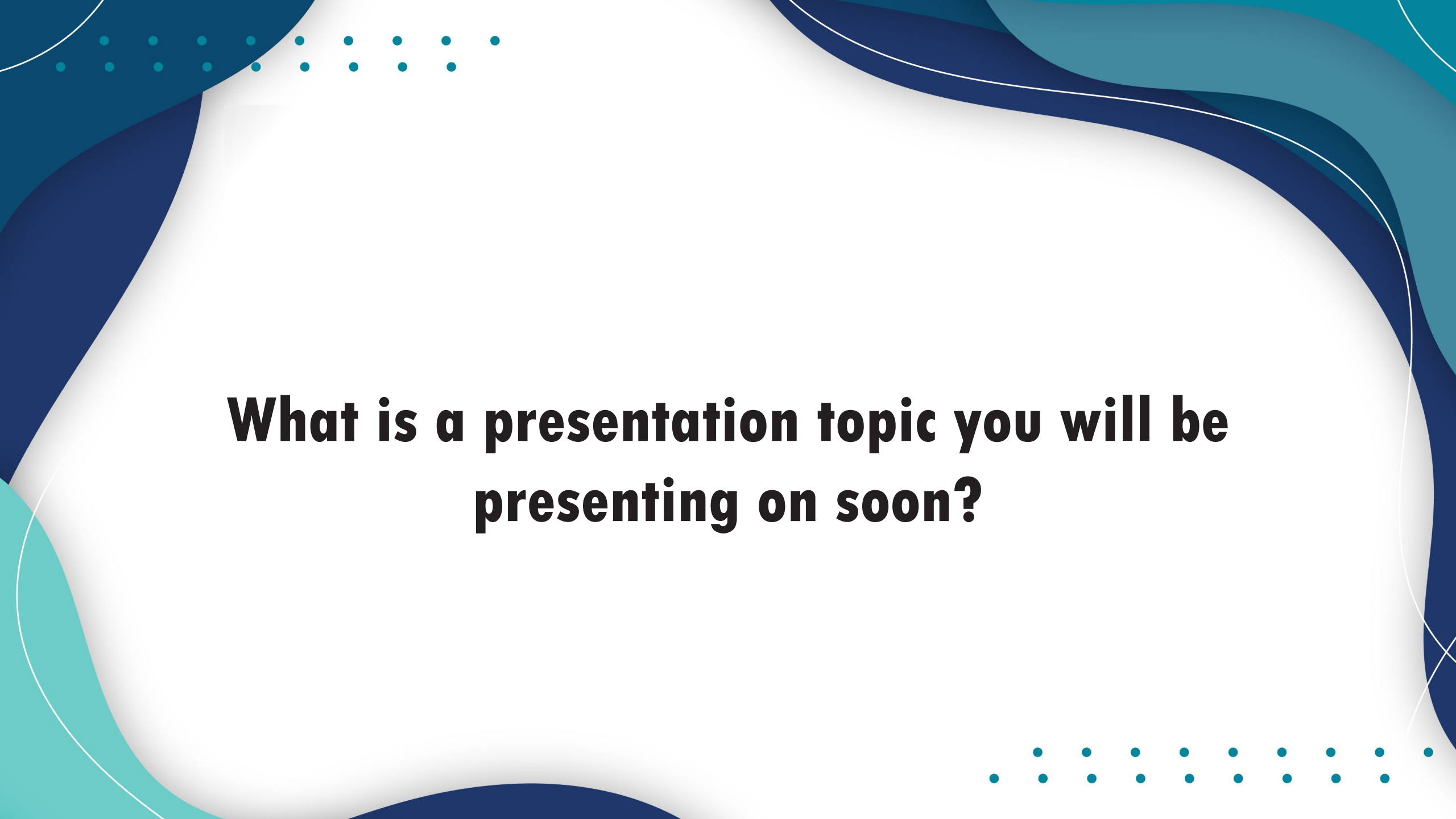
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CHECK-IN POINT

- Point your phone's camera at the QR code
- or*
- Navigate to <https://wacubo.cnf.io>
- Tap session matching this room
- Keep browser window open to check out at session's end





What is a presentation topic you will be presenting on soon?

I'm not a
natural
presenter.

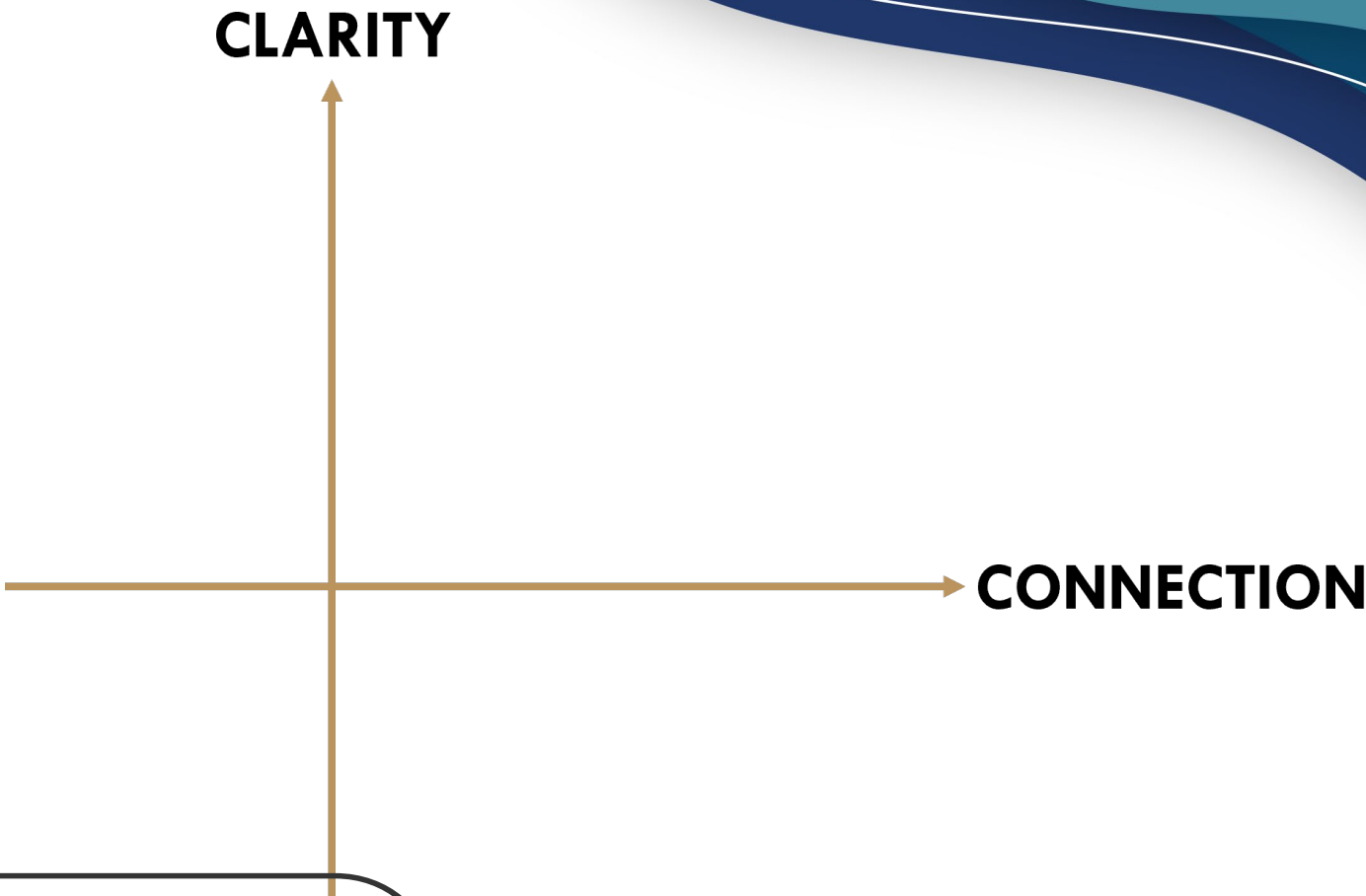
I'm worried I'll
forget my
points.

I don't know
where to
start.

TODAY'S GOAL

Deliver your presentations to help your message become

22X more memorable*.



CLARITY

CONNECTION

“

The most boring thing you can do is inform people. You want to be so memorable that they want to tell their friends your message. Great stories help you do that.

- Matthew Dicks, Storytelling Expert

”

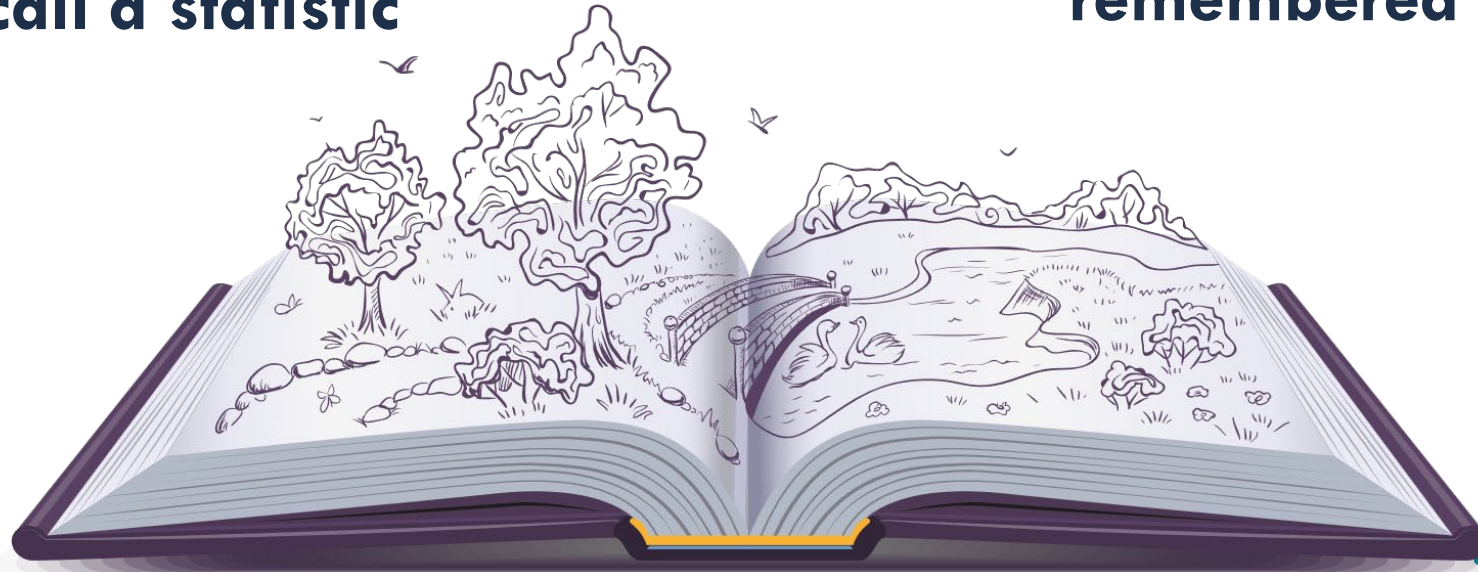
Adults and Narrative Learning

Out of 10 Presentations:

- 9 were heavily supported by facts and figures
- **Only 5% of the audience could recall a statistic**

The 10th Presentation:

- Told a human story in support of the position
- **63% of the audience remembered the stories**





Where They Are Now

What does your audience already know?

How do they feel about it now?

What is your audience currently doing?

Where They Want To Be

What do they need to know?

How do you want them to feel?

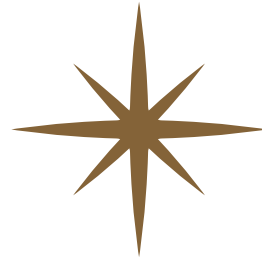
What do you want them to do?



Hope

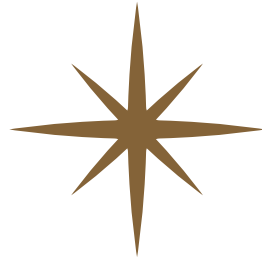
Tension

North Star Message



The single, most important takeaway or main idea you want your audience to remember.

North Star Message



My presentation will help you take care of grandmother.



North Star Message

My presentation will help [person or people] with [challenge or goal] by [your solution] through [key messages].

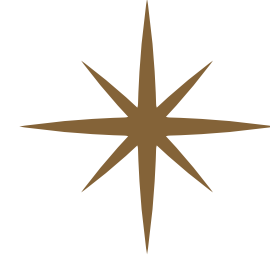
1. Key Message 1
2. Key Message 2
3. Key Message 3



North Star Message

Taking Care of Grandmother

Audience: Little Red Riding Hood



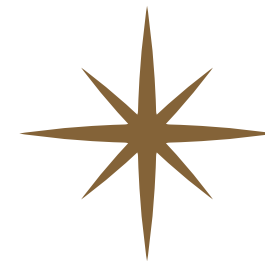
My presentation will help Little Red Riding Hood take care of her grandmother by nursing her back to health through...

1. Identifying travel-safe food that will help grandmother's health
2. Mapping out a scenic yet fast route to grandmother's house
3. Determining the best nursing practices to improve grandmother's health

North Star Message

Taking Care of Grandmother

Audience: The Big Bad Wolf



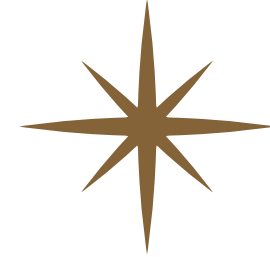
My presentation will help the Big Bad Wolf take care of grandmother by eating her through...

1. Learning where the grandmother lives
2. Identifying the best culinary practices for serving grandmother
3. Fooling the granddaughter into thinking you are her grandmother to get away with the crime and get a bonus snack

North Star Message

From Snoozefest to Standing Ovation

Audience: College and University Business Officers



My presentation will help college and university business officers deliver information in a way that is 22x more memorable by storytelling through...

1. Treating the audience like the main character
2. Making their message memorable through structure
3. Creating a unique and tailored experience through engagement



AI Tool: Finding Purpose

I'm planning a presentation about [topic].

I would like to think about it as a story, with my audience as the main character.
My audience includes [audience description].

How might I think about these questions:

1. What do they want more than anything, as it relates to the topic?
2. What is in their way?
3. How will my message help them overcome it?

Activity: Practice Forming a North Star Message

08:00

Step 1: Use the AI Tool



Step 2: Form Your North Star and Key Messages



NORTH STAR MESSAGE

My presentation will help _____
[PERSON OR PEOPLE]

with _____
[CHALLENGE OR GOAL]

by _____ through...
[YOUR SOLUTION]

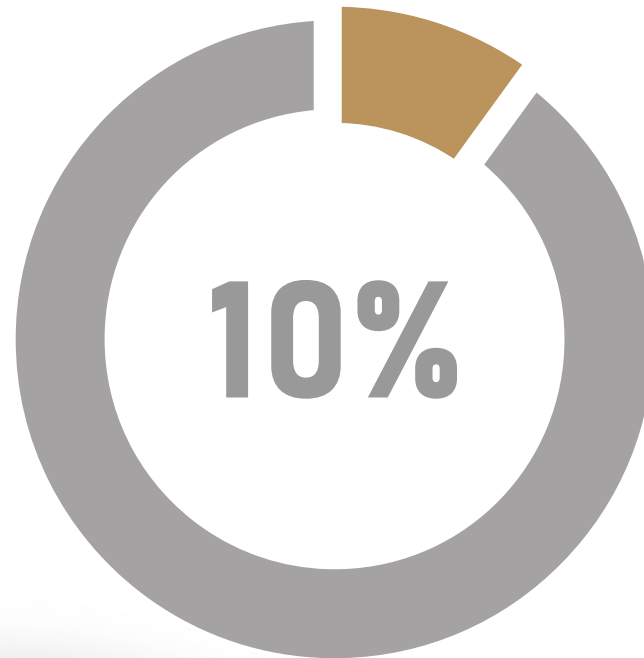
KEY MESSAGE 1 _____

KEY MESSAGE 2 _____

KEY MESSAGE 3 _____



On average, what percentage of information do adults actually recall from presentations?



Emotion

+ Trust

DECISION

“

People buy on emotion and justify
with logic.

Zig Ziglar, Sales Trainer

”

Making Messages Memorable

Harnessing Emotions

SURVIVAL EMOTIONS



FEAR



ANGER



SADNESS



DISGUST

ATTACHMENT EMOTIONS



SURPRISE



TRUST



JOY



North Star Message



Key Message



Act 1

Act 2

Act 3

**The
Set Up**

**The
Conflict**

**The
Resolution**



From Snoozefest to Standing Ovation



North Star Message

My presentation will help college and university business officers deliver information in a way that is 22x more memorable by storytelling through...



Key Message 2

Making their message memorable through structure



Act 1

The Set Up

On average, audiences only remember 10% of a presentation



Act 2

The Conflict

"People buy on emotion and justify with logic", but many presenters don't factor in emotional buy in



Act 3

The Resolution

Story structure provides both emotion (surprise) and structure (logic)



Proposing a New System



North Star Message

My presentation will help VPs and their departments save \$5,000 in our monthly operating budget by migrating to a new system through...



Key Message 1

A new system will pay for itself in the long run



Act 1

The Set Up

It will cost \$10K to migrate to a new system



Act 2

The Conflict

It will take 2 months to migrate to new system



Act 3

The Resolution

The system will pay for itself after 4 months



Activity: Storyboard a Key Message

04:00

KEY MESSAGE

Choose one key message.

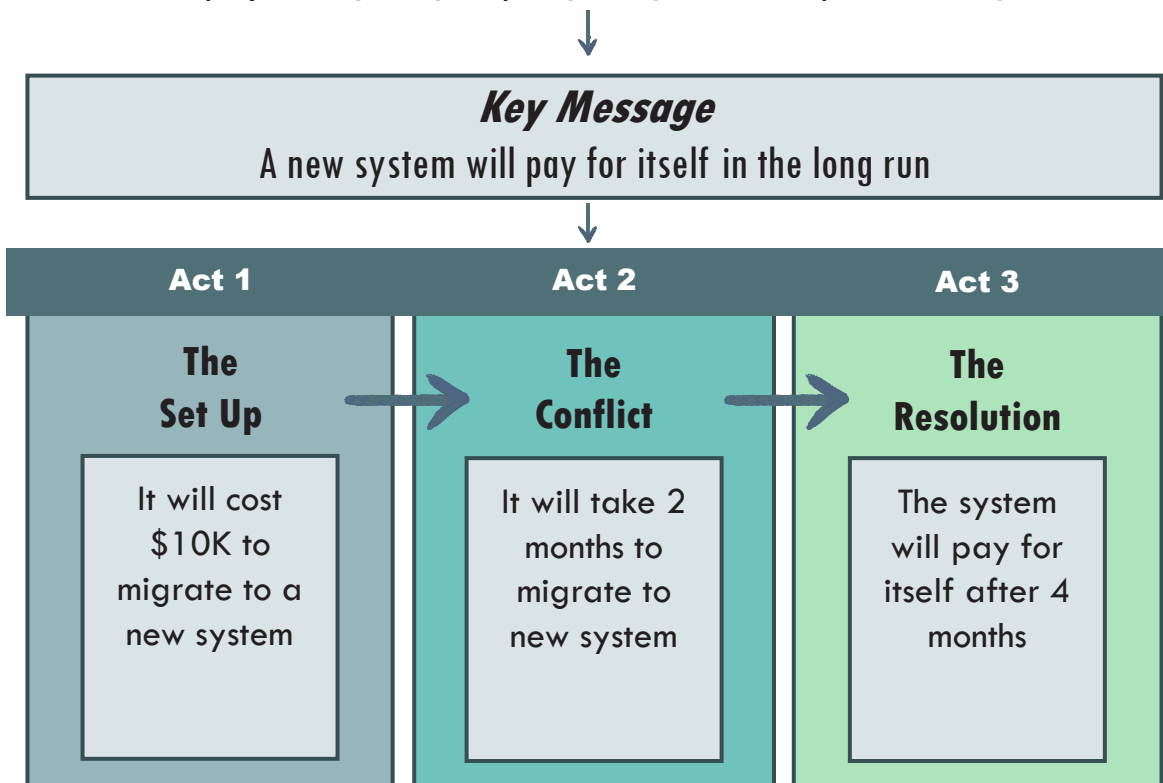
STORYBOARD ONE KEY MESSAGE

How can you frame your key message in the form of a story?

TIP: If you are struggling, think about where your audience is starting out and where you would like them to be by the end of your presentation

North Star Message

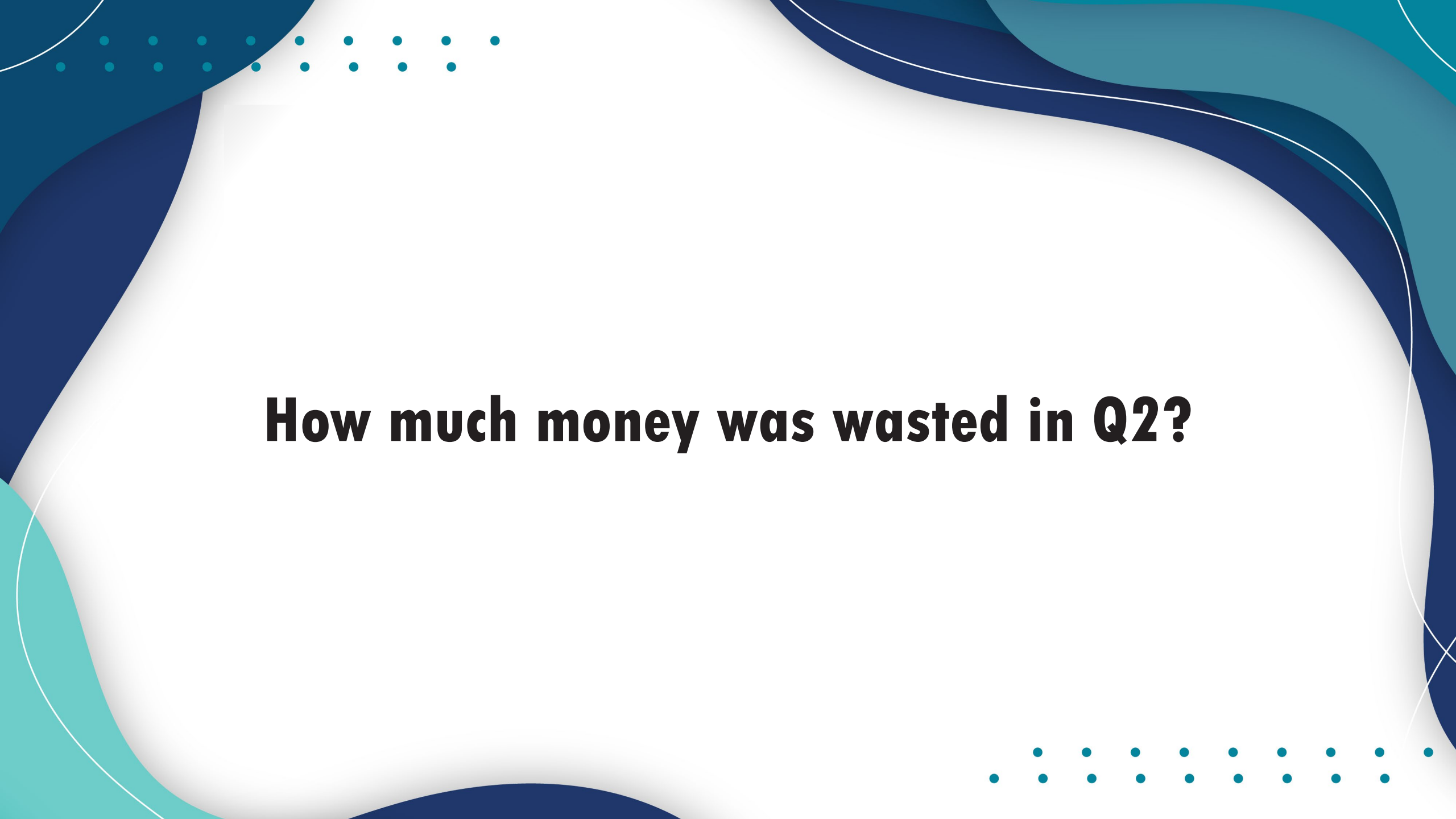
My presentation will help VPs and their departments save \$5,000 in our monthly operating budget by migrating to a new system through...



PROFIT AND LOSS STATEMENT



Month	Revenue	COGS	Gross Profit	Operating	EBITDA	Depreciation	Interest	Taxes	Net Profit
JAN	\$7,978,167	\$4,707,008	\$3,271,159	\$2,506,632	\$764,527	\$336,447	\$157,044	\$203,127	\$67,908
FEB	\$8,254,971	\$4,973,434	\$3,281,537	\$2,725,250	\$556,288	\$378,212	\$132,654	\$233,053	-\$187,632
MAR	\$8,602,476	\$4,751,201	\$3,851,275	\$2,840,154	\$1,011,121	\$334,673	\$172,727	\$259,255	\$244,466
APR	\$8,878,407	\$4,889,398	\$3,989,009	\$2,929,970	\$1,059,039	\$466,639	\$192,666	\$255,200	\$144,535
MAY	\$9,675,975	\$5,913,621	\$3,762,355	\$2,733,381	\$1,028,973	\$421,999	\$139,515	\$321,407	\$146,052
JUN	\$9,655,519	\$5,906,746	\$3,748,773	\$2,991,615	\$757,158	\$436,653	\$144,975	\$393,051	-\$217,522
JUL	\$9,936,704	\$6,451,119	\$3,485,586	\$2,691,231	\$794,355	\$348,205	\$184,228	\$317,350	-\$55,429
AUG	\$10,355,723	\$5,696,454	\$4,659,269	\$2,809,193	\$1,850,076	\$346,179	\$103,131	\$307,938	\$1,092,827
SEP	\$10,868,269	\$6,997,592	\$3,870,677	\$2,545,303	\$1,325,373	\$303,193	\$156,770	\$349,464	\$515,946
OCT	\$11,338,565	\$7,054,854	\$4,283,711	\$2,616,386	\$1,667,326	\$377,083	\$120,794	\$368,907	\$800,541
NOV	\$11,468,296	\$6,372,257	\$5,096,039	\$2,986,878	\$2,109,161	\$412,658	\$142,516	\$392,234	\$1,161,753
DEC	\$11,821,958	\$7,271,555	\$4,550,403	\$2,523,333	\$2,027,071	\$488,440	\$175,536	\$304,167	\$1,058,927
TOTAL	\$118,835,030	\$70,985,237	\$47,849,793	\$32,899,326	\$14,950,466	\$4,650,382	\$1,822,558	\$3,705,154	\$4,772,373



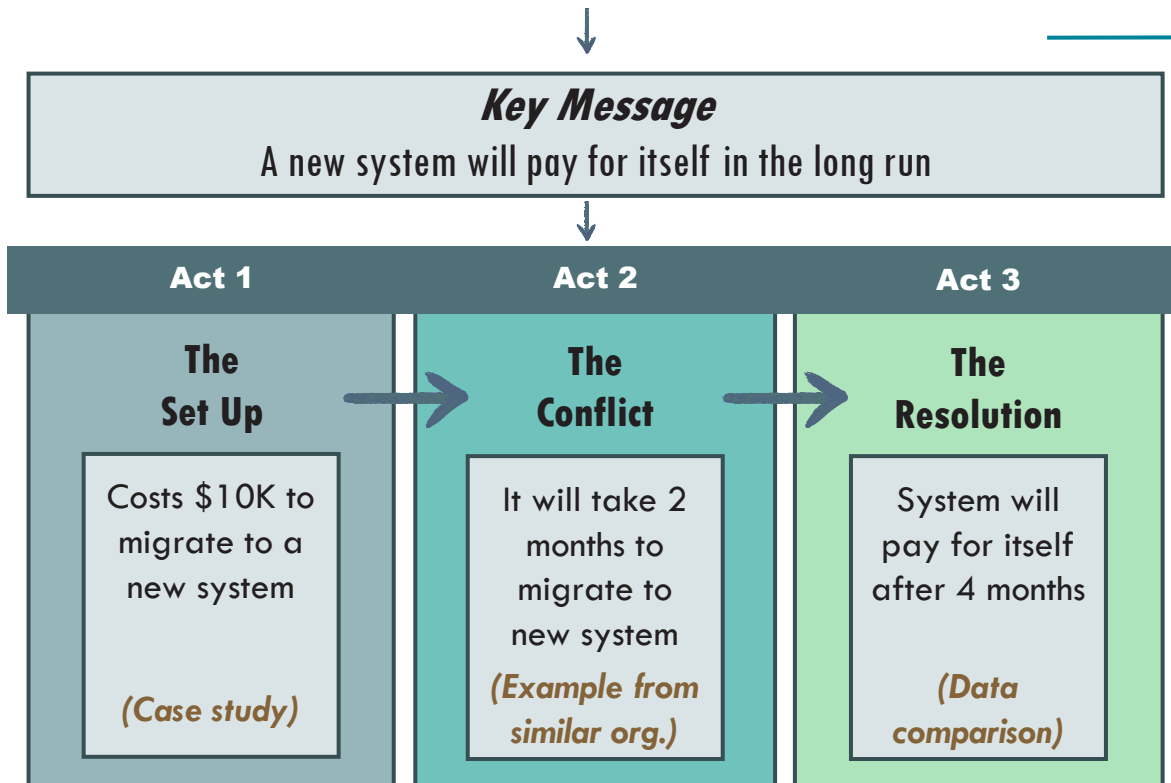
How much money was wasted in Q2?



Engaging Your Audience

North Star Message

Our IT system is burning a \$5,000 hole in our monthly operating budget.
I'd like to share a new approach.



- Engagement methods are opportunities for an audience to see themselves in the story
- Engagement methods should support the North Star Message and Key Messages, not distract

Limiting Mindset:
Visuals help me remember my points



Effective Mindset:
Visuals help support the story

Slides With Text

HOSPITAL INITIATIVES & QUALITY IMPROVEMENT PLAN (Q3-Q4)

1. **Patient safety enhancement.** Implement rigorous safety checks and verification processes to reduce errors and ensure compliance.
2. **Lower patient intake wait times.** Streamline patient intake procedures using digital tools to reduce wait times.
3. **Reduce readmission rates.** Develop comprehensive follow-up programs for high-risk patients to decrease hospital readmissions within 30 days.
4. **Staff training & development.** Conduct mandatory training sessions to upgrade staff skills and knowledge.
5. **Telehealth (remote care) expansion.** Scale virtual consultation to give patients access to specialist care from anywhere.



Five-Part Care Improvement Plan

Hospital Initiatives Q3-Q4

1 Improve Patient Safety

2 Reduce Readmission by a Third

3 Cut Wait Times in Half

4 Upskill All Staff

5 Expand Virtual Care Statewide



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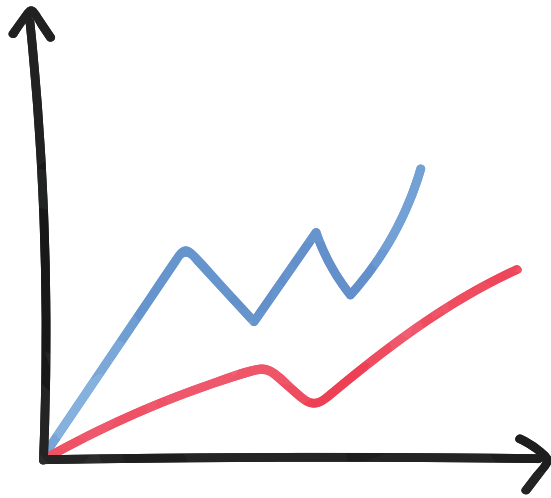
Slides With Images



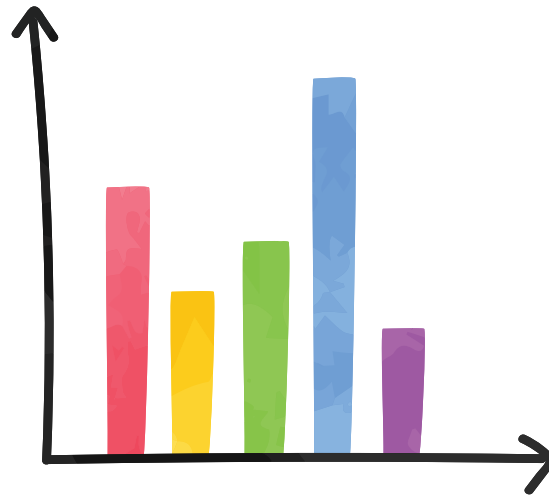
We Specialize in Home Heating & Cooling



Slides With Data



To highlight a trend over time, try a line chart



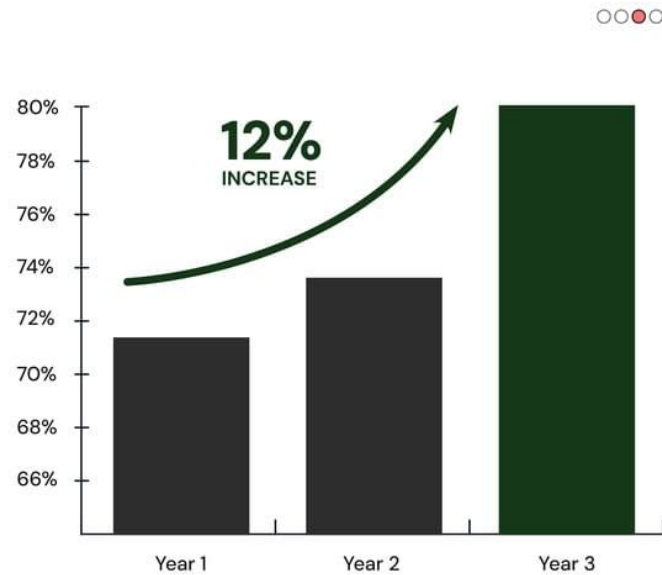
To compare data points, try a line chart or a bar chart



To compare parts of a whole, try a pie chart

Employee Satisfaction Survey

ANNUAL REPORT



What are the most important concepts I want my audience to remember?

What will they need to visualize to be able to understand?



GROUP ENGAGEMENT

SOLO ENGAGEMENT

Sketching/Brainstorming



Discussion



Group Activities



Videos



Reflection



Handouts/Worksheets



You Aren't Limited to Just Slides

- Know your audience
- Vary your engagement activities
- Use engagement activities to renew attention
- Be wary of time of day
- Value of engagement method to understand the message

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Looking to Obtain CPEs?

**Don't forget to
Check-Out from
the system!**

