



Speak up. Stand out.
Present like a Pro

Asma Ahmed



CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



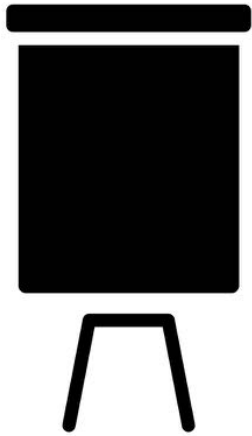
Asma Ahmed

Founder | Principal
Soapbox Presentations

Inform Influence Impress

3 Ps of a Presentation

The package



The person



The performance



What do we know already?

Fabulous **vs** **‘Not-so fabulous’**

What do we know already?



VS



What do we know already?

Connect with your neighbor

In one sentence each:

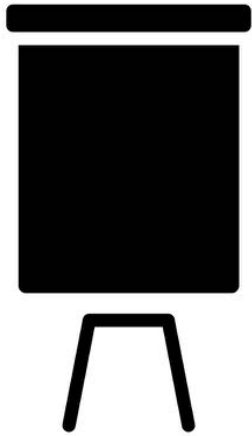
- Introduce yourself and your business
- Describe your typical presentation (purpose, audience size, how often)

Discuss what comes to mind when you think of:

- A fabulous presentation
- A 'not-so-fabulous' presentation

3 Ps of a Presentation

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1. Know your purpose

1. Know your purpose

Objective

What are you trying to achieve?



To inform, educate

1. Know your purpose

Objective

What **exactly** are you trying to achieve?



Teach people how to deliver
awesome presentations.

1. Know your purpose

Objective

What are you **really** trying to achieve?



Convince people to apply these strategies so they can deliver awesome presentations.

1. Know your purpose

Message



If you apply these simple strategies, you can take your business to the next level with kick-a** presentations that inform, influence and impress.

2. Put the audience first

Get to know them

Who are they?

**What do they
want/need to know?**

Why are they here?

What are they like?

**How much do
they already
know?**

WIFM

2. Put the audience first

Get to know them

Answer WIIFM

2. Put the audience first

Get to know them

Answer WIIFM

Include them



2. Put the audience first

Get to know them

Answer WIIFM

Include them

Make it interesting





Once you get people laughing, they're listening, and you can tell them almost anything.

Jerry Weissman



3. Make it easy

Keep it short and simple



You can't tell people everything you know because no one cares.

Karen Friedman



3. Make it easy

Keep it short and simple

Guide them through

The rule of tell 'em

Tell 'em
what
you're
gonna tell
'em

Tell 'em

Tell 'em
what you
told 'em

3. Make it easy

Keep it short and simple

Guide them through

The rule of tell 'em

Introduction

Body

Conclusion

3. Make it easy

Keep it short and simple

Guide them through

Give it so they get it



3. Make it easy

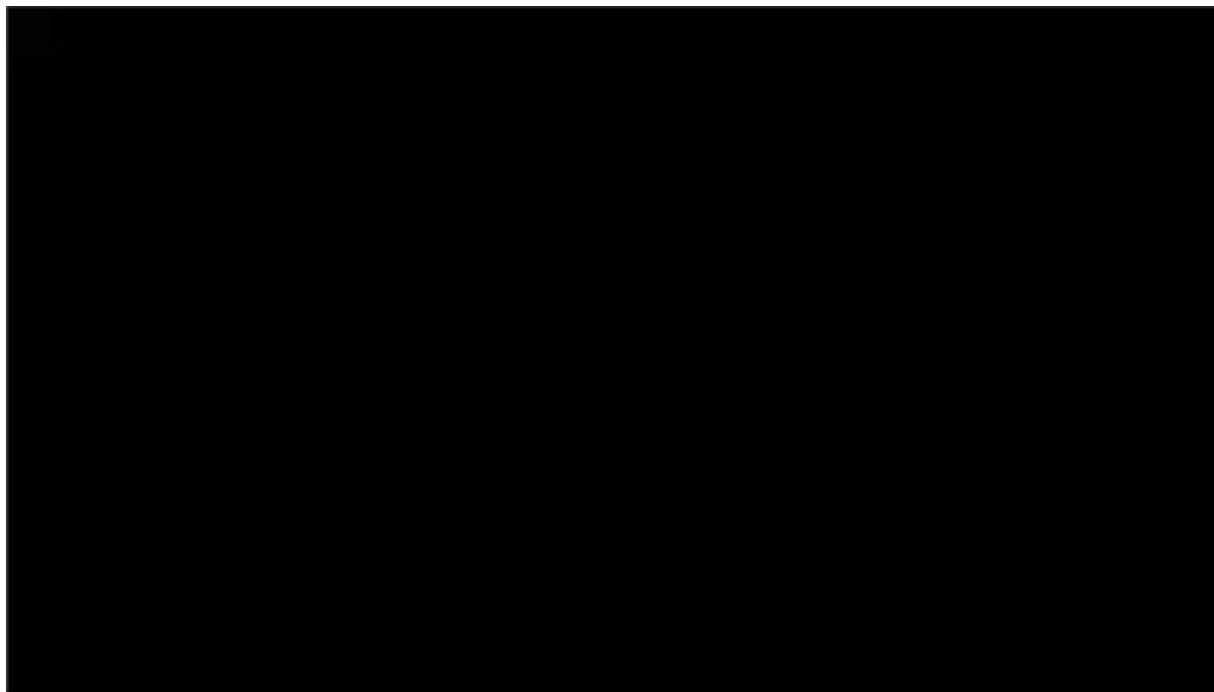
Keep it short and simple

Guide them through

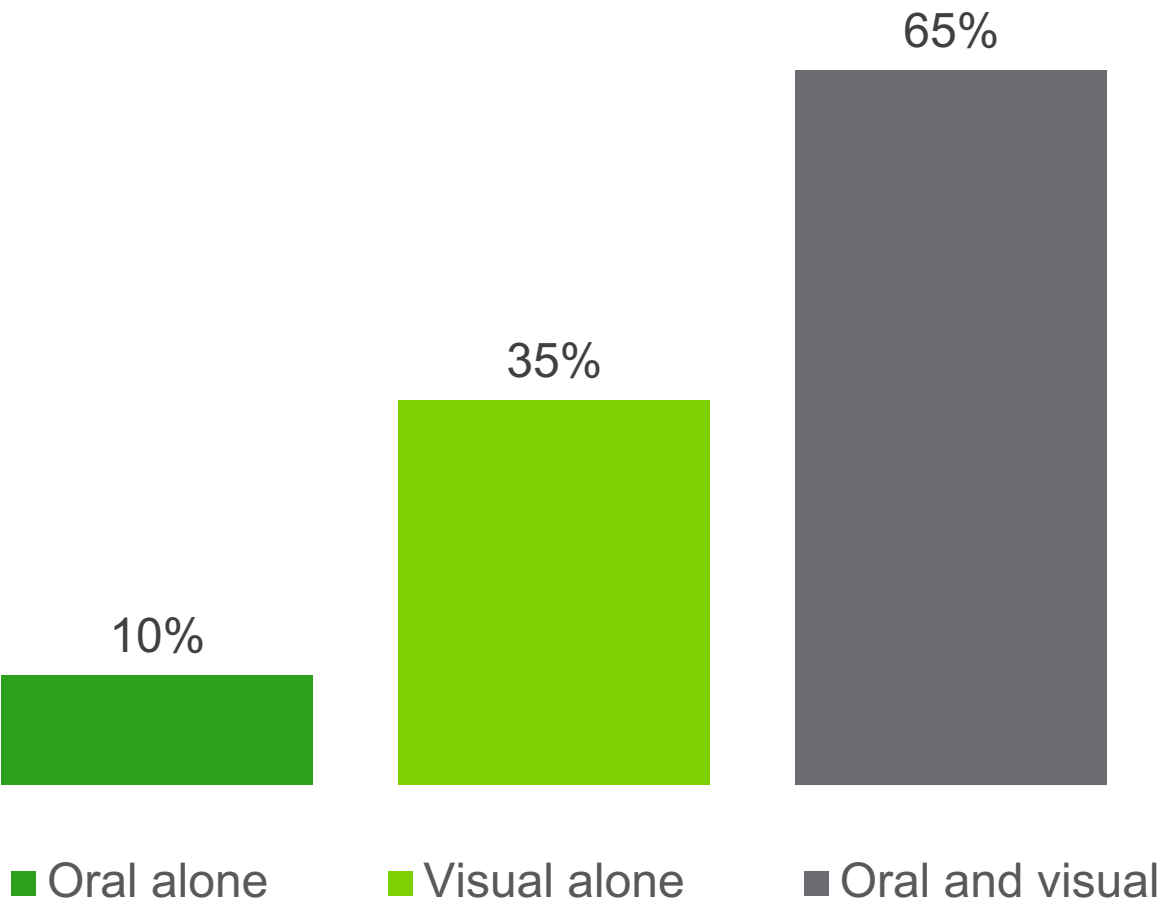
Give it so they get it

Give them a break





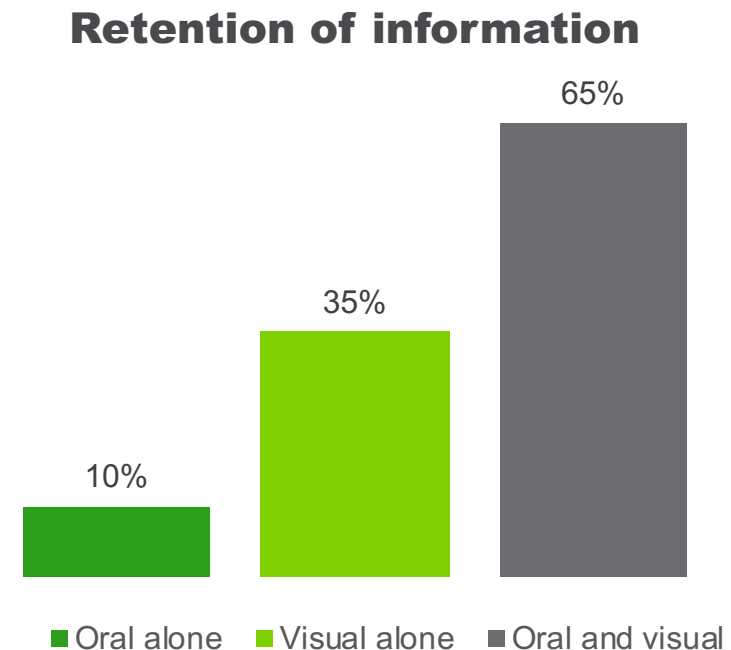
Retention of information



4. Create visuals that support you, not replace you

4. Create visuals and slides that support what you are saying, instead of replacing you altogether

- People didn't come to your presentation to watch you read *what they can read themselves from the comfort of their own home or office*
- Bullet points are also overused so try to stay away from them
- Heres what you can do instead:
 - **Keep text to a minimum**
 - **Maximise white space**
 - Only use slides when you need to
 - Consider other options for visuals
 - Make sure you check the spelling and grammar





Recap

The package

Know your purpose

Put the audience first

Make it easy

Create visuals that support you



The person



Would you rather be the topic of a eulogy than give one?



I'd rather be
in the coffin

5. Practice, properly

Say it out loud

Record yourself

Keep on going

Do the real thing



6. Sort yourself out



7. Breathe

Take slow, deep breaths

Exercise

Meditate (mindfulness)

Practice gratitude



8. Believe

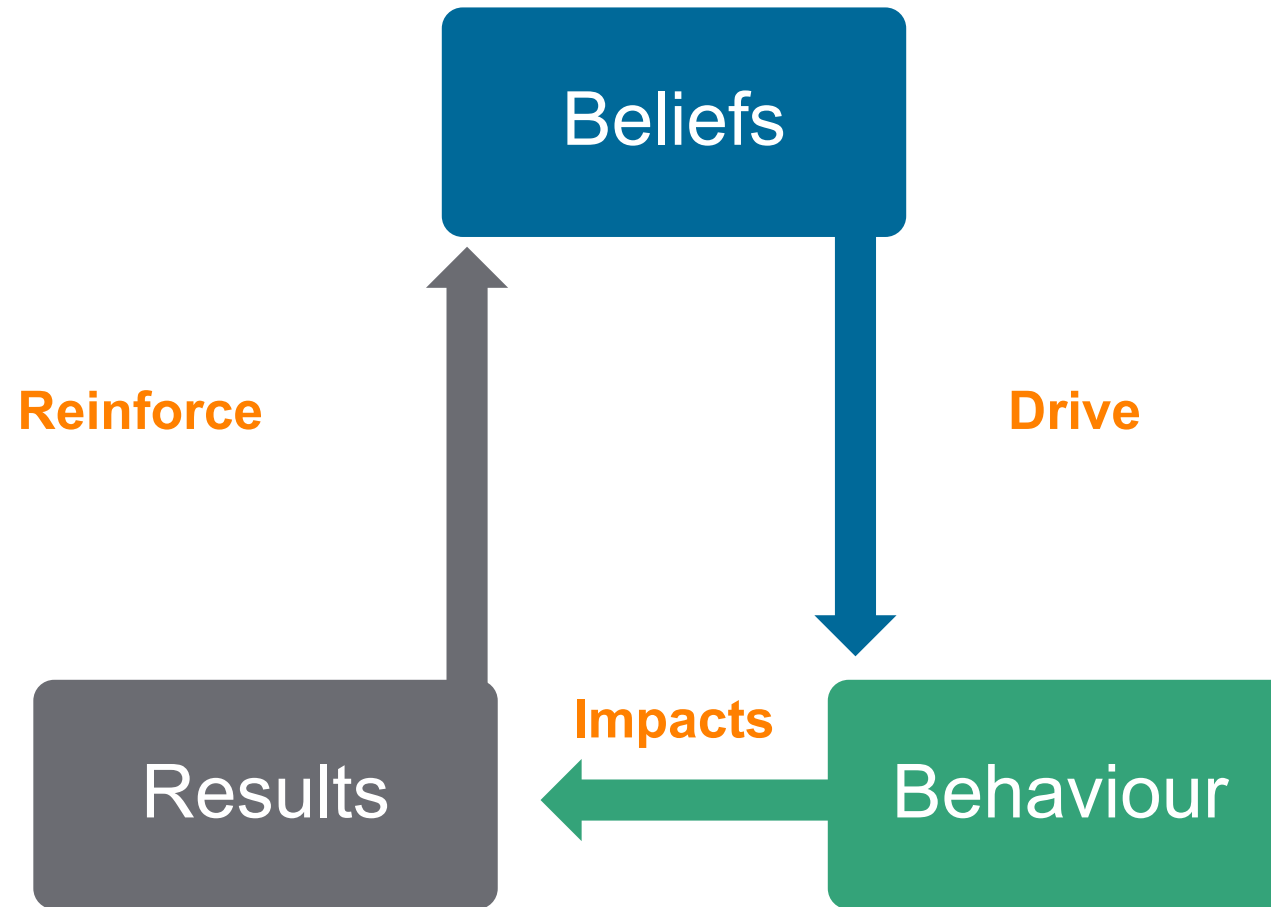


**Whether you think you can or you think
you can't, you're probably right.**

Henry Ford



The self-fulfilling prophecy

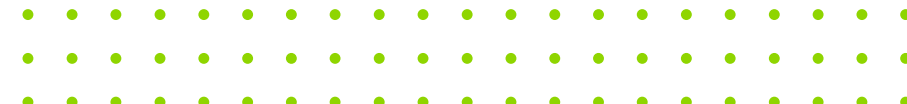


8. Believe

Think positive



I'm gonna' crush my presentation.





I'm a rock star!





I will let the diva out.



8. Believe

Think positive

Strike a pose

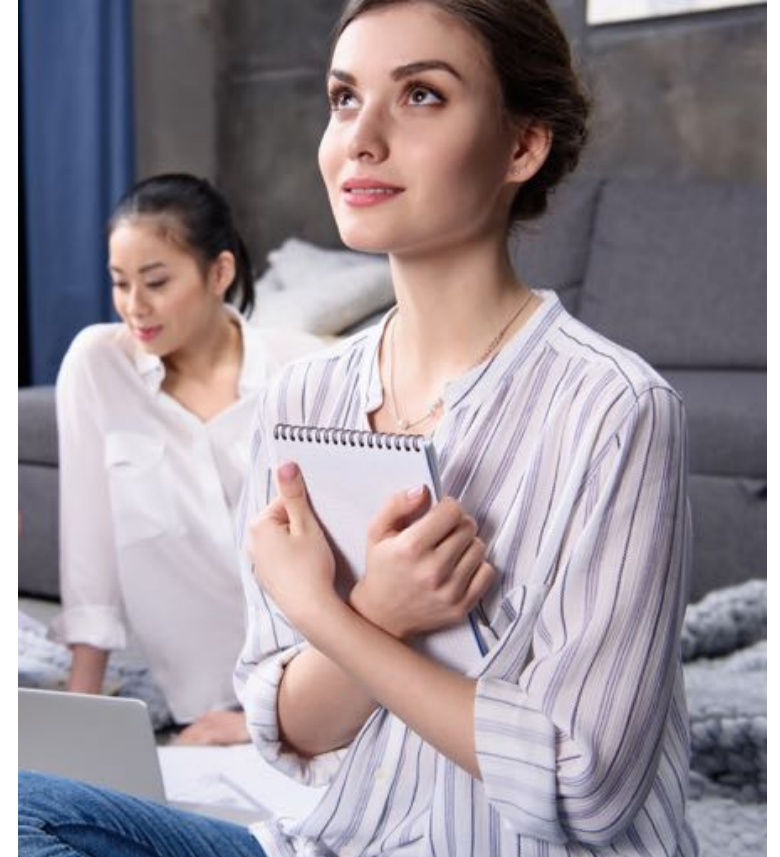


8. Believe

Think positive

Strike a pose

Visualise your success



8. Believe

Think positive

Strike a pose

Visualise your success

Lose yourself in the music



Recap

The person

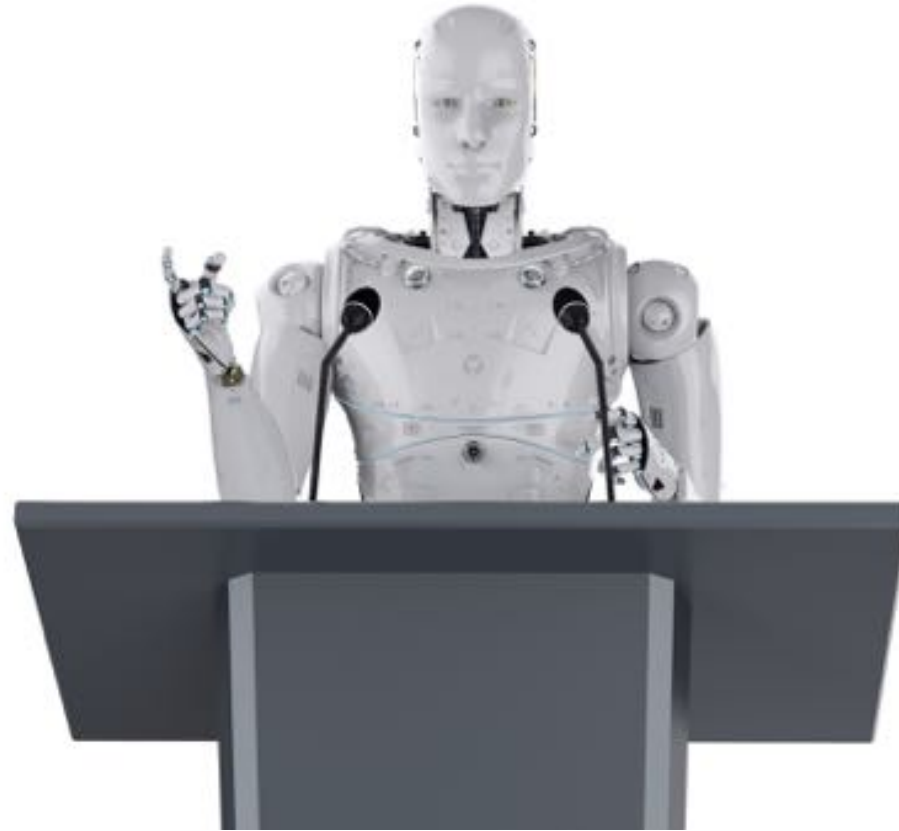
Practice, properly
Sort yourself out
Breathe
Believe



The performance



9. Pretend that you are human



10. Start and end strong



11. Connect with the audience



12. Pitch with passion

Recap

The performance

Pretend that you are human

Start and end strong

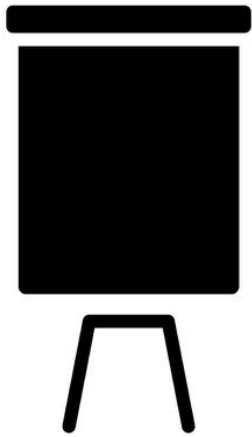
Connect with the audience

Pitch with passion



3 Ps of a Presentation

The package



The person



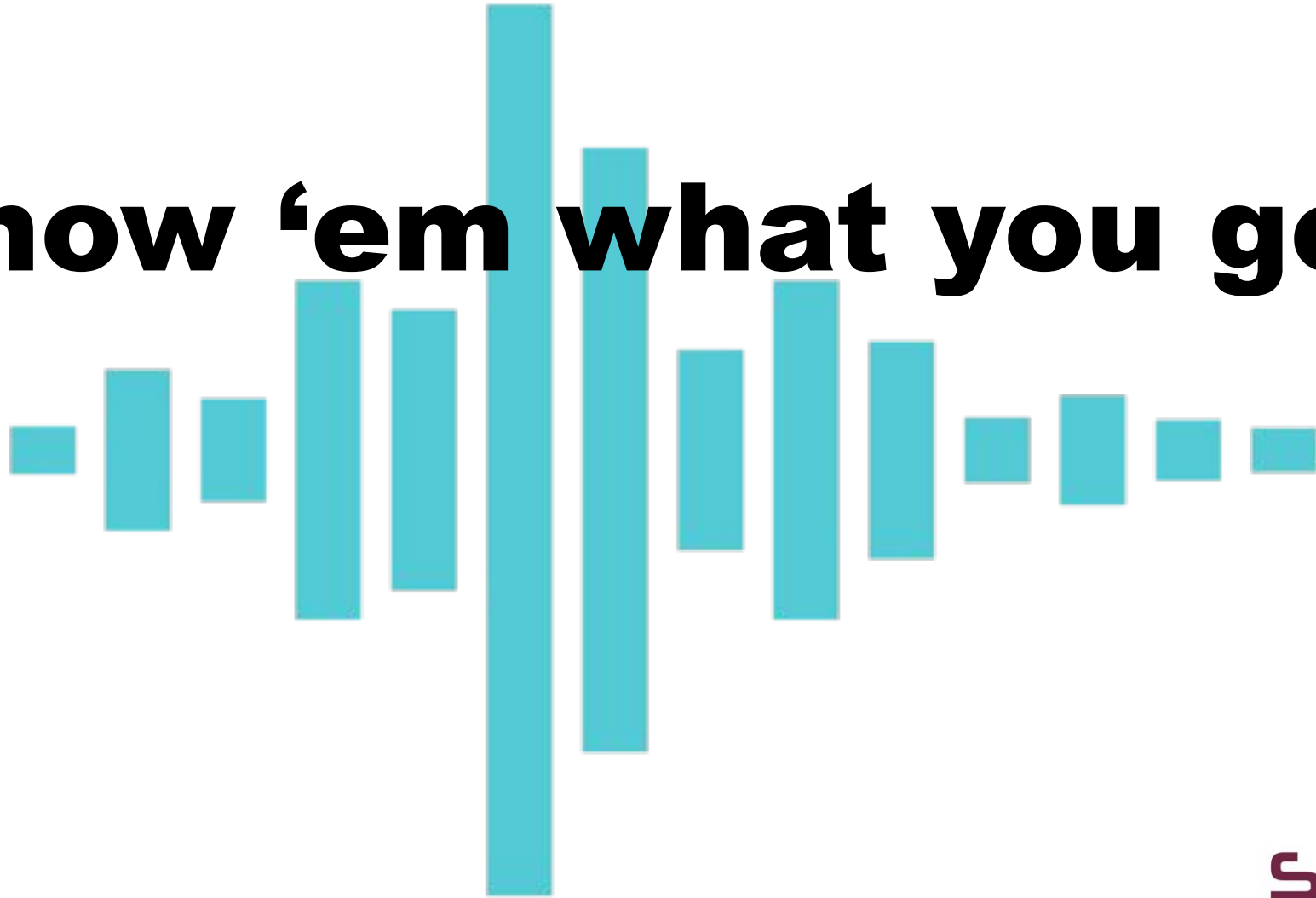
The performance





Questions?

Show 'em what you got



Soapbox
PRESENTATIONS

Lose yourself in the music (additional slide)

Listen to your God
This is our motto
Your time to shine
Don't wait in line
Y vamos por todo



**After years of therapy, she had overcome
her fear of the audience.
Now she just had to overcome her fear of the microphone,
the lighting and the recording equipment.**

Visual check

Would a visual help me communicate my point?

YES

Is a slide the best option?

YES

Do I need to use a lot of text?

YES

Minimise the bullet points and the words.
Do the *Soapbox slide*.

NO

One word
Quote
Acronym
Graphic

NO

Flip chart
Poster
White board
Props
Video
Handout

NO

Black slide

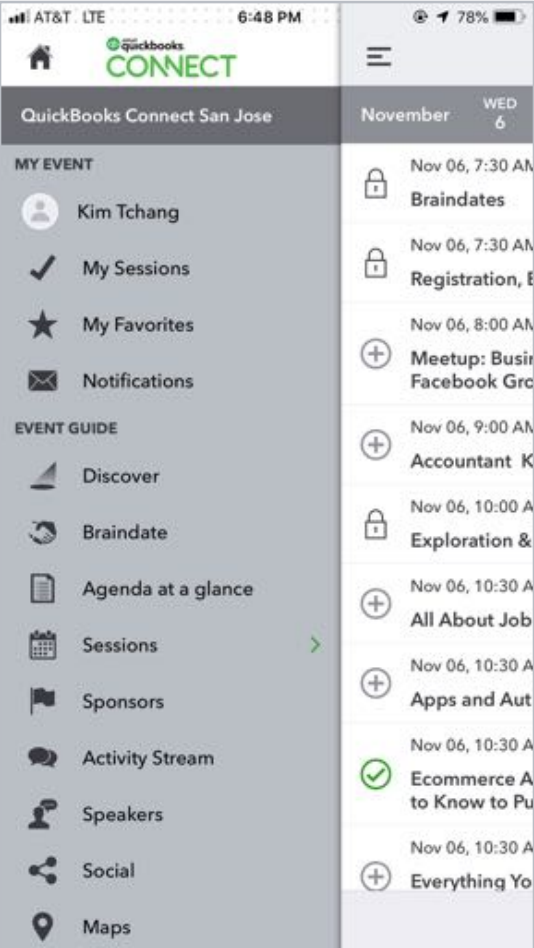


Your **script, slides,**
and **handouts**
should not be the same!

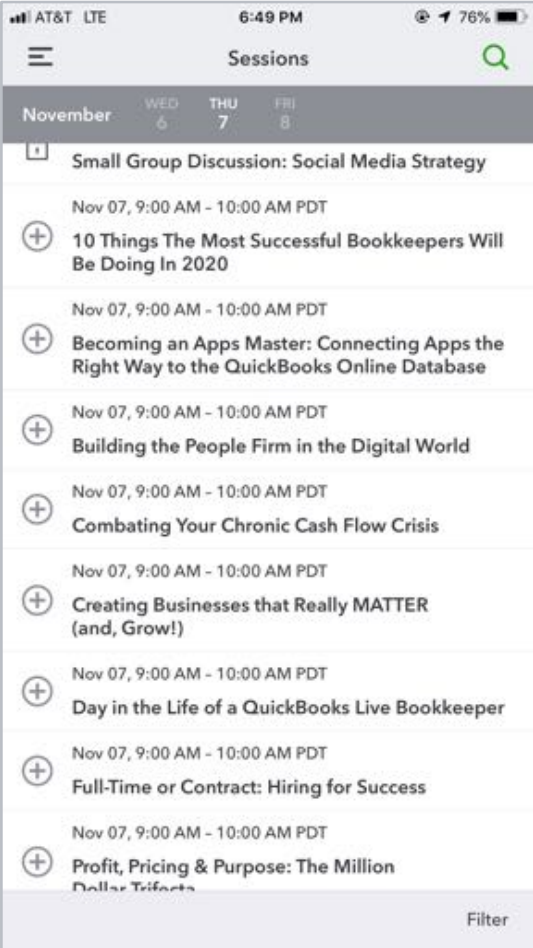
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

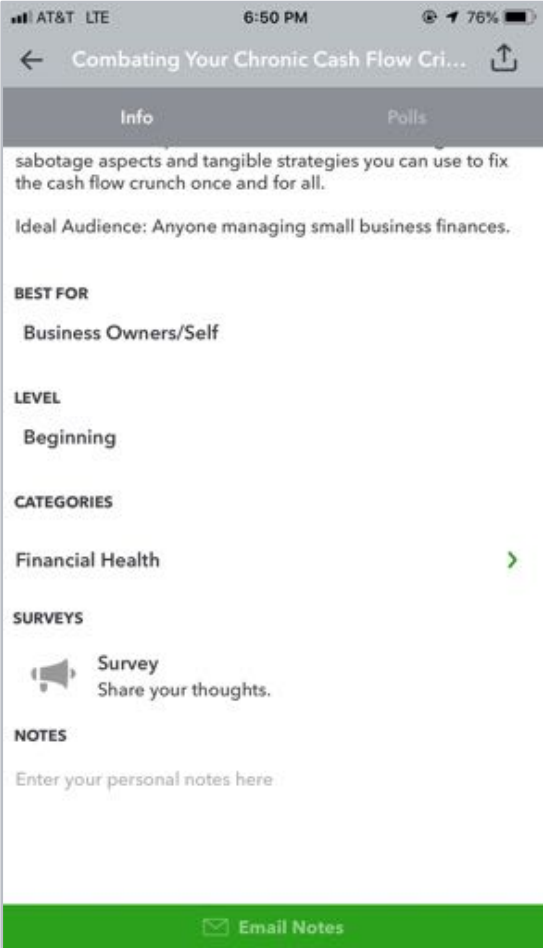
1. Select Sessions



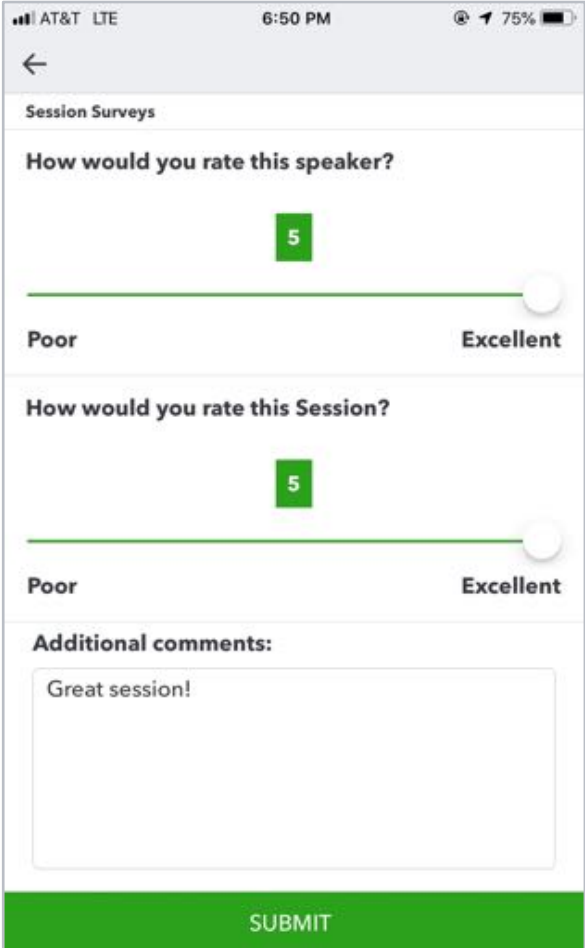
2. Select Session Title



3. Select Survey



3. Add Ratings



Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://can.quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect Canada agenda page for December 10, 2023. The page is titled "December 10" and "Accountant Day". It features a navigation bar with links: Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, and FAQ. Below the navigation bar, there is a section for "December 9 Accountant Day" and "December 10". A "Print Agenda" link is visible in the top right corner. The main content area includes a search bar labeled "Search for sessions" and a filter section with buttons for "Organizational Culture", "Life & Business Skills", "Technology Training", "Business Growth", "Advisory", and "Financial Health". An "Expand all +" link is also present. The agenda list shows sessions from 7:30-9:00 am to 11:00 am-12:00 pm. The sessions are: Registration, Breakfast & Exploration; Meetup: New to Networking; Morning Keynote; Exploration & Connection; Meetup: Women in the Workforce; and Breakout Sessions. The Breakout Sessions section is expanded, showing details for "Creating Your Small Business Culture", including a description, ideal audience, best for, speakers, location, track, CPD hours, and level. Other breakout sessions listed are "Understanding Personalities for Better Communication" and "How to Use QuickBooks for Your Small Business: Introduction".

QuickBooks CONNECT

Why Attend Agenda Speakers Pricing Sponsors Travel FAQ

December 9 Accountant Day December 10 December 11

Print Agenda

Attend breakout sessions to learn strategies to grow your business, how to hire and build an ideal culture, tips to improve your financial health and more. Connect with peers and experts for one-on-one learning. More information coming soon.

Search for sessions

Filters: Organizational Culture Life & Business Skills Technology Training Business Growth Advisory Financial Health Expand all +

7:30-9:00 am Registration, Breakfast & Exploration +

8:00-8:45 am Meetup: New to Networking +

9:00-10:00 am Morning Keynote +

10:00-11:00 am Exploration & Connection +

10:15-11:00 am Meetup: Women in the Workforce +

11:00 am-12:00 pm Breakout Sessions

Creating Your Small Business Culture

Many solopreneurs and small business owners feel like they don't have time to work on their company culture (or that they even should). Instead, they spend most of their days working in their business rather than "on" their business. In this session, you will receive tips on how to reduce stress, improve productivity, and improve your personal fulfillment all through the nurturing of your crew, your clients, your fans, AND yourself!

Ideal Audience: Business owners looking to enhance their culture.

Best for: Business Owners/Self-Employed

Speakers: Tamia Madarasz

Location: Room 201 CDEF

Track: Organizational Culture

CPD Hours: 1

Level: Introduction

Understanding Personalities for Better Communication +

How to Use QuickBooks for Your Small Business: Introduction +



OWN
THE
FUTURE