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# Developing Your Executive Presence

PRESENTED BY:  
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SPOKEN WITH AUTHORITY

# Agenda

## Content

“Why am I” Exercise and the Sandwich Structure



## Delivery

Manage nerves and convey confidence



## Reflect

On what you learned

# Get your copy of our book



# Agenda

## Content

“Why am I” Exercise and  
the Sandwich Structure



## Delivery

Manage nerves and  
convey confidence



## Reflect

On what you  
learned

1.

# CONTENT

Why am I speaking with this audience on this occasion?

**Why?**

Is my **purpose** to inform or persuade? To do or know what specifically? What is the best-case scenario outcome?

**Am I?**

What **am I credible** on this topic? What is my unique perspective?

**Speaking?**

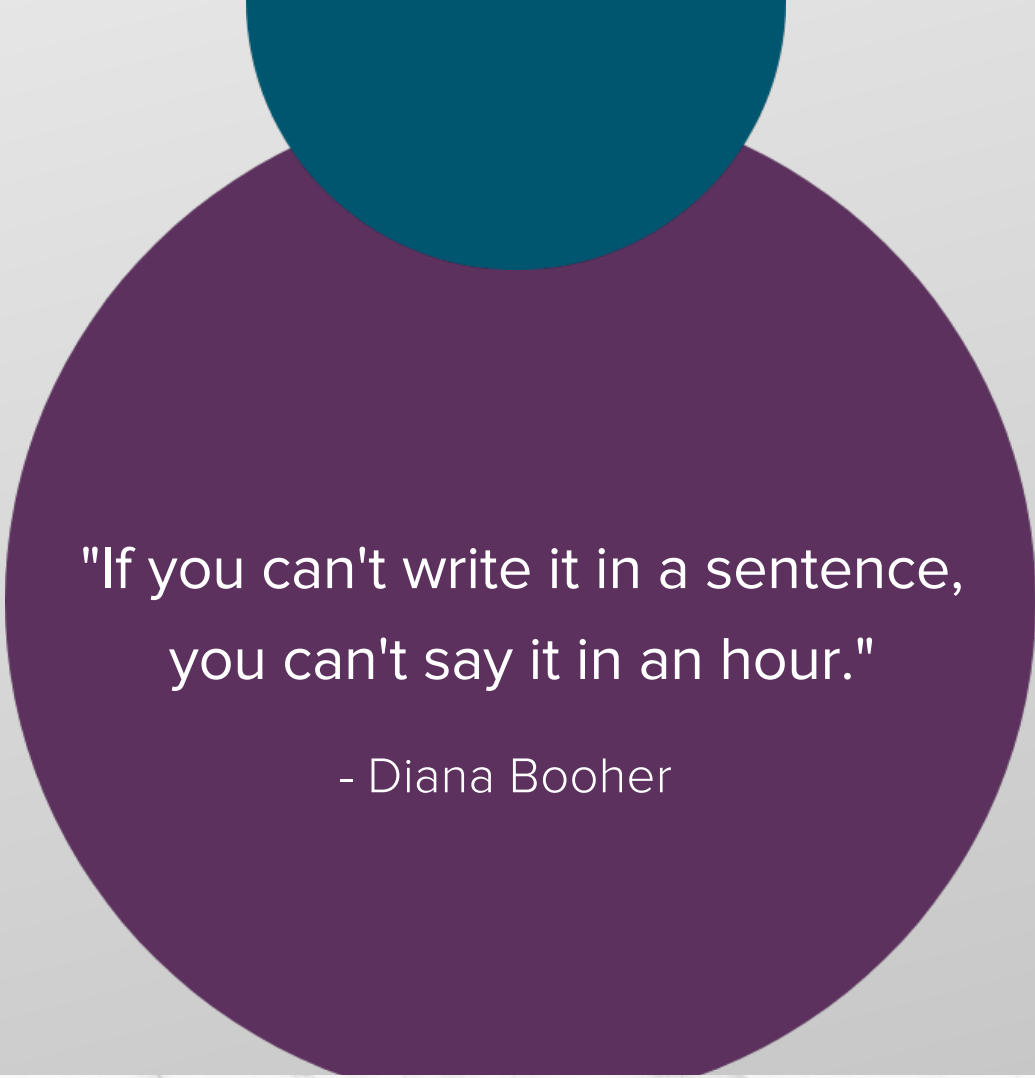
Why is this **live** and not a memo, report, e-mail, or recording?

**With this Audience?**

Who is in the **audience**? What do they care about?  
What are their backgrounds and cultures?

**On this Occasion?**

What is going on at the **micro** (event), **meso** (team, organization, and industry), and **macro** (regional, national, and international) levels?



"If you can't write it in a sentence,  
you can't say it in an hour."

- Diana Booher

# Choose a prompt for a 2-minute update on:

- A project you are working on
- An update on an issue you have been following
- A policy change you'd like to implement

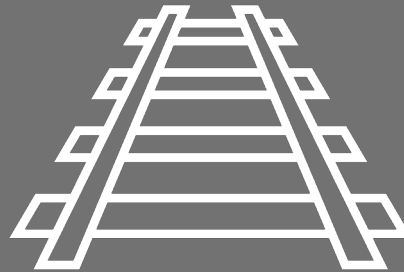
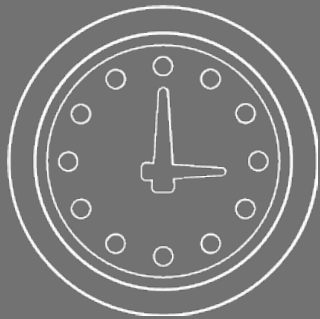


2.

# CONTENT

The Sandwich Structure Method  
for outlining presentations

# Why it is useful



# How it is different



One page



Oriented horizontally



The “Oreo”<sup>TM</sup>



Ocular cues

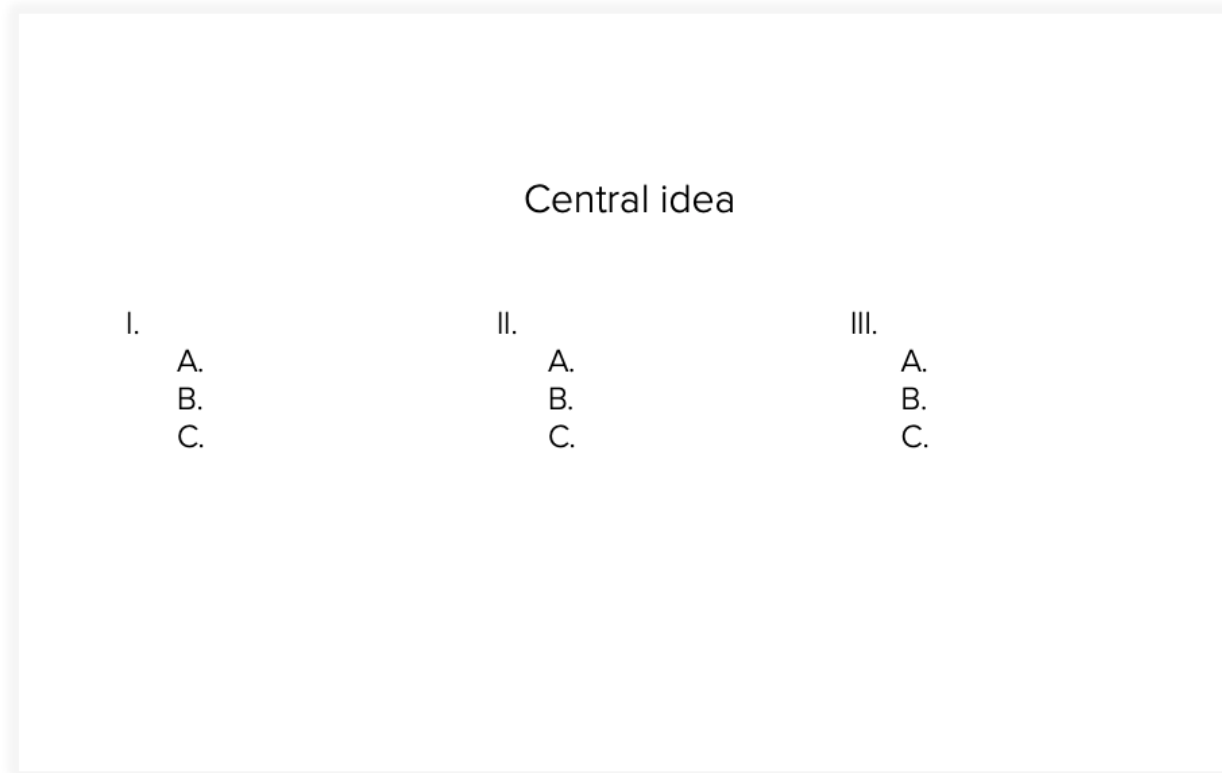
<https://www.spokenwithauthority.com/resources/speech-outline-tool/>



One page



Oriented horizontally





## The “Oreo”

Write the first line or two of your introduction, word for word.

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Central idea

I.

- A.
- B.
- C.

II.

- A.
- B.
- C.

III.

- A.
- B.
- C.

---

Write the last line or two of your conclusion, word for word.



## Ocular cues

Write the first line or two of your introduction, word for word.

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Central idea

PREVIEW

T I.	T II.	T III.
A.	A.	A.
B.	B.	B.
C.	C.	C.

REVIEW

---

Write the last line or two of your conclusion, word for word.

How representative of the population are most research studies?

---

Increased trial diversity is a top priority.

PREVIEW

**T** I. Problem

- A. Statistics
- B. Lack of Trust
- C. Inaccessible

**T** II. Satisfaction

- A. Outreach tools
- B. Education campaign
- C. Logistical support

**T** III. Visualization

- A. Study A example
- B. Study B example

REVIEW

---

We can improve representation using these strategies.

Sign up for the seminar.

Progress ≠ Goal  
Promised Land

The Dream	The Plan	Steve Jobs
· Tie in	· Montgomery	Moment
· Constitution	· Sit-ins	
· Freedom	· George Floyd	
	Endurance	



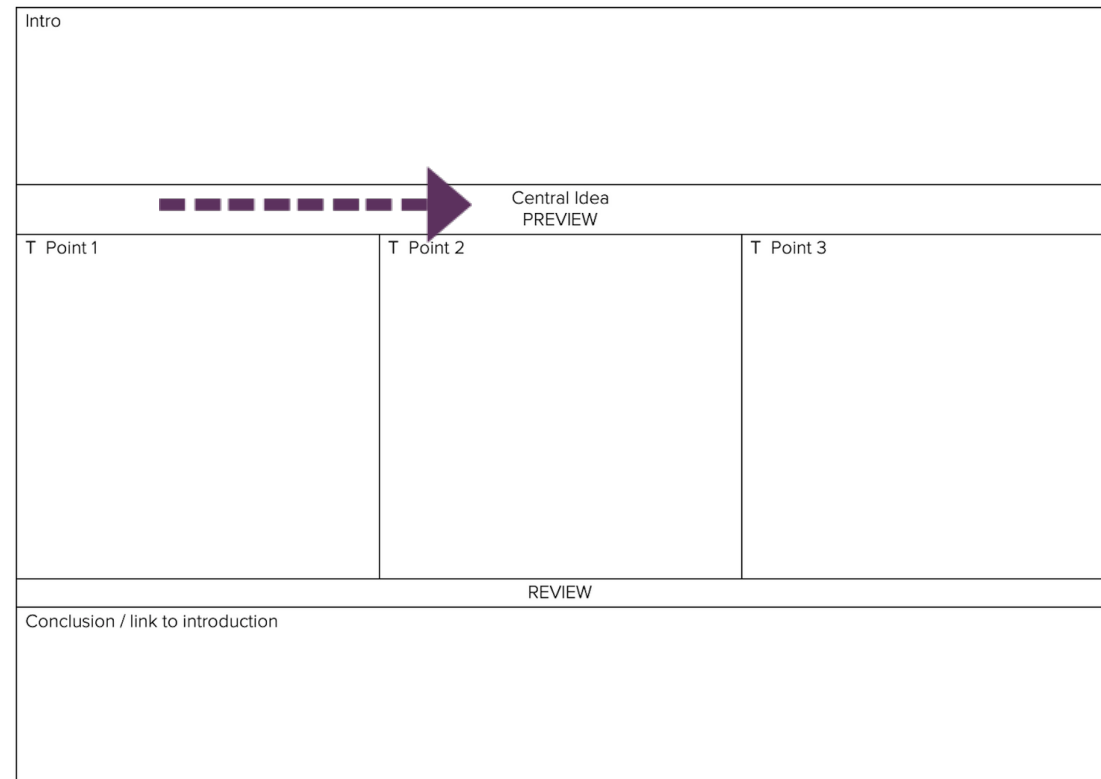
# DO NOW

Write a one-sentence thesis. It should clearly state a position and make sense as an “I-believe” statement.

Read chapters 3 and 4.



## Sandwich Structure



We've made  
progress but  
progress is not  
the goal. The goal  
is to enter the  
Promised Land.

Progress ≠ Goal

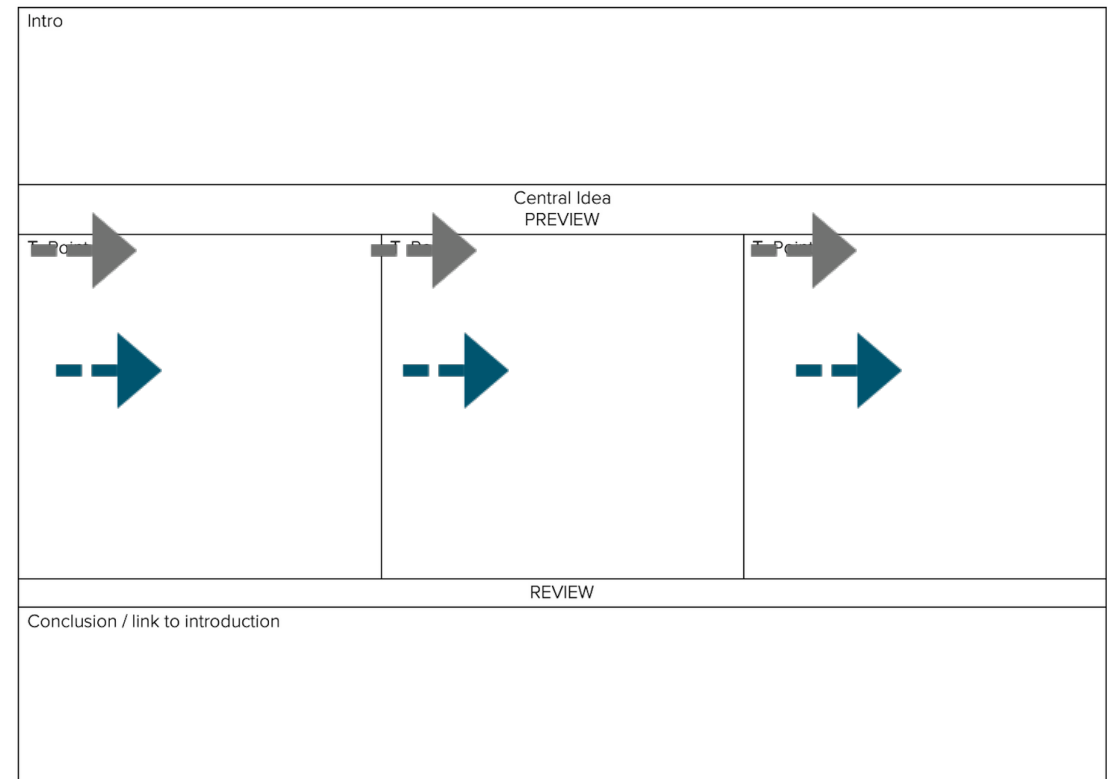
# DO NOW

Flesh out the main points and subpoints.

Read chapters 6, 20, and 22.



## Sandwich Structure



EXAMPLE

# Chronological

Attention

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ABC project is on time and on budget

PREVIEW

- |                                    |   |   |
|------------------------------------|---|---|
| <b>T</b> I. Past (What we've done) | <b>T</b> II. Present (What we're doing now) | <b>T</b> III. Future (What we can do for you) |
| A.                                 | A.  | A.  |
| B.                                 | B.  | B.  |
| C.                                 | C.  | C.  |

REVIEW

---

Call to action

What health care apps were you using in 1996? That's when HIPAA was enacted...things have changed a bit when it comes to EHRs.

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Be prepared for new rules on information blocking

PREVIEW

- |   |  |  |
|---|--|--|
| <p><b>T</b> I. Past: HIPAA</p> <ul style="list-style-type: none"><li>A. Over 25 years ago</li><li>B. Focus on privacy</li><li>C. Types of penalties</li></ul> | <p><b>T</b> II. Present: Proposed rule changes</p> <ul style="list-style-type: none"><li>A. Information blocking concerns</li><li>B. Patient control</li><li>C. Comment period</li></ul> | <p><b>T</b> III. Future: Enforcement mechanisms</p> <ul style="list-style-type: none"><li>A. Penalties will be announced</li><li>B. Resolve issues<ul style="list-style-type: none"><li>- insurers</li><li>- Providers</li><li>- Exchanges</li><li>- Developers</li></ul></li><li>C. Transition timeline</li></ul> |
|---|--|--|

REVIEW

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Change is coming fast.

Know the issues. Provide your comments. Be ready for what comes next.

EXAMPLE

# Monroe's Motivated Sequence

Attention

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Using ABC approach will save time and reduce costs

PREVIEW

**T** I. Need  
(Problem)  
A.  
B.  
C.

**T** II. Satisfaction  
(Solution)  
A.  
B.  
C.

**T** III. Visualization  
(Benefits)  
A.  
B.  
C.

REVIEW

---

Call to action

How representative of the population are most research studies?

---

Increased trial diversity is a top priority.

PREVIEW

- T** I. Problem
  - A. Statistics
  - B. Lack of Trust
  - C. Inaccessible

- T** II. Satisfaction
  - A. Outreach tools
  - B. Education campaign
  - C. Logistical support

- T** III. Visualization
  - A. Study A example
  - B. Study B example

REVIEW

---

We can improve representation using these strategies.

Sign up for the seminar.

EXAMPLE

# The Golden Circle

Attention

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We should take ABC approach

PREVIEW

**T** I. Why  
A.  
B.  
C.

**T** II. How  
A.  
B.  
C.

**T** III. What  
A.  
B.  
C.

REVIEW

---

Call to action



I was recently asked during a virtual happy hour what I was working on, and I said, “A presentation on metrics guidance.” One friend said, “Like the movie?” And another said, “Like the measurement system?” As attorneys and lawyers here at SEC you know, both were wrong.

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MD&A Metrics Guidance: Greater disclosure may be required where material

### PREVIEW

- T** I. Why: Metrics are important
  - A. Now: Companies using them more
  - B. New: SEC has taken several enforcement actions on metrics disclosure

- T** II. How: Metrics and non-GAAP are different
  - A. Threshold question: Determine if an existing framework applies
  - B. If YES, apply existing framework
  - C. If NO, consider new metrics guidance

- T** III. What: Guidance says using an example
  - A. Background on Hilton Grand Vacations
  - B. Threshold question: Non-GAAP or metric
  - C. Application of metric guidance

### REVIEW

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We all know that metrics guidance has nothing to do with Keanu Reeves or kilograms. And now you know the why, how, and what of the new metrics guidance. If you have questions about it going forward, here is where you can go and who to go to for support.

EXAMPLE

# Three Story Structure

Attention

---

XYZ tax policy has been a lifeline for families

PREVIEW

- |                             |                              |                               |
|-----------------------------|------------------------------|-------------------------------|
| <b>T</b> I. Success Story 1 | <b>T</b> II. Success Story 2 | <b>T</b> III. Success Story 3 |
| A.                          | A.                           | A.                            |
| B.                          | B.                           | B.                            |
| C.                          | C.                           | C.                            |

REVIEW

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Call to action

Shelter is about the entire community, not just the household or the physical structure of the house.  
60 million globally displaced. 1 in every 122 people.

---

Global Communities provides needed community-based shelter assistance

#### PREVIEW

- T** I. Haiti
  - A. Transitional shelters
  - B. Multi-story, steel frame
  - C. Neighborhood approach

- T** II. Lebanon
  - A. Landlords with space
  - B. Upgrade assistance
  - C. Rent-free for refugees over certain time
  - D. Engage local contractors for rehab

- T** III. Nepal
  - A. Desire to rebuild
  - B. Packages of materials
  - C. Technical assistance

#### REVIEW

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With 60 million displaced around the world, Global Communities is striving to find better settlements approaches and community-based approaches to help those in need. Can we count on your support?

# ADVICE

Craft an introduction that:

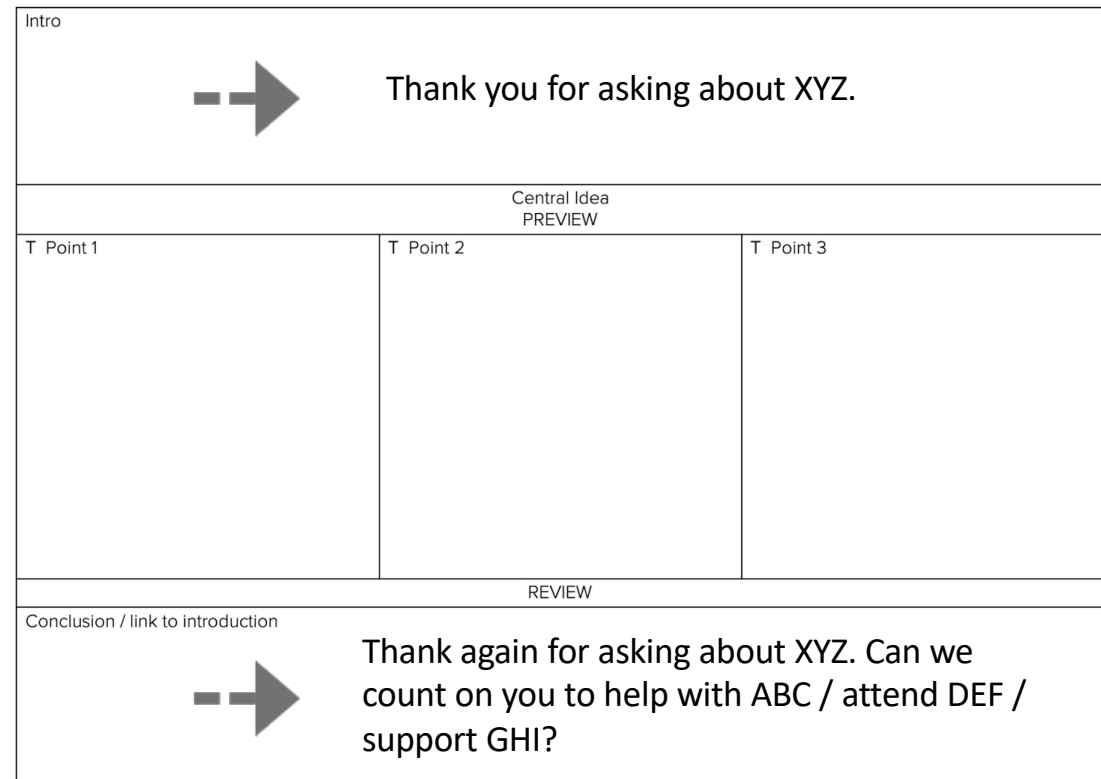
- gains attention
- relates topic to audience
- establishes credibility
- states the thesis
- previews main points

Craft a conclusion that:

- links back to the attention getter
- includes a call to action

Read chapter 7.

## Sandwich Structure



**Talk through your update with  
a partner at your table.**

**Share your update with a  
partner at another table.  
Record them on their device.  
They will record you on your  
device.**

# Agenda

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the Sandwich Structure

## Delivery

Manage nerves and  
convey confidence

## Reflect

On what you  
learned

3.

# DELIVERY

Manage nerves





# Why you get nervous



# How to reduce nervousness



Long-term: Gain experience

- Work
- Volunteer
- Toastmasters



Mid-term: Prepare

- Why am I?
- Sandwich Structure
- Rehearse six times



Short term:

Do your pre-speaking routine

# What to include in your routine



## Relaxation techniques

- Meditation
- Box breathing
- Visualization



## Movement and stretches

- Power poses
- Shoulders, neck, jaw



## Vocal warmups

- Dig a big pig
- Sushi chef
- Unique New York



4

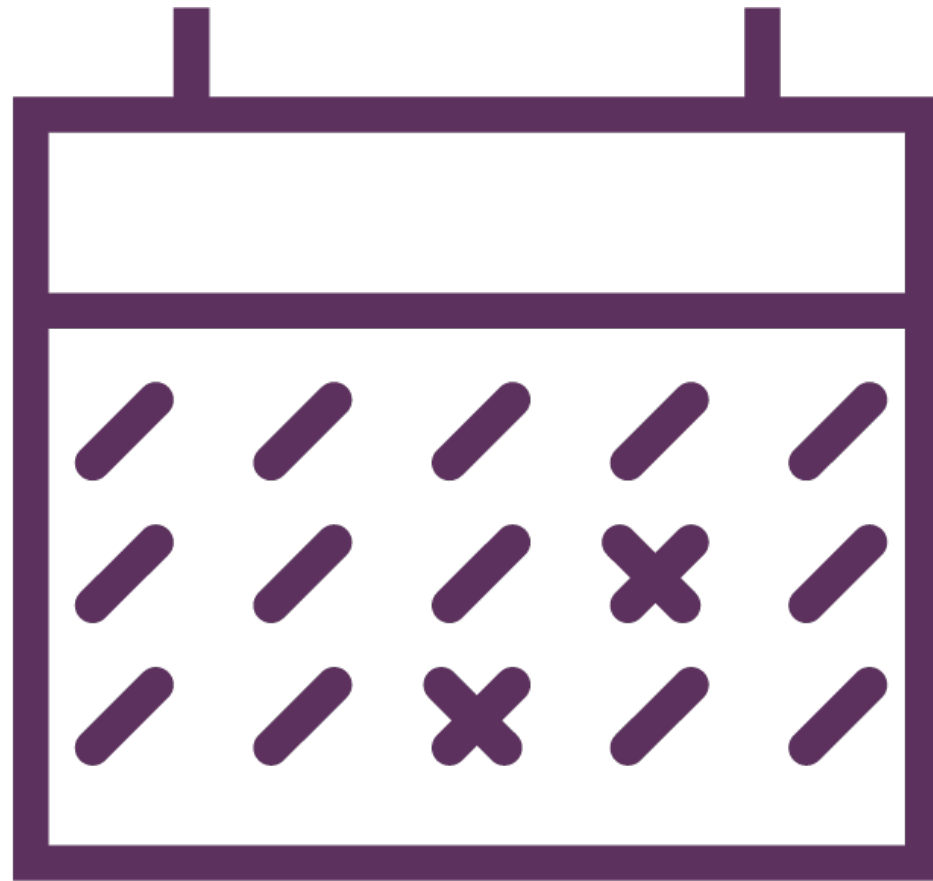
# DELIVERY

Convey confidence

# ADVICE

Schedule rehearsal time on your calendar.

Rehearse six times aloud.  
Read chapters 2, 10, and 17.



## STANCE



Read chapter 11.

## SOUND



Read chapter 12.

## SMILE



Read chapter 13.

## SILENCE



Read chapter 14.

## SIGHT



Read chapter 15.

## SETUP



Read chapter 16.

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On what you learned



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Let's stay in touch!



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