



The 3P's for Creating a Stellar Show Case

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PREPARE using this Worksheet

Use this page to jot down your thoughts during the Preparation phase.

Personal

What in your personal life do you want to share today, so your chapter members get to know the “messenger”?

Business

What do you want to highlight about your business today. Examples: history, values, mission, products, customer service philosophy, uniqueness of services.

Success Stories

What stories can you share? What connection do you want to make with your stories? Examples: show pictures of projects, tell a story about how you helped a customer and the results achieved.

Make it Fun

What can you do to engage your audience?

Call to Action

Give people something to do for you. Examples: specific introductions to other businesses, referrals, face-to-face meetings, special deals.

Visual Aids

Decide what types of visuals will enhance your Show Case.

Props

PPT – Videos

Hand Outs

PRACTICE using this Worksheet
Use the thoughts from page 2 to write out your Show Case – and then Practice!!

	Content	Visual Aid?
Personal		
Business		
Success Story(ies)		
Fun		
Call to Action		

Presentation Skills Assessment

Please circle your comfort level for each item, by using the following rankings.

- 4 Very Comfortable
- 3 Comfortable
- 2 Uncomfortable
- 1 Very Uncomfortable

	Very Comfortable	Comfortable	Uncomfortable	Very Uncomfortable
Speaking with confidence	4	3	2	1
Tone & volume of voice	4	3	2	1
Eye contact	4	3	2	1
Handling questions	4	3	2	1
Non-verbal language	4	3	2	1
Dealing with nervousness	4	3	2	1
Using visual aids	4	3	2	1

Remember to

- ✓ prepare – put time and thought into what you want to say.
- ✓ organize into a story.
- ✓ create notes.
- ✓ practice.
- ✓ use appropriate gestures.
- ✓ create eye contact
- ✓ smile.
- ✓ arrive early.
- ✓ use appropriate humor.

Pay attention to:

- ✓ Projection – loud/soft
- ✓ Pitch
- ✓ Pace
- ✓ Pronunciation

Handling Questions

- ✓ Gather them ahead of time.
- ✓ Acknowledge and repeat if large room.
- ✓ If the answer is very detailed, give brief answer and connect after the presentation.
- ✓ If you don't know, say so and follow up with the answer after researching.

Tips for Handling Stress and Nerves

- ✓ Take deep breaths.
- ✓ Talk to one of the audience before the presentation.
- ✓ Think about something pleasant prior to the start of the presentation.
- ✓ Have water handy for dry mouths.
- ✓ Slow down your speech if you get tongue tied.
- ✓ Learn the first two minutes.
- ✓ Smile a lot at the start – people smile back!
- ✓ Remember: pauses. They may be an eternity to you, but a mere blink of the eye for the audience.