



An Align Your Org guide on how to

Align action with intent

// Align Your Org

STRATEGIC PRESENTERS: Help your message reach beyond the room

CLARIFY WHAT SUCCESS LOOKS LIKE

01

Because you're not just doing it for fun right?

- You may have been given the main stage, yet you're still competing with coffee... what beats coffee? Great stories.
- Can you work backwards from your success criteria through the intersect of what people (organisers and attendees) are looking for - and what you are bringing to the conference?

▶▶ Metric: clear intent to align your actions

GET THE RIGHT PEOPLE IN THE ROOM

02

How might you help people decide to watch you speak?

- Can you get the ideas you'll talk about out there ahead of you, so people have something to relate to? That's why authors are often popular as speakers.
- Haven't got a book? Get on Op-Ed out there - and ask the organiser if you can blog for them on their platform / post on your own blog / Medium / LinkedIn...

▶▶ Metric: the *right* people, not just people

ACTIVATE YOUR AUDIENCE

03

How might you guarantee relevance and give people a stake in it at the same time?

- Can you interview some of the participants in advance?
- And / or run an online survey that'll inform your presentation?
- And / or Ask questions using Twitter or other platforms? #tag optional

▶▶ Metric: a full room of the right people on the day

MAKE PEOPLE PARTICIPANTS

04

How might you make sure you *Talk With* rather than *Talk At* people?

- How might you avoid a monologue?
- Can you ask your audience to talk to the person next to them about key questions? Could it help retention of key ideas?

▶▶ Metric: an active and engaged audience

RETAIN ATTENTION

05

How might you make sure it isn't over when it is over...

- How might you engage those beyond the room?
- Could you for example share slides as you go along? Other resources?
- What else can you do to build a community?

▶▶ Metric: an audience that can immediately dig deeper

GET ACTION

06

How might you make sure intent turns to action?

- Make a clear, concise call to action at the end
- Ask others to help spread the word
- *Why not share this with a peer?*

▶▶ Metric: your strategic intent turned into action

SOURCES

Developed with input from these world class presenters & facilitators



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