How to Nail Project Interviews

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This session is eligible for 2 Continuing Education and 2 Contact Hours.

To earn these hours you must:
- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session
What is your Pain # regarding giving presentations?

No Pain  Least Pain  Mild Pain  Moderate Pain  Severe Pain  Excruciating Pain

1  2  3  4  5  6  7  8  9  10

For Reference of NECA 2015 San Francisco Attendees Only
360° Presentations

Effective Presenter
1. Awareness
2. Techniques
3. Leadership

Connect

Appearance
Preparation
Auditory
Audience

What are the two most dangerous times during an airplane flight?
360° Presentations

Preparation

- Personalities
- Pre Planning
- Presentation Team
- Presentation Outline/Agenda
- Presentation Materials

Effective Presenter

1. Awareness
2. Techniques
3. Leadership

Connect

Appearance

Auditory

Audience
**Personalities**

<table>
<thead>
<tr>
<th>Dominant/Driver</th>
<th>Inspiring/Extrovert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be on time</td>
<td>Be energetic, fast-paced</td>
</tr>
<tr>
<td>Be prepared and fast-paced</td>
<td>direct eye contact</td>
</tr>
<tr>
<td>Focus on the objectives — use time effectively and efficiently</td>
<td>Provide time for socializing about options, stories and people</td>
</tr>
<tr>
<td>Be specific about what you can do and by when</td>
<td>Focus on the Big Picture — not minutiae</td>
</tr>
<tr>
<td>Don’t ramble, over-explain or get sidetracked</td>
<td>Have fun while moving towards the objective</td>
</tr>
<tr>
<td>Provide options with recommendations and support</td>
<td>Keep moving the [illegible] on track but be flexible</td>
</tr>
<tr>
<td>Honor all time limits if possible, conclude early</td>
<td>Phrase agreements</td>
</tr>
<tr>
<td></td>
<td>Allow them time to talk</td>
</tr>
<tr>
<td></td>
<td>Set commitment dates and follow up in writing</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Conscientious/Analytic</th>
<th>Supportive/Amiable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be on time</td>
<td>Moderate your pacing — relax — slow pace of speech</td>
</tr>
<tr>
<td>Moderate your pace — but get to business quickly</td>
<td>Focus on people issues, relationships</td>
</tr>
<tr>
<td>Be systematic, factual, logical and exact</td>
<td>Ask for opinions, listen carefully, spend time providing supportive feedback</td>
</tr>
<tr>
<td>Cover pros and cons of your position — these individuals don’t like overstatement</td>
<td>Be patient — don’t apply pressure</td>
</tr>
<tr>
<td>Allow the interaction to proceed in a deliberate manner</td>
<td>Mutually agree on goals and specific responsibilities</td>
</tr>
<tr>
<td>Encourage them to make a decision but don’t make it for them</td>
<td>Talk in terms of teamwork</td>
</tr>
<tr>
<td>Follow up in writing</td>
<td>Follow through on your commitments - keep them informed</td>
</tr>
<tr>
<td>Set a plan and provide progress</td>
<td>Maintain regular contact</td>
</tr>
</tbody>
</table>

**Preplanning**

- Who is your Audience?
- Hot Buttons (KOM — Key Overriding Message, Impact Points, Rocks in the Shoes)
- Who is your Competition?
- What is the Allotted Time & Room Logistics?
- What materials will you use? (PowerPoint/White Board/Drawings)
- Who is your Presentation Team (What are their personalities/styles?)
- Do you have Creative Ideas?

*Does your audience have any specific Pet Peeves?*
Good morning, [Name].

Prior to speaking with [Name] next week, could you please help me out with a few questions? The answers will assist me in making the most of the time we have together.

1. What is the vendor dress code at [Company Name]?
   i. Suit and tie
   ii. Suit no tie
   iii. Dress shirt and slacks with no tie
   iv. Other

2. How would you describe [Name]'s personality?
   a. Outgoing, expressive and creative with lots of ideas
   b. Reserved, analytical and skeptical of new ideas
   c. Dominant and likes to control the conversation
   d. Amiable, open to new ideas and dislikes conflict

3. Do you know if [Name] has any specific pet peeve? I am not sure how closely you work with [Name] but typically everyone has pet peeves and I want to avoid them during our meeting.

   Examples of pet peeves:
   a. Late for an appointment
   b. Spelling errors
   c. PowerPoint
   d. Not following an agenda
   e. Others?

4. What type of presentation materials does [Name] prefer?
   a. Formal supported by PowerPoint
   b. Informal and Interactive
      i. Supported by PowerPoint
      ii. No PowerPoint
   c. Other?

5. Will the conference room have the following? Please answer Yes or No to the relevant equipment.
   a. Projector and Screen with VGA, HDMI, other?
   b. TV connected by VGA, HDMI, other?
   c. White Board
   d. Capacity of the room?

---

**Presentation Team**

**Watch out for:**

- The “under miner”
- Circumlocution
- The “thunder stealer”
- Wasting time
- Parent, Prattler, Preacher
- Not practicing presenting!

*Establish Signals to communicate
   For example: red (stop talking), yellow (1 minute) and green (their baby)
Simple Presentation Outline/Agenda

Opening
- Connect with Audience (Creative)
- Value Proposition customized to the client
- Hot Buttons

Supporting Points (Numerate)
- Supporting Stories, Examples, Analogies to address each Hot Button or Potential Objection

Close
- Connect to the Opening
- Call to Action

NOTE: Establish the supporting points and then work on opening.

Presentation Materials

- PowerPoint or other presentation application
- White Board/Bar Napkins
- Boards/Handouts/Leave Behind
Whiteboard

Loose Goose

70% FURTHER
# Agenda

<table>
<thead>
<tr>
<th>Section</th>
<th>Name</th>
<th>Time (x min)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro</td>
<td>Name</td>
<td>Time (x min)</td>
</tr>
<tr>
<td>Team</td>
<td>Name/s</td>
<td>Time (x min)</td>
</tr>
<tr>
<td>Topic 1</td>
<td>Name/s</td>
<td>Time (x min)</td>
</tr>
<tr>
<td>Topic 2</td>
<td>Name/s</td>
<td>Time (x min)</td>
</tr>
<tr>
<td>Topic 3</td>
<td>Name/s</td>
<td>Time (x min)</td>
</tr>
<tr>
<td>Close/Ask</td>
<td>Name</td>
<td>Time (x min)</td>
</tr>
<tr>
<td>Q&amp;A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Slide #

Name:  
Visual/s:  
Message/Story:  

Point:  

Slide #  
Name:  
Visual/s:  
Message/Story:  

Point:  

Slide #  
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Bar Napkin

360° Presentations

Effective Presenter
1. Awareness
2. Techniques
3. Leadership

Connect

Appearance
Preparation
Auditory
Audience
Appearance

- Tennis Elbow
- Spider
- Cowboy
- Contortionist

- T-Rex
- Stern Parent
- Pick a Hand
- Fig Leaf

Appearance

- Eye Contact
- Happily Married?
- Fire Starter
- Thumbelina
- Change Management
- Pen Pal or “the Clicker”
- The “Noose”
- Short Term Relationship (Watch out for Chairs, Tables, Podiums, etc.)
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Preparation
Appearance
Auditory

Auditory

RULE of THREE...
1. Tell them what you are going to tell them
2. Tell them
3. Tell them what you told them

1. Be Brief
2. Be Bright
3. Be Gone

Tip #1 Increase Volume
Tip #2 Pause
Tip #3 Be Concise
### Auditory

**Distractors**
1. Repeating the same word or phrase
2. Padding
   a. Um, uh, you know
3. Connectors
   a. So, so basically, at any rate, actually
4. Weak words
   a. Kind of, Maybe, hopefully, probably, likely, stuff, things like that, saying **sorry** to much.
5. "Like I said, As I mentioned, I mean looké ò
6. Monotone
7. Your word pet peeves?

### Pet Peeves

1. “To be honest with you”, “Frankly”, “Honestly”
2. No Agenda
4. “All Clear” (Especially on phone calls)
5. “Constant Confirmer” (yep, yep, yep)
6. “Rambling Man” (or woman)
7. “Pointless” Story
8. “The Finisher”
9. Proprietary acronyms
10. **Ques** on = ∞ Answer
Story Telling

“"A good story is worth a thousand pictures.""

1. **Specifics**
   *Names, Dates, Locations*

2. **Pauses (Timing and Delivery)**
   *Creates interest, gains attention, reduces distractions.*

3. **Punchline**
   *Do not let the ‘White Rabbit‘ out of the hat.*

4. **Point**
   *Sum up the point in one sentence.*

5. **Practice**
   *Coworkers, significant other, ask for feedback.*
Timing & Delivery

1. “It wasn’t good”...“it was great!”

2. Pride of work is doing the right thing, all the time, even when no one is watching...
   “especially when no one is watching”

3. I am sorry... “I am not sorry”

Your Best Story

1. Best cost competitive story?

2. Best story that illustrates you solving a problem?

3. Best customer service story?

4. Best communication story with a client?

5. Best story of why people choose to do business with you?
Building Rapport

Small World Game

Reward Opportunity

I was able to win the "Small World" game during three recent flights. Guess the total number of questions I had to ask during the three flights.

1. SEA to ORD  4
2. SEA to HOU  2
3. LAX to SEA  0
Building Rapport

- Great Small World Questions
- Where do you live? Where did you grow up?
- Where did you go to school?
- What do you do? Family? Hobbies? Goals?
- After each question above ask who, what, when, where, why, and how questions.

Important: Never give an “editorial” until you know how they feel about a subject.
Building Rapport

How do you build short-term trust?
1. Smile
2. Ask open ended questions
3. Listen Intently
4. Reference a third party
5. Find common ground (or show sincere interest)
6. Remember their name (and the names of their family and friends)
7. Be relaxed

How do you build long-term trust?
1. Develop a common goal
2. Be Interesting
3. Create a bond
4. Demonstrate credibility
5. Maintain Win-Win
6. Project empathy
7. Being tested under pressure and your resolution to the problem

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Preparation
Active Listening

1. Verbal Clues
2. Nonverbal Clues
3. Be mindful of your physical reactions
4. Avoid predictions
5. Focus on the words, not the person
6. Avoid getting caught up on one detail
7. Do not let your mind wander
8. Do not try to answer too quickly
9. Stay on track

Characteristics of a Poor Listener

1. Decides subject is uninteresting or useless
2. Listens for flaws in order to clobber speaker
3. Becomes overly concerned with details
4. Cannot cope with periods of silence
5. Fakes attention
6. Shuns technical & painstaking listening
7. Allow emotional words to throw them
8. Tunes speaker out
9. Questions for victory rather than clarification
10. Criticizes speaker for ineptness, voice, etc.
Questioning Tips

1. Write objectives prior to the meeting and practice
2. Write objectives on whiteboard
3. Ask questions based on objectives
4. Ask 2nd, 3rd, 4th level questions
5. Don’t answer your own question when you ask it
6. The shorter the question the better
7. Do not finish their sentence or
8. Do not interrupt their answer
9. If you want to know something, just ask
10. Best Question - “Anything else?”

High Gain Questions

Value
1. Two-way conversation
2. Help people think through responses
3. Reveals people’s thoughts on issues

Types of High Gain Questions
1. Investigative Questions
2. Discovery Questions
3. Empowering Questions
Investigative Questions

1. What is or isn’t working?
2. How long have you worked on this?
3. Who else is involved? How?
4. What motivated your decision? Why?

GATHER THE FACTS: WHO, WHAT, WHEN, WHERE, WHY, HOW

Discovery Questions

1. What worked well, what didn’t, could anything have been done better?
2. What is the best thing that could happen? What is the worst thing?
3. What are the alternatives?

STIMULATE THINKING
Empowering Questions

1. What outcomes are you after?
2. What is the first step?
3. What has to happen next?
4. What resources do you have?
5. What do you need?

TRANSFER OWNERSHIP

Interrogation Model

<table>
<thead>
<tr>
<th>People</th>
<th>Places</th>
<th>Time</th>
<th>Things</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td></td>
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</table>
Remembering Names

1. Be ready (first 5 seconds)
2. Repeat their name in your first response
3. Compliment or clarify their name
4. Ask for spelling
5. Ask for a business card (read it and keep it handy)
6. Name association (friend, relative, foe, etc.)
7. Repeat their name during the conversation
8. Give them a nick name in your mind if it helps
9. Gather their information and interests
10. Write their name down
11. Take good notes about them
12. Insert Photo into PowerPoint, Excel, OneNote, CRM
Thinking Quickly on Your Feet

1. **Pause**
   - **Benefit:** Gives you time to think
   - **Do not:** Fill the time with “filler words”

2. **Numerate your response**
   - **Best Practice:** Use three points, three reasons, three keys
     “The three key reasons you want to…

3. **Say your points**
   “…is to make it memorable, meaningful, impactful”

4. **Explain your Points in Order**

5. **Explain why it matters to your audience**
Audience

1. Do research prior to the presentation
2. Meet everyone or as many as possible prior to the presentation
3. Remember their names & use their names
4. Eye contact builds trust
5. Ask the audience to prioritize points
6. Use interesting facts during the presentation
7. Be interactive

VISUALS:

1. Use creative visuals that simplify the message.
2. Create a one page visual that sets the foundation and supports the entire presentation.
3. Use a White Board or Bar Napkin
Running a Business...
Action Steps:

1. Gather accurate and timely financial information.
2. Review the "Big Numbers" and changes.
3. Package the information to see relationships.
4. Calculate financial ratios.
5. Record your industry composites (if available).
6. Compare your results.
7. Analyze the possible causes of problems.
8. Formulate and implement a plan and monitor results.

Fiscal Physical
Why do it?
WHAT IF YOU DON'T?
Winchester House

1884-1922 Under Construction until Sarah Winchesters death
160 rooms, 40 bedrooms, 247 fireplaces, 10,000 window frames, etc.
22 carpenters, 24 hours a day, 365 days a year
$71 million in todays dollars
147 builders, 0 architect’s, No master blue print
5 months after her death it was sold at auction for $135,000 in 1923
If you spend a TON of money on the build but have bad architecture, it won’t be worth squat!
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EVERY OPPORTUNITY HAS ANGLES

Audience

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3. Use a White Board or “Bar Napkin”
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White Board
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1. Budget</td>
<td>6. Lean</td>
</tr>
<tr>
<td>2. Process</td>
<td>7. Design Assist</td>
</tr>
<tr>
<td>3. Escalation</td>
<td>8. Success</td>
</tr>
<tr>
<td>5. BIM</td>
<td>10. Team</td>
</tr>
</tbody>
</table>

- **Your Firm**
- **Audience**
Top Seven PowerPoint Tips

1. **Avoid Reading Slides** - Looking at the screen
2. **PowerPoint Fonts** - Use as large a font as possible
3. **Rule of Three** - Trim all sentences by 1/3 and then trim again
4. **Font Colors** - Make sure all colors “pop”
5. **Backgrounds** – Keep them clean and non-distracting
6. **Graphics & Pictures** – High Resolution, avoid slides that look like a refrigerator, bigger is better, use timing to improve effect
7. **Diagrams** – Keep them simple. Explain complicated diagrams that people are looking at for the first time.

Be Prepared

1. **What problem do you solve?**
   - What problems are you solving?
   - Why are you the right problem solver?
   - What if they don’t select you?
2. **Give a call to action.**
   - Be clear
   - Be creative
   - Be consistent
3. **Review your design.**
   - Images should take up the entire slide/page
   - Minimal text – remove distractions
   - Pick easy to read font
4. **Dress for your audience.**
   - Call ahead for dress code
   - Connect with your audience
   - Keep backup clothes in car or office
5. **Back up and be prepared**
   - Send your presentation via email night before a day of your presentation
   - Save to a USB drive
   - Bring extra cords, adapters, and devices if needed
Uninterrupted Presentations

Turn off the “Toast” (Desktop New Mail Alert)

Turn off Sounds

Clean your Desktop
1. Right Click on Home Screen
2. Click View
3. Uncheck View Desktop Icons

Customize your Desktop
1. Right Click on an Image
2. Click Set as Background
3. Note: To go back to original desktop, open Display, go to Personalization, select default theme OR find an image and follow steps 1 & 2 for Customizing Desktop.

Top Take Away’s

1. ______________________
2. ______________________
3. ______________________
4. ______________________
5. ______________________
6. ______________________
7. ______________________
Questions?

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Don’t forget:
Â 10:15 - 11:30 am Special Session: Life on the Rock
Â 11:30 am - 4:00 pm NECA Show Hours