

Public Speaking

*Or, How to Win Friends
and Get Their Money*

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**BUSINESS FUNDAMENTALS
BOOTCAMP**
Tactical Skills
for the Growing Business

A lot in common?



Public Speaking is a Contact Sport



Speech is power:
speech is to *persuade*
to *convert*, to *compel*.

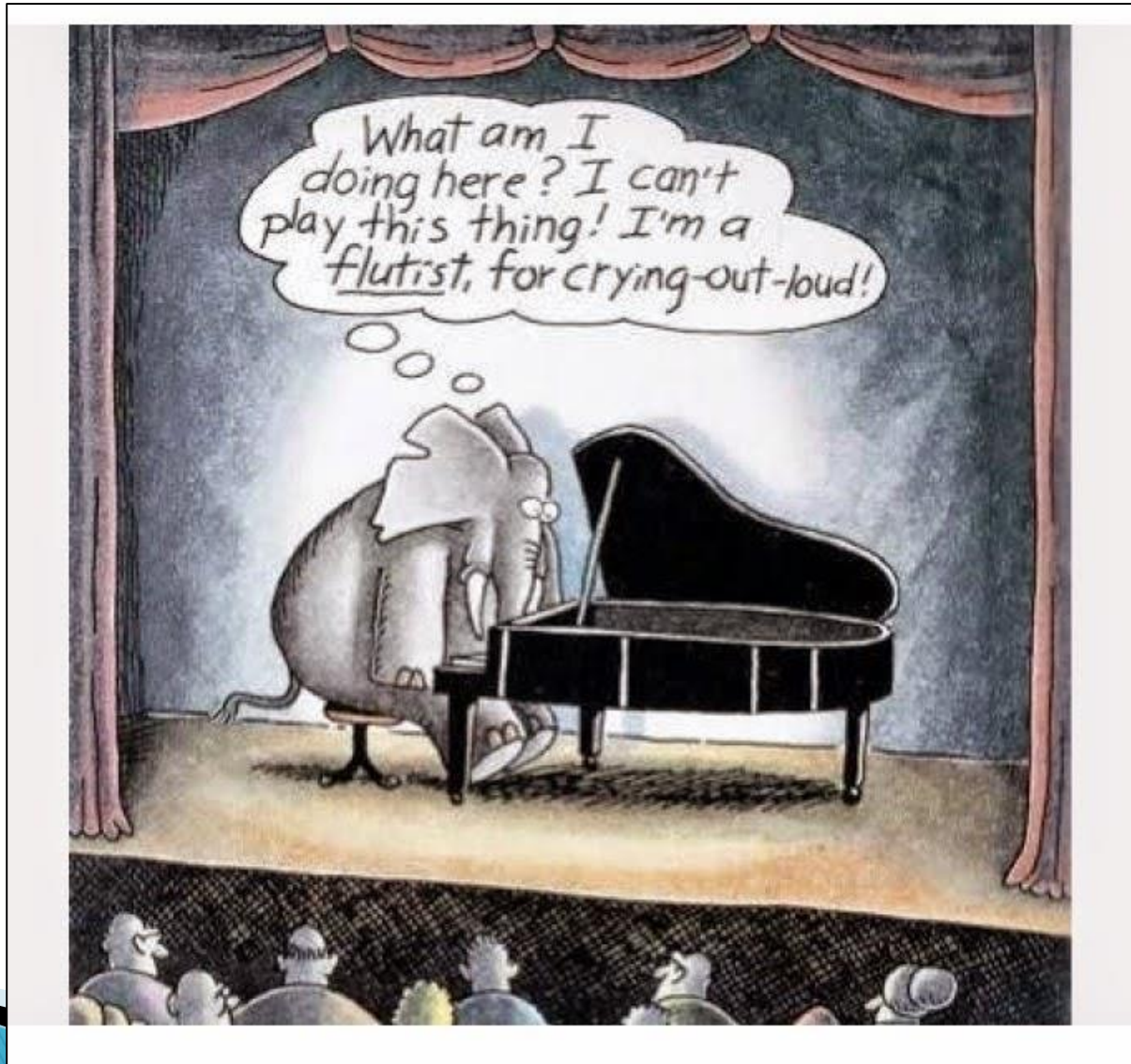
-ralph waldo emerson

Fears and Doubts

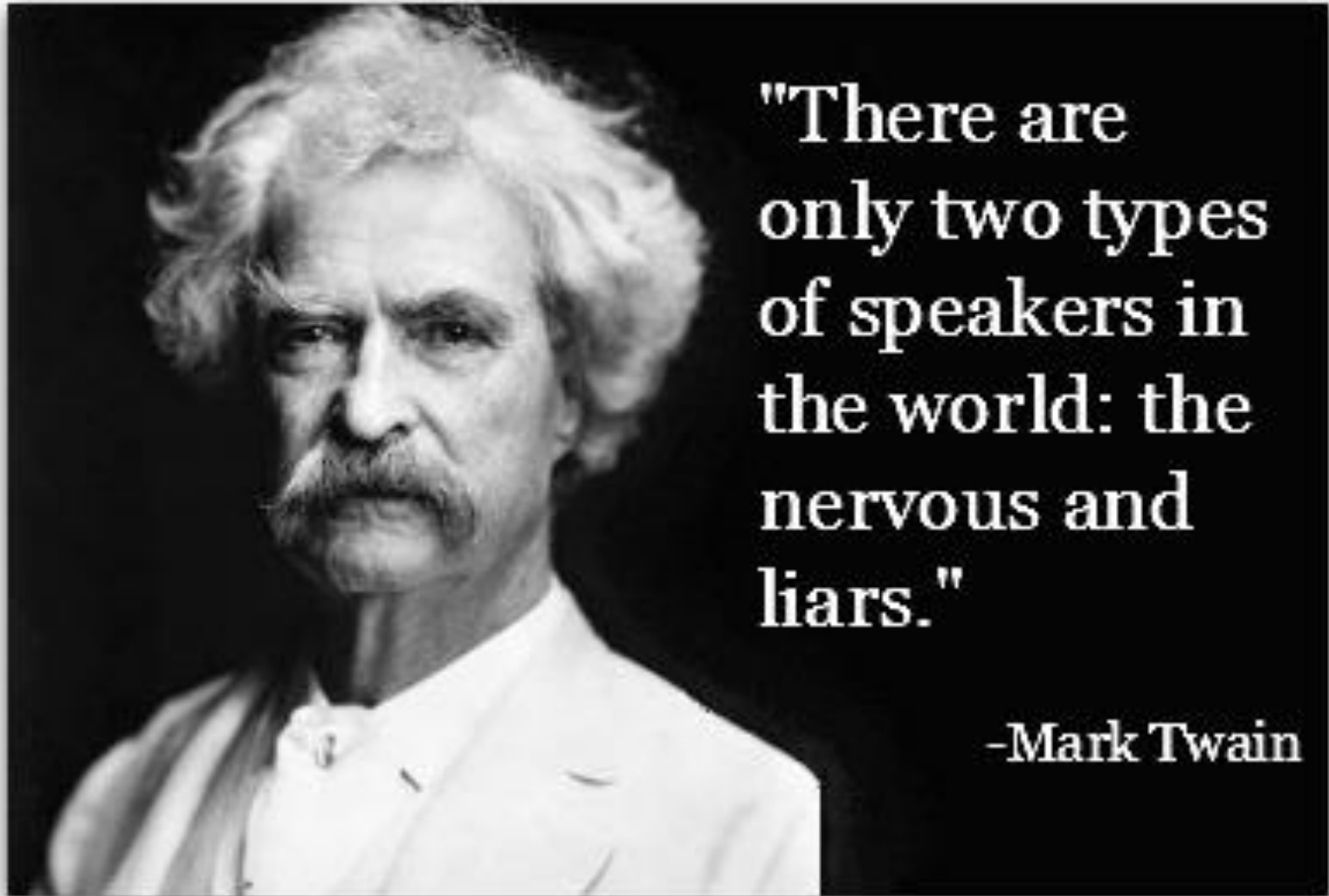
1. Public Speaking, 2. Death



A Panic Attack?



Join the Human Race



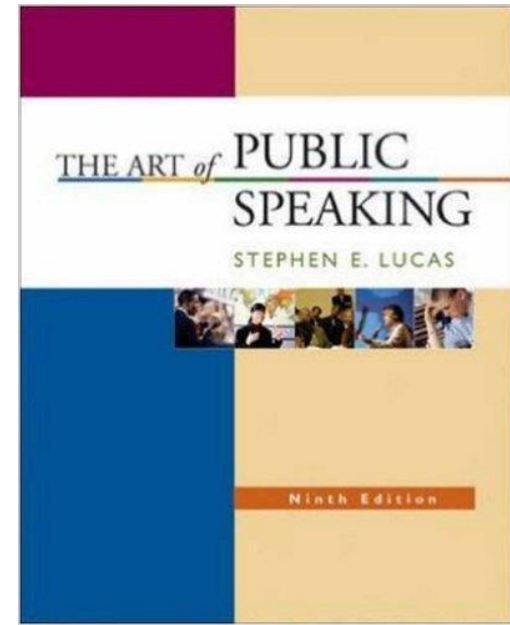
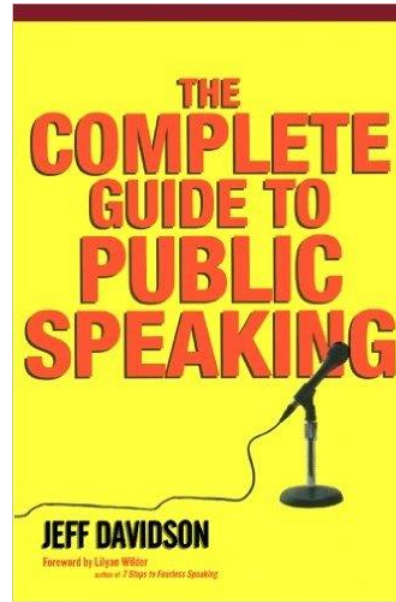
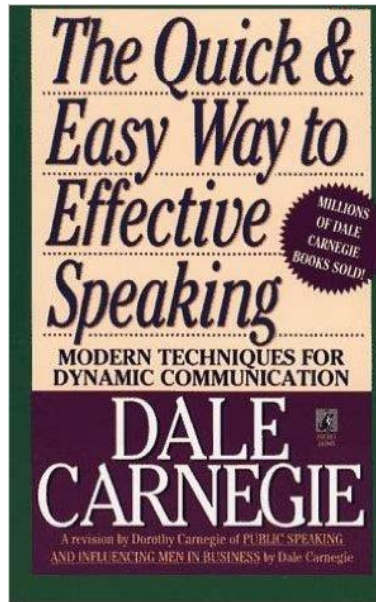
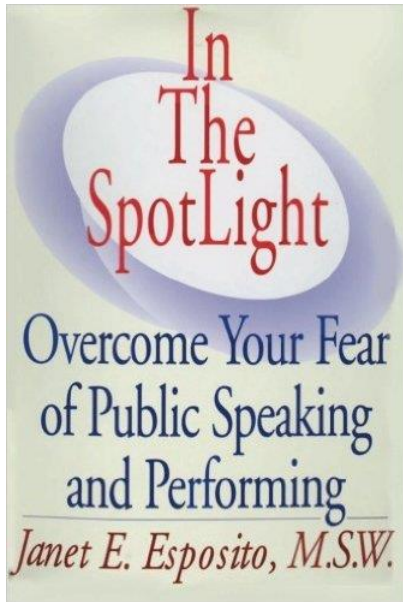
The Only Fearless Ones



Glossophobia

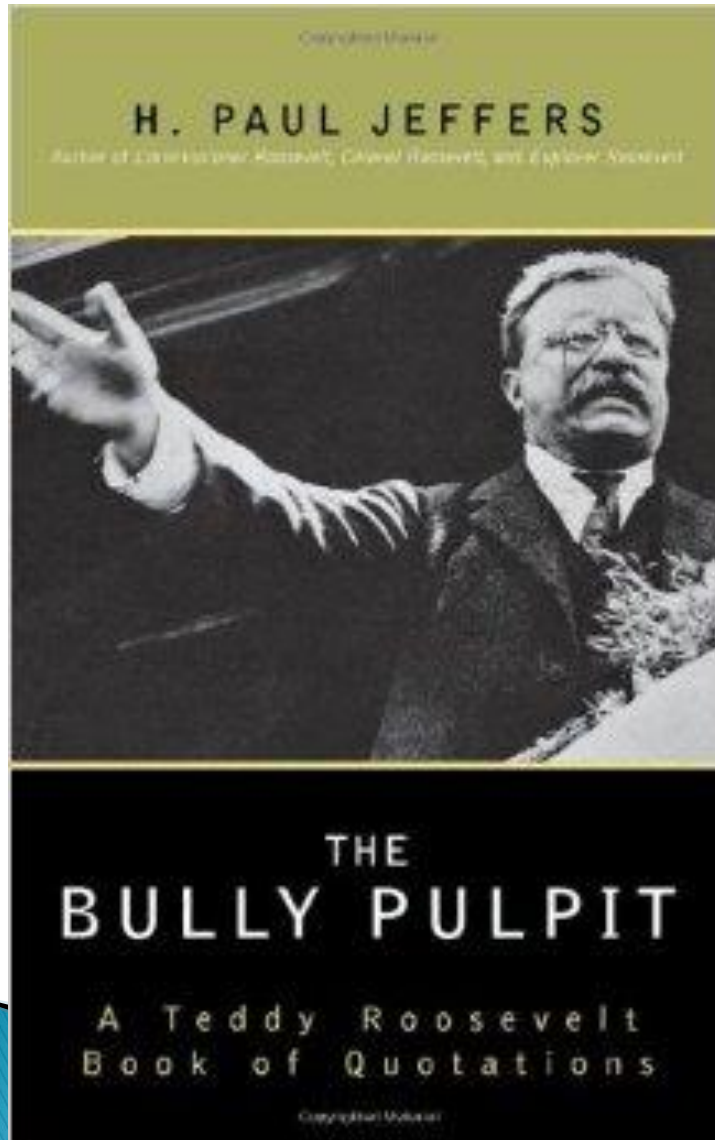


www.glossophobia.com



Fun from the Bully Pulpit

The Original “Bully”

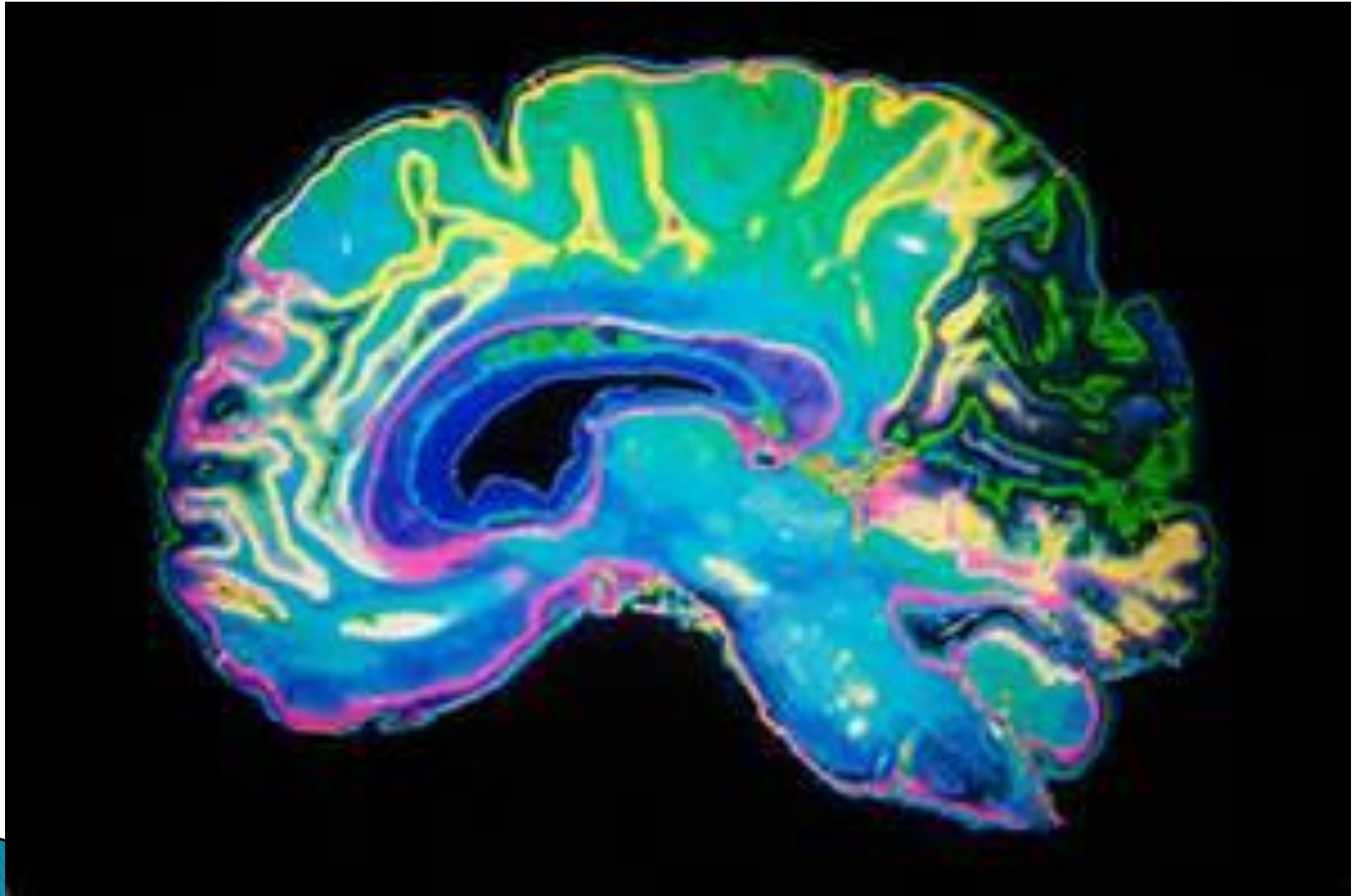


Leadership



Stanley Milgram's Victim

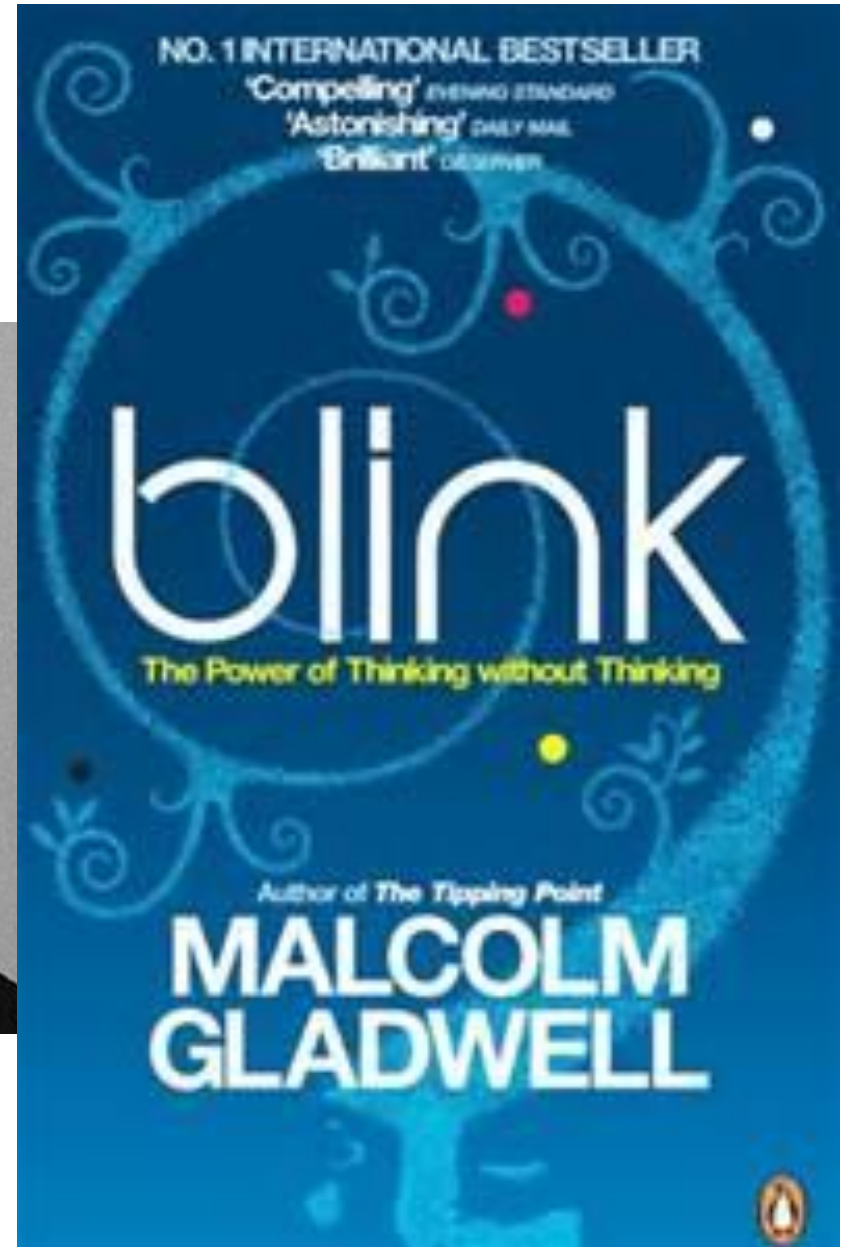
Brain Sync



Tone Setters



Blink



Body Language

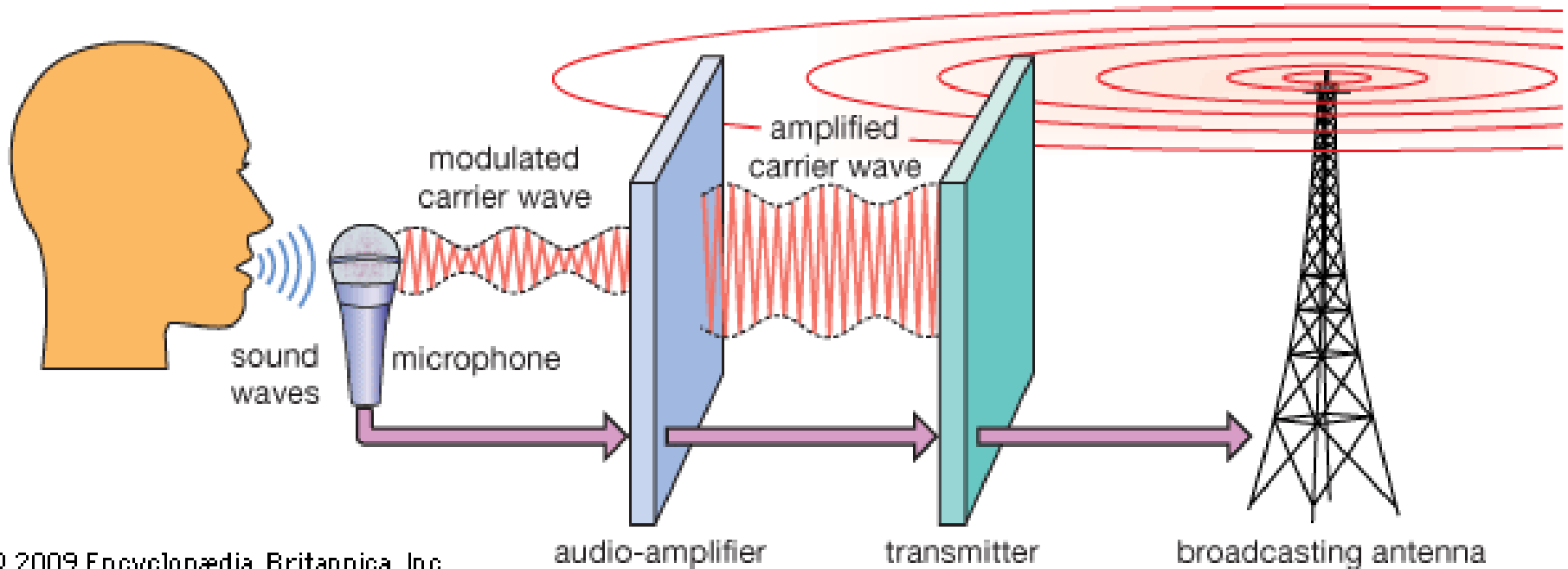


How to get to Sesame Street...



Finding Your Own Voice

Transmitting Radio Waves

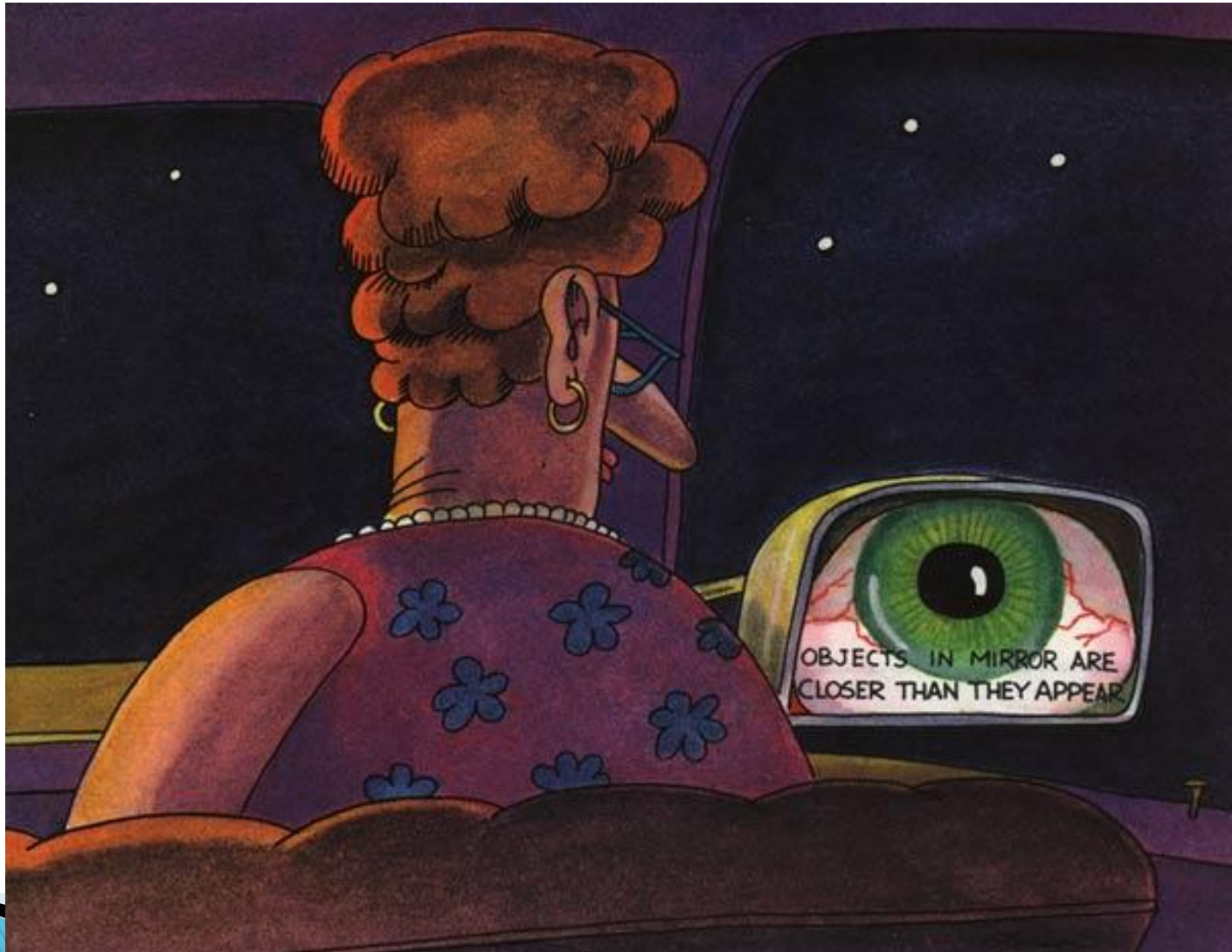


Urban Myths

An Unique Point of View



Perfectionism!



Don't Let Them See You Sweat...



A naked audience?? NO!!



Try, Try Again

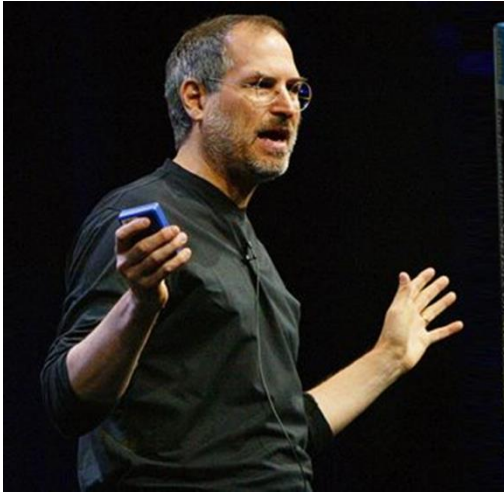
(The Sweat-less Approach)

3-Years of Practice

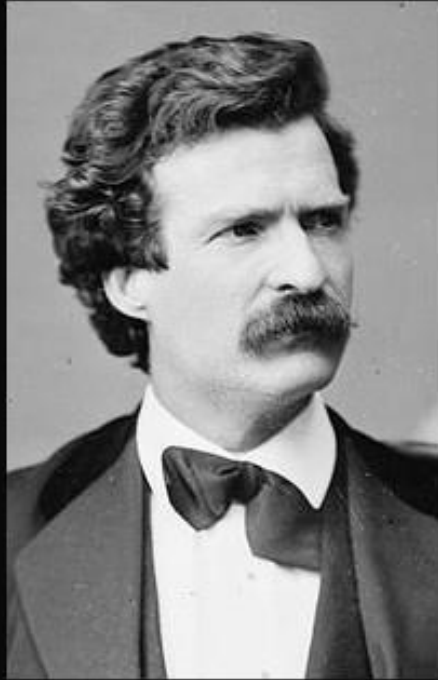


Becoming Steve Jobs

By Brent Schlender and Rick Tetzeli



- ▶ “Steve would rehearse endlessly and fastidiously.”
- ▶ “Rehearsals for product presentations were always intense.”

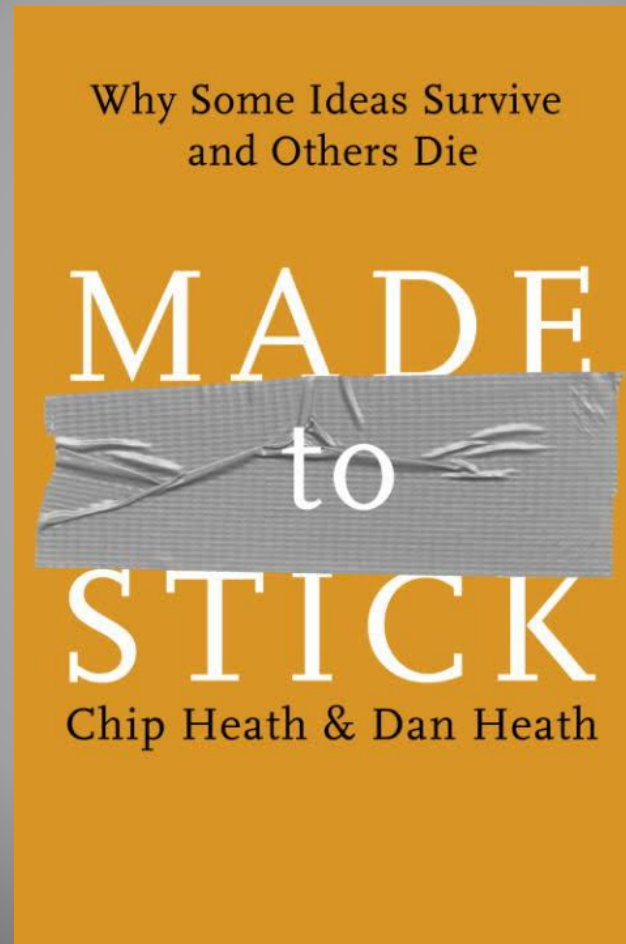


It usually takes me more than three weeks to
prepare a good impromptu speech.

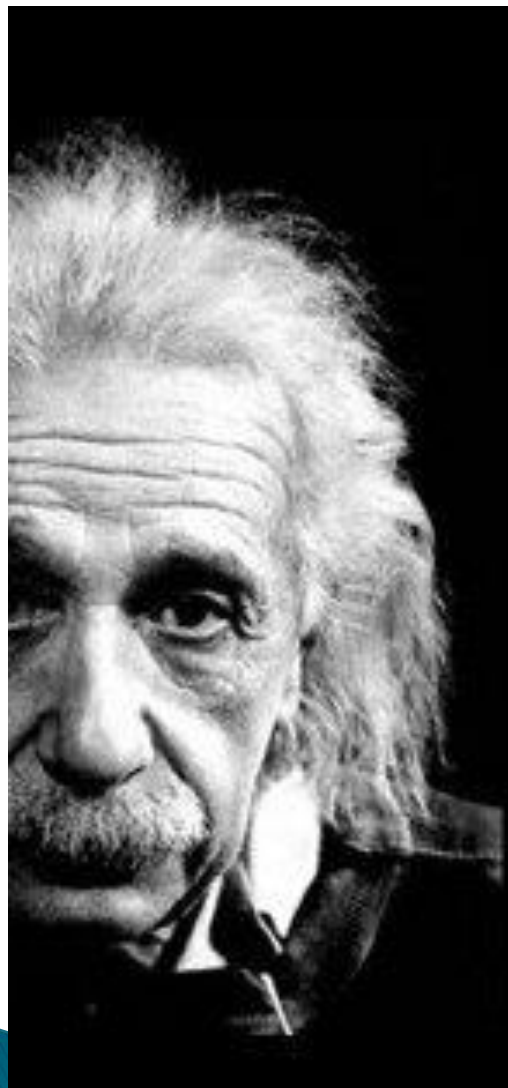
(Mark Twain)

izquotes.com

Presentation Building Blocks



1. Simple



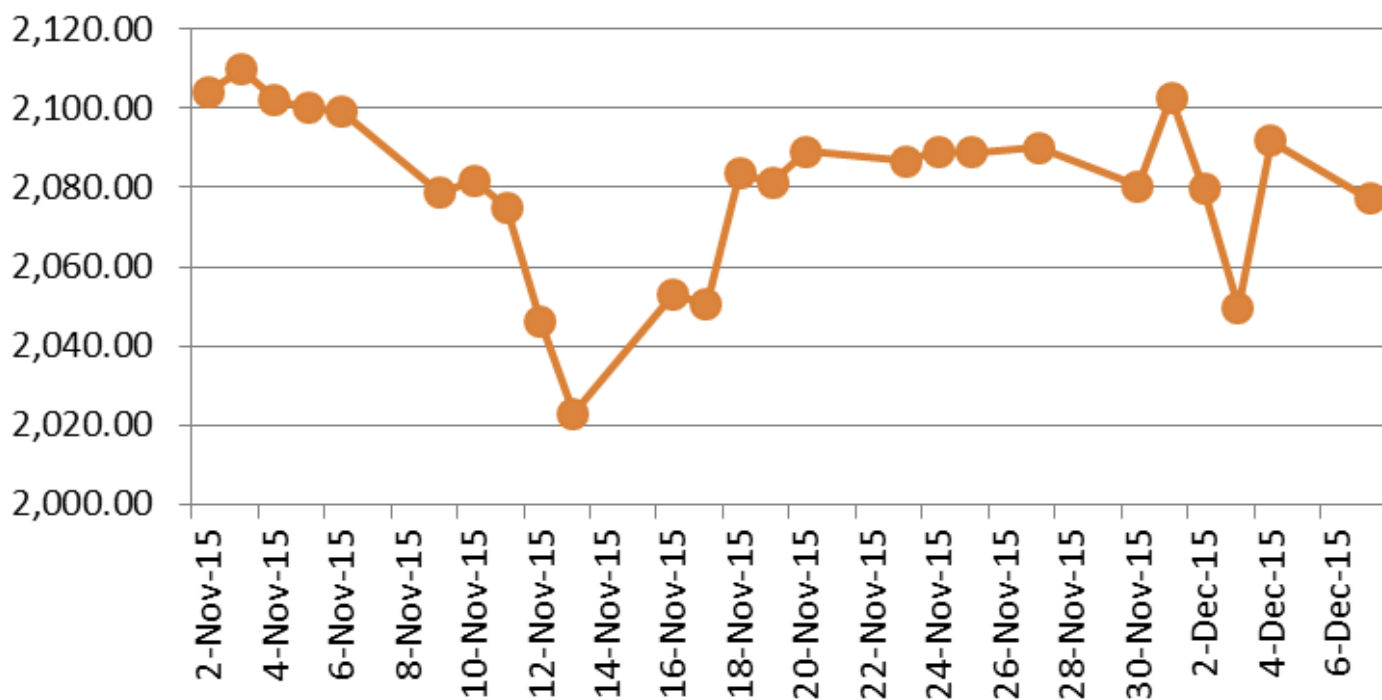
**“If you can't explain
it simply, you don't
understand it well
enough.”**

Albert Einstein

BEINGLOL.COM

Visual

Adj Close*



Date	Adj Close*
7-Dec-15	2,077.07
4-Dec-15	2,091.69
3-Dec-15	2,049.62
2-Dec-15	2,079.51
1-Dec-15	2,102.63
30-Nov-15	2,080.41
27-Nov-15	2,090.11
25-Nov-15	2,088.87
24-Nov-15	2,089.14
23-Nov-15	2,086.59
20-Nov-15	2,089.17
19-Nov-15	2,081.24
18-Nov-15	2,083.58
17-Nov-15	2,050.44
16-Nov-15	2,053.19
13-Nov-15	2,023.04
12-Nov-15	2,045.97
11-Nov-15	2,075.00
10-Nov-15	2,081.72
9-Nov-15	2,078.58
6-Nov-15	2,099.20
5-Nov-15	2,099.93
4-Nov-15	2,102.31
3-Nov-15	2,109.79
2-Nov-15	2,104.05

Written: 10-20-30

Product - DigitalRx



One of the Gold certified e-prescribing platform in USA

Release 4.0 in production serving 1500+ providers all across USA

Integrated with 40+ EMR\EHR or Practice management vendors

Go Live in 2008 first time with limited functionality

Now In Cloud supporting provider 24 * 7

Now Supports :-

PBM & RX Medication History

Eligibility Check for Retail and Mail-Order benefit

New Rx, Refills, Rx Cancel, Rx Fills , Mail Order

Formulary, CO-Pay (2 type) & Coverages (7 Types) Information and Verifications

Electronic Prescribing of Controlled Substances (EPCS)

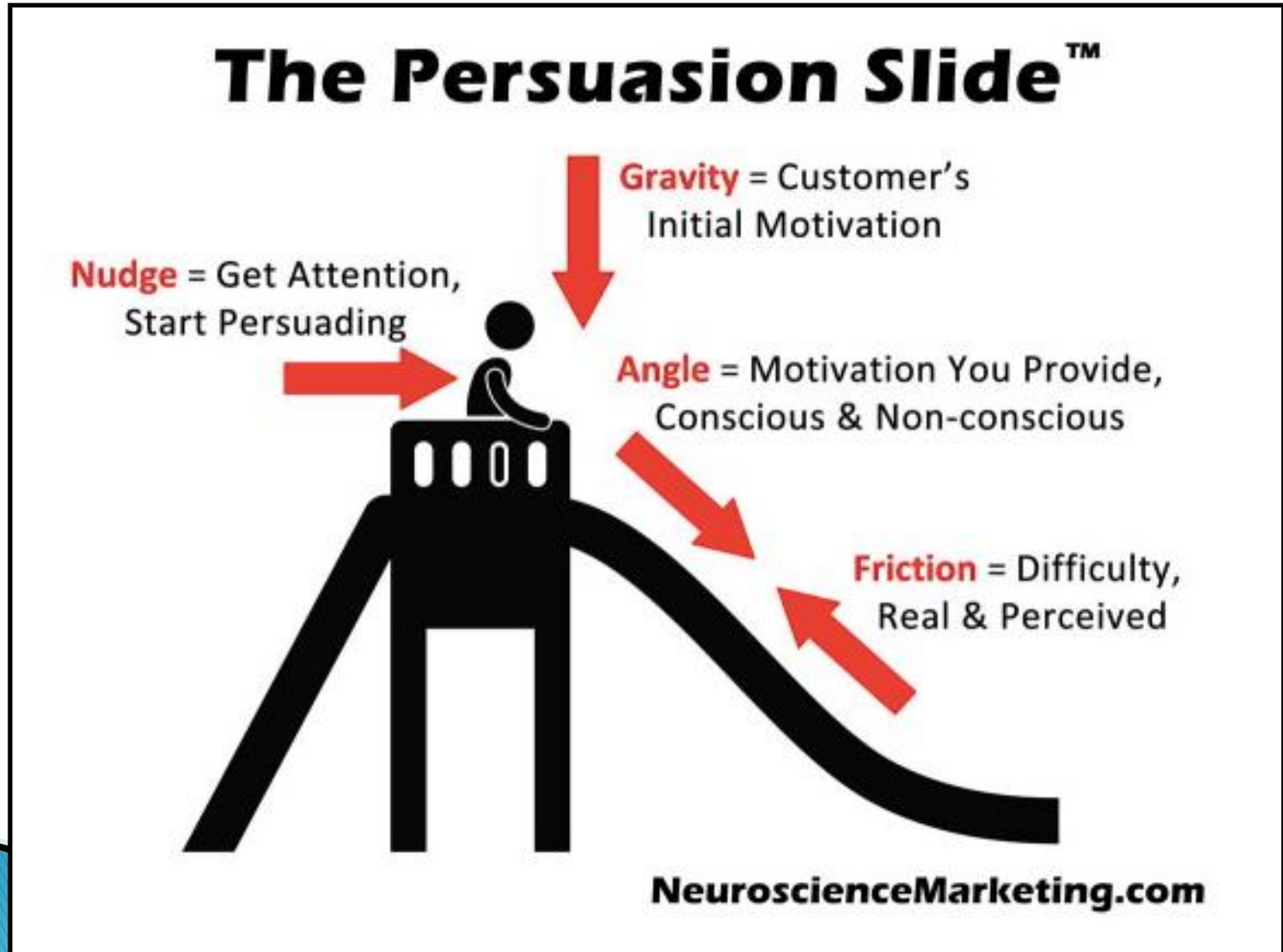
Integration with PDR for extra revenue generation

One Topic / Slide

A B C D E F G
H I J K L M N O P Q R S T U V W X Y Z
(0) 1 2 3 4 5 6 7 8 9



Conceptual



Too Much Simplicity?

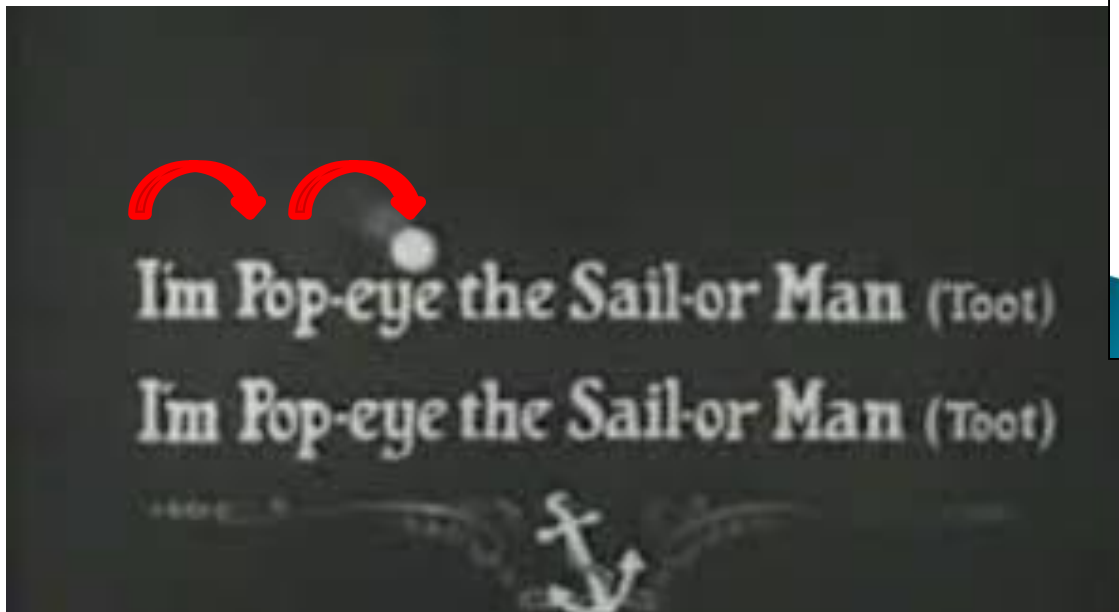
2. Unexpectedness

DEATH BY POWERPOINT



WeKnowMemes

Following the Bouncing Ball



Written Simplicity: 10-20-30

Product - DigitalRx
👍👍👍👍
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Formulary, CO-Pay (2 type) & Coverages (7 Types) Information and Verifications
Electronic Prescribing of Controlled Substances (EPCS)
Integration with PDR for extra revenue generation

TOO MANY WORDS

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Doubling Down on Upid-stay



The Unexpected Gettysburg

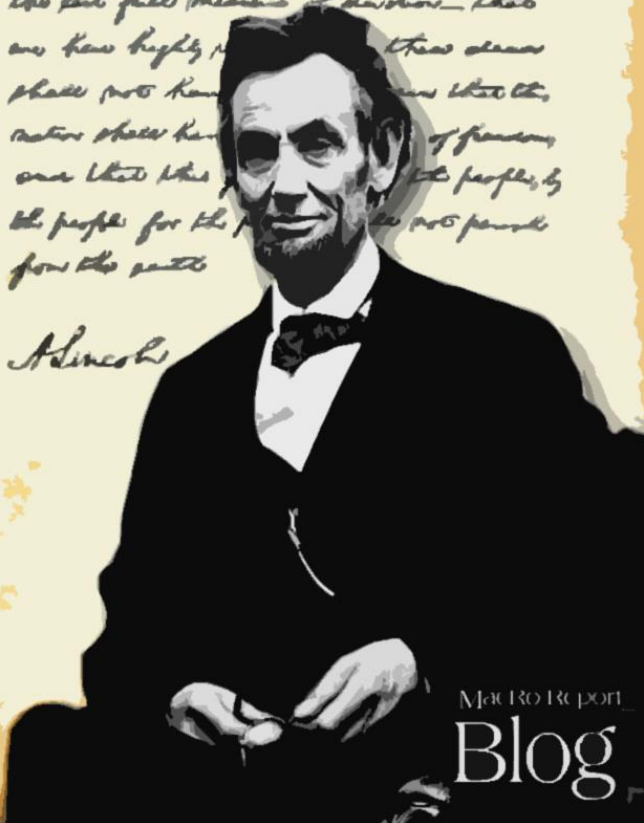
Second Draft

How soon and how years ago our fathers brought forth upon this continent, a new nation conceived in Liberty and dedicated to the proposition that all men are created equal

Now we are engaged in a great civil war testing whether that nation, or any nation so conceived and so dedicated can long endure. We are met here on a great battlefield of this war, to dedicate a portion of it as the final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense we can dedicate our lives and our dedicated to the great task remaining before us—that from these honored dead we take increased devotion to the cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation shall have a new birth of freedom—and that this government shall stand for the people for the people for the people.

Abraham Lincoln



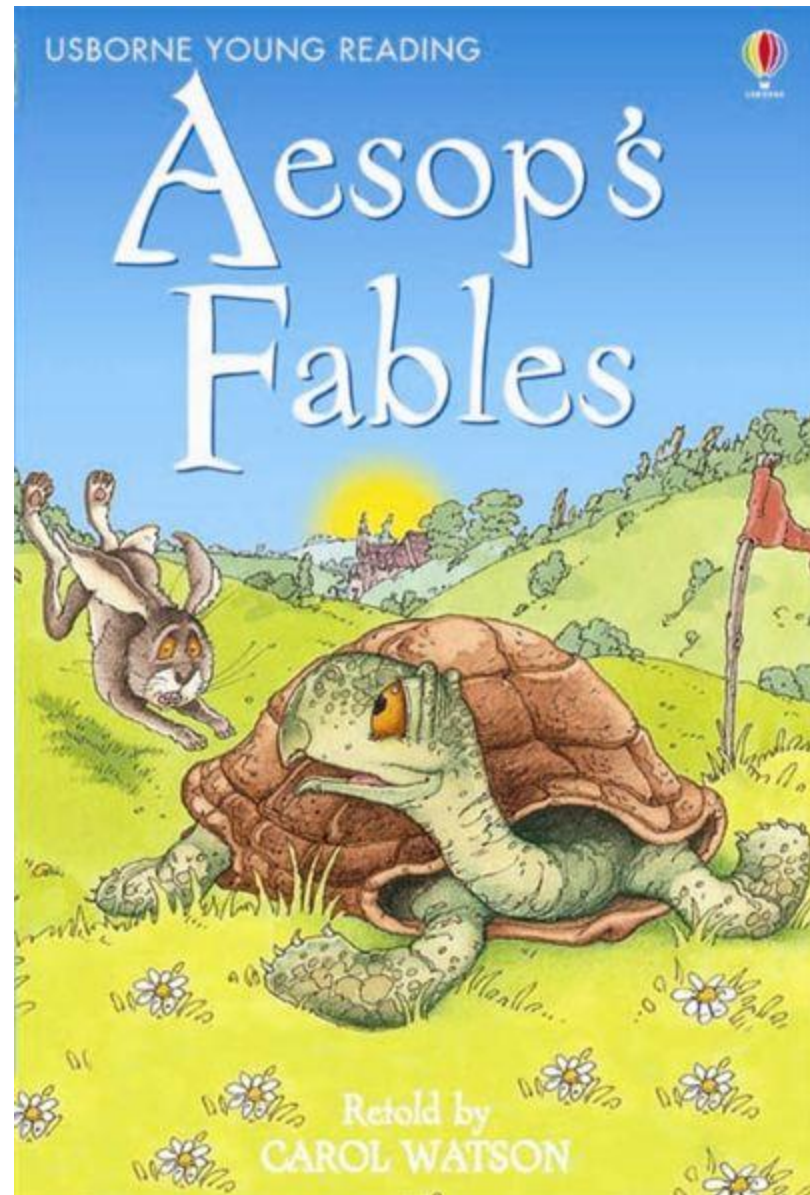
MACRO REPORT
Blog

The Unexpected Metaphor



3. Concrete

The Power of Parables



Abstract vs. Concrete Nouns



The Curse of Knowledge



Beating Bobby Fischer



4. Credible

Authority Figures



Anti Authorities



Internal Consistency



**Reliable
Not Valid**



**Low Validity
Low Reliability**



**Not Reliable
Not Valid**

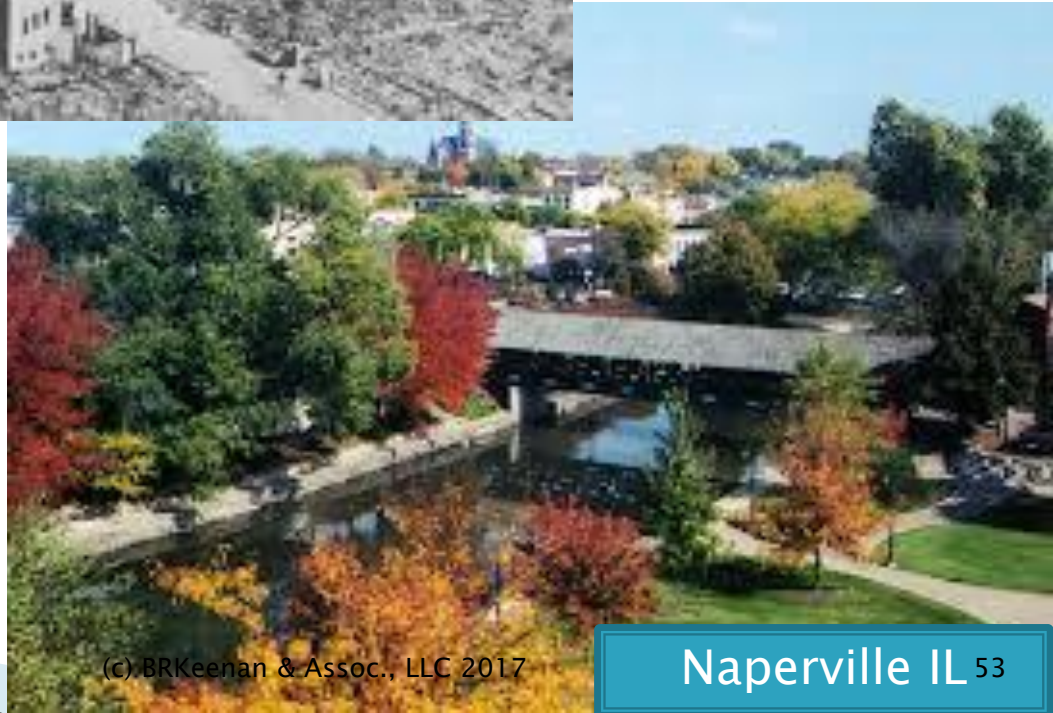


**Both Reliable
and Valid**

by Experiment-Resources.com

Context

Hiroshima



The Chairman



I Sold That

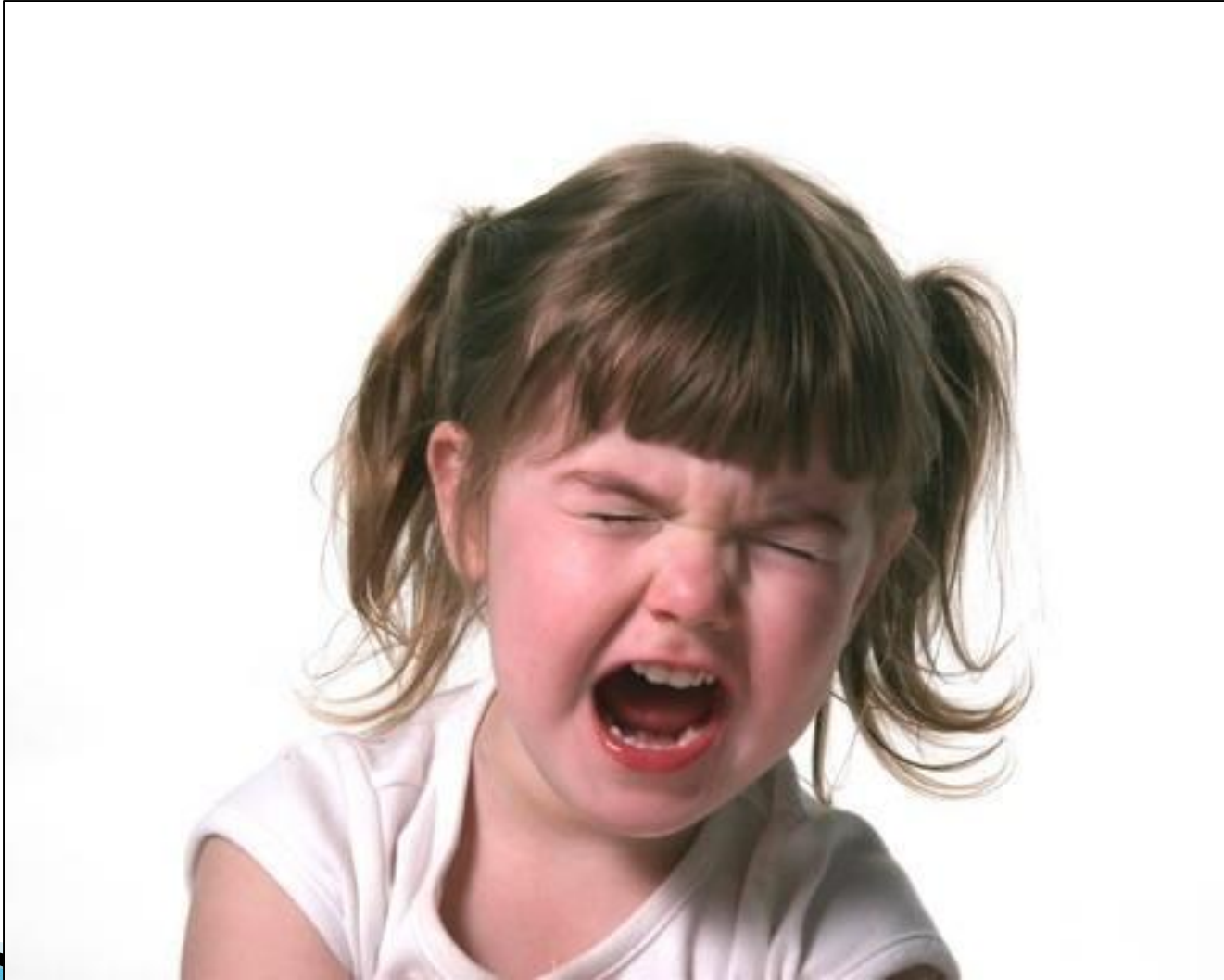


Testable Facts



5. Emotional

But I want a cookie!!



Emotional vs. Analytical



Undernourishment around the world, 1990-2 to 2012-4
Number of undernourished and prevalence (%) of undernourishment

	1990-2 No.	1990-2 %	2014-6 No.	2014-6 %
World	1,010.6	18.6	794.6	10.9
Developed regions	20.0	<5	14.7	<5
Developing regions	990.7	23.3	779.9	12.9
Africa	181.7	27.6	232.5	20.0
Sub-Saharan Africa	175.7	33.2	220.0	23.2
Asia	741.9	23.6	511.7	12.1
Eastern Asia	295.4	23.2	145.1	9.6
South-Eastern Asia	137.5	30.6	60.5	9.6
Southern Asia	291.2	23.9	281.4	15.7
Latin America & Carib.	66.1	14.7	34.3	5.5
Oceania	1.0	15.7	1.4	14.2

Source: FAO The State of Food Insecurity in the World 2015 p. 8

Similarity



memecenter.com

A Common Cause



Greener Grass



Less is More



6. Stories

Brene Brown - 23.8MM+



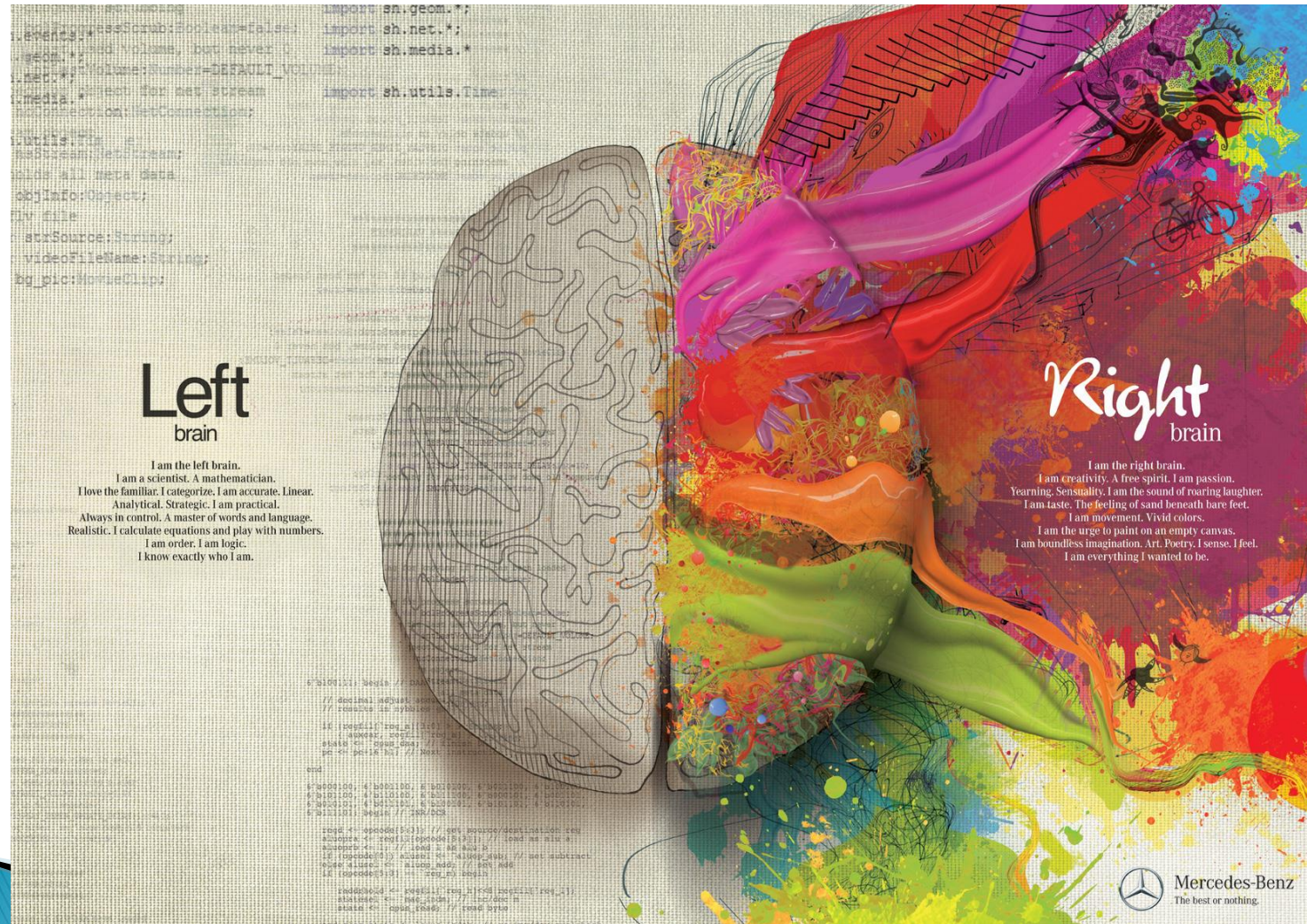
The Hero's Plot



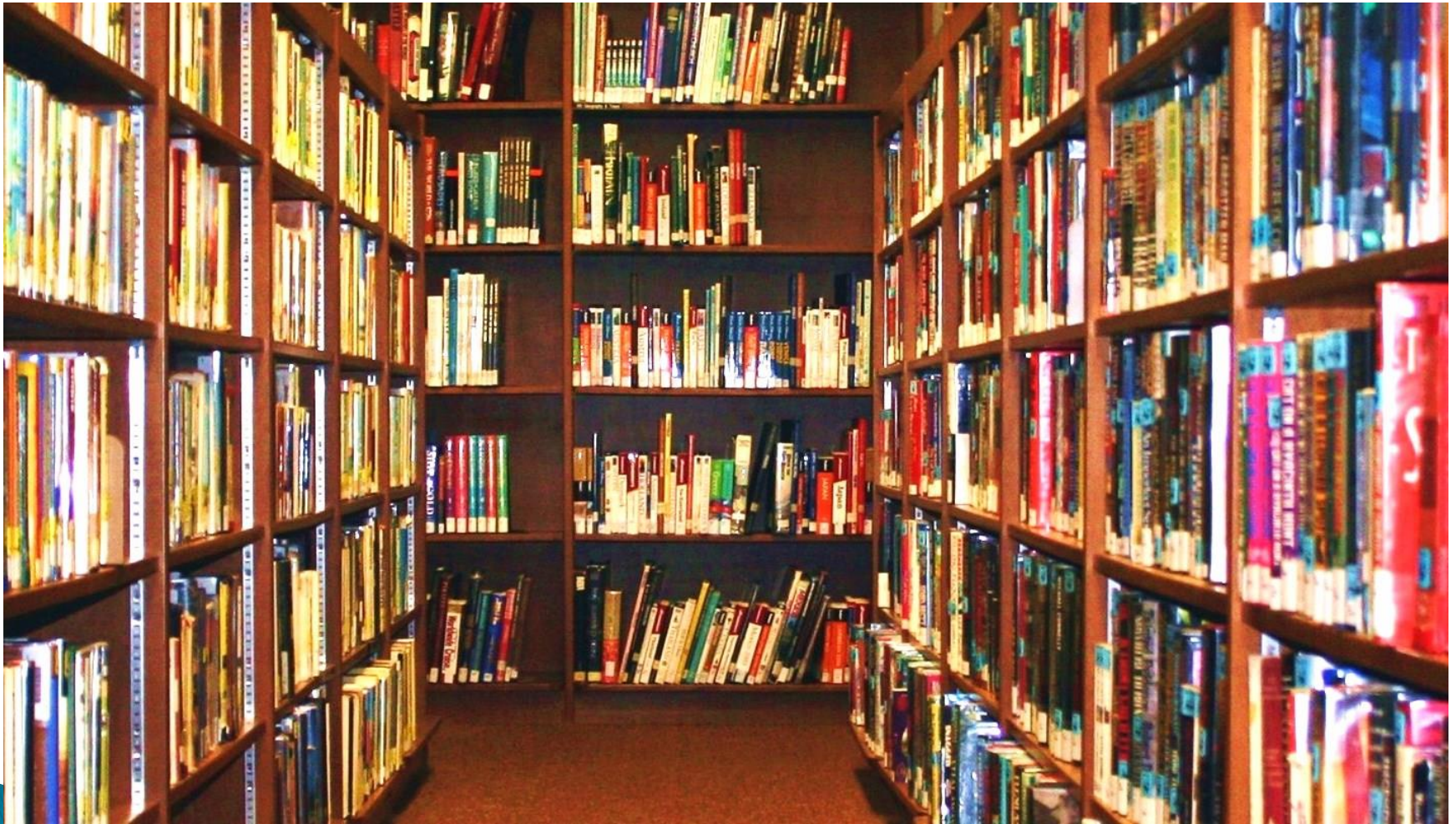
The Connection Plot



The Creativity Plot



Hundreds of Other Plots



There Are No Boring Stories

Come down, Dick.
Come and see.
See the big, big mother.
See the funny little baby.
Puff is my baby.
Puff is my funny little baby.



36



I see the big mother.
I see the little baby.
Look, Jane.
See the big father.

37

Summary

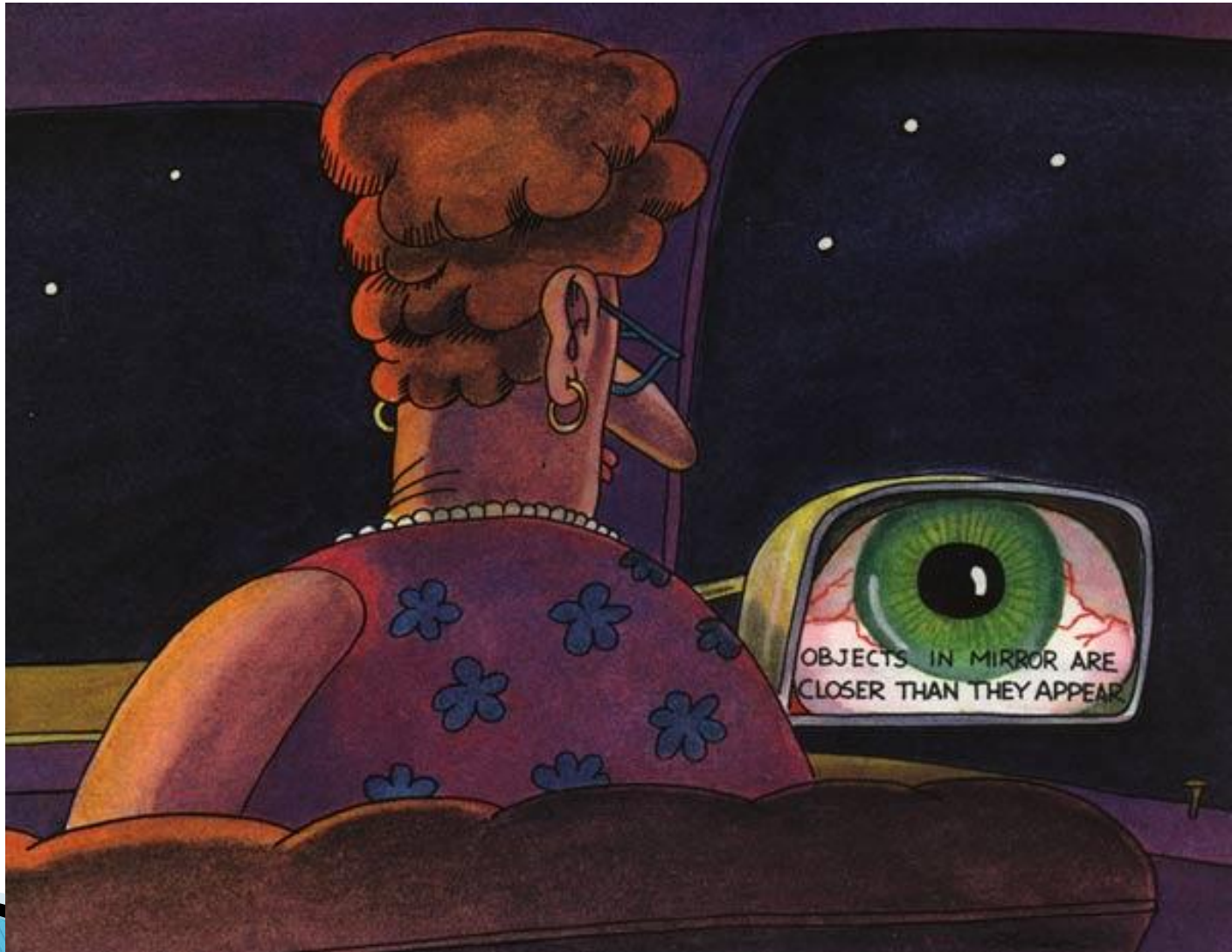
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-ralph waldo emerson

The Only Fearless Ones



Perfectionism!



3-Years of Practice



Why Some Ideas Survive
and Others Die

MADE

to

STICK

Chip Heath & Dan Heath

S
U
C
C
E
S

Simple
Unexpected
Concrete
Credible
Emotional
Stories



Contact Information

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\$ 16+ Billion Closed Worldwide
\$ 700+ Million Added to Bottom Line



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