

Presentation Analysis for Julie Savage by Diane Windingland



Date: January 15, 2012

Date of Presentation: January 9, 2012

Title of Presentation: JumpStart Your Weigh to Great Health Success

Audience: PowerTalk Toastmasters (Project 10 Inspire Your Audience)

Video link (unlisted. Only those with the link can see it):

<http://www.youtube.com/watch?v=E1Tz3YRkpgY>

Summary: Inspiring presentation that was well organized and presented with polish.

Top 2 recommendations:

Delivery: Talk to People Not Paper. While you have generally excellent eye contact, you do occasionally look down at your notes while speaking, breaking the connection with the audience. Try this instead: Look at notes. Look up. Speak. If you use keywords (instead of written-out sentences), this is easier.

Content: Reduce your number of sub points and add foundational phrases. Push less content for maximum effect, with no more than 4 take-aways anchoring each point with story, analogy, activity, etc. AND a catchy foundational phrase.

Detailed Analysis:

Appearance: Top notch, polished and professional! You are inspiring me to consider getting my nails done. One thing I noticed when I watched the video that I didn't notice at your "live" performance was the dangling earrings. They bounced around a lot and were a little distracting. If you are being videoed professionally, definitely don't wear earrings that move so much.

Eye contact:

Overall you have excellent, sustained eye contact. Here's how it could be even better—unless you are acting out something in which you are looking down while speaking, don't talk unless you are making eye contact. For example, near the beginning (2:11) when you say, "Well, how many of you . . ." you are looking down. If you need to look at your notes, look down and then look up before you speak. This is most important right at the beginning when you are establishing a connection with the audience. Talk to people, not paper.

Facial expressions/Body movement:

I love your smile! Smile more, as appropriate for your talk. You are extremely engaging when you smile. However, I think a more serious face would have had greater impact when you said, "I was simply fat." Try a longer pause before **AND** after "I was simply fat" with your face changing from the "relief smile" of not having a heart attack to a more serious "reality of being fat" face. Try having your body be very still as you look at the audience during the "before" and "after" pause and while you make the statement, "I was simply fat." The statement will have more impact.

Your gestures and facial expressions are natural, but one gesture you might want to reduce is the "pointing finger" gesture. Wagging your finger at people can make them feel like you are talking down to them. Generally you do have open handed gestures, which are very inviting.

You do have a favorite gesture and that is the one in which all your fingers are together.

We gravitate towards pleasure and away from pain (14:55—you did this gesture away from your body when you said "towards pleasure" and toward your body when you said "away from pain." That's confusing. I would probably have "pleasure" on one side of my body and move and gesture toward it and have "pain" on the other side of my body and move and gesture away from it.

You were most engaging in front of the lectern.

Use of props—none. Here is an opportunity area for you! We are all more or less visual thinkers. Stories engage the visual mechanism. Visualization of self engages us visually (I could imagine myself going in my closet to find clothes that don't fit). Gestures and body language

engage visually. But what about props? How much weight did you lose? Can you represent that visually?

Voice:

Pleasant, easy to listen to. Careful on upward inflections. At 8:53 you say “90% of our health problems could be eliminated . . .” with an upward inflection on “eliminated.” That sounds like you aren’t sure. Declarative statements should end on a downward inflection (this issue of having upward inflection at the end of declarative statements is very common among women, myself included)

Language:

You are very easy to understand. Be careful of some grammar issues. For example, “For who in the room . . .” should be “For whom in the room” (using the preposition “for” necessitates using the objective case of “who” which is “whom”). It would be better to say, “Who in the room . . .” (“Who” is now the subject). Even better would be to use the concept of “Speak to one, look to all” and use “You” or “your” instead of “who/whom:” or “how many of you.” Try saying, “Did you start the new year by setting a resolution . . .” “Did your resolution have something to do with . . .” Talk as if you are speaking to an individual to make people feel like you are talking directly to them. “You” is the most persuasive word in the English language.

Another little grammar issue that was more jarring (to me, anyway): “. . . you are doing pretty good.” Something or someone is good (state of being) but people do things well (or badly). Correct grammar is “You are doing pretty well.”

Also, “real tall” should be “really tall.” “gonna give you some tools.” Very minor, but, of course it should be “going to . . .”

“Life gets hard, but food is easy.” This statement resonates with the audience. It would have greater impact if you had paused just a little longer after saying it, and maybe nodded at the audience, to get them connecting with that statement and with you.

Supports: Stories, logic, audience activity, appeal to self-interest. Could use more “scientific” or statistical support (woven into interesting examples and stories). Quoting relevant and interesting statistics will give you even more credibility, especially for corporate audiences.

Structure of content:

Your “Big Promise” or thesis statement (5:15) “I’m here to share with you some ways that you can change your lifestyle and live a healthier life.” It would be stronger if you could have a Bigger Promise—“change lifestyle” may not sound attractive—the benefits of changing lifestyle are attractive. Looking good in my clothes, living longer, having more energy—those are the benefits I want.

You didn't get to the preview of "how" until 10:30 (4 tools), which was 1/3 of the way into your talk. I think it should be much earlier. Actually, I don't remember hearing a thesis statement. Try a little tighter structure, giving us some direction as to where you will take us a little earlier.

Attention—question, story, etc. (you used question/statistic/story—good)

Introduction including Big Promise (thesis statement) and a road map (your 4 keys).
Why do we need what you're going to talk about and how will we apply it?

Body: Jump Acronym—with supports (stories, statistics, etc.) and a foundational statement (more on that later) for each point—anchor your points

Summarize (come back to 4 foundational phrases)

Conclude strongly, tying into something emotional if possible, and a single call to action.

Tools vs. 4 keys. Pick one metaphor and stick to it. Are you giving me tools to build a healthy lifestyle or keys to unlock the secrets to good health?

JUMP acronym—I love acronyms of 3 or 4 letters. I can remember 3 or 4 things in a talk. However, each of your points had multiple sub points. It was too much to remember. I would prefer just one thing to remember for each of the 4 points. The one thing for each point could be summarized in a catchy "foundational phrase." Then, at the end, you could summarize using the Acronym and the 4 foundational phrases. For example, under passion, a foundational phrase could be "Catch the Passion and Pass it On" (when talking about other people watching and being inspired by you).

Content:

The list of how fat affected the woman's life is very powerful. You might have stated something like, "see if you can relate to one of these or . . . maybe have a greater empathy toward a loved one who struggles with weight issues" to get the audience in the mindset of connecting even more with the upcoming material. Also, try reading the list a little differently (again, looking up for each point before talking). Powerful ending "Fat is a killer, a murderer."

J-Joy. Have a good attitude. OK, I know this, but how do I actually do it? Your story about wanting to stay in bed and not work out . . . we all can related to that! But I'm not sure it actually supports your attitude point—it is really just making a little commitment and taking a baby step that doesn't sound so hard. Even though, I don't see how this fits this point exactly, I feel it is an extremely practical approach to taking action. Your additional support about looking in the mirror and saying "I'm getting thinner and thinner every day" definitely supports your point.

5 people, +, -, or 0. Spend time with people who will support you—and your good attitude. Good point!

Pain of eating chocolate—again this is a good tip, but I’m not sure how it applies to “good attitude.”

Imagine pulling out anything in the closet . . . perhaps you would engage imaginations more if you could have us visualize one thing we have in our closet that doesn’t fit, but we hang onto.

Attitude Vs. Motivation –it’s a little murky for me. Attitude is a feeling toward someone or something. Motivation is the desire (or something that creates desire) to take action toward someone or something.

U-Umpf. Put effort into goal. “Umpf” is a little weird. But weird gets remembered. Not a lot of “U” words that mean effort or work (maybe “undertaking” but I like “umpf” better”

M-Motivation. #1 thing—Ask yourself “why.” Make a list of why . . . why not give some examples? For example, one aspect of mindset change/Motivation that would impact at least me is to imagine my children or grandchildren without me because I didn’t choose to live a healthy life. A thought to consider . . .

P-Passion. Find something you love. You give a lot of options. Why don’t you give a specific suggestion that most people could easily do: walking. How can we add walking into our lives? What kinds of results could we get?

Who can I inspire by my success?—you are appealing to people’s noble side—very effective. Good use of making someone else a hero (Terry) before talking about how you inspired your boys.

Conclusion:

“When you make a life style change, there’s no ending date.” More words that resonate with the audience.

“Put those 4 keys into play . . .” How about sticking with the key metaphor and saying something like “When you use the 4 keys, you will unlock a healthier, happier, and more exciting future . . .” or something like that.

Because you had so much content, I’m not sure at the end of your speech what I should focus on. I’m inspired, but I don’t know where to start. If you had given me 4 things to do and then asked me to pick one to focus on (and possibly admit to others around me), I’d be more likely to actually do something.

Your message is important and you can help people make life-enhancing and life-saving changes. Always remember that!

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