“Effective Skills for Winning Presentations”

By
Donald D. Lamm, AICP
Don Lamm is Living History!
Don remembers the 1960s...

- Stereo Records
- Nixon-Kennedy Debates
- First space launch astronaut Alan Shepard - May 1961
- First earth orbit by Astronaut John Glenn - Feb 1962
- Push button telephones
- John Kennedy funeral procession
- Beatles debut in America
- Rolling Stones
- Kodak Carousel Slide Projector
- Surf Music - The Beach Boys
- 8 Track Tapes
- Hippies
Ballet/Boogie

Pick-up Intro. - 12 Bars of 3/4 Time,
Seque into 4 Bar Intro. - 60 Bars of
"Boogie" 4/4 Time
Boogie Met. Beat 146
The Beatles' Second Album

Featuring She Loves You and Roll Over Beethoven

Electrifying Big-Beat Performances by England's Paul McCartney, John Lennon, George Harrison and Ringo Starr
1970’s

- The peace movement and Vietnam War on television
- Led Zeppelin
- Neal Armstrong’s moon walk
- CEQA
- The Coastal Act
- Vietnam War ends in 1975
- Video Cassette Recorder- VCR
- Apple Computer
- IBM PC Computer-1978
- MS DOS
1980’s

- The world changed with accelerating communication access!!
- 10mb Internal Hard Drive
- Don brings first computer into Tustin City Hall!
- Cassette tapes for music
- Car Phones
- Internet for only e-mail
- AOL introduces e-mail
- Word processing
- Motorola Flip Cell Phone
1990’s

- Tech Era Begins
- DVDs
- Laptop computers
- Microsoft Windows
- MS Word and Excel
- MS Power Point - less than creative people
- High speed Internet for instant news
- E-mails replacing snail mail for legal documents
- Social media begins.....
2000 and Beyond - “Age of Information”

- Global economy
- Digital media
- Yahoo!
- Apple controls communication.....
- Google knows all.....
- Twitter
- Facebook
- YouTube
- Information is power- communication is essential
- Social media dominates our source of information
“Information and Communication”

Your new way of life to master...

“You control your personal skills”
Information Presentation Skills.....

“Visual and Verbal Communication”
* Any sixth grader can use Power Point.
* Our brains remember images better than names.
* Planners are “visionary”
* Planners love slide shows and videos.
* The world loves selfies!
* Everyone can be a winner using visual graphics.
You are better than Siri!

Talking on a cell phone is not a verbal skill

Before the “Tech Era”...
- Presentations were called “Speeches”
- Slide projectors were used

Now.. presentations are serious multi-media forms of communication; but,

Verbal communication is still the primary skill for making effective- winning presentations
Focus on Verbal Communication

- Urban Planning is a serious business
- Accuracy is essential
- Superior communication skills are critical
- Anyone can learn if you listen....
- Are you a listener or just waiting to talk?
Mastering Ten Skills for Winning Presentations!
(and employment interviews)

By Donald D. Lamm, AICP
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Skill #1

“Jedi Master Yoda”
“Knowledge is power so be powerful!”
“The Boy Scout Motto”
“Be Prepared”

“Prepare for the worst, but plan for the best.”
“Michael Jackson’s Wardrobe”
“Your attire reflects your decision-making.”
“A broken tele-prompter”
#4

“Use a presentation outline, never read a speech!”

Standard Outline:
- Self-introduction
- Why you are making the presentation
- Present subject material
- Identify issues and alternatives
- Conclusions and recommendations
- Invite questions
- Thank your audience
“Vanna White”
“Use game show competition skills and enjoy the moment.”
“Simon Cowell”
“Be self-confident, have high self-esteem, and relax.”
“A Clairvoyant”
“Know the decision-makers and anticipate what they are seeking.”
“Your choice of parking spaces”
“Punctuality sets the tone of your presentation.”
“Twitter on steroids”
“Socialize, relax, be calm, and do what you do best.”

“Don, they cannot break your arm.”

Darrell Essex, City Manager
City of Cypress
1978
“Pigs get fat but hogs get slaughtered!”
A healthy lifestyle reflects your decision-making ability and commands the respect you deserve.
Thank you for joining us today...

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