SESSION DESIGN

How to design for attention, engagement, and retention.

Presentation note: This presentation content and exercises were created by LifeLabs Learning. For questions (or if you’d like to book the workshop please contact LeeAnn@LifeLabsLearning.com
Think of one of your favorite professors.
What made him/her stand out?
Results

• Passionate
• Structured
• Fair
Perception research

350 profs
1000+ sessions

1. Score
2. Retention
3. WOM
Perception research

1. Content design skills
   What you say: persuasive and useful content

2. Delivery skills
   How you say it: Body language

3. Facilitation skills
   How you handle questions, interactivity, difficult people
TODAY’S TOPICS

1. Scaffold tools
   - Gist
   - Benefit
   - Call to action
   - Contrast
   - Menu

2. Attention tools
   - Props/Visuals
   - Story
   - Movement
   - Questions
Top performers – went analog
Thoughts?

Insights
1. Modular thinking
2. Shape ‘fingerprints’
3. Switch-outs

= Thinking outside the box. Ordinary to extraordinary
1. ID the Gist Statement

Begin with the end in mind...

What is the main message?
The one thing you want them to remember?
2. Benefit statement

What’s in it

For me?
2. Benefit statement
2. Benefit statement

“This is xyz”

vs.

“This will help you [understand people better].”
4. Use contrast

Contrast creates excitement

- What is vs. what could be
- Old vs. new
- Should do vs. shouldn’t do
- Without your solution, with your solution
- Stuck to unstuck

Theme = change ---- a journey, an experience!
5. Create a key points menu

- Point 1
- Point 2
- Point 3
So, things to include in all presentations

1. What’s my Gist
2. Benefit
3. Call to action
4. Contrast point
5. Menu
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How long can attention be held?

Attention wavers every 6 minutes
Attention remedy:

Add a spark:
- Visual spark
- Auditory spark
- Kinesthetic spark
Here is the design grid + sparks!

<table>
<thead>
<tr>
<th>1. Gist</th>
<th>The key sentence I want them to remember is:</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Benefit</td>
<td>The audience’s main benefit in hearing my talk is:</td>
</tr>
<tr>
<td>3. Call to action</td>
<td>The action they should take after listening to my talk is:</td>
</tr>
<tr>
<td>4. Contrast points</td>
<td>Since contrast creates excitement, in my talk, I can contrast:</td>
</tr>
<tr>
<td>5. Menu</td>
<td>My 3 main points are:</td>
</tr>
<tr>
<td>6. Prop/ Visuals</td>
<td>Ideas for potential props or visuals:</td>
</tr>
<tr>
<td>7. Story</td>
<td>A story I can embed is:</td>
</tr>
<tr>
<td>8. Motion</td>
<td>I can ask participants to move (raise hands, give thumbs up, etc.) regarding:</td>
</tr>
<tr>
<td>9. Interaction</td>
<td>I will insert Q&amp;A here:</td>
</tr>
<tr>
<td></td>
<td>My closing statement (Post Q&amp;A) will be:</td>
</tr>
</tbody>
</table>

*Hint: Old way vs. new way; Life with your solution vs. without; Ordinary vs. extraordinary, etc.

*Hint: Go analog! Use post-it notes to write your key sub-points and create a 'shape'.
Notice what happens to your brain on the next slide.
Slides: The ordinary way

• Put full sentences on each slide
  – Read each sentence out loud, as they read too, all the way through to the end of the slide.
  – Or have someone read it, like now.

• Separate each with bullet points
  – Create a hierarchy
    • Subpoints get smaller
      – And even smaller

• Make presentation a document
  – If they miss the presentation they can still understand it by looking at the slideshow – that’s good, right? But, why are you needed then?

• No images
  – Or use some clip art. But words matter most.
  – How does this slide feel for you?
People can only process \textcolor{red}{one} inbound message at a time.

...If they are reading this, they aren't deeply listening. So, don't compete with your slides.
Picture Superiority Effect

We remember *images* more than *words*.

Bird vs. Bird

- 11%
- 60%
So use your slides as message amplifiers

Design an experience!
Other visual tips

☐ Create builds
☐ Use props
A “build” is where we repeat the image and add more text.
Real world props
What did Michael Pollan do?

**Gist:** Meat production has a high carbon footprint/amount of energy waste. Eat wisely.
Real world props

http://www.youtube.com/watch?v=oeQIgdZZJBw
Real world props

What’s are images/photos you could embed?
What is a prop you could use?
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The CTA:

Ask yourself regularly: How can I shift these facts into a **story**?
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Kinesthetics/ Motion
Kinesthesetics/ Motion
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Fill out at least two post-its

1. What’s one question you will ask?

2. Where will you invite them to ask questions (Q&A)? (create a ‘any questions?’ post it note as a placeholder)
What else?

- Mistake you made?
- Suspense?
- Tie-in to being a CEO?
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2. Attention tools
   6. Visuals/ Props
   7. Story
   8. Movement
   9. Questions
Thanks!

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QUESTIONS?
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