



**MartinRoll**

# **Workshop: Presenting with impact**

**Nanyang Business School**

**Singapore – 18 July 2018**

**[www.martinroll.com](http://www.martinroll.com)**

**”Without action, the world would  
still be an idea...”**

*Georges Doriot, Founder  
INSEAD Business School*

# Story telling

Build a strong narrative to capture your audience

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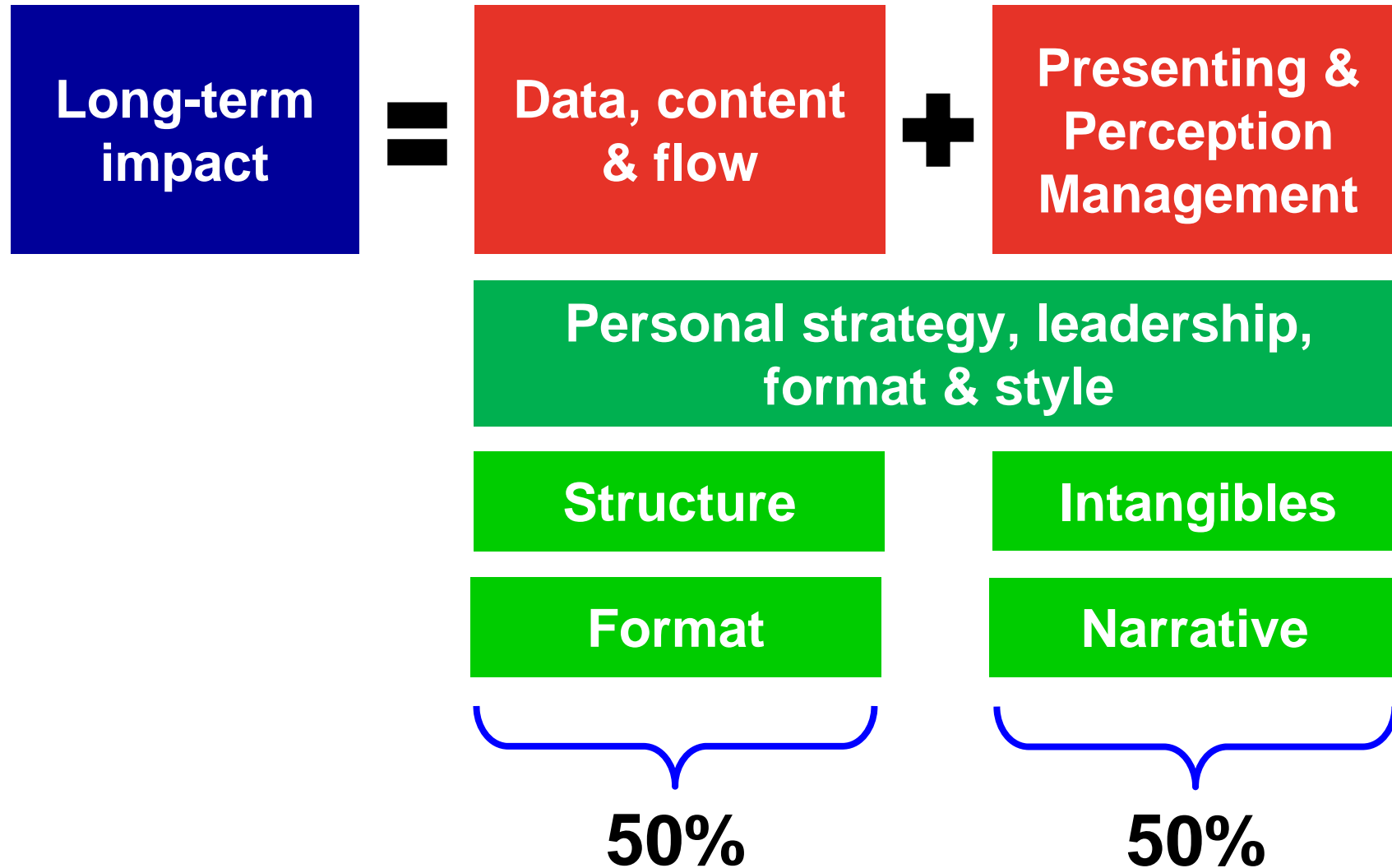
**”The cat sat on a mat, is not a  
story...**

**The cat sat on the dog’s mat, now  
that it is a story!”**

# Balance perspectives to drive impact

Impact is combination of performance & perception drivers

**MartinRoll**



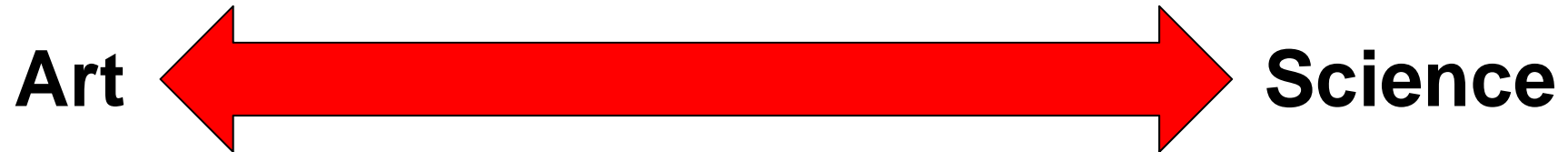
**”If you're walking down the right path and you're willing to keep walking, eventually you'll make progress.”**

*Barack Obama*  
*44th U.S. President*

# Build your own (unique) style

Winning, high-performing presentations balance Art & Science

**MartinRoll**



**Personality**

**Appearance**

**Energy level**

**Style**

**Design**

**Motivation**

**Format**

**Preparations**

**Practice**

# What makes a great presentation?

4 simple rules of getting your message across

**MartinRoll**

**Conveys a clear, distinct message**

**Is well structured and coherent**

**Makes it easy to follow and  
understand the content**

**Is presented in an appropriate  
layout and design**

# 10 steps to develop great presentations

**MartinRoll**

## Guideline & check-list

<b>1</b>	Define the overall objective and impact desired from the presentation	<b>1</b>	→	<b>10</b>
<b>2</b>	Define the audience, their needs and expectations from the presentation	<b>1</b>	→	<b>10</b>
<b>3</b>	Gather the necessary data and other content but don't boil the ocean	<b>1</b>	→	<b>10</b>
<b>4</b>	Develop your story line and overall structure of content/ arguments	<b>1</b>	→	<b>10</b>
<b>5</b>	Define and polish the flow of the presentation	<b>1</b>	→	<b>10</b>
<b>6</b>	Develop the right charts and models that support your findings	<b>1</b>	→	<b>10</b>
<b>7</b>	Structure the first version of the presentation and review with team	<b>1</b>	→	<b>10</b>
<b>8</b>	Pre-wire the presentation with relevant stakeholders/ align with them	<b>1</b>	→	<b>10</b>
<b>9</b>	Re-work the presentation to final version and ensure overall coherence	<b>1</b>	→	<b>10</b>
<b>10</b>	Check layout, design, spelling, colors, images, sources, notes etc.	<b>1</b>	→	<b>10</b>

**Where do you need to enhance your personal skills?**



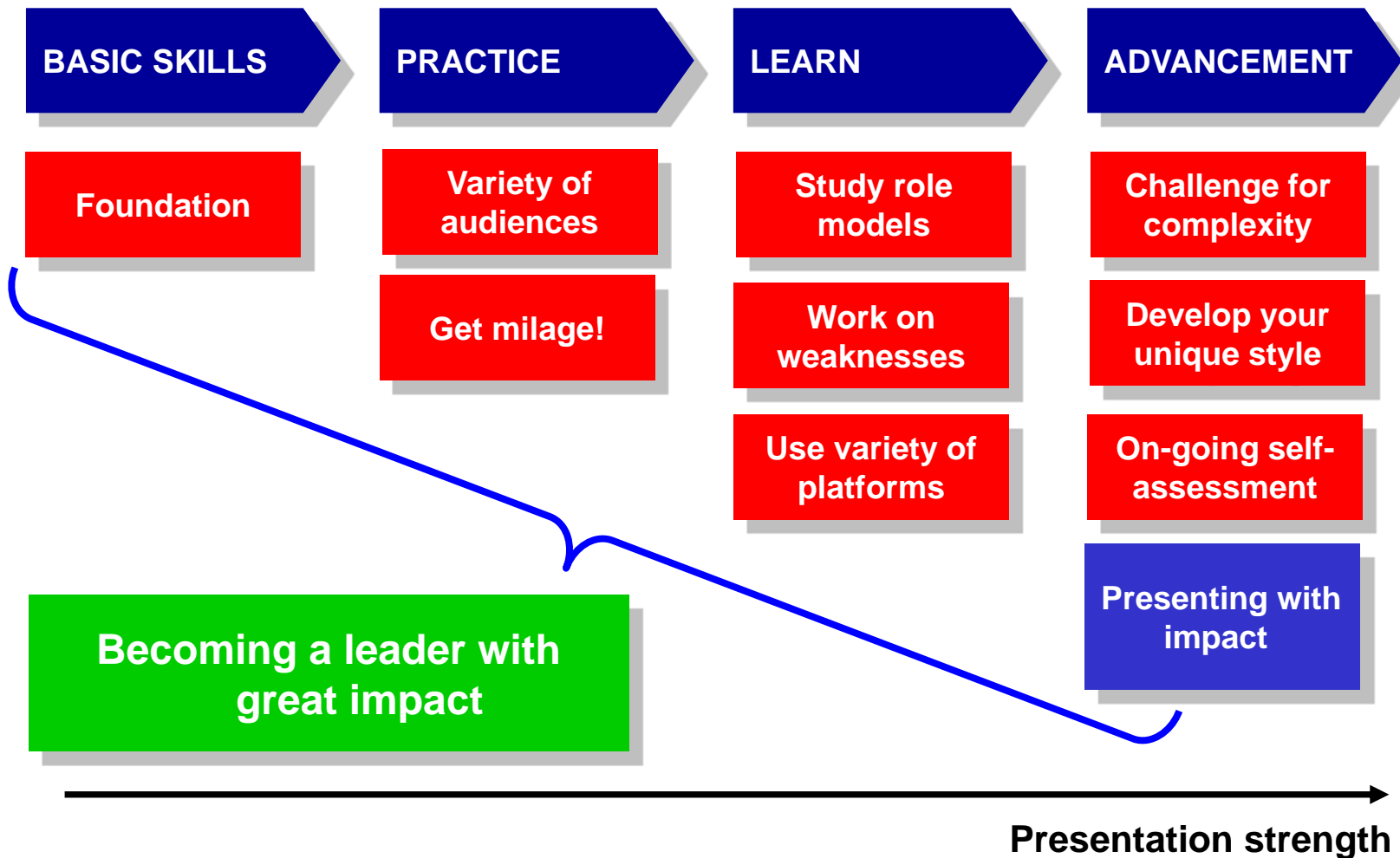
**”The fact that scientific analysis of data has made the world a better place does not mean that it should drive every business decision...”**

*Roger Martin*

*Harvard Business Review (Sept 2017)*

# Presenting with impact: Lifelong journey of learning, practice and adjustments

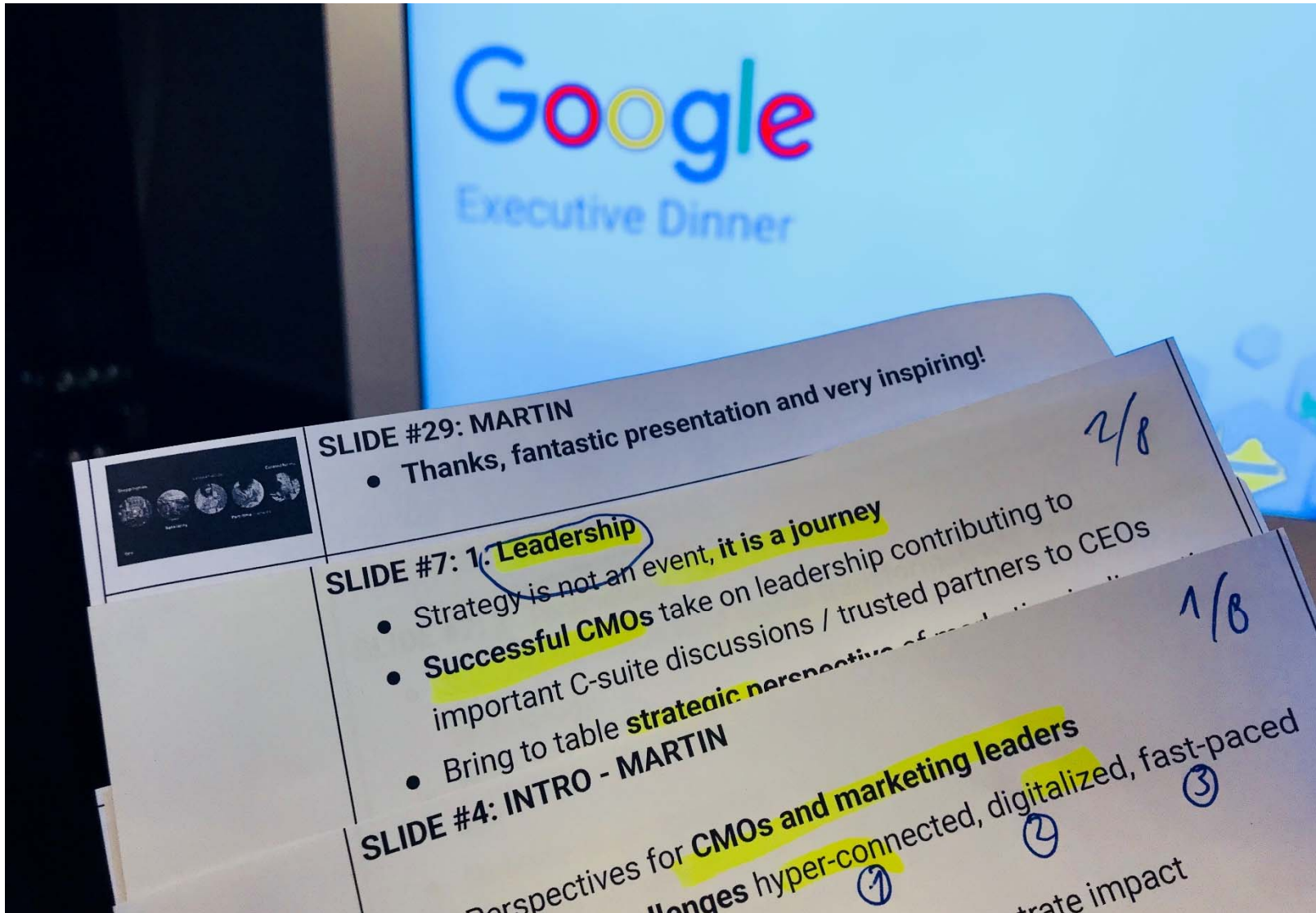
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# Personal experiences

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Prepare intensively and focus on mental road map



# Personal experiences

Contribute actively to the dialogue - stay true to yourself

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# Personal experiences

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Be engaging, keep high energy level and challenge the audience



# Personal experiences

Be authentic: Daring, bold and different

**Martin**Roll





# Personal experiences

# MartinRoll

Be passionate: Take ownership of the stage and radiate authority



# 10 steps to become a great presenter

**MartinRoll**

## Guideline & check-list

<b>1</b>	Define the overall objective and impact desired from the presentation	<b>1</b>	→	<b>10</b>
<b>2</b>	Analyse the audience, their needs and expectations from the presentation	<b>1</b>	→	<b>10</b>
<b>3</b>	Develop the presentation and optimal delivery format	<b>1</b>	→	<b>10</b>
<b>4</b>	Work extensively with Vocal, Visual and Verbal elements	<b>1</b>	→	<b>10</b>
<b>5</b>	Rehearse the presentation till perfection and seek potential feedback	<b>1</b>	→	<b>10</b>
<b>6</b>	Develop and refine your own presenting style, and stay true to it	<b>1</b>	→	<b>10</b>
<b>7</b>	Focus on your mental road map, and anchor the presentation in your mind	<b>1</b>	→	<b>10</b>
<b>8</b>	Get sleep, eat well, mental and psychical time-out before presentation	<b>1</b>	→	<b>10</b>
<b>9</b>	Personally check stage, podium, tech equipment, connect to production crew	<b>1</b>	→	<b>10</b>
<b>10</b>	Showtime: Take ownership of stage, engage audience and radiate authority	<b>1</b>	→	<b>10</b>

**Where do you need to enhance your personal skills?**



**All of you have the potential  
leadership, capacity and  
aspirational fuel to prepare and  
deliver presentations with impact  
tailored to the purpose that will  
support your career, leadership  
journey and personal  
development....**

# Insights center

[www.martinroll.com/resources/insight/](http://www.martinroll.com/resources/insight/)

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Get inspiration from  
cases, global insights  
and perspectives

Define campaign content x Newsletter - June 2 - 201 x Insight - Martin Roll x

Secure | <https://martinroll.com/resources/insight/>

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**LATEST INSIGHTS**

**LEADERSHIP**

Are You A Leader? 10 Questions To Understand The Essence Of Leadership

Next Generation Leadership: How To Enhance Performance

Chief Strategy Officer – Evolution of A New Corporate Role

**GROWTH**

Branding By The Numbers – Measuring Brand Value, Equity And Marketing Activity

Who Should Innovate?

Strong Brands Are Business Drivers

**STRATEGY**

Kering – Evolution of a Global Luxury Brand Company

Ralph Lauren – A Brand Capturing The American Spirit

**ASIA**

Shang Xia – Chinese Luxury Fashion Brand With A French Soul

Unleashing The Asian Brand

**BRANDING**

**TWG Tea – The Asian Brand That Made Tea Drinking A Luxury**

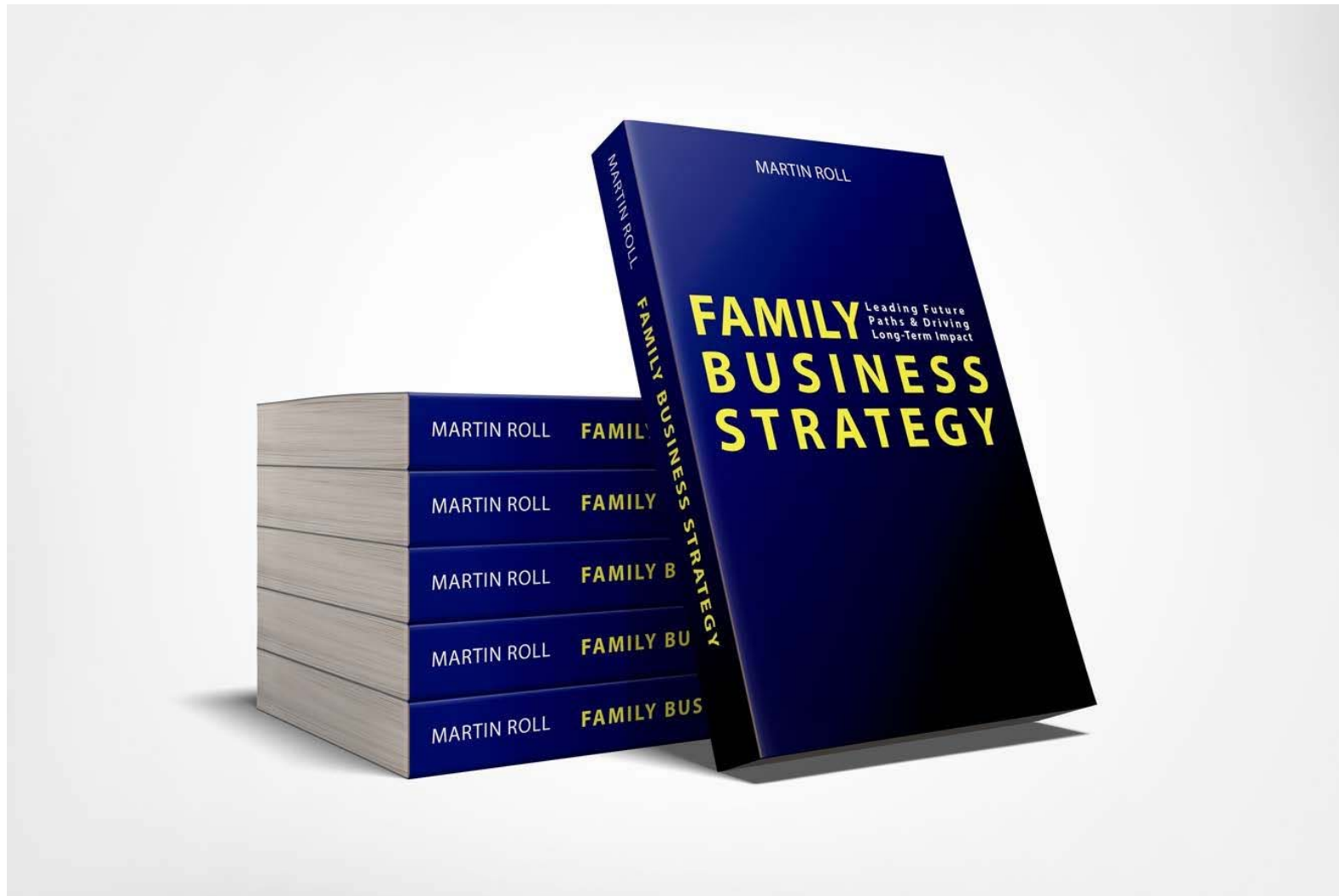
The TWG Tea brand strategy is built on the promise of providing a high-quality tea experience and education for the discerning global tea consumer.

8:00 PM 2/1/2018

# Family Business Strategy (2019)

Leading Future Paths & Driving Long-term Impact

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- Martin Roll delivers the combined value of an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses
- Martin Roll is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures.
- Martin Roll has been a Senior Advisor to McKinsey & Company since 2015
- Martin Roll is a keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. He also teaches MBA, EMBA and Executive Education programs at Nanyang Business School (Singapore), and is a frequent guest lecturer at INSEAD and other leading global business schools
- He is a Distinguished Fellow and an Entrepreneur in Residence at INSEAD

# Martin Roll

## Business & Brand Strategist – Senior Advisor

MartinRoll

- Martin Roll is a member of the global Advisory Council of Welspun Group (Mumbai), and a Senior Advisor to Cocoon Capital (Singapore)
- Martin Roll is the author of global bestseller “Asian Brand Strategy” (Updated edition 2015) and co-author of “The Future of Branding”
- New books in pipeline: How Successful Leaders Raise the Bar (2019), and Family Businesses Strategy (2019)
- He is a business columnist with INSEAD Knowledge, a prolific management writer, and a regular commentator in global media
- Martin Roll has lived in Asia for two decades and serve clients on all continents
- MBA from INSEAD
- **Specialties:** Branding, Marketing, Strategy, Leadership, Digital Transformation, Change & Transformation, Family Business, C-suite Mentoring, Turnarounds, Business Coaching, Asia & Emerging Markets, China, India, Business Models, Retail, Luxury, Private Equity, Innovation & Start-Ups

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Engage Martin Roll to drive impact

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