

# The Mentor Minute

Canada's leading consultants share their favourite tips and techniques.

Robert Vallée is Canada's leading presentation skills expert with over 28 years in the field of coaching and training communicators in delivering excellent speeches and presentations.

He has been the personal presentation coach for over 15,000 professionals and for 84 CEO's.

As President of Public Speaking Consultants since 1979 he has delivered over 4,495 presentation workshops for over 1,150 private and public sector clients.

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## Sharpen Your Communication Skills

with Robert Vallée, Presentation Coach and Guru

For great opening remarks, anticipate and answer your listeners' questions!

For **persuasive communications**:

- What do you want from us?
- Will this enrich us/solve problems for us?
- How is this strategically important to us?
- What is the investment required?

Example: "You seek higher productivity in the value-added work that you produce for your clients. This presentation will free you from mundane tasks through innovative project management techniques. Your investment today is time and effort in learning them! Are you ready?"

For **informative communications**:

- What are your major findings and conclusions?
- How will this impact us directly?

To do this, use the "**2-20 Boil it Down!**" technique. Specifically, boil down your findings to its purest core messages. Express them in 2 sentences using a maximum of 20 words in total. In the body of your talk, you explain, elaborate or substantiate.

Example: "Our profitability is down by 15%. Key factors: skyrocketing oil prices and Canadian dollar value! The details are as follows:"

**Key attributes for you:** relevance and conclusiveness.

**Impact:** you demonstrate your leadership abilities.

**How do you conclude your communications?**

Always seek confirmation of your listeners (choose one of the following):

- comprehension: "Are we clear on this?"
- conclusion acceptance: "Do you agree with my conclusion?"
- concurrence: "Do you support my recommendation?"