

Presentation Style Assessment (PSA) Self Report



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Presentation Style Assessment

Introduction

The ability to present well can be a significant benefit in both personal and organizational life. It can help you to communicate your ideas, gain support for your recommendations, convince people to help you to achieve your goals, train or coach others, gain promotion, achieve a pay rise and be perceived as a confident and competent professional. But these clear advantages generally mean little compared with the fear of presenting to a group. In fact, studies have shown that most people say they are more comfortable dealing with bankruptcy, taxes, divorce, imprisonment, snakes, spiders, mice, darkness – or even death!

Presentation skills are the techniques that are used to deliver a particular message. Presentation technique includes both the physical tools and resources a speaker employs (things like technology, visual aids, and the environment) and the speaker's delivery (pace, tone, clarity, etc). Of course, the message contained in the presentation itself is also absolutely critical to success – poor content is a natural presentation killer. However, style is one other key factor. Presentation style is immediately obvious to an audience and, to a large degree, dictates the way they respond to a presenter. This issue of presentation style is the main focus of this assessment.

Given that there are a range of different presentation styles that can be adopted, which ones are most effective? The answer depends upon both the presenter and the situation. A primary way to adopt an effective style when presenting is to use a "Situational Presentation" approach. The situational approach not only helps you as a presenter more accurately predict an audience's readiness for the message(s) to be communicated, but helps you more effectively adapt your delivery style to the audience's needs and receptivity. A situational approach proposes that the presenter evaluates or diagnoses the audience's readiness by considering their knowledge and interest in the topic and matches it with the presentation style that is likely to be most effective.

Given that there are a range of different presentation styles that can be adopted, which ones are most This Presentation Style Assessment aims to help individuals recognize variations experienced at different audience readiness "stages", even within a single presentation. This awareness helps to adjust or "flex" your own presentation style or approach to become more effective. To do this, the assessment explains each of the four readiness levels for diagnosis and then assesses and describes the four presenting styles that can be applied.

Given that there are a range of different presentation styles that can be adopted, which ones are most Once you understand each of these factors (and any personal development needs that you may have), you can then start to develop your skills in matching the right style to the particular readiness level.

This assessment helps to:

- Raise our awareness of the four presentation styles that can be used.
- Identify your primary, secondary and least used communication styles.
- Propose a working model that can be used to "flex," or adapt, your presentation style through acquiring new techniques and behaviors. These can be used to more effectively relate to and communicate with people in different presentation situations.
- Provide a mechanism through which presentation style differences can be aired and openly discussed to create the most effective approach within teams.

Presentation Style Assessment

Developed by the Worldwide Center for Organizational Development Written by Jon Warner

Purpose

This assessment has been developed to evaluate the communication style that you typically adopt when you are talking to people in a formal or informal presentation situation.

The information gathered with the Presentation Style Assessment provides broad insight into your current style strengths as well as information about those areas where some development or enhancement of your communication skills may be helpful. The assessment does this by asking you to read a range of different presentation scenarios and select the style description that most closely matches how you would typically respond to the situation described.



The Presentation Style Model

The presentation style model is based on the Situational Communication™ system developed by Jon Warner and Aubrey Warren. It uses the same labels as the Situational Communication™ system for all four of the presentation style quadrants and for the four audience readiness levels.

Like the Situational Communication™ system, the model uses two scales. These are “Energy” and “Empathy”. This is based on substantial communication research by authors such as Carl Rogers, Virginia Satir, David Merrill, Roger Reid, Ralph Kilmann, Virginia Richmond, Ken Thomas and James McKroskey (particularly around the subjects of assertiveness and responsiveness). The Energy scale relates to assertiveness and the Empathy scale to responsiveness. Both the Energy and Empathy scales are broad generic labels that describe the external observable behavior of an individual, not his or her inner traits or temperament.

Energy Energy is the collective name for a scale that is fundamentally concerned with the visible vocal and physical behavior that an individual brings to a communication.

At the high end of the scale energy levels are likely to be powerful and strong, enthusiastic, faster, louder, vocally active and verbally assertive or possibly even aggressive at times. It is more likely to be an extraverted presentation style. In “push” and “pull” terms, “push” communication relates to higher levels of visible energy.

At the low end of the scale, energy levels are likely to be much more reserved, slower, gentle, understated and quiet, with calmer, more limited verbal expression. It is more likely to result in an introverted presentation style. In “push” and “pull” terms, “pull” communication relates to lower or more restrained levels of visible energy.

Empathy Empathy is the collective name for a scale that is fundamentally concerned with visible or experiential relational behaviors that an individual brings to a communication.

At the high end of the scale, empathy levels are likely to be warm, cheerful, positive, affirming, inquiring, reassuring, caring, amiable, genial and affable. At the high end of the scale, the maintenance and development of the relationship is likely to take precedence over the message itself.

At the low end of the scale, empathy levels are likely to be cool, calm, relaxed, dispassionate, placid and reserved, even detached. At this end of the scale the maintenance or development of the relationship is likely to be secondary in importance to the communication message.

Interpreting Your Results

The Presentation Style Assessment has been developed to evaluate the communication style that you typically adopt when you are presenting to people.

Your Presentation Style Profile

This shows the style or styles you tend to adopt most frequently when presenting to people. Three very important pieces of information come together to form your Presentation Style Profile:

1. Your Primary Style:

Most individuals have a favorite, or primary presentation style. An individual's primary style is one they feel most comfortable with – the one they selected most often.

2. Your Secondary Style:

Secondary, or supporting presentation styles tend to be the “backup” styles you draw on when you are not using your primary style.

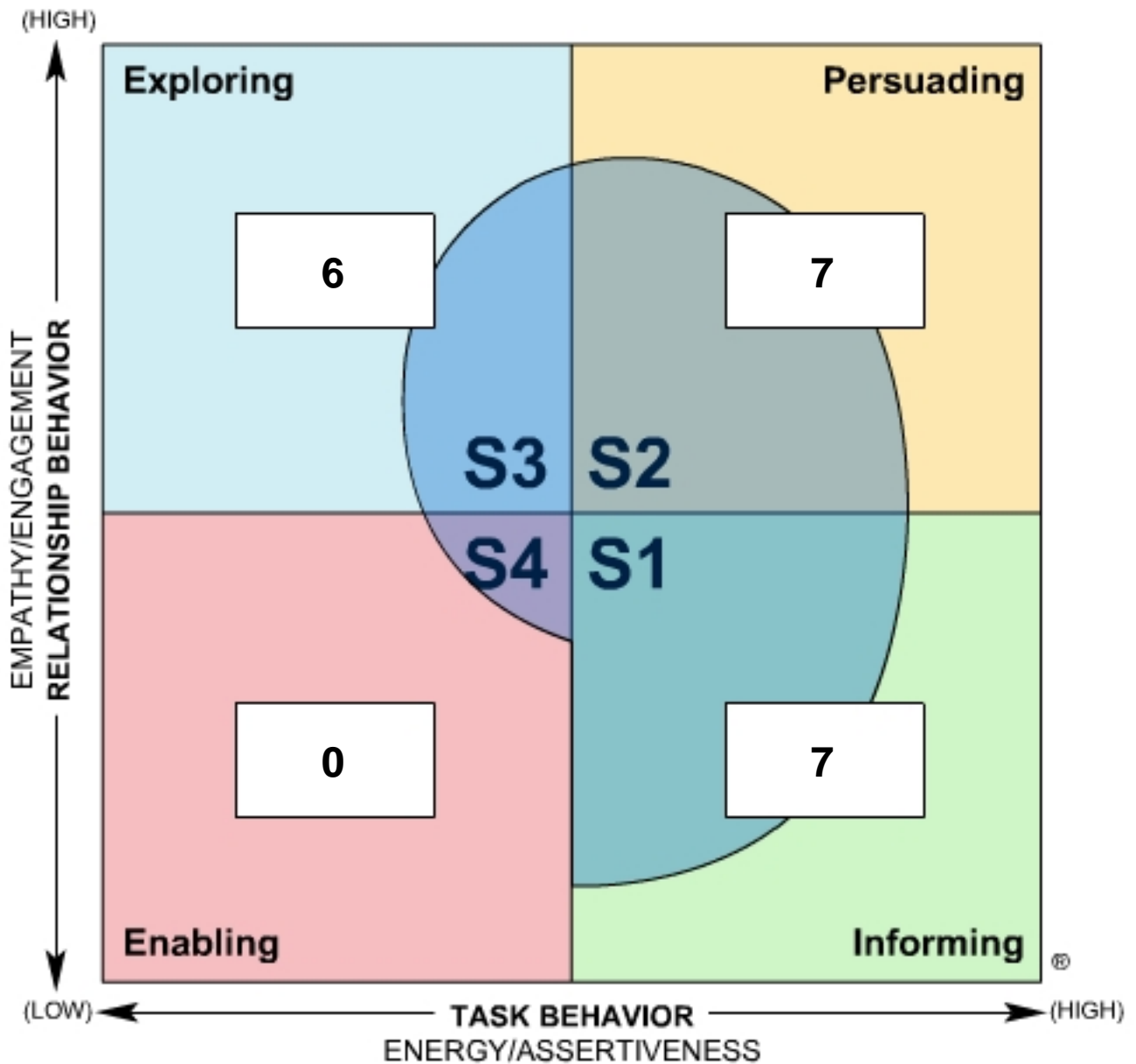
3. Your Style Range:

Style range provides you with a sense of how flexible you are at varying your behavior when presenting to people. Three or more responses in any one quadrant suggest a high degree of flexibility. The greater your style range, the more you are likely to be able to accommodate the needs of different audiences and ‘flex’ your presentation style or behavior accordingly. However, if your style range is restricted to one or two quadrants, you may find it more difficult to ‘flex’ your behavior in some presentation situations that you encounter.

Presentation Style Assessment

jon warner's PSA Self Results

Your scores from completing the on-line questionnaire are shown in the four quadrants below.



Adaptability - 20

Presentation Style Assessment

The Style/Readiness Adaptability Matrix

Determining Your Style Adaptability Score

Style Adaptability is measured on the Graph on the previous page of the Presentation Style Assessment.

Style adaptability is the degree to which you are able to vary your style to match the needs of an audience. Unlike Style Range, which shows your degree of “know-how” with different presentation or communication styles, Style Adaptability measures “know-when” – your ability to use the appropriate style in the appropriate situation.

In the Style Adaptability Graph, points are given for each alternative action selected. The number of points awarded is determined by how well the alternative action selected matches the situation. A ‘3’ response indicates the ‘best fit’, while a ‘0’ response indicates that the action was selected that has a very low probability of success.

The use of a point system allows your Style Adaptability to be expressed as a score. This allows some generalizations to be made based on numerical benchmarks. The possible adaptability score ranges from 0 to 36.

Your Style/Adaptability score is 20

30-36
HIGH Scores in this range indicate an individual with a high degree of adaptability. The person accurately diagnoses the needs of different audiences or their needs in different situations and makes the necessary adjustments in terms of style accordingly.

24-29
MEDIUM Scores in this range reflect a moderate degree of adaptability. This score usually indicates a pronounced primary presentation or communication style with less flexibility into the secondary styles.

0-23
LOW Adaptability scores less than 23 usually indicate a need to improve both the ability to diagnose audience needs and to use appropriate communication behaviors and alternative (or better matched) styles in different scenarios (or stages) during a presentation.

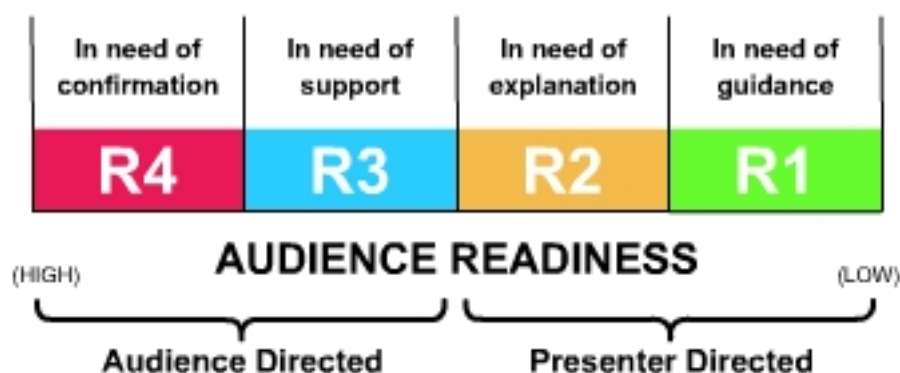
Determining or Assessing Audience Readiness

Your success as an effective communicator or presenter depends, to a large extent, on the meaning or interpretation that your receivers or audience place on the messages you plan to “send” during your presentation. To maximize your potential for successful communication, it is important to identify the factors that will influence and affect the audience’s ability to understand, interpret and respond to the information that you communicate, or the questions that you put to them.

Effective communication exchanges require that you:

1. Identify the specific subject, topic or question to be presented
2. Assess the readiness of the audience for this particular topic
3. Select the appropriate communication or presentation style to meet the needs of the audience

In the Situational Presentation model, there are four levels of readiness. These readiness levels are identified in the diagram below:



Readiness within the Situational Presentation model can be determined by assessing two key factors:

1. The level of Knowledge individuals have about the subject to be discussed
2. The level of Interest individuals have in the subject to be discussed

The presenter’s role is to assess the audience’s knowledge and interest (each time they make a presentation) and adjust his or her presentation style accordingly, in order to achieve the best results.

The style of communication you adopt for a given exchange – Informing, Persuading, Exploring or Enabling – should depend upon your assessment of the readiness of the individuals or group with which we are communicating.

It’s useful to note that while the first two readiness levels (“in need of guidance” and “in need of explanation”) are “presenter directed” (or led by the presenter given the nature and content of the communication), the other two readiness levels (“in need of support” and “in need of confirmation”) are likely to be “audience directed” (or led by the audience in terms of what they seem to want or need from the communication).

Knowledge

When analyzing an audience's knowledge of a topic, consider influencing factors like:

- Experience – past practice
- Expertise – current practice
- Education – learning (past or current)

It's good to remember that one or more of these factors may still render a group of individuals relatively low in knowledge related to a particular communication. For example, a group of accountants (whose general financial knowledge and expertise is likely to be high) may know very little about high-end fiscal hedging strategies, and therefore probably wouldn't have an adequate level of knowledge to engage in a highly participative presentation on the subject.

When attempting to analyze a person's knowledge, be specific about the subject, topic or issue to be communicated. Avoid talking down to them or talking "over their heads" as this will limit your communication effectiveness.

Interest

When analyzing people's individual or collective interest in a topic, consider influencing factors like:

- Engagement with the topic – motivation or need for engaging in discussion, nonverbal and verbal expressions that indicate connection or disconnection
- Enthusiasm or excitement
- Expectations – do they know that they need the information, or do they anticipate a discussion about the topic will be difficult, boring, relevant, stimulating, challenging, confusing, awkward?

A person's readiness level is not necessarily "good" or "bad", it just "is", making it important to correctly identify their readiness so that we can more effectively communicate with them. Avoid simply delivering your message without considering the audience's knowledge of the topic and interest in the particular exchange.

Readiness is particularly important because we often approach presentations with our own level of interest and/or knowledge and assume the receiving audience will also reflect that interest and knowledge.

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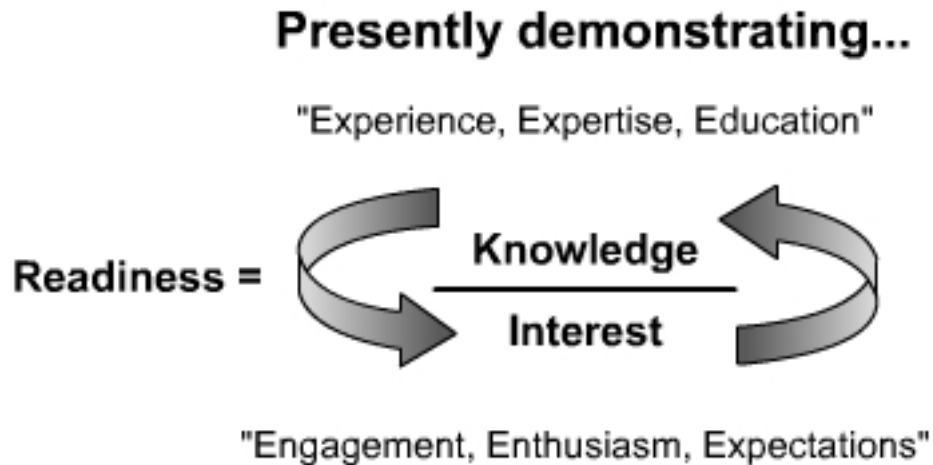
Using the mix of Knowledge and Interest, the Situational Presentation model attaches simple descriptive labels to each of the four levels of readiness:

- Readiness level 1 (R1 – Low Knowledge and Low Interest) "In need of Guidance"
- Readiness level 2 (R2 – Low Knowledge and High Interest) "In need of Explanation"
- Readiness level 3 (R3 – High Knowledge and Low Interest) "In need of Support"
- Readiness level 4 (R4 – High Knowledge and High Interest) "In need of Confirmation"

These levels describe the relative readiness of an audience in any given communication. This provides a simple framework to help guide the presenter in adopting the communication style that is likely to be most appropriate in the circumstances (termed the "high probability match" behavior). These two factors of Knowledge and Interest can be seen graphically on the chart overleaf.

Audience Readiness Chart

Audience readiness can be determined by considering two factors. These are Knowledge and Interest. These factors are related and should be considered both independently and in combination to make an accurate diagnosis of readiness.



Readiness should always be determined by considering the communication subject, activity, goal or question, in combination with a general assessment about what the audience needs from the presentation.

Matching Styles and Needs

The Presentation Style Assessment suggests that two underpinning scales, or dimensions, exist in all attempts to communicate with, relate to, and influence audiences. As described earlier, these scales are the level of “empathy or engagement” and the level of “energy or assertiveness” of the presenter. These intersecting scales result in four broad styles that can be used in presentations. These are illustrated on the back page of this assessment booklet. The four styles are:

- Informing Style (high levels of energy; low levels of empathy)
- Persuading Style (high levels of energy; high levels empathy)
- Exploring Style (low levels of energy; high levels of empathy)
- Enabling Style (low levels of energy; low levels of empathy)

Characteristics of each presentation style:

The Informing Style (Directive communication)

Your Score is 7

The “Informing Style” is often appropriate with audiences who need concise and factual information that can help them focus on the topic and build knowledge and awareness.

Informing is characterized by very clear interaction that requires higher levels of assertive energy to influence an audience, as well as engagement on your part as presenter. In this quadrant, it should be the presenter’s intent to “guide” or “tell” the audience some specific information. The communication style in this quadrant is called “directive” because it is very much controlled or directed by the presenter. This is most often seen when presenters deliver a “lecture style” presentation.

The Persuading Style (Feedback-based communication)

Your Score is 7

The “Persuading Style” is often appropriate to use with audiences who need clear knowledge or information, but require greater explanation and for the information to be presented in an enthusiastic or highly motivated way (to match their own enthusiasm and interest levels in the topic).

Persuading is characterized by an interaction and communication style that is very clear and focused, in addition to being highly energetic and engaging. This style is very interactive, typified by give-and-take communication; that is, offering information and asking questions to engage the energy and commitment of the audience and help them understand the presentation subject and why it matters. The communication style in this quadrant is called “feedback based” because although the presenter controls it, there is an expectation that the audience also participates in the discussion to some extent.

The Exploring Style (Solution-focused communication)

Your Score is 6

The “Exploring Style” is often the most appropriate presentation style to use when an audience already knows quite a lot about the topic but needs to be stimulated by the presentation in order to be convinced about a few issues or engage in exploratory questions afterwards.

Exploring is characterized by interaction/communication that is enthusiastic and supportive of the group’s expertise, and less focused on clarifying data or focusing the individual’s attention on achieving specific targets or outcomes.

In this quadrant, the audience is more likely to become interactively engaged in the communication while the presenter offers general concepts and broad statements, rather than suggesting specific outcomes or task-focused actions. The communication style in this quadrant is called “solution focused” because it is primarily concerned with discovering whether there is a good match between what the audience wants in terms of information. This communication is determined by the audience’s responses and is therefore considered to be audience led.

The Enabling Style (Enabling communication)

Your Score is 0

The “Enabling Style” should typically be the style used most often by effective presenters when the audience is highly knowledgeable and motivated about the presentation topic, and willing and able to contribute to the discussion.

Enabling is characterized by interaction/communication that is less focused on being clear and directive, usually adopting a gentle summarizing or inquiring approach) and requires less energy and engagement than other styles.

In this quadrant, the audience may significantly contribute to the communication and the presenter allows lots of progressive input to the information shared, listening carefully to ensure the information is helpful and relevant to the audience’s needs and expectations. The communication style in this quadrant is called “enabling” because it seeks to let the audience comment as they feel necessary. Presenters using this style often describe broad scenarios to the audience and frequently invite their input.

Quick Reference Guide: The Four Styles

Style 1: High energy/low empathy behavior

Your Score is 7

Referred to as “Informing”, this style is characterized mostly by one-way influence and communication, in which the presenter usually knows much more than the audience. This style often works most effectively when you need to give facts or straightforward information to an audience.

Style 2: High empathy/high energy and engagement behavior

Your Score is 7

Referred to as “Persuading”, when using this style the presenter uses two-way communication and relationship-based support to get people engaged in the presentation. This style often works best when the audience needs to be enthused or presented with information that is compelling or advantageous.

Style 3: High empathy/low energy behavior

Your Score is 6

Called “Exploring” because the presenter using this style wants the audience to clarify information that they have offered and discuss ideas and issues in a two-way collaborative style discussion (or a facilitated presentation format). This style often works best when the presenter wants to get the audience to open up or share how they think or feel regarding the information being presented.

Style 4: Low energy /low empathy behavior

Your Score is 0

Labeled “Enabling”, this style involves letting the audience offer considerable feedback on what is being presented to them with only limited or ‘steering’ type information from the presenter. This often involves using situation-based presentation techniques where the presenter describes particular scenarios and asks the audience to illustrate how they would respond.

Using the Presentation Style Model to Improve Our Effectiveness

“There are always three speeches for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.”

DALE CARNEGIE

A successful presentation occurs when there is a match between the presentation and the audience. Furthermore, a good presentation process allows you to understand an audience's behavior, values, motivations, and knowledge about a subject and the extent to which (in combination) these indicate that they are likely to enjoy or get value from the information presented.

An effective presentation depends to some degree on a range of steps that the presenter needs to take. These include:

- Careful pre-presentation preparation methods
- Sound presentation structuring or sequencing of the story to be told (or information to be imparted)
- Clear presentation technique
- A flexible presentation structure or process in which you can watch audience reactions and make small but important adjustments to the presentation as you go.

However, while all these steps represent excellent foundational issues, the best presentations are based on an appreciation of three things:

1. An effective diagnosis of the readiness of the audience to accept the information and be able to appropriately respond to a particular presentation subject or approach
2. An appreciation of the four different presentation styles that can be adopted during any given presentation (either individually or in combination)
3. Ensuring that the presentation style you choose is appropriately matched to audience readiness during each interaction with a group.

All four of the presentation styles that have been described (Informing, Persuading, Exploring and Enabling) could be used on several occasions for a single presentation or used in combination in a longer, or more complex, presentation.

Presentation Style Assessment

The Informing Style - Your Score is 7

*High levels of energy; low levels of empathy
Matched with Readiness Level 1
Low Knowledge and Low Interest – in need of guidance*

In the Informing quadrant, the information to be shared is likely to be specific and well known to the presenter but not the audience, and generally needs to be relayed in a clear and concise manner. As the model on the back page of this booklet shows, talking by the presenter is likely to be dominant, with the need to listen restricted mainly to checking that the audience has heard the message and that no confusion or doubt exists about the meaning or implications.

1. Readiness cues for this style

Because their knowledge and interest in the topic is low at Readiness Level 1, audiences will often request or expect specific information, or unconsciously signal that they would benefit from a guiding lead being taken by the presenter. The presentation format may be set in advance, such as a talk at a conference or a keynote presentation of some kind. Behavior for this readiness level could include:

- Specifically requesting factual data
- Showing little understanding of the topic
- Remaining quiet and/or expectant of the presentation
- Looking lost or confused

2. Delivery characteristics of this style

The style in this quadrant is high in energy but low in empathy and is very much presenter-led. As the presenter, you will usually do most of the talking. This style is best delivered in a clear, concise and confident manner, allowing the audience the opportunity to respond or to request clarification at the end of the presentation.

3. Examples of statements made when using this style

This style of communication is mainly demonstrated by making short statements of fact or giving the audience information about the topic in a highly structured way (often in lecture-type format with bullet points or support data provided “on-screen” or in hard copy etc.).

Some example presentation statements typically used in this style quadrant include:

- *“I am here to talk for 15 minutes about a new service that will be introduced next month. I will give you all the information you need so that we can minimize any questions you may have at the end”*
- *“I have analyzed the relevant data and produced a detailed hand-out that you can all refer to as I run through the points”*
- *“There are five key issues I will be presenting today – please let me address all of them and there will be a short time for questions at the end”*

Presentation Style Assessment

The Persuading Style - Your Score is 7

*High levels of energy; high levels of empathy
Matched with Readiness Level 2
Low Knowledge and High Interest – in need of explanation*

In the Persuading quadrant, the information or presentation to be delivered is likely to be more complex than in the Informing quadrant, and require more depth of explanation. The Persuading style mainly involves task-focused talking coupled with the expectation that the audience will make a greater contribution. This means that the presenter needs to be more attentive to the audience's feedback and then 'shape' their presentation to be as interesting as possible (helping the audience to understand and feel motivated to respond openly and enthusiastically).

1. Readiness cues for this style

Because their knowledge of the discussion topic is often low but interest is high at Readiness Level 2, audiences will often show high levels of attentiveness and even enthusiasm. However, you will need to provide substantial detail, explaining things or asking quite involved questions wherever necessary. Specific behavior cues may include:

- Being alert and attentive
- Showing high levels of enthusiasm for the topic
- Asking questions or "chiming in" with their own examples or data (and even interrupting sometimes)
- Being eager to get more information

2. Delivery characteristics of this style

The style in this quadrant is high energy and high empathy, and is consequently presenter-led. However, unlike the informing quadrant, the audience responds more frequently due to their greater level of attention. This style is most effectively delivered in a warm and friendly way using general or broad statements to elicit contribution from audience members.

3. Examples of statements made when using this style

Persuasive communication is demonstrated by a presenter putting confident, motivated and informative points to the audience and inviting regular comment. Some example presentation statements typically used in this style quadrant include:

- *"There are a lot of details to work through today but I think it will be exciting for all of us, and you'll get plenty of chances to ask questions as we go"*
- *"I'm going to talk about five features and benefits of this new service. Please feel free to make comments as we go along"*
- *"Give me a show of hands – how many of you agree with the statement on this overhead slide?"*

Presentation Style Assessment

The Exploring Style - Your Score is 6

Low levels of energy; high levels of empathy

Matched with Readiness Level 3

High Knowledge and Low Interest – in need of support

In the Exploring quadrant, the information or message delivered by the presenter is likely to be in response to the audience's needs and/or expectations. Either directly or indirectly, the audience may need additional information to enhance their existing understanding about a subject, or may want to explore or investigate the topic collaboratively. This can be achieved by gently inviting members of the audience to think about a number of questions or ideas and comment upon how they might respond. The presenter is likely to offer information in a quiet and/or understated manner, but will also be audience-oriented (encouraging the audience to respond or interact with the information being presented).

1. Readiness cues for this style

Because their knowledge of the discussion topic is high but interest is low (or they may lack confidence regarding their understanding), audiences at Readiness Level 3 will want to ask questions. Specific behavior cues may include:

- Giving lots of incidental information about their experience or knowledge
- Occasionally using questions to try and change the subject to more comfortable ground
- Describing knowledge or expertise in the topic to the presenter but may also appear to have a negative attitude toward the topic
- Demonstrating a degree of calm detachment

2. Delivery characteristics of this style

The style in this quadrant is generally audience-led with low energy and high empathy. The audience is keen to show their expertise but does not necessarily know how to do so (which affects their confidence to some degree). You can most effectively deliver this style by offering information in an open, friendly and non-directive way, which allows the audience to explore the topic area and demonstrate their knowledge of the subject in question.

3. Examples of statements made when using this style

Making open and general statements inviting an audience to expand on what is being presented is an indication of this communication style. The audience may also offer supplementary comments of their own to aid clarification and understanding.

Presentation statements that can be used in this style quadrant include:

- *"We could have managed the project more effectively but I am interested in what problems any audience members thought were most significant"*
- *"I've identified a couple of sales techniques on the last overhead slide, however I'm sure that many of you can generate several more for discussion"*

Presentation Style Assessment

The Enabling Style - Your Score is 0

Low levels of energy; low levels of empathy

Matched with Readiness Level 4

High Knowledge and High Interest – in need of confirmation

Presentations delivered using the Enabling style are likely to be very much dependent upon the audience's needs as they are known or as they are expressed.

In this quadrant, the audience is generally already very knowledgeable and/or confident about the subject and prefer the topic to be presented so that they can each participate as much as they choose. Your role is to be highly responsive to audience input and questions and very listening-oriented (acting to gently encourage and support individual audience members). This may involve posing very open scenarios or situations and letting the audience respond (mainly without interruption) while carefully watching and assessing what they say in order to maintain interest.

1. Readiness cues for this style

Because their knowledge and interest is high at Readiness Level 4, audiences will appear both confident and adept in terms of their past experience (leaving you as a presenter to determine whether you need to alter the information to be covered or shared). Specific behavior cues of audience members may include:

- Quiet attentiveness
- Full, fluent and fast responses to statements or questions
- Easily calling on examples and analogies to communicate
- Demonstrating broad knowledge and awareness about the subject

2. Delivery characteristics of this style

The style in this quadrant is low energy and low empathy, and is very much audience-led. To most effectively deliver this style, very quietly provide specific summary information or even challenges to the audience, and then let them talk about how they would apply their abilities to get a good result or deal with the challenge. As the diagram on the back page of this booklet indicates, you can actually do very little formal presenting in this quadrant and become more like a facilitator.

3. Examples of statements made when using this style

You can demonstrate this style by offering specific scenarios or posing challenging problems to an audience and then letting them make their contribution or toss ideas around, brainstorming as they see fit.

The following are some example presentation statements that can typically illustrate in this style quadrant:

- *“As you all know, we exceeded sales targets by 10% in the last quarter. The question is can we sustain this in the next – what are some of your views?”*
- *“You are all experts in this area, so let's talk about potential solutions we can identify”*

Presentation Style Assessment.

Summary

This assessment has suggested that there are four audience readiness levels. These are “In Need of Guidance”, “In Need of Explanation”, “In Need of Support” and finally “In Need of Confirmation”.

Equally, there are four presentation styles that can be adopted. These are Informing, Persuading, Exploring and Enabling.

The four audience readiness levels are determined by looking at their relative levels of Knowledge and Interest (as a continuum from Low Knowledge and Interest to High Knowledge and Interest).

The four presentation styles arise from intersecting two dimensions – the level of empathy or engagement required by an audience, and the level of energy or assertiveness that is needed in a particular presentation, or at a specific phase or stage of a presentation.

This assessment has supplied a wide range of information about your presentation style and how you might increase your flexibility. This includes your:

1. Primary and secondary presentation style
2. Style range – the ability to flex your behavior when required to do so
3. Style adaptability – how well you can accommodate the needs of different audiences or the needs of one audience at different stages of the presentation

Having gained this insight, you may like to use the model on the back page of this assessment to help you improve your presentation style flexibility in the future. This means using all four styles when it is appropriate to do so and becoming more conscious of audience readiness levels when seeking to communicate with them.

Presentation Style Assessment

2nd Edition

by Jon Warner

ABOUT THE AUTHOR

Jon Warner is a professional manager with over 20 years experience working for major multi-national companies in the United Kingdom, Europe, the United States of America and Australia. After launching Team Publications in 1994, Jon became well known in the area of organisational consultancy and the pursuit of best practice leadership. Now based in Los Angeles, he is currently involved in the development and launch of corporate universities providing internationally recognised qualifications. Jon has authored literally hundreds of training and HR related tools and resources (under the imprint of Team Publications) and is an expert in the development of profiles and assessments.

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- Career Development/Personal Success
- Communication/Interpersonal Skills
- Management, Leadership and Supervisory Skills
- Occupational Health and Safety
- Sales and Marketing

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REFERENCES

The following books may prove to be useful for those people to want to read more about presentation style:

1. *Knockout Presentations: How to Deliver Your Message with Power, Punch, and Pizzazz.* Diane Diresta
2. *Presenting to Win: The Art of Telling Your Story.* Jerry Weissman
3. *The Presentation Skills Workbook.* Jon Warner
4. *Say It with Presentations: How to Design and Deliver Successful Business Presentations.* Gene Zelazny
5. *Bulletproof Presentations.* G. Michael Campbell

Personal Action Planning Sheet

Name : jon warner

Date : 12/10/2007 7:11:59 AM

The Communication / relational style(s) I use most : **Informing**

My Style Adaptability Score is : **20(Low)**

The Style(s) I need to use more is / are :

The changes I need to make to my style and / or adaptability include:

The resources (e.g written materials,people,experiences) I will access to make these changes are :

The timeline (short and long-term) I have set for myself to make these changes is :

To keep me honest, I will share this plan and ask for frequent feedback from:

The Situational Presenting System

