How to Wow (& Transform) Your Audience

Jill Castle, MS, RDN
School Nutrition Association, Annual National Conference
St. Louis, MO
July 14 - 16, 2019
Objectives:

1. Apply six main strategies to create a presentation that will transform your audience.
2. Use the basics of storytelling to connect, engage and relate to your audience.
3. Identify best practices to engage with your audience when speaking.
Affiliation or Financial Disclosure

Beef Checkoff Speaker’s Bureau
New England Dairy & Food Council Blogger Network
Shareholder/Nutrition Advisor
  Once Upon a Farm
  Brainiac Kids
  Needed
Creator
  The Nourished Child Project
  Eat Like a Champion
  The ADHD Diet for Kids
  THRIVE Mastermind for RDs & Food Parenting PRO for RDs
Expert Contributor
  US News & World Report For Parents blog
Nutrition Advisor, Parents Magazine
What is a thought leader?

One whose views on a subject are taken to be authoritative and influential.
An Idea Worth Spreading
Goals of Presenting
6 Goals of Speaking

✓ Be Memorable
✓ Have an Agenda
✓ Be Effective
✓ Tell Stories
✓ Unleash the Expert
✓ Inspire Action
How will you capture attention?

Trends
Statistics
Comparisons
Success stories
Transformational stories
Shocking facts
What do you want your audience to think, say, or do?

Be Memorable
Have an Agenda
Be Effective
Tell Stories
Unleash the Expert
Inspire Action
Be Memorable
Have an Agenda
Be Effective
Tell Stories
Unleash the Expert
Inspire Action

Call to Action (CTA)

The steps or actions you want your audience to take.

✓ Increase the budget
✓ Purchase equipment
✓ Hire employees
✓ Start a program
Reverse Engineer

What stories do you need to tell?

What facts do you need to present?

What does the audience need to hear to be willing to take action?
Be Memorable
Have an Agenda
Be Effective
Tell Stories
Unleash the Expert
Inspire Action

Engage
Create Empathy
Action
Emotional Connection
Investment
Effective Talk Structures

Story → Aha → Now What?

Monroe’s Motivated Sequence

Problem → Cause → Solution

How does this move my audience towards my call-to-action?
1. TELL your story!

2. Describe the ‘aha’ that changed you

3. So what now?
   ✓ Explain how it created an “idea worth spreading”
   ✓ How can the audience take action?
   ✓ Tell the audience what to do next (call to action)
   ✓ End strong
Monroe’s Motivated Sequence

1. **Attention**
   - Introduce your “idea worth spreading”
   - Preview main points
   - Establish credibility

2. **Establish a need/problem**
   - 3 main points (supported by evidence)

3. **Satisfy the need**
   - 3 ways to take action and detail each

4. **Visualize the future**

5. **Call-to-action**
Problem – Cause - Solution

1. **Attention**
   Introduce your “idea worth spreading”
   Preview main points
   Establish credibility
2. **Problem** (show impact)
3. **Cause**
   Identify 3 key causes
4. **Solution** (how is it feasible?)
5. **Action** (review & tell the audience what to do)
Why tell stories?

A story moves us from power over others to power with others.

Connecting through inspirational stories bridges the gap and shapes how things are viewed.
Be Memorable
Have an Agenda
Be Effective
Tell Stories
Unleash the Expert
Inspire Action
Humanize the Numbers
The Basics of Storytelling

Keep it short and to the point!
2-4 minutes
Understand **WHY**
Know your call-to-action
Circle back around to your story
Types of Stories

✓ Failures and Lessons Learned
✓ Experiences
✓ Another person’s story (no need to identify)
✓ The Hero’s Journey
Know Your Purpose and Mission

How do you want your audience to perceive you?

What do you want your audience to know from you?

What are you passionate about?
Face the Fear

- Action
- Connection
- Transparency
- Vulnerability
What I want for you...

Can you imagine...

What would this be like for you, kids, families, your school?

How can you make a difference?

Incorporate Your CTA!
The Do’s & Don’ts of Speaking
Attire
Stage Presence
Vocal Variety
Healthy Diet

Healthy Child

Exercise

Slides
Gestures & Purposeful Movement
Self Promotion
Vulnerability
Be the Change
Evaluate This Session

Use the ANC App to evaluate the education sessions you attend and you will automatically be entered to win a FREE registration to ANC 2020 in Nashville.*

One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
Thank You!

Contact: Jill Castle, MS, RDN
Website: www.JillCastle.com
Jill@JillCastle.com
615-943-1960

Stop by my book table and say Hi!