



Communications Workshop

Northern Access Round Stage 2

June 22, 2023

Land Acknowledgement



Evergreen respectfully acknowledges that the sacred lands upon which we operate, and the built communities and cities across the country, are the traditional territories and homelands of the respective First Nations, Métis Nations and Inuit who are the long-time stewards of these lands.

Our head office is located in Tkaronto, on Treaty 13 territory and nestled into the banks of the Waasayishkodenayosh / Wonscotonach (Lower Don River). We are grateful to have the opportunity to work within this territory and to share the gifts of this land with the community.

Meet Your Facilitator



Ben Borne

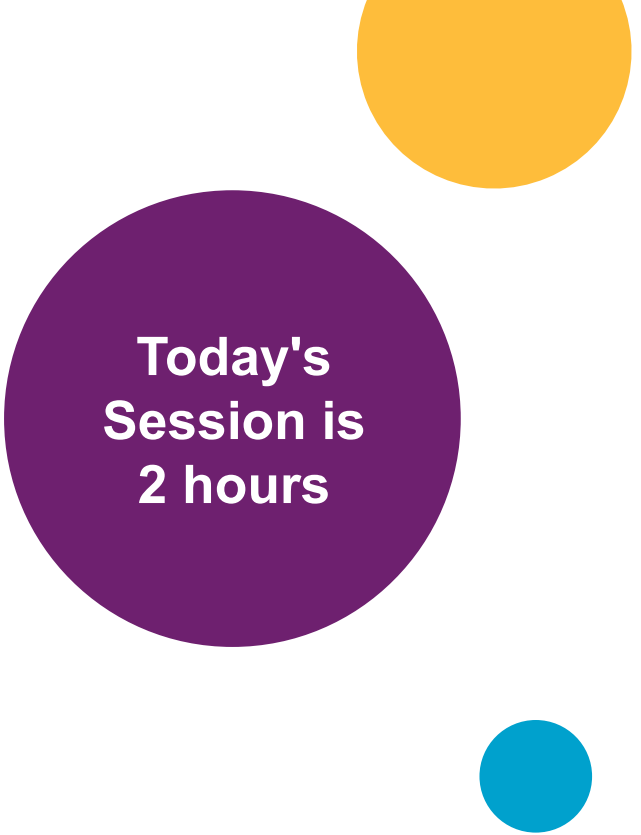
Symmetry Public Relations
Communications Consultant

Objectives of today's session

- Understand the core components of a presentation (purpose, audience and messages)
- Learn tips and tricks for delivering an impactful presentation
- Support you to plan your presentation outline

Agenda

- 5 mins** Welcome and Overview
- 5 mins** Opening Poll
- 30 mins** **Part 1: Purpose, Audiences and Messages**
- 25 mins** **Breakout Activity: Key Message Development**
- 10 mins** Share-back
- 10 mins** Break
- 10 mins** **Part 2: Creating Impactful Presentations**
- 10 mins** **Part 3: Blueprinting Your Presentation**
- 5 mins** Q&A
- 5 mins** Wrap-up



**Today's
Session is
2 hours**

Before we start...

- **Please update your display name on Zoom!**

Name (pronouns, if comfortable) - Organization or Team

- **Closed Captions**

Closed captions are available if needed. To enable them, click the menu options (button with three dots) and select 'Show captions'.

- **Technical support**

If you have any technical questions or need support with Zoom, please direct your message to **Evergreen Tech Support** in the chat or email us at **HSC-DOLsupport3@evergreen.ca**

Friendly guidelines for creating a respectful space

- **Share the air** – be mindful of other voices in the room that haven't had a chance to speak yet and create space for them to contribute.
- **Build on ideas** – listen to what others say and build on their ideas instead of waiting for them to finish before jumping in with your thoughts.
- **Speak from your experience** – your perspectives and experiences are unique, and so are those of your fellow applicants! Be mindful to respect the diverse perspectives and backgrounds of your peers that differ from your own.
- **Accountability** – we are accountable to ourselves as individuals, but also to each other as a community to uphold these guidelines and create a welcoming space.

Your Suggestions

Values

- Lead with kindness
- Be supportive of each other
- Do not be judgmental of each other's ideas
- Embrace silence

Practices

- Take turns talking during breakouts and discussions
- Listen more than you talk. Respect others when it is their turn to share
- You can choose to “pass” if you don't feel like talking, and you are welcome to rejoin the conversation at any time!

CMHC Requirements for your Presentation

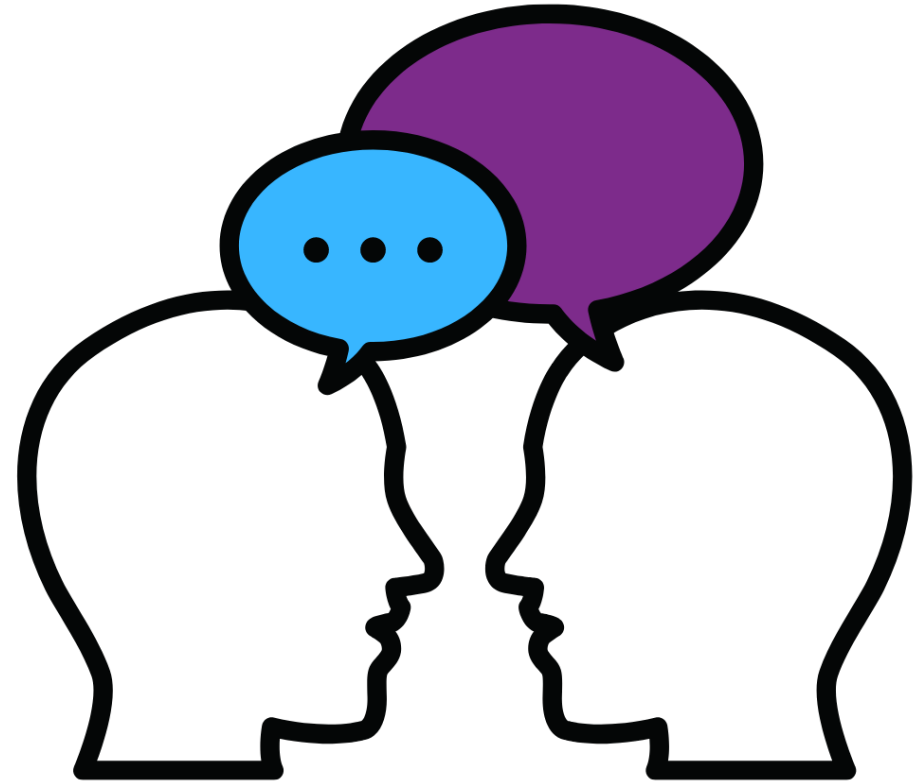
- **Uploading a 10-minute presentation and attending the Solutions Showcase is mandatory for all Applicants.**
- Presentations can take any format (e.g., a recorded PowerPoint presentation, an audio file or voice recording, a voice-over demonstration, etc.).
- The presentation should include an overview of your solution, how it works, and its impact, plus any other details that you may not have had the chance to include about your solution in the Application Form.
- If your presentation files exceed the 20MB attachment limit, instead of providing an attachment, you can provide a link to your presentation by uploading the presentation to YouTube (or another platform) and creating a private link.

Part 1

Purpose, Audiences and Messages

Let's dive into understanding the purpose, audience and the messages for your presentation.

30 minutes



Quick Poll

Pulse Check

5 minutes

1. How prepared are you feeling about the presentation requirement?

I only recently realized that a presentation was a requirement for the Stage 2 Application.

It's on my radar and I have some preliminary ideas but need more time to figure it out.

I have a presentation ready to go and will probably adapt that for the application.

2. What story do you want to tell with your presentation?

- Telling the story of the impacts of housing barriers in my community.
- Telling the story of how my team has utilized our incubation funding over the last year.
- Telling the story of how my team plans to logistically implement our solution in Stage 3.
- Telling the story of how my solution will create positive impacts in my community.
- Other – Please share your response in the chat!



Defining your Communication Purpose

The purpose represents the direction of the material – informative, persuasive, or entertaining.

- **Informative** speeches/presentations enlighten and educate audiences.
- **Persuasive** speeches/presentations influence and alter the beliefs and feelings.
- **Entertaining** speech/presentation is to...entertain!

Come back to your purpose often when building your speech/presentation.

Remember: we are storytellers. Yes, we are informing, moving and persuading – but we do this by communicating facts and sharing the **truth**.



Defining your Communication Purpose

Types of Presentations

Informative Presentations inform the audience about a concept, theory or idea – or a more concrete subject. Your goal is to explain the meaning of an unknown concept to your audience.

Persuasive Presentations have three general goals:

- Convince – alter beliefs and judgements of an audience
- Stimulate – reinforce and intensify beliefs or feelings
- Actuate – motivate audiences to act.



Ask Yourself: What is the purpose of your presentation? Is it to convince? Is it to inform? Is it something else? Also, what is the central argument for your presentation?



Defining your Communication Purpose

Purpose & Thesis Statements

The **purpose statement** outlines the intention of the presentation and uses a verb "to convince".

The **thesis statement** outlines the central argument you are trying to make with your presentation. The thesis statement is most applicable with a persuasive presentation.

- **Purpose:** To convince the audience that the auto repair industry should be strictly regulated.
- **Thesis:** Incompetent and unnecessary repairs must be corrected by strict regulations.



Ask Yourself: What is the central argument for your presentation?
Is there a key point you want to leave the evaluation panel with?



Know your Audience

Audiences

- Segmented group of people who support an organization or initiative.
- Audiences are generally considered spectators or listeners. In some cases, they can also be very active and engaged.
- The purpose of the presentation need to be aligned with your audience.
- For the Solutions Showcase remember that your audience will be observing your presentation, but there will be a Q&A at the end – be prepared to engage.



Know your Audience

Defining Characteristics of an Audience

- Goals or objective of the audience
- Demographics (age, gender, education) and psychographics (values, attitudes, interests, lifestyles)
- Relationship with the issue – How connected or invested is your audience to the issue? What level of influence do they have on the issue?
- Opinion Leaders – Is it doctors? Nurses? CEOs? Religious leaders? Friends? Influencers?
- Motivating self-interests – What's in it for me? Why does this matter? What's at stake?



Ask Yourself: How well do you know your audience? What information do you need to know to communicate with them effectively? Most importantly, what's at stake for your audience?



Reaching Your Audience

The Rational or Logical Appeal

- Your goal in a persuasive speech is to influence the audience to consider your point of view through reason or logic.
- Use **reasoning** to present logical arguments to your audience.
- Logical arguments must be grounded in facts.
- How you layer or sequence your facts helps the audience member move through your presentation.



Ask yourself: What facts, statistics, visual aids or data will appeal to the evaluation panel and support your presentation?



Reaching Your Audience

The Emotional Appeal

- Presentations come alive when the speaker appeals to the heart as well as to the mind of the listener.
- Emotions that are employed in a presentation usually depend upon the topic.
- Do you want your audience experience a feeling of empathy, or should they be angry because of a problem or issue?

Express your own feelings.



Ask yourself: What emotions do you hope to evoke with your presentation? What emotions do you think will be most persuasive for the evaluation panel?



Reaching Your Audience

The Ethical Appeal

- Appealing to the ethics (sense of right) of the audience.
- Appealing to ethics is how we earn trust and believe us as the presenter.
- Audience members have confidence in speakers that are sincere and knowledgeable.
- If a speaker advocates for ideas that benefits others, demonstrates commitment to persuasive goals, and displays personal behaviour consistent with stated beliefs, the persuader will be establishing a positive foundation for ethical appeals.



Ask yourself: What moral ideas and values are likely to be important for CMHC and the evaluators? How can your presentation demonstrate your alignment with these values and commitment to carry them through?



Reaching Your Audience

Things to Remember

- There is no “general” public.
- People choose to perceive our messages only when we design them specifically to appeal to their interests.
- For messages to be selected by the audience, they must be carefully and specifically targeted to them.
- If the appeal is general, no public will consider it for perception and retention.

For example: how do we choose what news to read?



Reflection

Reflection Question

What kind of appeal will you make with your presentation?

- Will your presentation lean more towards making a rational, emotional or ethical appeal, or include some combination of all three?
- Which approach do you think will be more effective for the type of presentation you want to make? Why?



5 minutes



Crafting Targeted Messages

Primary Messages

The **primary message** is the leading driver of the campaign.

- **Sound-bite statements** that encompass what you need the audience to do and an appeal to the audience's self-interest to act.
- Number of messages depends on the number of outcomes you want the audience to support.
- Typically, two-four primary messages.
- Primary messages include a **call to action**.



Ask Yourself: Recall the purpose and thesis statement of your presentation. Can you distill this into a punchy primary message that is eight words or less?





Crafting Targeted Messages

Secondary Messages

The **secondary message** is details that include facts, testimonials, examples and other information or persuasive arguments that support an audience's primary message.

- Contains evidence that validates the claims made by primary messages.
- Far more secondary messages than primary messages.
- Contain facts, statistics, case studies, anecdotes, testimonials.



Ask Yourself: What facts or details do I need to include in my presentation to support my primary messages?



Crafting Targeted Messages

- The structure of primary and secondary messages is vitally important when it comes to sequencing your message on any communication platform.
- Make sure you lead with your primary message – your hook – and follow it up with secondary messaging (supporting facts).
- **This sequence of messaging will appear again when structuring your presentation – and is especially important for crafting persuasive presentations (coming later in the presentation).**



Crafting Targeted Messages

Remember

- Strong motivational messages always tap into an audience's self-interests.
- People don't act just because you ask them to – you connect them with the "why".
- Messages must contain rational information, be delivered by someone the audience trusts, and contain an emotional appeal to an audience's self-interest.

“If your audience is more concerned about higher taxes and the government’s growing demands on their income to solve social problems, they will be more motivated by messages that focus on perceived low-cost solutions.”

For consideration: having messages delivered by a third party can add credibility to your message. How might you incorporate another voice into your presentation? Is that a person from a community this project is serving?



Crafting Targeted Messages

Remember

- Messages will be both informational and motivational.
- Designing messages in this way provides communicators with an array of messages that can be combined for use in channels that allow for in-depth coverage or be used in small combinations in social media channels.



Breakout Activity

Instructions

In a **breakout group** you will draft key messaging to encourage cat adoptions among full-time working millennials who are looking to adopt a new pet.

- Craft one primary message (a hook) to capture attention.
- Compose three secondary messages – supporting facts/reasons (bonus points for researched statistics!) to support your primary message.
- One member from the group will share after we return!



25 minutes



**Let's take a
10 minute Break!**

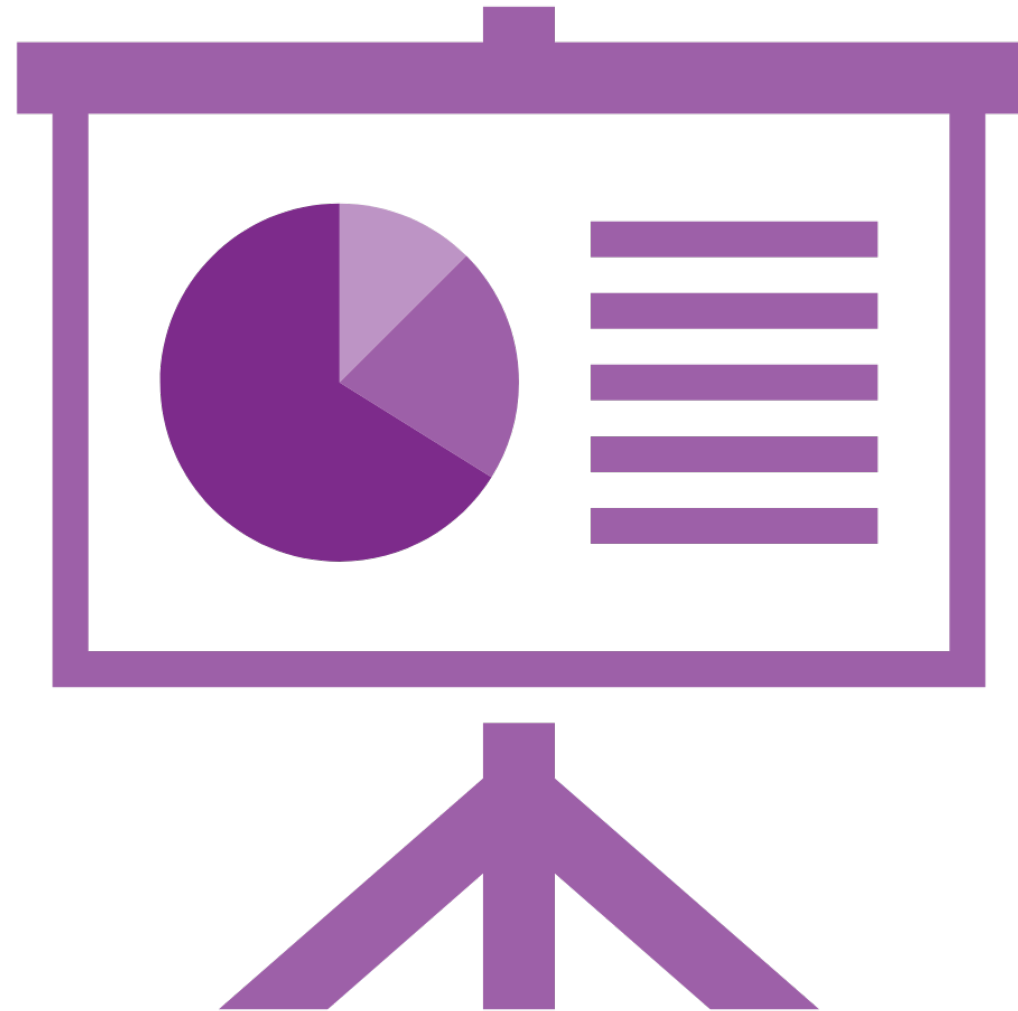


Part 2

Creating Impactful Presentations

Increase the impact of your presentation by incorporating these tips into your script and presentation.

10 minutes





Creating Impactful Presentations

Anecdotes and Storytelling

- **Anecdote** is a brief, humorous story used to demonstrate a point.
- **Illustration** is a long example that clarifies and amplifies an idea. It can be used as a strategy for the introduction and conclusion or provided as supporting material in the body of the speech/presentation.

For example, when giving a presentation about an organization's role in the community you may want to personify that organization as a character and tell a story about how they might respond to different situations they are faced with.

- The most important part to emphasize is that with a powerful presentation you are telling a story.
- Don't forget the seven types of plots! (See handout later).



Creating Impactful Presentations

Personal Experience & Observation



- **Personal experience** is a direct, firsthand knowledge of a situation.
- **Observation** is a judgement based upon what an individual has seen.





Creating Impactful Presentations

Comparisons and Contrasts



- **Comparisons** point out similarities in situations or events.
- **Contrasts** show differences.

Using comparisons and contrasts can be tricky – be careful that what you are comparing or contrasting has similar principles and characteristics.

Example: Housing is becoming increasingly expensive in the Northwest Territories. The average price of a home in the Northwest Territories rose from \$296,817 in February 2020 to \$439,591 one year later.

For consideration: Is there another successful or unsuccessful project that you know of that you can compare or contrast your project against?



Creating Impactful Presentations

Quotations and Testimony ““

Use **quotations** or **testimonies** to increase the impact of your presentation.

- **Quotations** – the exact restatement of a person’s words.
- **Testimony** – is a statement or endorsement given by an expert or an individual with a logical connection to the topic.

For consideration: do you have any high impact quotes or testimonies that you can incorporate to your presentation – especially as it pertains work to date?



Creating Impactful Presentations

Humour and Rhetorical Questions



- **Humour** is the use of lighthearted, entertaining material to generate a reaction from the audience.

For consideration: using humour can be tricky – especially on the type of humour. Sarcasm can be hard to translate (especially cross culturally!). So be cautious about the device you use.

- **Rhetorical Questions** are posed by the speaker and self-answered. Often used to introduce a presentation.
- **For consideration:** Sometimes the rhetorical question will not land right if it's not relatable or used in the right context. For example, "the cold really sucks, doesn't it?" may not be relatable to someone who enjoys cold weather or doesn't understand the context. However, "Can we agree that cold snaps is a crisis for those sleeping on the streets in the winter? Yes." Is a better fit because of the context.



Creating Impactful Presentations

Diagrams, Drawings and Pulling It All Together



Use photos, images, videos (if applicable), infographics, diagrams, and charts to emphasize points or information. Accompanying graphics or imagery can make information accessible, digestible and memorable!

When pulling together your slides remember the following:

- In most cases avoid putting all your text on one slide. Rely on your presentation outline/script/speaking notes to give information – use your slides to accompany.
- **Bold** terminology or points you are trying to **emphasize**.
- Build out the presentation first and use as much text as you can – then make it brief and add in those graphics/images where it makes sense!
- Practice the presentation and adjust the slides as needed! Sometimes it's helpful to be aware of how fast you speak to predict length of the presentation.



Creating Impactful Presentations

Managing Anxiety



What to expect:

- Increased heart rate
- Thickening speech due to decreased flow of saliva
- Butterflies in the stomach
- Increased sweating
- Tiredness or yawning
- Jumpiness or jitteriness
- Tightening of muscles
- Shaky hands and legs, twitching in some muscles.

Hot tips for managing:

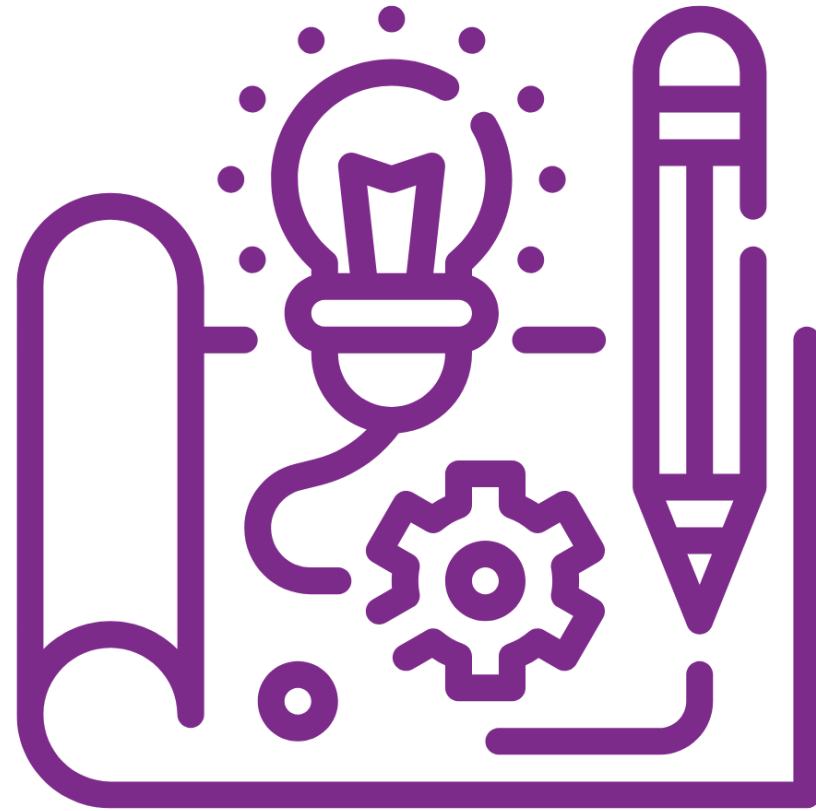
- Meditate
- Breathe
- Be thoroughly prepared
- Reward yourself
- Let go of mistakes
- Accept constructive criticism
- Start your presentation with something you know or feel comfortable doing to warm yourself up to the interaction with the audience.

Part 3

Blueprinting Your Presentation

Time to put it all together! Let's uncover the best approach to structure and deliver the presentation.

10 minutes





Blueprinting Your Presentation

The Outline

- Like an essay, there are generally three parts to a presentation: introduction, body and conclusion
- The **introduction** should get attention and promote curiosity as well as prepare the audience for the presentation.



Ask Yourself: How will you open and introduce your presentation? What catchy question, shocking statement/fact, thoughtful case study or a stimulating question will you use to engage the panelists and set the stage for your presentation?



Blueprinting Your Presentation

The Outline

The **body** is the longest portion of the presentation. Consider developing this first.

- A 1-2 minute presentation will typically contain no more than two or three main points.
- A 6-7 minute presentation could expand upon as many as four headings.

Get to the key points and solutions quickly after your introduction. Provide enough detail to keep your audience engaged, but not so much as to lose the interest of the target audience.

- Show the **logic** and the **creativity** that make the proposal workable. These are not mutually exclusive.
- Provide evidence and examples throughout the course of your presentation.



Blueprinting Your Presentation

The Outline

The **conclusion** resolves the ideas you have presented.

- Summarize the main points, appeal to the emotions, cite a quotation or perhaps use an illustration.
- The audience **must** feel finality or resolution.
- **Call to Action**



Blueprinting Your Presentation

Consider Your Audience

- Consider the needs, feelings and knowledge of your audience as you craft your outline.
- Present the topic at their intellectual level without talking over or beneath them.
- Use language that they understand – define unfamiliar terms.
- Will different groups of people view your topic differently?
- Be aware of the values and ideals that motivate the members of your audience.
- Avoid statements or examples that stereotype individuals.



Blueprinting Your Presentation

Informative Presentations

The informative presentation informs the audience about persons, places, objects or events.

Introduction

Develop a creative introduction.

Be clear with your purpose/thesis.

Consider the tips for creating impactful presentations.

Body

Outline your key points in the body. Remember, this is informative.

Example:

1. Brief history of museum
2. First-floor Hall of Fame gallery
3. Second-floor history sections
4. Third floor rooms of memorabilia

Conclusion

Construct an interesting conclusion conveying finality.

What tools are at your disposal? A poem? An illustration to summarize the topic?

Avoid providing new information.



Blueprinting Your Presentation

Now...moving into persuasive presentations.

Reminder: Persuasive presentations influence and alter the beliefs and feelings.

Persuasive Presentation has three general goals:

- Convince – alter beliefs and judgements of an audience
- Stimulate – reinforce and intensify beliefs or feelings
- Actuate – motivate audiences to act.

We are storytellers, and we are convincing by telling the truth.



Blueprinting Your Presentation

Persuasive Presentations

Building your case in simple, structured format using primary messages and headlines with supporting facts.

Introduction

Provide a clear background and proposition – a thesis or specific purpose statement.

Consider the tips for creating impactful presentations.

Body

Use three or four convincing reasons (primary messages) as main headings in your outline. Validate your reasons with visual aids, statistics, testimonies and examples (secondary messages).

It's helpful to place a mental "because" Infront of each reason.

Conclusion

Construct an interesting conclusion conveying finality.

What tools are at your disposal? A poem? An illustration to summarize the topic?

Avoid providing new information.



Blueprinting Your Presentation

Problem - Solution

Problem-solution method is used for propositions of policy.

Introduction

Provide a clear background and proposition – a thesis or specific purpose statement.

Consider the tips for creating impactful presentations – what's the story? How did we get to this problem?

Introduce the problem.

Body

H1: Clarify the problem(s). (primary)

H2a: What are the alternative solutions. (secondary)

H2b: What is the cause of the problem (optional)

H3: What is the selected solution and why. (primary and secondary message)

Conclusion

Construct an interesting conclusion conveying finality.

What tools are at your disposal? A poem? An illustration to summarize the topic?

Avoid providing new information.



Thoughts for the Road

Build trust and be credible.

- You want to gain a listener's confidence – be reliable and fair when you report information. A few details inserted carefully will help add credibility.
- Tailor your message – use language that is relevant for your audience and speak to their level.
- Decision makers are asking: is this the best solution or plan? How much will it cost? Is this the right team to accomplish it?
- Give credit where credit is due – cite your sources or have them ready just in case.



Thoughts for the Road

Stay on track, stay on message.

- Immediately capture attention and hold it with an anecdote, story, illustration – what will it be?
- Keep the end goal in mind at all times.
- You are a translator for your project. Establish a relationship on behalf of the project, be as relatable as possible!
- Keep your presentation short, concise and to the point – narrate and expend when necessary.
- Be prepared.

Q&A / Discussion



Wrap up & next steps

Looking for some additional support and guidance?

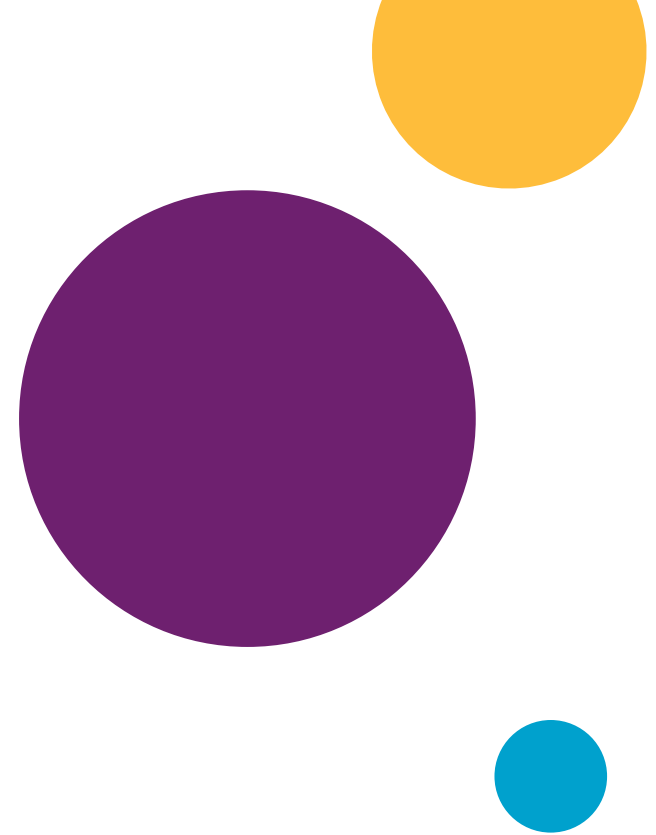
Office Hours with Ben Borne: June 27 – July 25

- Ben is available to offer guidance and advice as you plan your presentation.
- To make the most of your meeting, we recommend you complete the Presentation Blueprint Worksheet
- If your schedule conflicts with the available time slots for office hours, please contact Evergreen at hsc-dolsupport3@evergreen.ca to arrange another convenient time with the consultant

Wrap up & next steps

Short evaluation survey

Please complete our poll to let us know what you thought about today's event and how we can support you moving forward!



Wrap up & next steps

Important Upcoming Dates

- **Application Support Check-in #3** – July and August
- **Stage 2 application deadline** – September 14
- **Solutions Showcase** – October

Wrap up & next steps

How to get in touch:

Housing Supply Challenge Support Program

647-670-2265

HSC-DOLsupport3@evergreen.ca

www.HSCSupportProgram.ca

CMHC

Challenge@cmhc.ca

www.cmhc.ca/NorthernAccess



Thank you!

