

Titel: Eyecatching

Inhalt:

Während wichtiger Präsentationen in Vertrieb und Führung ist es wichtig, die Aufmerksamkeit zwischen dem eigenen Vortrag und den Reaktionen der Zuhörer zu teilen. Der Beitrag zeigt, wie sich diese Fähigkeit mit der 2002 von Björn Fiedler entwickelten Methode Eyecatching effektiv trainieren lässt.

Typ:

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Eyecatching

Objectives:

1. Establish direct eye contact with your audience during speeches
2. Focus your attention on your presentation and the audience-reactions simultaneously

Audience:

9-12 presentation-training-participants

Time Estimated:

20-50 min., depending on how many participants want to try

Material and equipment:

A set of 11 green cards and 11 red cards. On each set are the following audience-characters printed on one side (one word per card):

1. "Nervous";
2. "Oversupportive",
3. "Bored",
4. "Tired",
5. "Self-important",
6. "Aggressive",
7. "Sceptical",
- 8.-11. "Angel" (you can have more than one angel).

How many of the cards you use in the game depends on the number of participants: If you have 12 participants, you will need 11 cards. For each participant less, take one "Angel"-card out of both sets (i.e. with 9 participants you will have 8 green cards and 8 red cards with the characters: 1. "Nervous"; 2. "Oversupportive", 3. "Bored", 4. "Tired", 5. "Self-important", 6. "Aggressive", 7. "Sceptical", 8. "Angel").

Role Descriptions:

1. "Nervous" is attentive and listening, but displays nervousness all the time (i.e. by clicking with his ball point pen etc.)
2. "Oversupportive" is a swot who praises the speaker aloud for anything during the presentation to get his attention (i.e.: "by the way, your slides are VERY informative")
3. "Bored" isn't interested in the speech at all. He is looking out of the window or typing on his laptop.
4. "Tired" is really tired and displays it by yawning etc.
5. "Self-important" interrupts the speaker frequently and adds information that shows, how important he himself is. If the speaker talks about Rome, the image neurotic would add "Yes, but don't forget to mention the seven hills it was build upon, I can tell you that's important because I was there in 2004...".
6. "Aggressive" attacks the speaker directly by hitting him hard (verbally!). The attacks can be aimed at the content of the speech, its delivery or at the speaker's outfit.
7. "Sceptical" doesn't hate the speaker but wants to know every detail. So he frequently asks sceptical questions. If the speaker talks about Rome, the sceptical would ask "Are you sure it was built on SEVEN hills? Which is the highest?"
8. "Angel" is a quiet supporter of the speaker. He smiles to him, nods frequently and is very attentive.

Area Setup:

- All participants sit around a meeting table in front of the speaker's place which is still empty.
- The red cards are stacked face down in front of the speaker.
- The green cards are spread face down all over the table, so that the participants can grab them easily.

Process:

1. The trainer starts by describing the setup and objectives: "During a speech it's very important to establish direct eye contact and notice reactions from your audience. At the same time you have to deliver your presentation properly. That means you need the capacity of focusing on your presentation and on your audience simultaneously. The following exercise will help you to reach this goal."
2. On the command "GO!", each participant tries to grab a green card from the table. Everybody reads his card silently and places it face down in front of him, so that nobody knows the character he will act out.
3. The participant who was not able to grab a card is the first speaker. He will speak for exactly 2 minutes and can choose any theme (his hobby, a common workplace issue etc). The theme is not important and the delivery quality will not be evaluated. The speaker's mission: to find out, which person from the audience represents which character. Therefore he has to concentrate on the audience and look at it quite often while speaking.
4. After 2 minutes the speaker is stopped and picks up the red cards in front of him. Then he walks around and attaches the red cards to the people he thinks played the role on the card. The audience still hide their green cards.
5. After every person has received a red card from the speaker, one after the other they show their green card together with the red card. For every hit the speaker gets one point - together with a big applause. Write the speaker's name and his points on a flipchart.

6. If the speaker wants to, he can make a second presentation (Step 3 to 5) to score more points. In this situation the green cards are shuffled again and everybody from the audience picks up a new green card.
7. Preparation for the next round: The green cards are shuffled and placed face down on the table again. The red cards are stacked in front of the speaker's place once more. The old speaker sits down in the audience and takes one green card for himself. He will do this for the rest of the game. This guarantees that he will not be a speaker again and someone else will be without a green card next time.
8. Go to step 2 and continue to step 8 until all participants have been speakers or your intended time for the game is up.
9. Celebrate the winner and the loser with a huge applause and a little present.

Insider's tips:

- Use this game to engage your participants in a competitive action loaded activity
- While explaining the roles in the beginning, act them out: it's fun and everybody will get a better understanding of the roles.
- Let one of the participants keep the time so you can concentrate on the speaker.
- After the game, turn to the question "How to deal with the different characters while speaking?". Start by asking "Does anyone know any of the characters from his own experience? How did you handle them?".
- Laminate the cards to use them more than once. They are quickly torn in the wild and funny battles of getting one.

Über den Autor

Björn Fiedler, Jg. 1974, ist Gründer und Geschäftsführer des Fiedler & Partner Consulting Teams. Seit 1996 lebt er seine Profession als Coach und Berater für Service-, Vertriebs- und Führungskommunikation mit viel Engagement und Herz. Sein Ziel ist es, Führungskräften wie Mitarbeitern Know-how, Vertrauen und Kraft zu geben, um herausfordernde Service-, Vertriebs- und Führungssituationen exzellent zu meistern. Die Kompetenz dafür hat er sich erworben durch jahrelange Praxiserfahrung, den Abschluss zum Diplom Sprechwissenschaftler mit Auszeichnung sowie durch Zusatzausbildungen in systemischer Aufstellungsarbeit, Theaterpädagogik und kollegialer Supervision. In der stürmischen Jahreszeit ist er regelmäßig auf Norderney zu finden. Dort forscht er und publiziert die Ergebnisse als freier Fachautor für amerikanische und deutsche Verlage. Sein Thema: Effektive Methoden zur nachhaltigen Exzellenzsteigerung. Björns Motto: "Es ist besser, ein Licht anzuzünden, als über die Dunkelheit zu klagen."