New Rules:

Leadership-Level Executive Presence









8 Things to Put to Work Now:





7 Minute Rule



Meeting scheduled for 5 minutes ess gain better engagement



TV taught us what intimacy



Hybrid meetings must contain remote only



The new order of storytelling: Now, New, Next, instead of past, present, future



Kill the update meeting



close can elevate Leader-Level executive presence

Real Background vs. Branded Background



Your real background



A green-screen virtual background that looks real

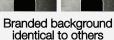


Blurred background



Branded background





MOST

LOSING 50%+

LEAST by a LOT

The New Order of Storytelling



NOW

(How I know we can get there with limited past stats) NEXT (the future we're creating)

The New Rules

The audience matters more than you do

The only reason to give a presentation is to change the behavior of the audience

Don't be a Human Loading Problem: give us context, relevance, & utility right away

The slides are not the presentation

DEVLINHAIR