2018 ADRP International Conference Coaching Program

Guide for Coaches

Thank you for your participation in the peer-to-peer coaching program! As an experienced speaker, you have been paired with 1–3 presenters/teams from the 2018 International Conference to work with one-on-one, providing personalized support, advice, and encouragement. The anticipated schedule for the program is as follows:

**Friday, July 20** – Suggested deadline for first call to discuss presentation goals and organization

**Wednesday, August 1** – Submit PowerPoint to ADRP office

**Friday, September 7** – Suggested deadline for phone or online rehearsal

Guidelines have been prepared, for both the coaches and the presenters, in order to ensure a productive and mutually fulfilling experience for all those involved in the program. Those for the coaches appear below and are followed by additional coaching tools to help facilitate and guide the coaching experience. We hope that you will enjoy your participation in this program and welcome feedback at any stage. Please email coaching@adrp.net.

**First Call**

*Deadline: July 20*

*Call to discuss presentation goals, style and mentoring needs.* As a coach, please:

- Initiate contact: email the presenter to set-up a time for the call
- Lead a discussion with the presenter about their presentation (see below Discussion Guide)
- Offer follow-up support (calls, emails, etc.), if needed/requested
- Schedule the next call to run-through the presentation

**Phone or Online Rehearsal**

*Deadline: September 7*

As a coach, please:

- Listen to the presentation, from start to finish, without interruption
- Take note of questions and comments during the dry-run and present them for discussion following the finish of the presentation (see below Discussion Guide)
- Be constructive: opt for suggestions rather than critiques
- Try, as much as possible, to ask questions that will lead the presenter to their own conclusions

Questions, comments, suggestions for improvement? Email coaching@adrp.net
Discussion Guide for Coaches

First Call

The goals of this call are to:

1. Initiate the relationship and build rapport
2. Encourage the presenter to think critically about their audience, their presentation style, the content of their presentation, and the goals of their presentation
3. Ensure a good match between the presentation description and content
4. Build presenter confidence and skills in terms of their content delivery

The following questions have been compiled to serve as a guide for coaches calling presenters for the first time to discuss their sessions.

Initiate the relationship and build rapport

- Tell me a little bit about what you do at [institution]?
- How long have you been in Donor Relations?
- Is this your first ADRP conference presentation? Have you attended before?
- What inspired you to present? What led you to choose this topic?

Encourage the presenter to think critically about their audience, their presentation style, the content of their presentation, and the goals of their presentation

- Describe what you plan to do in your one-hour session. Describe the format of your presentation (e.g.: panel, partnering with another presenter, etc.)
- How would you describe your presentation style? (e.g.: formal, informal, interactive, etc.)
- What methods will you employ to engage your audience?
- Is your session an informative one to let people know about a topic and your views on it, a persuasive one where you want them to do something differently at the end of the session, or something else entirely?
- What is the goal of your session? What will the audience do/know/feel at the end of your session?
- Is there one overarching message to your presentation? How will you convey it?
- How will you use visuals to deliver your message in a compelling way?

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Ensure a good match between the presentation description and content

- How did you develop your session description?
- Based on the style, message, and goals we just talked about, do you think your description fits your presentation?
- Explain why you think your session is geared to _____ level; ______ audience.

Build presenter confidence and skills in terms of their content delivery

- Describe your experience as a conference presenter and give examples of past presentations. What do you think worked well? What areas are you hoping to improve on?
- Based on presentations you have seen, what do you think makes a good presentation?
- What expertise are you bringing to the session that gives you credibility in front of the audience?
- What rehearsal and preparation strategies do you use?

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Discussion Guide for Coaches

Presentation Dry-Run

During the dry-run of the presentation, the coach is asked to take note of various aspects of the presentation. The coach should encourage the presenter to express themselves as they would at the conference (utilizing inflection, voice projection, audience questions, etc.) and he or she should follow along with the PowerPoint slides and/or other visuals (https://join.me/ is a free screen sharing and meeting tool that is recommended for this).

The following are areas of focus that should be discussed with the presenter following the dry-run, if needed:

- Does the presenter speak from a position of authority, drawing on broad knowledge of the topic?
- Does the presenter seem comfortable with the content and flow of the presentation?
- Does the presenter have good voice projection?
- Is the presenter interacting and engaging appropriately and adequately with the audience?
- Does the content and focus of the presentation remain consistent with the session description and RFP?
- Are examples and analysis provided that participants can apply to their own situations?
- If research is cited are they properly referenced?

If the presenter is using PowerPoint (or a similar audio-visual platform), it is important that it be used appropriately. The mentor should reflect on the below questions while listening to and viewing the dry-run presentation and if the presenter deviates from these best practices, the mentor should coach them accordingly.

- Do you get the impression the presenter is reading directly from the slides?
- Are there any typos?
- Are there too many slides for the length of the presentation and the content being conveyed?
- Would the slides be easily legible from the back of a large room? Is the font clear?
- Are color and images used appropriately? Is there distracting animation or slide transitions?
- Are graphics and visuals used effectively? Are there text-heavy slides that would benefit from a graphic illustration instead?
- Are there messages that could be conveyed with an image instead of text?
- Do the slides add to the presentation, increasing audience understanding?

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Helpful Links

Inspiration and wisdom:

- [https://www.khanacademy.org/partner-content/pixar/storytelling](https://www.khanacademy.org/partner-content/pixar/storytelling)
- Lynda.com has online courses about public speaking and making presentations (requires a subscription, but many organizations offer access to their employees; see if your organization or public library has a subscription)

Not every presentation aligns with an unconventional format, but all presenters can learn from the success of the wildly-popular TED.com presentation format... Here are some interesting links to help you learn from this the principles behind that model.

- [http://www.timlonghurst.com/blog/2008/05/16/the-ted-commandments-rules-every-speaker-needs-to-know/](http://www.timlonghurst.com/blog/2008/05/16/the-ted-commandments-rules-every-speaker-needs-to-know/)

Presentation formats and content:

- [https://blog.slideshare.net/2015/07/15/this-presentation-trick-makes-you-sound-brilliant](https://blog.slideshare.net/2015/07/15/this-presentation-trick-makes-you-sound-brilliant)
- [https://blog.slideshare.net/2016/01/18/how-to-close-the-last-minutes-of-your-presentation](https://blog.slideshare.net/2016/01/18/how-to-close-the-last-minutes-of-your-presentation)
- [https://blog.slideshare.net/2015/02/06/3-tips-for-presenting-to-an-unfamiliar-audience](https://blog.slideshare.net/2015/02/06/3-tips-for-presenting-to-an-unfamiliar-audience)
- [http://www.lifehack.org/articles/communication/6-secrets-of-bad-presentations-and-how-to-avoid-them.html](http://www.lifehack.org/articles/communication/6-secrets-of-bad-presentations-and-how-to-avoid-them.html)

Slide decks:

- [http://blog.ted.com/10-tips-for-better-slide-decks/](http://blog.ted.com/10-tips-for-better-slide-decks/)
- [https://www.slideshare.net/slidesthatrock/slides-that-rock-9659045](https://www.slideshare.net/slidesthatrock/slides-that-rock-9659045)

Being in front of an audience:


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