



## **Far Beyond Bullet Points: No Slides (Connecting Through Our Community of Leaders) An Informal Presentation by Tina Lo and Paul Signorelli For the ASTD Mt. Diablo Chapter on December 16, 2008**

### **Introduction**

Attendees at ASTD Mt. Diablo Chapter meetings throughout the year have been exposed to presentations using techniques documented in Cliff Atkinson's *Beyond Bullet Points*. For this evening's activities, we're going a step further by completely eliminating the PowerPoint slides and concentrating on our Chapter's greatest asset: the members themselves. This informal presentation builds from our collective strengths and is designed to leave Chapter members with thoughts on activities which do or do not encourage the building of connections when people meet.

### **Overview**

Attending workshops, conferences, and numerous meetings, we encounter a variety of techniques designed to break the ice and lead toward collaborations. There are activities including "networking bingo" where people race around a room of semi-strangers obtaining signatures which match descriptions ("sign here if you're from Denver"; "sign here if you are a member of your chapter board of directors") in an attempt to have participants meet as many people in as short a period of time as is (in)humanly possible. Other activities are more focused and allow participants to spend a little more time becoming acquainted with those whom they have just met.

### **Getting to Know You, Part 1--Tina Lo**

When creating a 30-second introduction for yourself to move you past that initial moment when you are attempting to make the best possible first impression you can possibly create, there are several tips to keep in mind:

- Focus on the impact; make it brief, focused and hard hitting; and keep it short.
- Rotate the facts; develop several introductions; think of the different aspects of your work.
- Make it relevant to the audience: what will make the listener say, "tell me more?"
- Believe it; be careful not to oversell; speak from integrity and pride.
- Put your weight behind it; deliver it with passion.
- Show that you're really happy about what you do.
- Look at the listener; watch for "MEGO."
- Know when and when not to use the intro.
- Know when to stop; less is more; be brief and focused.
- Leave them wanting to know more.

The key to success:

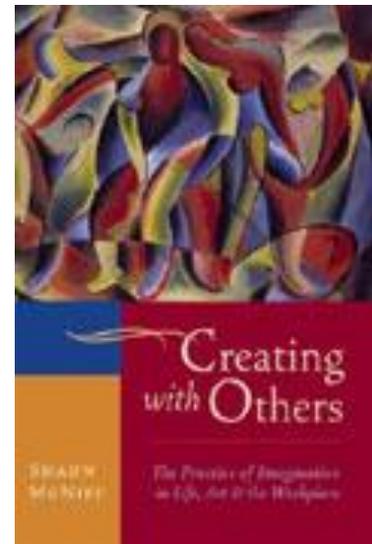
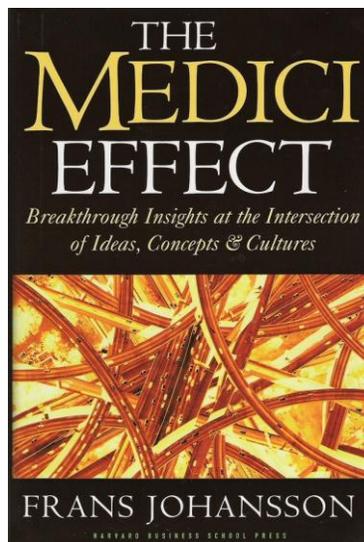
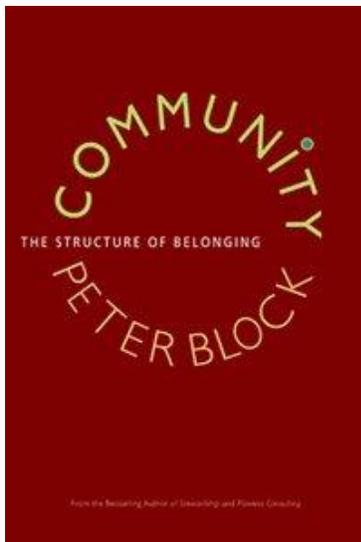
- Follow up is a must.
- Focus on building relationship than selling products or services.
- Add the personal touch and relate to others.
- Both parties must benefit from this relationship.
- Give and take like any other relationship.

## **Getting to Know You, Part 2--Paul Signorelli**

It's all about engagement—that moment when people are drawn together by a common interest or goal and, in the process, begin to build the sort of communities which result in long-lasting and productive collaborations. Peter Block (*Flawless Consulting* and *Community: The Structure of Belonging*) shows, in his work and his presentations, that it doesn't take much effort to initiate the process of building and strengthening communities—just a few people willing to gather and cross barriers they don't normally cross so that ideas flow freely and exchanges strengthen relationships. Frans Johansson describes the same process in *The Medici Effect*, and proponents of the World Café model inspire similar interactions and exchanges. A simple example: if we sit in small groups of no more than six or seven people in a way that makes everyone visible and audible and removes any impression of one person leading while others play follow the leader, all participants have a chance to talk about themselves (what they do, why they joined the group they have joined, or why they are attending the activity they are attending). Allowing people to move from group to group at will, in ways which transfer ideas among participants, recreates the best of what occurs at cocktail parties or other social gatherings. If there is a bit of direction and continuity mixed into the process, magic happens.

## **Resources**

### **Books**



### **Articles**

Margie Fisher, "Creating a Powerful 30-Second Introduction"

[http://www.zfpr.com/press/documents/0403\\_HomeBusiness.pdf](http://www.zfpr.com/press/documents/0403_HomeBusiness.pdf)

Brigham Young University, "Elevator Introductions or 30-Second Commercials"

<http://apps.byuh.edu/career/Documents/ELEVATOR%20INTRO%20or%2030%20Second%20Commercial%20Tip%20Sheet.pdf>

Michael McLaughlin, "The Trouble with Elevator Speeches"

<http://www.marketingpros.com/6/mclaughlin9.asp?sp=1>

Vicky Schubert and Rachel Baker, "Creating New Futures Through Community Conversation: An Interview with Peter Block"

<http://www.pegasus.com/levpoints/peterblockint.html>

### **Blog Articles**

Paul Signorelli, CE Buzz, "Creating 'Literary Salons' for Trainer-Teacher-Learners"

<http://cebuzz.wordpress.com/2008/07/16/creating-%e2%80%9cliterary-salons%e2%80%9d-for-trainer-teacher-learners/>

<http://www.infoblog.infopeople.org/2008/07/best-practices-conferences-training-and-communities-of-learning-part-1-of-2/>

<http://www.infoblog.infopeople.org/2008/06/training-community-and-breaking-ice/>

### **Examples**

Networking Bingo:

<http://create-learning.com/Documents/Social+Networking+Bingo.pdf>

[http://www.newhampton.org/ftpimages/97/download/download\\_group8171\\_id218056.pdf](http://www.newhampton.org/ftpimages/97/download/download_group8171_id218056.pdf) (p. 4 of document)

World Café:

<http://www.theworldcafe.com/what.htm>

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of this material, please contact***

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