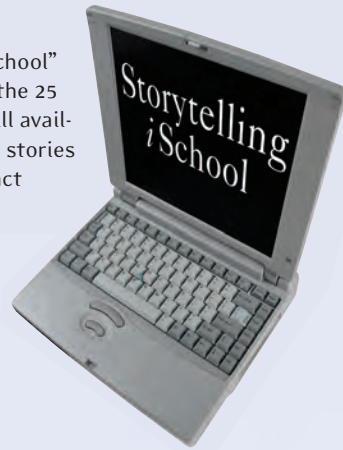


First Session Coming Soon

The first session of “Storytelling iSchool” begins September 7th, and a few of the 25 spaces in this inaugural class are still available. If you want to learn how to tell stories that can advance your mission, attract funds, and help recruit new board and staff members – and do so in the comfort of your own home or office – visit my website for more information and be sure to register before August 30th. ■



Second Printing Completed

If you are a full-time employee of a non-profit, foundation, government agency or educational institution, you can request a complimentary copy of *Why Bad Presentations Happen to Good Causes*. We have just printed 10,000 more copies thanks to the generous support of The William and Flora Hewlett Foundation, The David and Lucile Packard Foundation, The Robert Wood Johnson Foundation, The Sisters of Charity Foundation of Cleveland, Surdna Foundation, Open Society Institute, and The Harbourton Foundation. ■



To order either book
or to register for
Storytelling iSchool, visit
www.agoodmanonline.com

Third Edition Now Available

The best stories about storytelling from seven years of free-range thinking™ have just been collected in one place: *Storytelling as Best Practice* (Third Edition). Copies of the newly expanded booklet cost \$12.50 (plus shipping) and can be ordered from my website. ■



Free-range thinking™ is a monthly newsletter for public interest groups, foundations, and progressive businesses that want to reach more people more effectively. For a free subscription, send your request to: andy@agoodmanonline.com or call 323.464.3956. Back issues are available on the web at www.agoodmanonline.com.

Newsletter edited by Lori Matsumoto.



The PRESENTER'S CONTRACT

Every time you present, you enter into a contract with your audience. So take a moment to review the terms, or your next talk could be a deadly deal-breaker.

As you plan a presentation, it can be useful to think of your audience's experience as a *journey*. They will enter the meeting room at point A, which is defined by their existing level of understanding and interest in your subject. And they will leave at point B, hopefully with more interest, understanding and even motivation to act. How you transport them from A to B—well, that's the real challenge, but if you begin your planning by thinking in these terms, you're off to a promising start.

You can read more about using the A-to-B model in *Why Bad Presentations Happen to Good Causes*, but there is another useful metaphor to consider: the *contract*. When people turn over

their valuable time and attention to you—whether for five minutes or five hours—they expect value in return. If you fail to deliver, they will consider the unwritten contract breached and may opt out in any number of unpleasant ways, e.g., checking their BlackBerry, nodding off, or just picking up and leaving.

How can you avoid this fate? Study and abide by the terms of the contract as they exist in your audience members' minds—which is precisely what you'll find inside awaiting your review. And signature. ■



a goodman

GOOD IDEAS FOR GOOD CAUSES

444 north larchmont blvd, suite 102
los angeles, ca 90004

The PRESENTER'S CONTRACT

Effective this date, _____, 200____, the members of your audience (hereinafter referred to as AUDIENCE) and _____ (print your name, hereinafter referred to as PRESENTER), do hereby agree to the following terms and conditions whensoever PRESENTER shall appear before AUDIENCE in a prearranged condition commonly known as a meeting, conference, off-site, retreat, or similarly defined convening:

- 1 AUDIENCE promises to instinctively and mercilessly judge PRESENTER within the first thirty (30) seconds of PRESENTER opening his or her mouth. In return, PRESENTER promises to plan, rehearse, and possibly even memorize the opening of his/her presentation to garner AUDIENCE's respect and to sustain its attention for the remainder of said presentation.
 - 2 AUDIENCE promises to view overall presentation with naked self-interest, implicitly asking "What's in it for me?" In return, PRESENTER promises to conduct research prior to the presentation to understand AUDIENCE's interests and beliefs and to craft his/her presentation in such a manner as to speak directly to said interests and beliefs.
 - 3 Whether presentation shall be ten (10) minutes, sixty (60) minutes, or any length of time in between, AUDIENCE promises to retain no more than a handful of key points. *(For the purposes of this agreement, a handful shall be defined as three (3) to five (5). In the unlikely event any audience member retains more than five (5) points, this agreement shall remain in force.)* In return, PRESENTER promises to synthesize the information within his/her presentation into said handful of key points, and will incorporate such tools (e.g., repetition, humor, storytelling, and especially interactive exercises) that ensure AUDIENCE remembers said points.
 - 4 AUDIENCE promises to view PowerPoint slides that employ standardized templates (e.g., title followed by multiple bullet points) with disgust, loathing, or similar emotions of AUDIENCE's choosing. While PRESENTER's use of such slides shall not be considered a de facto termination of this agreement, it may permit AUDIENCE to exit said presentation, check email on BlackBerry or other handheld device, slide into unconsciousness, or any combination of the above.
 - 5 PRESENTER promises that if his/her presentation includes supporting visuals such as PowerPoint slides, PRESENTER will use visuals to reinforce main points of his/her presentation with minimal use of text, emphasis on images with strong emotional content, and with full awareness that AUDIENCE can, in fact, read text without PRESENTER's assistance.
 - 6 PRESENTER promises to vary the tone, volume, and pacing of his/her voice; to maintain eye contact with the audience; and generally to deliver presentation in such a manner that confirms PRESENTER is currently alive.
 - 7 As the presentation nears its conclusion, AUDIENCE promises to pay increased attention (including, but not limited to, rousing from slumber.) In return, PRESENTER promises to prepare a closing statement - delivered after a period of question-and-answer - that reinforces what the PRESENTER wants the audience to think, feel, and do as a result of said presentation.
 - 8 PRESENTER hereby promises to use printed handouts for transmission of information not suitable to PowerPoint and/or as reminder of key points in the presentation. PRESENTER further promises to distribute said hand-outs after the presentation whenever possible since AUDIENCE promises to flip through any hand-outs the moment they receive them whether instructed to or not.
 9. Despite explicit requests from the PRESENTER, AUDIENCE promises to leave all mobile telephones on during the presentation, and to subject PRESENTER to annoying musical tones including classical, rock, jazz, easy listening, and others. PRESENTER promises to conceal annoyance to the degree possible, however the destruction of a mobile phone by PRESENTER shall not constitute an abrogation of the terms of this agreement.
 10. PRESENTER hereby promises and affirms to post this agreement in a clearly visible location within his/her office, cubicle, or workstation; or (if filed in non-visible location) to retrieve and briefly review it prior to future presentations to ensure compliance with all terms and conditions herein.
- PRESENTER hereby affixes his/her signature below and so promises, regardless of the humorous nature of this agreement, to take presenting more seriously from this day forward.

Agreed to by:

Agreed to by:

(Please sign and post)

The Audience
The Audience