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SEPS 402 Instructional Methods

Reaction to *PRESENTING TO WIN* Executive Book Summary

PRESENTING TO WIN by Jerry Weissman provides an outline of activities that a presenter could use to give a presentation. This outline is very similar to the ADDIE, or Analyze, Design, Develop, Implement, and Evaluate process. Weissman emphasizes finding a connection to the audience and the right information which coincide to the Analyze portion of ADDIE. He then talks about finding the flow and capturing the audience which translate to the design phase of ADDIE. Then the priority is shifted to graphics or the ADDIE development phase. Weissman concludes his book with bringing the story to life and customizing the presentation which are the implementation and evaluation phases of ADDIE.

First of all Jerry Weissman writes about the audience and how a presenter and the audience must have a connection. Without a connection the audience might lose interest. To establish this connection Weissman emphasizes that the presenter must have a clear point because if there is a lack of audience benefit, a confusing presentation, too much information, or the presentation is too long then the audience will not learn anything. In order to avoid these problems the author writes about setting parameters for the presentation. The parameters include a identifying the objective of the presentation, a detailed audience analysis to determine what the audience already knows, an analysis of the competition for the presentation, and an investigation of the venue for the presentation. An instructor or instructional designer would want to make sure that the information is relevant in order to connect with the audience. In addition to relevance the instructional designer needs to ensure that the material is presented at the appropriate level of

understanding for the learners and that the learners actually want to learn the material. Lastly the instructional designer wants to ensure that the venue for the instruction is compatible with the instructor and audience needs. Once the initial analysis is complete the author moves on to the details of the presentation.

Weissman writes about avoiding putting out too much information, narrowing the focus of the presentation and then determining the flow or order of the presentation. In order to keep the focus on a narrow subject the author suggests clustering and the filtering the main ideas from a brainstorming whiteboard. After the filtering is complete only the main ideas for the presentation should be left. Then the author suggests looking at the ideas critically to determine how best to present them logically. Among the many presentation possibilities are some of the possible scenarios. These scenarios for flow include a modular format as in a sequence of interchangeable parts, chronologically as in time, as problems and solutions, or as comparisons in contrast to each other. When designing a lesson, an instructional designer must narrow the subject down to the gap in the KSA's that the learner needs to know and use. The brainstorming process described in *PRESENTING TO WIN* is very similar to the gap identification process. Then once the gap is identified, the designer should look at the content and determine the most appropriate method for delivery to the learners. In *PRESENTING TO WIN* this is described as determining the flow. Then the author writes about capturing the audience attention and using graphics for the best possible outcome. Capturing the audience attention might include developing an anticipatory set and when Jerry Weissman writes about graphics use and bringing the story to life, he is describing what an instructional designer might call the development part of the ADDIE process. In instructional design, this is sequencing, developing the materials and includes pilot testing the presentation, course, or lesson.

Finally, as the article concludes, the author writes about bringing the story to life and customizing the program to the audience. Bringing the story to life might be viewed as implementing the training in the ADDIE process. The customization could be viewed as the last part of ADDIE and might include parts of implementing and evaluating then returning to development. In conclusion, *PRESENTING TO WIN* by Jerry Weissman seems to be a very basic outline of the ADDIE process.