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Ultimate Presentation Workbook

Practical advice and checklists to ensure you are ready to host a successful
and meaningful employee recognition ceremony.



The Ultimate Presentation Workbook

Guide to preparing a meaningful recognition ceremony

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Introduction

If public speaking makes your palms sweat, fear not! Being prepared is the best way to overcome nerves and deliver a successful presentation. Most who are called upon to conduct recognition ceremonies are not public speakers and feel uncomfortable in this role. Take a deep breath and relax. With these tips, a little practice and careful preparation your presentation can be as effective as the most accomplished circuit speaker... and much more meaningful.

Choosing the Location

The right location is not the most critical factor in the success of a presentation, it is what you say and how you say it that will set the tone for a meaningful speech...but you do want people to be comfortable.

A little planning regarding the location will enhance the event. Consider:

- How many people you can include given the location and the length of the presentation
- The best time to use this location
- Booking and announcing the location at least two weeks ahead of time

Whether the ceremony takes place in the recipient's work area, a nearby conference room or offsite location, consider the number of attendees you want to invite. Don't try to fit the entire company into one employee's cubicle, but do encourage as many associates as possible to attend. Having the entire team gathered around the recipient's desk can make for an exciting and memorable moment, if crowd control is considered.

Preparing your Presentation Content

3 tips to writing a meaningful speech

1

Prepare a 3-5 minute content outline ahead of time

The content and length of your presentation will vary depending on the purpose of the ceremony and the environment in which it takes place.

The rule of thumb is to write a script that is 3-5 minutes in length. However, the length isn't nearly as important as the content. Your presentation will have the most impact if you inject enthusiasm, warmth and sincerity into the ceremony. Keep it personal and specific.

Leaders who value recognition and take the time to prepare sincere and

meaningful appreciation speeches help build a workforce that is more productive, positive and committed to the company.

2

Collect pertinent professional and personal information

We recommend using the recipient information sheet below to identify important personal and professional accomplishments for your speech.

It is good practice to:

- Highlight the recipient's job responsibilities and past accomplishments
- Praise internal mentors or associate support
- Tell a humorous or positive story about the recipient
- Spotlight the individuals pertinent education or experience
- Identify company events that resulted in the recipient's professional growth
- Make a connection between the recipient's achievements and the company's values and philosophy

If the ceremony is for multiple recipients you may want to compare notes with other speakers so your speech and focus is unique. Don't worry about your speech becoming stale. Individual backgrounds, experiences, and specific contributions will support personal memories. Grant each recipient the sincerity and respect they have earned.

3

Practice, Practice, Practice

Once you've completed the recipient information sheet and practiced your 3-5 minute speech a few times, the ceremony should be as comfortable for you as it is enjoyable for the recipient.

Preparation Dos and Don'ts

Preparation doesn't mean long hours agonizing over the perfect, most professional speech. A simple content outline and a relaxed rehearsal in front of the mirror a few days before the actual presentation is usually enough.

Do:

- Start preparing your presentation about two weeks in advance
- Use our checklist and information sheet to get started
- Provide written announcements to team two weeks ahead of the ceremony
- Use note cards to stay on track

- Reference how the individual exhibits company values
- Be personal and specific
- Make eye contact with the recipient, glance at the audience
- Be sincere and enthusiastic
- Use appropriate and clean humor
- Make sure your attire is appropriate for the event
- Check your presentation gifts two days in advance
- Send a reminder to upper management two days in advance
- Practice, Practice, Practice

Don't:

- Wait until the last minute to prepare
- Outline every accomplishment, just the highlights
- Make light of the ceremony or the recipient's achievements
- Mention sex, race, religion, age, handicap, or veteran status
- Make any remark that can be seen as a verbal contract

“ It's not necessary to do
extraordinary things to get
extraordinary results. ”

- Warren Buffet

Recipient Information Sheet

Recipient's Name: _____

Title: _____

Applicable Date (i.e. anniversary date): _____

Ceremony Date: _____

The Award: Service Recognition | Safety | Performance | Other

Spouse's Name (if appropriate): _____

Children's Names (if appropriate): _____

Hobbies & Interests: _____

Key Responsibilities: _____

Specific Contributions and Accomplishments: _____

Connection to Company Values: _____

Relevant Education or Work Background: _____

Career Highlights/Accomplishments: _____

Special Notes: _____

Presentation Day

10 simple steps for a memorable ceremony

1. Review your 3-5 minute content outline.

Practice your speech a couple times in the mirror or with a colleague the day of the event. With practice, you will be more comfortable and able to enjoy the ceremony as much as the recipient will.

2. Welcome everyone.

Stand in front of the group and have the recipient stand by your side. Don't make the presentation with the proud associate sitting down. The important "visiting dignitaries" should also be close by. It's a nice gesture to have them standing as well.

3. Announce the purpose of the ceremony.

Remind the audience of the recognition initiative or program that you are celebrating and how it ties into the company's mission, vision and values. Make reference to the value of the outstanding associate and what they mean to the organization.

Recognition events are excellent opportunities to reinforce employee accomplishments that support the company's goals and philosophy.

4. Mention the recipient's name often.

Use the individual's first and last name at least once. Frequently use the first name when referencing achievements.

5. Explain the recipient's background as it relates to the current achievement.

Include the date employed, his/her role, contributing educational or work experience, past achievements, historical events, etc. Highlight the recipient's current responsibilities and specific activities, accomplishments and/or initiatives. It is not a necessity to list all accomplishments, just the key ones.

7. Present the certificate of appreciation and mention any gift the recipient will receive.

Thank the recipient for his/her effort and continued support. Shake hands and encourage applause.

Ensure you have the presentation materials on-hand at least two days before the ceremony. On the day of the ceremony, make sure you have all presentation materials with you.

8. If agreed ahead of time, have the recipient say a few words.

Make sure to check with the recipient first so they can prepare a few notes. If the recipient would like to say a few words, provide a time parameter.

9. Thank the recipient again.

Congratulate the individual on the achievement, thank him/her for their effort and the associates for their continued support. End the ceremony by thanking everyone for joining the celebration.

10. Within the next day or so, follow-up with the recipient.

Touch base with the individual to get feedback on the ceremony and their gift.







The Event Checklist

Print out this quick checklist to ensure you have considered the critical elements and are prepared for the recognition ceremony.

- ☐ Establish a specific time and date for the ceremony
- ☐ Determine who will participate and attend the event
- ☐ Two weeks prior to the ceremony, notify associates, team members, upper management, etc. Send out an email and post on your Newstream, if appropriate
- ☐ Decide on a meeting place (if applicable, two weeks prior to ceremony)
- ☐ Complete the Recipient's Information Sheet and craft your 3-5 minute speech
- ☐ Review your Presentation Day Outline, write specific notes into your speech
- ☐ Practice your presentation in front of a mirror and with a family member or colleague
- ☐ Determine if the recipient would like to say a few words during the ceremony. If this is appropriate, provide time parameters
- ☐ Be sure to have all presentation materials on-hand at least two days before the ceremony
- ☐ Send a reminder to upper management two days before the ceremony
- ☐ Practice your presentation one more time the morning of the event
- ☐ On the day of the ceremony, make sure you have all presentation materials in-hand

You're Ready

A recognition speech publicly showcases your appreciation for the individual's achievement while also motivating and encouraging those in attendance to reach their potential. Do a quick last minute check to ensure you are prepared to deliver a memorable and successful recognition event.

-  ☐ Utilize your Event Checklist to ensure you've thought of everything
-  ☐ Pre-announce the recognition event to create an atmosphere of celebration and achievement
-  ☐ Complete the Recipient Information Sheet to prepare your presentation outline/"speech"
-  ☐ Picture the event as a success and practice, practice, practice
-  ☐ Be sincere and enthusiastic. Keep your speech personal and specific
-  ☐ Relax and enjoy the celebration

Self Evaluation

Use each presentation as a learning opportunity. Print out and complete this quick self-evaluation. Asking yourself these questions will reinforce the importance of preparing and make you even more comfortable for future ceremonies.

- ☐ Did I complete my checklist?
- ☐ Did I practice enough?
- ☐ Was I prepared?
- ☐ Did I follow my outline?
- ☐ Did I cover all of the important achievements?
- ☐ Did I encourage participation and applause?
- ☐ Was I sincere?
- ☐ Was I enthusiastic?
- ☐ Did I avoid inappropriate topics?
- ☐ Did the ceremony create a good memory?

IN MY OPINION:

1. What part of the presentation meant the most to the recipient?
2. What was the best thing I said/did?
3. What would I do differently if I had to do it again??
4. In a range from 1 to 10, with 10 being the most effective presentation, grade yourself on this presentation.

1 2 3 4 5 6 7 8 9 10

Summary

Summary

Whether you felt your presentation was effective, very effective, or has room for improvement, once you've made that first presentation the next one and each one thereafter will become easier and better.

Use your checklists and Recipient Info Sheet to help you stay organized and to maximize the return on your effort.

“ It’s not about having the right
opportunity.
It’s about handling the opportunity right ”

- Mark Hunter

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