

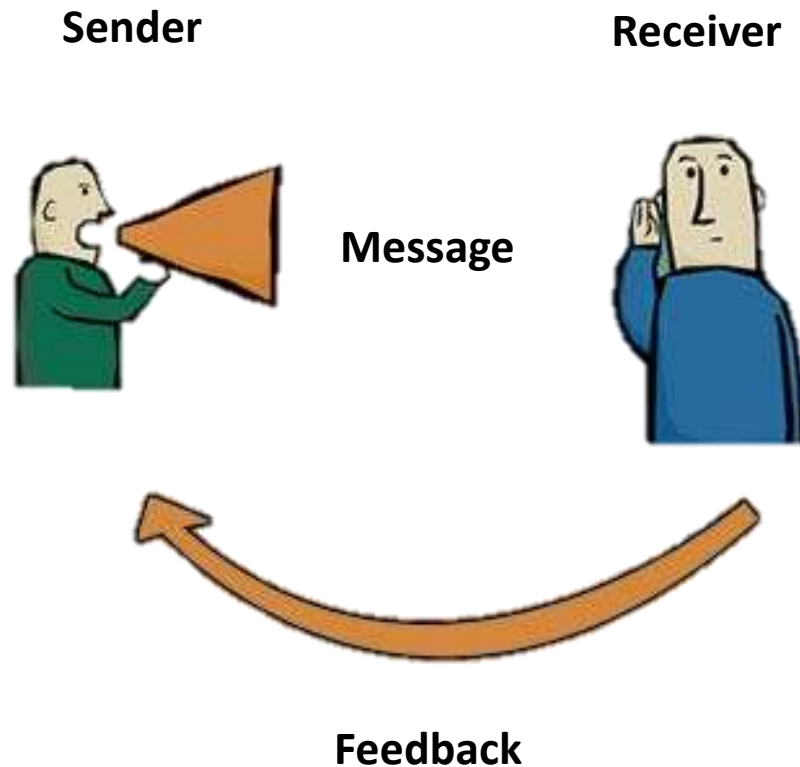


McCain Talk: Presentations that Rock!

Alejandro Melgar – February 2020

Communication 1-1

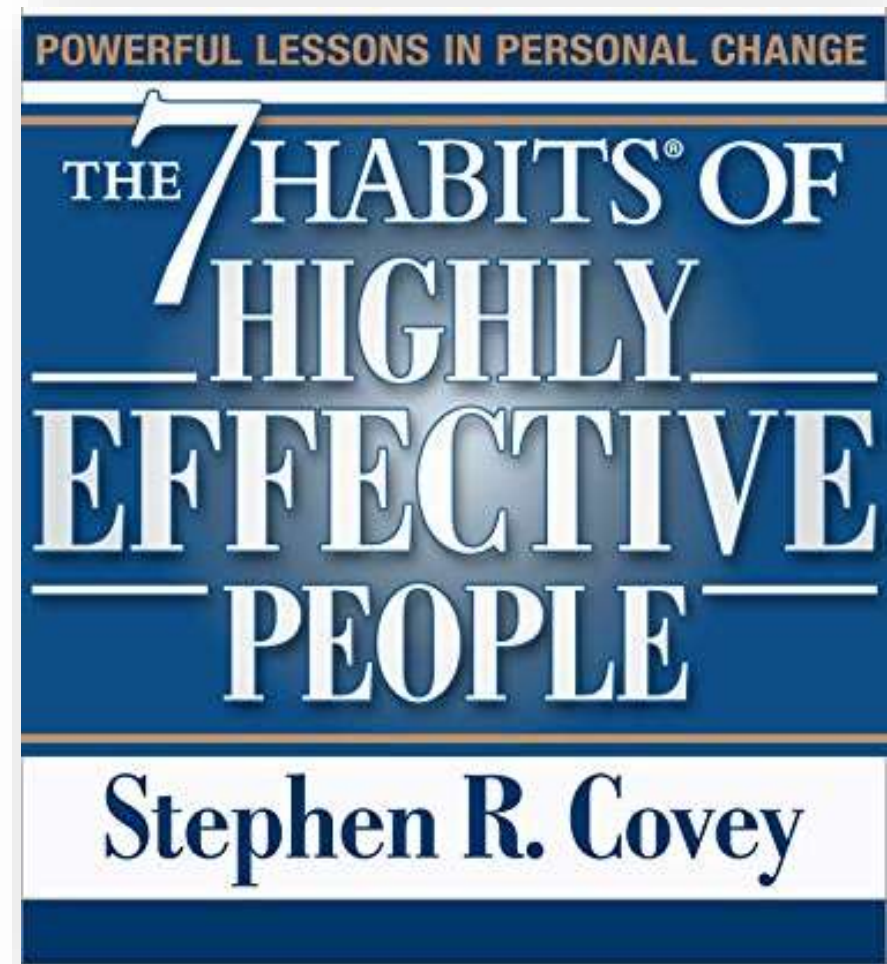
As a presenter your goal is to **communicate** effectively and efficiently your message



Effective = Achieve your goal

Efficient = Achieve it in the less amount of effort as possible

**Let's start with the
basics...**



**“Begin with the end in mind.”
Stephen Covey**



Begin with the end in mind



Envision **what you want** in the future so you can work and plan towards it.

You have to act and be proactive,
you are the programmer!



Do not just act, **think first**: Is this how I want it to go, and are these the correct consequences?

What's the main objective of my presentation?



- ☐ Message
- ☐ Audience
- ☐ What's the story?



Our Menu Signatures


#CRISPERS

A game changer!

Crispers V Cut Innovation

2019

#CRISPYLICIOUS



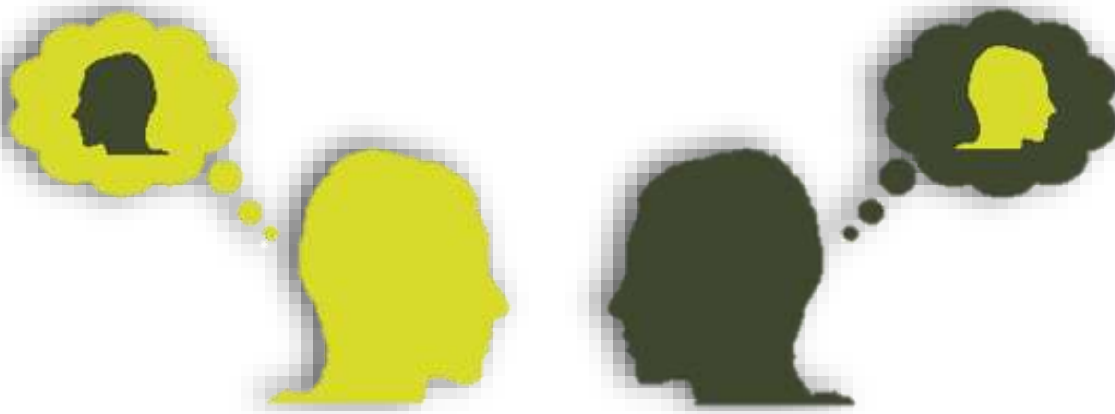
Seek first to understand,
then to be understood.

Stephen R. Covey

Empathetic listening to genuinely understand a person

You will manage:

1. **Your personal credibility:** It's the trust that you inspire
2. **The empathetic side:** It's the alignment with the emotional trust of another person's communication
3. **The logic:** The reasoning part of the presentation.



Working on empathy



- ☐ Who's my audience?
- ☐ Do I understand my audience?
- ☐ What are their needs?
- ☐ What are their frictions? Problems? Issues?

Best practices



Priorities



- ❖ Present relevant and successful ideas with product innovations to attract the consumer.



- ❖ Develop crew incentives to motivate and generate sales with every initiative.



- ❖ Continue to work alongside KFC to keep building our business together.

Soluciones enfocadas a cada canal

Canales



Necesidad del consumidor

Comida fácil en casa

Comida fácil en casa

Indulgencia fuera de casa

Hora del día

Por la mañana

Por la mañana

Cualquier hora

Soluciones propuestas



**Now let's make a
Presentation That Rock!**



Tips to make a great presentation

Always keep your end in mind

Build a strong story



What's Your Story?

Tips to make a great presentation

Know your audience



Know your environment



Teamwork = Key to success!



- ☐ Ask your colleagues
- ☐ Different points of view could make the difference
- ☐ It's OK not knowing everything
- ☐ Cross department feedback will open your mind to new approaches

Preparation! Preparation! Preparation!



Don't make one version of your presentation.

Think twice.

It's all about the details!



Take notes



- ☐ Don't write everything you want to say.
- ☐ Use notes to support your message
- ☐ Use different ways to communicate. Your body, your language, McCain kits, etc.

Don't forget

- ☐ Do not depend on Power Point to communicate your story. You are a *storyteller*.
- ☐ Check your spelling.
- ☐ You can use colors but don't make a **rainbow**.
- ☐ Power Point has nice additional features such as transitions, animations, etc. **USE IT, DON'T ABUSE IT!**
- ☐ Use McCain templates to unify the way we communicate to our clients and to maintain our corporate image.

**“To Achieve goals you’ve never achieved before,
you need to start doing things you’ve never
done before”**

Stephen Covey

