



Hikmat_Leaders

CAPTIVATE Preparation:

Many people communicate, few captivate and connect, as a Hikmat Leader, you need to captivate and connect



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1. VISUAL STORY :

Maybe your mind goes blank when you sit down to generate ideas. Or maybe you struggle to organize fragmented thoughts into a cohesive message. Either way, you're tired of seeing your presentations fall flat. So if you want to get better at persuasive visual communication, where do you start?

The most impactful presentations in the world today combine story with visual design. The VisualStory® live online workshop gives you the opportunity to learn the fundamentals of both narrative and visuals in a consolidated format. This interactive workshop is built on the principles in Nancy Duarte's best-selling books,

Slide:ology and *Resonate*.

You'll learn how to:

- Analyze an audience to uncover what brings them value
- Craft a succinct thesis for your presentation and desired audience journey
- Structure presentation content to create contrast and add variety
- Compare the characteristics of document vs presentation slide design
- Describe the visual qualities of clean effective slides
- Transform bullet points, ideas, and key messages into visuals
- Redesign text-heavy, messy slides into clear, visual-first slides
- Storyboard visuals to clearly convey your message

detailed explanations and examples for each topic you've mentioned. This should help you create a comprehensive workbook for crafting great visual stories.



1. **Analyze an audience to uncover what brings them value:** Understanding your audience is crucial for creating effective visual stories. Consider their background, demographics, interests, and expectations.

Example: If your audience consists of marketing professionals, focus on industry-specific examples, case studies, and recent trends to make your content more relevant and valuable.

2. **Craft a succinct thesis for your presentation and desired audience journey:** A thesis statement clearly articulates the central idea or message you want to convey. Create a journey that guides your audience through the presentation.

Example: Thesis: "Leveraging social media for effective customer engagement." Journey: Introduction to social media, importance of customer engagement, strategies for engagement, case studies, and conclusion.

3. **Structure presentation content to create contrast and add variety:** Organize your content in a way that maintains interest, balances contrasting ideas, and showcases variety. This helps keep your audience engaged.

Example: Start with a compelling introduction, follow it with informative and contrasting sections, and end with a powerful conclusion.

4. **Compare the characteristics of document vs. presentation slide design:** Documents focus on text and detail, while presentation slides should be visual, simple, and emphasize key points.

Example: Documents: paragraphs, bullet points, citations, and detailed explanations. Presentation slides: visuals, minimal text, and clear, concise messages.

5. **Describe the visual qualities of clean, effective slides:** Effective slides have a clear hierarchy, are visually appealing, and are easy to understand. Use a limited color palette, simple typography, and high-quality images.



Example: Use one to two fonts, a maximum of five colors, and images with a consistent style.

6. **Transform bullet points, ideas, and key messages into visuals:** Replace text-heavy slides with visuals like charts, diagrams, and images to better convey your message.

Example: Instead of listing the benefits of a product in bullet points, use an infographic or a series of icons to represent each benefit visually.

7. **Redesign text-heavy, messy slides into clear, visual-first slides:** Remove excess text, simplify visuals, and declutter your slides to make them more effective.

Example: If a slide has a long paragraph, break it down into key points and represent them with icons or images.

8. **Storyboard visuals to clearly convey your message:** Create a visual outline of your presentation to ensure your story flows logically and is easy to follow.

Example: Sketch or list the visuals for each slide, then arrange them in a logical order. This will help you see the overall structure and flow of your presentation.

2. GREAT DELIVERY

Great content can't move people if it's not delivered well. Luckily, great public speaking doesn't just happen—it's a skill you can learn.

If you're having trouble persuading your audience, the Captivate™ workshop will give you the model and tools to become a more comfortable, dynamic, empathetic, and persuasive speaker.

This interactive and highly participatory live online workshop uses a mix of instruction, examples, and live coaching sessions so you can immediately put your new public speaking skills to practice.

In the Captivate™ workshop, you'll learn to:

- Identify the signs and traits of an effective speaker
- Examine your mindset toward public speaking across a variety of settings
- Assess the effectiveness of your, and others', speaking habits and provide actionable feedback
- Apply persuasive presentation techniques and evaluate your, and others', improvement
- Recognize how to demonstrate empathy for your audience
- Prioritize areas of improvement to build confidence in your presentation skills

the Captivate™ workshop, you'll focus on enhancing your presentation delivery skills. Below, I've detailed each topic with examples to help you create a comprehensive workbook for mastering the art of public speaking.



1. **Identify the signs and traits of an effective speaker:** Effective speakers exhibit confidence, clear articulation, engaging body language, appropriate pacing, and audience connection.

Example: An effective speaker maintains eye contact, uses hand gestures to emphasize points, and varies their tone and pitch to keep the audience engaged.

2. **Examine your mindset toward public speaking across a variety of settings:** Reflect on your attitude and emotions towards public speaking in different contexts, such as professional meetings, social events, or formal presentations.

Example: Notice whether you feel more confident speaking in small groups versus large audiences, or if you're more at ease in informal settings than in professional ones.

3. **Assess the effectiveness of your, and others', speaking habits and provide actionable feedback:** Evaluate your public speaking skills and those of others, then offer constructive feedback for improvement.

Example: While watching a colleague's presentation, note their strengths and weaknesses, such as strong storytelling but weak eye contact. Provide feedback, suggesting they practice maintaining eye contact to enhance their connection with the audience.

4. **Apply persuasive presentation techniques and evaluate your, and others', improvement:** Learn and implement persuasive techniques, such as storytelling, rhetorical devices, and emotional appeal. Assess your progress and that of others.

Example: After incorporating storytelling into your presentation, ask a peer to evaluate its effectiveness and provide feedback on how well you engaged the audience.

5. **Recognize how to demonstrate empathy for your audience:** Understand your audience's needs and emotions, and tailor your presentation to address their concerns and interests.



Example: If you're presenting to a group of employees facing job uncertainty, acknowledge their fears, and provide information on how your proposed solutions can help alleviate their concerns.

6. Prioritize areas of improvement to build confidence in your presentation skills: Identify which aspects of your public speaking skills need the most improvement and focus on them to boost your confidence.

Example: If you struggle with nervousness, practice relaxation techniques and rehearse your presentation multiple times to increase your comfort level and confidence.

7. Utilize storytelling techniques to engage your audience: Incorporate personal anecdotes, case studies, or hypothetical situations to create an emotional connection with your audience and make your message more memorable.

Example: Instead of just presenting data on customer satisfaction, share a story of a specific customer's positive experience and how your product or service made a difference in their life.

8. Practice active listening and respond to audience feedback: During Q&A sessions or interactive presentations, listen attentively to your audience's questions and comments, and provide thoughtful, concise responses.

Example: When an audience member asks a question, repeat or paraphrase it to ensure you understood their concern, and then provide a clear, relevant answer.

9. Use visual aids and technology effectively: Enhance your presentation with visuals, such as slides, images, or videos, and ensure you're comfortable using the necessary technology.

Example: Familiarize yourself with the presentation software and hardware, and rehearse using your visual aids to avoid technical difficulties during your presentation.



10. Develop a strong opening and closing: Start your presentation with a captivating introduction to grab your audience's attention and conclude with a memorable closing statement that reinforces your main message.

Example: Open with a surprising statistic or a thought-provoking question, and close by summarizing your main points and leaving the audience with a call-to-action.

11. Cultivate a confident and authentic presence: Speak confidently and authentically, without trying to imitate someone else. Embrace your unique speaking style and focus on connecting with your audience.

Example: Record yourself practicing your presentation and review the footage to identify areas where you can improve your confidence and authenticity.

12. Refine your non-verbal communication skills: Pay attention to your body language, facial expressions, and gestures, as they can significantly impact your message delivery.

Example: Stand tall, make eye contact, and use hand gestures to emphasize key points. Avoid crossing your arms, pacing, or fidgeting, as these actions can be distracting.

By incorporating these tips and techniques into your workbook, you'll be well on your way to becoming a more effective and engaging presenter. Remember to practice regularly and be open to feedback as you continue to refine your skills.



3. TED TALK THAT CAN MOVE THE WORLD . the vital 7 with examples

1. **Start with a compelling idea:** Your TED Talk should be centered around a thought-provoking, innovative, or inspiring idea that can resonate with a diverse audience.

Example: Brene Brown's TED Talk, "The Power of Vulnerability," which explores the importance of vulnerability, empathy, and connection in human lives.

2. **Tell a story:** Incorporate personal anecdotes, real-life examples, or hypothetical situations to engage your audience emotionally and make your message more memorable.

Example: Jill Bolte Taylor's TED Talk, "My Stroke of Insight," where she shares her experience of having a stroke and the insights she gained about the human brain.

3. **Keep it concise and focused:** TED Talks are usually limited to 18 minutes or less, so ensure your presentation is concise, focused, and well-structured.

Example: Simon Sinek's TED Talk, "Start with Why," where he efficiently communicates the importance of understanding the 'why' behind what we do in a limited timeframe.

4. **Make it relatable and accessible:** Present your ideas in a way that is easy for the audience to understand, and avoid using jargon or overly technical language.

Example: Hans Rosling's TED Talk, "The Best Stats You've Ever Seen," where he uses simple language and engaging visuals to make complex global data easily accessible.

5. **Use visuals effectively:** Enhance your talk with visuals, such as slides, images, or videos, to better convey your message and keep the audience engaged.

Example: Jane McGonigal's TED Talk, "Gaming Can Make a Better World," where she uses visuals to illustrate how gaming can positively impact society.

6. **Show your passion and authenticity:** Speak with genuine enthusiasm and conviction about your topic, allowing your passion to shine through and connect with the audience.

Example: Sir Ken Robinson's TED Talk, "Do Schools Kill Creativity?" where his passion for education and creativity is evident in his delivery.



7. **End with a strong call-to-action:** Conclude your TED Talk with a powerful message or action that the audience can take away, inspiring them to make a change or consider a new perspective.

Example: Chimamanda Ngozi Adichie's TED Talk, "The Danger of a Single Story," where she encourages the audience to challenge stereotypes and seek out diverse perspectives.

By incorporating these vital tips into your TED Talk, you'll be better equipped to create a presentation that captivates, inspires, and moves the world.



4. Bill Gates' TED Talk

titled "[The next outbreak? We're not ready,](#)" was delivered in March 2015. In this presentation, Gates discusses the possibility of a global pandemic and offers solutions to prepare for such an event. Analyzing his talk based on the seven vital tips mentioned earlier:

- Compelling idea:** Gates presents the compelling idea that our global health infrastructure is ill-prepared for a major pandemic. He argues that pandemics pose a greater threat to humanity than war, and by not investing in the necessary measures, we're leaving ourselves vulnerable.
- Tell a story:** Gates uses storytelling in various segments of his talk:
 - He begins with a personal story about how the 1918 Spanish flu killed more people than World War I, highlighting the potential devastation of pandemics.
 - He shares his experiences traveling to countries affected by epidemics, describing his visit to a health center in Nigeria where he saw firsthand the challenges faced during the Ebola outbreak.
 - He draws a parallel between the lessons learned from military preparedness and the importance of preparing for pandemics.
- Keep it concise and focused:** In just over 8 minutes, Gates effectively communicates the urgency of pandemic preparedness, explaining the current state of global health infrastructure, the potential consequences of inaction, and outlining solutions. His talk remains focused on the core message: we must act now to prepare for future pandemics.
- Make it relatable and accessible:** Gates uses relatable language and examples to make his message accessible:
 - He explains the concept of R0 (the basic reproduction number of a virus) in layman's terms.
 - He refers to the popular movie "Contagion" to help the audience visualize the rapid spread of a pandemic.
 - He uses analogies, such as comparing the spread of a virus to a forest fire, to emphasize the importance of early detection and response.
- Use visuals effectively:** Gates utilizes various visuals to support his arguments:
 - He shows a map illustrating the global spread of the Spanish flu in 1918, highlighting the pandemic's vast reach.
 - He presents graphs to demonstrate the lack of investment in pandemic preparedness compared to military spending.
 - He uses images of healthcare workers in biohazard suits to emphasize the challenges faced during the Ebola outbreak.
- Show passion and authenticity:** Throughout the talk, Gates exhibits genuine concern and passion for the subject, evident in his tone, facial expressions, and body language. His extensive work in global health and philanthropy lends authenticity to his message.
- End with a strong call-to-action:** Gates concludes by outlining specific actions we can take to prepare for future pandemics:
 - Invest in research and development for vaccines, diagnostics, and antiviral drugs.
 - Establish a global early warning system for detecting outbreaks.
 - Create a global rapid response team to handle future pandemics.
 - Engage in simulations and practice exercises to better understand the challenges and improve response efforts.



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By incorporating these vital tips in his TED Talk, Bill Gates delivers a powerful and impactful presentation that raises awareness about the importance of pandemic preparedness and urges global action to protect humanity from future outbreaks.

5. How to Make Volunteerism Part of Our National DNA in Jordan

Introduction: Ladies and gentlemen, thank you for joining me today. I'd like to talk about an idea that could transform our society and bring about a lasting positive impact. This idea is simple yet powerful: making volunteerism an integral part of our national DNA in Jordan. By harnessing the power of our collective efforts, we can build a stronger, more compassionate, and more resilient nation.

Personal Story: I recall my first volunteering experience with a local charity, where I witnessed the incredible power of collective action. A group of ordinary individuals came together with a common goal, and through their combined efforts, they were able to make a significant difference in the lives of the less fortunate in our community. This experience profoundly impacted me and ignited my passion for volunteerism.

Current Situation and Challenges: Despite the potential of volunteerism, we face several challenges in making it a cornerstone of our society. First, many people are unaware of the volunteering opportunities available or don't know how to get involved. Second, there is often a lack of coordination and collaboration between different volunteer organizations, leading to inefficient use of resources. Lastly, there is a need to shift our cultural mindset and prioritize volunteerism as a core value.

Solution and Call-to-Action: To make volunteerism part of our national DNA, we need to address these challenges and take specific actions:

1. **Create awareness and accessibility:** We must work together to raise awareness about the value of volunteerism and the opportunities available in our community. By promoting volunteering through various platforms, such as social media, local events, and educational institutions, we can reach a wider audience and inspire more people to get involved.
2. **Foster collaboration and coordination:** By establishing a centralized platform for volunteer organizations, we can better coordinate efforts, share resources, and maximize our impact. This platform would enable organizations to collaborate on projects, avoid duplicating efforts, and identify areas where help is needed most.
3. **Encourage a cultural shift:** To truly make volunteerism part of our national DNA, we must embrace it as a core value. This means fostering a culture of giving back, starting from a young age. We can introduce volunteerism in schools, create mentorship programs, and offer incentives for businesses to support employee volunteerism.
4. **Recognize and celebrate volunteer efforts:** We should recognize and celebrate the work of volunteers, highlighting their contributions and showcasing their stories. By doing so, we can inspire others to follow in their footsteps and demonstrate the incredible impact that volunteerism can have on our society.

Conclusion: In conclusion, making volunteerism an integral part of our national DNA is not only possible, but it's essential for the well-being and prosperity of our nation. By working together, raising awareness, fostering collaboration, and embracing a cultural shift, we can create a Jordan where volunteerism thrives, and we all contribute to building a brighter future for our country. Thank you.



Analyzing the volunteerism talk, "How to Make Volunteerism Part of Our National DNA in Jordan," based on the seven vital tips:

1. **Compelling idea:** The talk revolves around the compelling idea of integrating volunteerism into the fabric of Jordanian society, making it an essential aspect of the nation's identity. This idea is powerful because it highlights the potential of collective action to create positive change and improve the well-being of the entire country.
2. **Tell a story:** The talk includes a personal story about the speaker's first volunteering experience with a local charity. This anecdote helps create an emotional connection with the audience and demonstrates the transformative impact of volunteerism on both individuals and communities.
3. **Keep it concise and focused:** The talk is concise and well-structured, focusing on the importance of volunteerism, the challenges faced in making it part of the national DNA, and the solutions to overcome these obstacles. It provides a clear roadmap for promoting volunteerism in Jordan, ensuring the audience remains engaged and can follow the speaker's main points easily.
4. **Make it relatable and accessible:** The speaker uses relatable language and examples to convey their message, making it easily accessible to a wide audience. For instance, the talk discusses the importance of raising awareness, fostering collaboration, and encouraging cultural shifts in a way that the audience can understand and relate to their own experiences.
5. **Use visuals effectively:** While the text of the talk does not include specific visuals, there are several opportunities for incorporating visuals to support the speaker's arguments. For example, the speaker could use images or videos of successful volunteer projects in Jordan, graphs to demonstrate the growth of volunteerism, or infographics to illustrate the proposed solutions.

To enhance the impact of the talk on volunteerism in Jordan, here is a list of suggested visuals and videos you can use to support your presentation:

1. Images of volunteers in action: Show photographs of Jordanian volunteers working on various projects, such as community development, environmental conservation, or disaster relief efforts. This will help the audience connect emotionally with the topic and see the impact of volunteerism firsthand.
2. Infographics on volunteerism statistics: Create infographics highlighting the current state of volunteerism in Jordan, such as the number of active volunteers, hours contributed, and the sectors benefiting from volunteer work. This will provide a clear picture of the current situation and the potential for growth.
3. Graphs comparing volunteerism in Jordan to other countries: Display graphs comparing Jordan's volunteerism rates with those of other countries, particularly those with strong volunteer cultures. This can help illustrate the potential for improvement and inspire the audience to strive for similar success.
4. Video testimonials from volunteers and beneficiaries: Include short video clips of volunteers sharing their experiences and explaining the impact of their work on the communities they serve. Additionally, include testimonials from individuals who have benefited from volunteer efforts, showcasing the positive changes brought about by these initiatives.
5. Case studies of successful volunteer projects in Jordan: Present visuals or videos highlighting successful volunteer projects in Jordan that have made a significant



impact on communities, such as building schools, providing healthcare, or improving public spaces. This will demonstrate the tangible results of volunteerism and inspire the audience to get involved.

6. Visual representation of proposed solutions: Use visuals to represent the proposed solutions for promoting volunteerism in Jordan, such as a centralized platform for volunteer organizations, mentorship programs, or school-based volunteer initiatives. This will help the audience better understand the suggested solutions and their potential impact.
7. Images or video clips of volunteer recognition events: Show visuals of events or ceremonies where volunteers are recognized and celebrated for their contributions. This can inspire the audience to participate in volunteerism and demonstrate the importance of acknowledging the hard work and dedication of volunteers.

Incorporating these visuals and videos into your talk will help create a more engaging and memorable presentation, effectively communicating the importance of volunteerism and inspiring your audience to make it an integral part of Jordan's national DNA.

1.

6. **Show passion and authenticity:** The speaker demonstrates genuine passion for volunteerism and a commitment to making it an integral part of Jordan's national identity. The personal story shared at the beginning of the talk helps establish authenticity and shows the audience that the speaker truly believes in the power of volunteerism to create positive change.
7. **End with a strong call-to-action:** The talk concludes with a strong call-to-action, urging the audience to raise awareness about volunteerism, collaborate and coordinate efforts, embrace a cultural shift, and recognize and celebrate volunteer work. This conclusion inspires the audience to take action and contribute to making volunteerism a fundamental aspect of Jordanian society.

Overall, the volunteerism talk effectively incorporates the seven vital tips, resulting in an engaging and inspiring presentation that promotes the value of collective action and encourages the audience to make volunteerism part of Jordan's national DNA.