Archetype Workbook

Discover the Power of Your Natural Presentation Personality Style

With: Jason Teteak

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# Archetype

*Discover your Natural Presentation Personality Style*

## Archetype

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Archetype

Have you ever wondered why some techniques seem to work for others but not for you? It all depends on your “Presentation Personality” and in this program you’ll learn how to leverage yours. This program will show you how to be entertaining and make your audience feel comfortable and relaxed using your natural presentation style.

How Is Archetype Different?

Through my experience working with thousands of presenters, I’ve discovered that most business leaders try to imitate the presentation style of others they think are good presenters. If you've ever tried to “be like Steve Jobs” and felt uncomfortable in front of your audience, then you know how it feels when you don't know how to leverage your presentation personality. I know how to help you find yours, and I’ve seen how it can make public speaking comfortable, successful and even enjoyable.

I am an adult learning specialist that can deliver a fast paced results-oriented training program. I approach everything from the perspective of both a presenter and an audience member to help you learn by modeling everything I suggest you do. Presentations and public speaking is at the core of what I do so I have spent a lot of time on it. For that reason, this program has become the go-to curriculum for companies and institutions nationwide.

I have has spent over fifteen years researching presenters. I have observed over ten thousand hours of presentations and have taking over two-hundred thousand pages of feedback that I have personally delivered to thousands of presenters. Archetype offers specific tools and practical guidance, not theoretical fluff.

By the End of This Program, You Will Be Able to…

✓ Get to Facts
✓ Introduce Yourself
✓ Give Your Credentials
✓ Get to Feelings
✓ Give Your Hook
✓ Get to Teamwork
✓ Introduce the Circle of Knowledge

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✓ Find your presentation style
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✓ Incorporate groaners and puns
✓ Challenge the audience
✓ Hold competitions
✓ Create team challenges
✓ Give pep talks
The Program

It’s ultimately not about you: it’s about them—the people in your audience. Ruling the room means keeping them engaged and amused—laughing, if possible—and feeling that what you are presenting is specifically for them. It also means connecting with them in a genuine way.

Make a clear picture in your mind of what you want to get out of this program. Even though you don’t know exactly what you’re going to learn, you have an idea of what you came here to get. Take a minute right now, and think about why you’re listening to me right now…what led you to this point…and make a picture of exactly what you want to get out of this program.

The Top 3 List…

Take two minutes and write down the top 3 things you want to get out of this program. Put a star next to the one that is THE most important to you.

1.

2.

3.

Focus on getting your outcome as we work together, learning how to take charge of your audience and control your presentation. The first part of this program is about you. I’m going to talk about a lot of things that make you think and challenge your assumptions and current paradigm. You might be thinking: “How is he going to help me manage my audience?”

That’s good. That’s exactly where you’re supposed to be. In my typical style, I’m going to paint a lot of broad strokes to begin with, and then wrap up with some hard-hitting ultra-useful things for you to take and use. Will you make a commitment to stay with me?

- Take notes during and after this presentation. It will be harder, but you will get more out of it. Imagine learning to ride a bike without actually taking the training wheels off and doing it yourself…The notes will help you do that.
- Review this program a minimum of once per month for three months, so you HEAR it all.
- Work with the material and activities at least one hour per week for 12 weeks in a row to build a solid habit.
• Make a personal commitment to get the most from your investment…you spent the money and time and you deserve to get back as much as you can for it.
Session 1: Make Your Audience Feel Safe

Get them ready to feel good

People won’t laugh unless they’re feeling good. And they don’t feel good until they feel safe. This simple concept has enormous ramifications for presenters. When people feel good and feel safe, they are inclined to laugh easily. Your listeners are much more likely to find your presentation enjoyable if you follow these three steps:

Look at the Relationship Model (Figure 1.1).
In *How to Talk to Anyone*, Leil Lowndes defines three levels of increasingly intimate connections between people.

- Clichés: communication with strangers
- Facts: communication with acquaintances
- Feelings: communication with friends

She adds a fourth level, as do I, but I define it a little differently. I think of the fourth level as the one that exists between an executive and his staff, a teacher and his students, a CEO and his colleagues, a presenter and his audience, where one person is interacting with many for a common goal:

- Empathy: communication with teammates

In an initial contact, a person or presenter is likely to make a cliché comment (“Nice day out there”) or ask a cliché question (“Hey, how do you like this weather?”). At the cliché level, there’s no real engagement. Real engagement begins to happen only at the feelings level. It deepens when you reach the empathy level.

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*Figure 2.1. The four levels of relationship.*
Your audience doesn’t start to feel safe until they get to the facts and feelings level, and they have to get to the empathy level before they feel completely safe. My technique will help you get to that empathy level within three minutes of greeting your audience.

### 3 Ways to Make Your Audience Feel Safe:

1. 
2. 
3. 

### Get to Facts

**Introduce Yourself**

Step 1: Once you stand in the sweet spot and introduce yourself to the audience, you’ve bypassed the cliché stage and gone right to level 2. You’re giving them facts.

**Step 1: Introduce Yourself**

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**Give Your Credentials**

Step 2: When you give your credentials without factual details, but only to explain what you’ll do for your listeners, you’re also connecting at the feelings level. For this reason, I’ve made a point of telling you to leave out the facts and say only what you’ll do for your audience. The audience thinks, *Why should I be listening to you? What can you do for me, and how will you do it?* Once you make the audience believe you’re there to help them, they’ll feel safer.

**Step 2: Give Your Credentials**

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Get to Feelings

Give Your Hook

Step 3: You give them your hook, which enhances their pleasure points (by offering happiness, success, and freedom) and relieves their pain points. With the hook, you’re already at the feelings level. That’s why the hook is so powerful.

Get to Teamwork

Introduce the Circle of Knowledge

Step 4: The circle of knowledge is the last step in getting your audience to feel safe. When you get your listeners to tell you what they want to know about your topic, and they learn that you’re prepared to give it to them, they know you’re all in this together. You’re a team; you’re at the empathy level.
Activity: Make the Audience Feel Safe

It’s your turn to make the audience feel safe.

Step One: Write in your own words the techniques for introducing yourself and presenting your credentials.

Step Two: Write in your own words the first few steps to connect with your audience with your presentation hook telling the audience why they should listen to this presentation.

Step Three: Create a question for the circle of knowledge.
Session 2: Make Your Audience Feel Good

Get them ready for laughter

When I was asked to speak to college students about giving a presentation, they were especially interested in knowing how to make their presentations enjoyable so they could get people to laugh. That’s the goal of many presenters. I explained that people often make the mistake of trying to inject humor at the beginning of the presentation or when their presentation isn’t working. That is a futile, desperate act, since people laugh only when they’re feeling good, and before they feel good they have to feel safe.

As I presented, I gave them a behind-the-scenes insight that is always a hit when I speak about presenting. “You don’t feel safe with me yet,” I told them, “but you will. And none of you are feeling good yet, because it’s too early,” I added. “But in twenty minutes, many of you will be laughing.”

I could see the doubtful expressions on their faces. But within that time, they were feeling good, and eventually laughter ensued.

The circle of knowledge always helps, too. Not only does it make people safe; it also makes them feel good. They have come up with the answers, and
you’ve confirmed they’re right. That makes them appear to be experts, and they
shine in front of their peers. What’s more, you’ve confirmed you’re going to give
them what they want.

### 3 Ways to Make Your Audience Feel Good:

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**Discover Your Presentation Personality Style**

**Find your presentation style**

Your audience will also feel good if they feel good about you. So it’s important to
endear yourself to the audience. You want everyone to be thinking, *I like this
presenter. What a warm, smart, interesting person.*

You do this best by being yourself. Start by defining your particular
presentation personality archetype. Once you do, and you act in accordance with
that archetype, you can build rapport, have fun, and endear yourself to your
audience. You’ll not only deliver better, more credible presentations that get your
audience to feel good, but also—since the archetype defines you not only as a
presenter, but as a person—you’ll be able to use the same skills in your everyday
life.

Figure 2.2 shows you how to discover your presentation personality.
Discover Your Presentation Personality

At birth, our strongest tendencies are located in one quadrant. As we mature, we incorporate other styles, and eventually we have a fairly even blend of all four. But for the purpose of determining your archetype, think back to your childhood. Imagine your nine-year-old self. In which quadrant would you have fallen then?

Are you a Thinker or a Feeler, a Responder or a Leader?

Do you rely on analysis or intuition in dealing with people? Do thoughts or emotions guide your decisions? If the former, you’re a Thinker; if the latter, you’re a Feeler.

Do you prefer responding to needs or taking the lead, being responsive to others or initiating action? As a nine-year-old, at a birthday party, did you find it draining or stimulating to help the hostess set up the games or take around plates of cake to make sure everyone had some? Did you find it draining or simulating to initiate contact with new people? If the former, you’re a Responder. If the latter, you’re a Leader.
Take the Test

If you’re still unsure of your type, you can find it by going to PresentationPersonality.com. There, you can take a test online to find out what your presentation personality type is.

Place an X on Figure 2.2 in the quadrant that defines you, and then refer to Figure 2.3 to see which category of archetype you naturally fall into: Fascinator, Inspirer, Energizer, or Performer.

Figure 2.3. The four presentation personalities.

People generally yearn to be the opposite of their natural archetypes, though Inspirers can’t naturally be Energizers, Fascinators can’t naturally be Performers, and vice versa. When you take the test, don’t answer the questions based on what you want to be, but what you are, so you won’t try to be someone you’re not in front of your audience. That won’t endear you to them and may even alienate them.
**Be Yourself**

Once you’ve identified your presentation personality, you want to find the best way to be yourself in front of your audience and endear yourself to them. The sections that follow will help you identify and utilize your style’s strongest traits.

**Be a Fascinator**

Fascinators endear themselves by sharing wisdom and information that convinces and reassures the audience they are reliable sources. Here are top traits of Fascinators:

- They endear with their wisdom.
- They excel at planning.
- They are encouraging.
- They are good audiences.
- They enjoy getting others to perform.
- They enjoy watching others have fun.
- They enjoy sharing trivia.

Examples of Fascinators include George H. W. Bush and Hillary Clinton.

I observed a Fascinator present prospective customers with his company’s vision, culture, and competitive advantage. He presented interesting fact after compelling detail for ninety minutes, mesmerizing his audience.

One audience member noted that the Fascinator seemed to anticipate every question even before it was asked and was prepared with an immediate answer. Fascinators offer their knowledge and wisdom in a way that makes the audience feel they are in the most capable hands.

**Be a Performer**

Performers endear through entertaining others. They love the spotlight and use their body language, their voice, and their words to physically model key concepts and explanations. They can express ideas in a way that makes the audience feel safe, and they can engage an audience with their whole being to make it feel good. Here are top traits of Performers:

- They endear via entertaining.
• They can perform spontaneously.
• They love the spotlight.
• They get others to crave their performance.
• They can get others to laugh.
• They enjoy and feed off laughter.
• They are great at relating to an entire audience.

Examples of Performers include Bill Clinton and Angelina Jolie.

A Performer friend was the best man at his friend’s wedding. He began his speech at the groomsmen’s table, but within three minutes he had moved to the center of the tent, and during his speech he managed to make a 360-degree rotation so that eventually he had faced everyone in the room. He recited a poem, using his body and voice to maximize the impact, and he improvised as he went along. In fifteen minutes, he made everyone smile and feel good, and he got a rousing ovation.

Be an Inspirer
Inspirers endear with their spirit. They use their intuitive and caring nature to meet needs. This makes an audience feel safe. Their storytelling ability and their talent for conjuring up the perfect story to make a point makes the audience feel good. Here are top traits of Inspirers:

• They endear with their spirit.
• They build rapport easily and on the fly.
• They are flexible and adaptable.
• They enjoy sharing their feelings with the audience.
• They are naturally caring.
• They read people easily.
• They enjoy sharing stories.
Examples of Inspirers include Barack Obama and Diana, Princess of Wales.

Inspirers demonstrate their empathy by telling stories to which the audience can relate.

I’m an Inspirer. When I’m working with clients in the field of education, I like to share this story about my first classroom experience. Having naïvely volunteered to teach a remedial math class, I soon realized the other math teachers had transferred their most challenging students into my new classroom. The principal came into the classroom the first day to help me out. He told the students, “This is your second and last chance. If you mess up with Mr. Teteak, he’ll be sending you to me.”

When he exited, I thought, “Great! I don’t have to build credibility and rapport, because the principal did it for me. All I have to do is teach.” Bang! Within thirty seconds, a desk flew across the room.

After telling this story, I conclude, “You have to build credibility and rapport yourself. . . or desks may fly.”

My audience thinks, This guy understands my world, and they start to feel good. They’re starting to get in the mood to laugh with me.

**Be an Energizer**

Energizers endear with their courage. They have an ability to build up the audience’s confidence and fire them up with energy to go out and get something done. This makes the audience members feel safe and good. Here are top traits of Energizers:

- They endear with their courage.
- They welcome competition and challenges.
- They hold passionate beliefs.
- They have innate leadership qualities.
- They have a powerful presence.
- They enjoy pumping up a crowd.
- They are fond of puns.
Examples of Energizers include George W. Bush and Sarah Palin.

Many excellent sports coaches are Energizers. They boost morale with halftime talks that make their teams feel good.

My friend Brian, a natural Energizer, became very anxious before presentations until he learned to use the Rule the Room method. Now he gives pep talks to audiences who have the same kind of presentation anxieties he did.

“I have trained dozens of people to look calm and confident even when they were nervous,” he says. “Now they are able to get up in front of an audience and rock the house. I have done it for them—and I can do it for you!”

When he does this, he usually has audiences pumping their fists and shouting, “All right!” This is the kind of response only an Energizer can elicit.

**Activity: Make the Audience Feel Good**

It’s your turn to make the audience feel good.

Step One: Use the diagrams in this chapter to find your presentation style.

- Identify whether you are a Thinker or a Feeler.

- Identify whether you are a Responder or a Leader.

Step Two: Go to PresentationPersonality.com to determine your presentation personality type.

Step Three: Consider which traits in your presentation personality type define you best.
Session 3: Make Your Audience Laugh

Entertain your audience in a style that’s true to you

Everyone wants to know how to get a laugh out of an audience. Again, I want to make this point: People don’t laugh because something is funny. They laugh because they’re feeling good. And they don’t feel good until they feel safe. To make your audience laugh, you need to learn how to have fun with them in your own personal presentation style.

You don’t necessarily have to be funny in the joke-telling sense, but if you have made your audience feel safe and good, and if you are using a technique that is effective for your natural presentation style, you will entertain your audience. When you do that, you will often elicit laughter as a result.

There are five techniques to help you entertain an audience in your specific presentation style. Your challenge is to come up with ways to incorporate those techniques into your own presentation.
**3 Ways to Make Your Audience Laugh:**

1. 
2. 
3. 
4. 

**Fascinate with Knowledge**

There are five ways fascinators can entertain and fascinate with their knowledge.

*Share trivia and interesting facts*

I watched Ben, a Fascinator, mesmerize an audience with a story about a newly discovered planet made out of crystalline carbon—in effect, a massive diamond. After he spent two minutes describing this unbelievable phenomenon, one of the audience members couldn’t contain herself. “Whoa!” she exclaimed, to general laughter.

A Wisconsin executive told his audience, “Did you know that the ice cream sundae was invented in this very state in 1881? Ice cream shop owner Ed Berners of Two Rivers charged five cents for the dessert he created, and he served it only on Sundays.” When someone in the audience challenged this fact, the two of them had a good-natured debate that resulted in laughter.

*Pose brainteasers and riddles*

A technical professional put up a number of pictograms like Figure 2.4 and asked the audience to guess what song titles they were illustrating:
The song for this one, of course, was George Strait’s “All My Ex’s Live in Texas.”

A corporate trainer from Vermont decided to resume after a break with some cow riddles. She asked, “How many squirts are in a gallon of milk? How many miles away can a cow detect an odor? Waste from Ben and Jerry’s ice cream is fed to Vermont hogs; what’s their least favorite flavor?” (Answers: 350, five, and Oreo.) A number of these questions elicited laughter from her audience.

**Share funny things other people do**

A presenter speaking about anesthesia to project managers described different “recipes” that would ensure patient safety. To have some fun, she decided to share some “recipes” kids had come up with when asked how to prepare their favorite foods. Figure 2.5 is a sample.
Figure 2.5. This "recipe" requires some imagination.

“No peas are involved, but follow this . . . and presto! You have peas,” she said, to general laughter.

**Plan surprises**
A professor who was a Fascinator placed envelopes containing information related to her topic randomly under seats in the audience. Every ten minutes, she’d ask a section of the room to feel under their chairs for an envelope. When someone found one, she asked that person to open it and read aloud the information inside. She kept the audience engaged, and eventually any “winner” who found an envelope would get applause and laughter.

**Tell analytical stories**
I watched a sales professional speak to prospective customers about software implementations and fascinate them with details about customers, her knowledge, and her answers to the questions she elicited. She elicited laughter because she’d made the audience feel good about their prospects for success. Her audience felt that she understood them and the difficulties they had pleasing their customers.

She told a story about a physician who started out unwilling to adopt the software his institution had introduced but eventually became the software’s primary advocate. Her audience of executives (some of whom were physicians
themselves) laughed at this story because they could relate to it and because it had the kind of happy ending they hoped for with their clients.

Perform with Talents

There are five ways performers can entertain and perform with their talents.

Do impressions
A performer who can do a credible impression of a famous person reacting to the topic at hand has a surefire way to entertain the audience. I watched a department chair impersonate Rodney Dangerfield on the spot as he talked about respect. The audience laughed appreciatively.

Recite a dramatic monologue
I once saw a project manager perform a speech from Hamlet in his presentation. At first, his associates wondered what he was doing, but he had chosen a speech that fit the topic perfectly, and the audience became totally engaged. He received a standing ovation at the end.

Do a stunt
I heard an educator promise the audience, “If you listen carefully to this next topic and I’m sure you’ve understood what I’ve said, I’ll do a cartwheel.” Because he had made them feel safe and good, he generated enthusiasm. Someone yelled out, “You’re on!” The audience members listened, they got it, he did the cartwheel, and they applauded. He accomplished two goals. He motivated the audience to pay close attention to his topic in hopes of a performance, and he got the audience to ask him to perform.

Create a character
Some performers can use their body and voice to create a character onstage. When you’re trying to put across a concept that is hard to grasp, this can be very effective.

I watched an administrator create the character of an imaginary customer of the type his audience would have to deal with. Then he did a skit, taking two roles—as himself (portraying a typical audience member) and as the customer. Not only did the audience laugh, but also they were learning concepts that really interested them.

Offer an actual performance
I saw a sales professional introduce a break by saying, “I’ll tell you three things about myself. Two are true, and one is a lie. I can sing a country music classic like a Nashville native, I can do a soft-shoe dance, and I can play the accordion. You
have one guess as to which I can actually do, and if you guess one of the truths correctly, I’ll give you a demonstration.” The audience loved having to guess. A master performer can get the audience to beg for the performance—and after the break, that’s exactly what happened here.

I’ve worked with Performers who got the attention of the audience by juggling or playing a guitar. Though this entertainment may be unrelated to the topic itself, it’s a great way to regain the audience’s attention when they’ve returned from a break.

**Inspire with Stories**

There are five inspirers can entertain and inspire with their stories.

*Find a humorous story that is related to the topic*

Here’s a story a financial professional told to his staff that could be told by any presenter who wanted to make the point that using your imagination can solve a business problem. A shopkeeper was dismayed when a brand-new business much like his own opened up next door and erected a huge sign that read BEST DEALS.

He was horrified when another competitor opened upon his right and announced its arrival with an even larger sign reading LOWEST PRICES.

The shopkeeper panicked, until he got an idea. He put the biggest sign of all above his shop. It read MAIN ENTRANCE.

*Tell personal anecdotes*

To a group of educators, I was discussing the difference between how adults and children learn. I described how we took my toddler, Trey, trick-or-treating. He’d been given a bag of candy at one house and was clutching it when we went on to the next. There a lady offered him a pumpkin full of more candy treats. He looked into her pumpkin, dropped in the bag of candy he had been clutching and walked away!

People in the audience laughed, but only because I waited to tell the anecdote after I’d delivered the third takeaway and they were feeling good. They appreciated it as an example of how kids think in different ways than adults and it allowed us to transition to a discussion about the left and right side of the brain. But my initial intent was to get laughter, and it worked.
Use pictures and videos to illustrate your point
Before a presentation that related to change management, a project manager showed a video of cats interacting humorously with their owners or other animals. The video was a perfect tie-in to her topic—that different beings have different needs and styles, even when the beings are cats—and provoked laughter.

Insert surprising information
There are two muscles involved in smiling, one that lifts the corner of your mouth (which you can use when you’re faking) and another that affects your eye and contracts only when you’re actually experiencing enjoyment.

In my presentation, I explain to the audience it is impossible to fake a sincere smile and suggest they check out the smiling celebrities on the magazine covers next time they are in the supermarket. “Put your hand over their noses and mouth and look at their eyes. If they’re not smiling sincerely, their eyes actually look evil.” Almost without fail, some people will laugh.

Initiate one-on-one conversations
Encourage an audience member who is sharing an interesting detail by paraphrasing what he or she said: “It sounds like . . .” The individual will feel good, since people like to talk about themselves. The audience feels safe and good because the wall between the presenter and audience is broken down when there’s interaction and an empathic atmosphere is created. This will often lead to laughter—especially if the comment itself is surprising or amusing.

Energize the Crowd
There are five ways energizers can entertain and pump up an audience.

Incorporate groaners and puns
I watched an attorney who was an Energizer make a presentation about selfishness versus selflessness. At one point, he said, “I just don’t get it.” He paused. “Hedgehogs.” He paused again, and the audience wondered what was going on, because this presenter seemed like a very serious man. “Why can’t they just share the hedge?” In a moment, the audience got it and started to laugh. Sure, there was some rolling of eyes, but there was a smile on just about every face.

Challenge the audience
A physician who gives sales demos for a health care software company walked into a staff meeting of five thousand people, introduced himself, and immediately put up the PowerPoint slide shown in Figure 2.6.
Archetype: Discover the Power of Your Natural Presentation Personality Style

When he asked for a show of hands to indicate which breakfast was healthier, most voted for picture B. During his thirty-minute presentation on insulin, he declared that he had just lost thirty pounds on a diet that included breakfast A daily, because for his situation it was better to have fats and proteins than carbohydrates. The audience was hanging on his every word. I counted three times when the audience laughed, not because he was funny but because he’d endeared himself to them and energized them, which made them feel good.

**Hold competitions**

When Lauren found the mood of a group of about fifty corporate trainees she was working with often began to drag in the afternoon, she introduced a game. She told them the PowerPoint presentation she would show would include trivia questions, and she promised whoever got the most right would get a prize. Because she’s an Energizer, she knew how to work up a competitive spirit, and she recognized it wasn’t really the prize, which was just a token, but the competition that got everyone going.

She showed them the first PowerPoint slide with a trivia question and waited for someone to respond with the right answer, then noted down his name. By the time she had posed ten questions, the same individual had answered three of them correctly. When she declared him the highest scorer and the winner, he

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pumped his hands and shouted, “Yes,” and the entire roomful of trainees clapped for him.

**Create team challenges**

Halfway through a presentation about social media marketing, Joe, an Energizer, divided his audience into two-person teams and gave them a challenge: “You have ten minutes to come up with an elevator speech to get potential clients to buy. Ready, set, go!” Within ten minutes, all the people in the room were as pumped as if they’d finished a relay race. When Joe declared the winner, the room was filled with smiles, because the competition had charged them up and entertained them.

**Give pep talks**

If you look on the Internet, you can find a lot of inspirational ideas. For example, search for “You Can Do It! Ten Inspiring and Famous Pep Talks.” I encourage you to write a pep talk of your own based on the takeaways you offer.

Start by deciding on the number one action you want your audience to take based on your presentation. Write a pep talk that will energize them to go out and take this action, and give this pep talk about halfway through the presentation, after you’ve had a chance to build some enthusiasm.

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**Be True to Your Style**

You may occasionally borrow a technique that’s best suited to another type, but for the most part, stick with your natural style. I cannot emphasize this enough. When you do what you’re naturally good at, your audience is much more apt to feel comfortable, feel good, and laugh in response.
Activity: Make the Audience Laugh
It’s your turn to make the audience laugh.

Step One: Add three fun elements during a one- to two-hour presentation.

- If you are a Fascinator, find three specific ways to entertain with your knowledge.

- If you are an Inspirer, find three specific ways to entertain with your stories.

- If you are an Energizer, find three specific ways you can pump up your audience.

- If you are a Performer, find three specific ways to entertain with your talents.
Your Turn to Discover the Power of Your Natural Presentation Personality Style

Make the audience feel safe and good so they will be amused (and even laugh) when you entertain them in your own distinct personality style.

**Review and exercises**
Items flagged with arrows require action on your part. If you are uncertain how to proceed, reread the appropriate section in this lesson.

**Make the audience feel safe**

- Write in your own words the techniques for introducing yourself and presenting your credentials.

- Write in your own words the first few steps to connect with your audience.

- Create a question for the *circle of knowledge*.

**Make the audience feel good**

- Find your presentation style.

  - Identify whether you are a Thinker or a Feeler.

  - Identify whether you are a Responder or a Leader.

- Go to PresentationPersonality.com to determine your presentation personality type and then consider which traits in your presentation personality type define you best.

**Make the audience laugh**

- Add three fun elements during a one- to two-hour presentation.

- If you are a Fascinator, find 3 specific ways to entertain with your knowledge.

- If you are an Inspirer, find 3 specific ways to entertain with your stories.

- If you are an Energizer, find 3 specific ways you can pump up your audience.

- If you are a Performer, find 3 specific ways to entertain with your talents.

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Afterword

This program offers you the principles and tools that can help you do many things, among them keep an audience engaged and amused—laughing—and feeling that what you are presenting is specifically for them.

To get results, you have to act on that advice.

Take a few minutes to think about where you would like to make changes. Write down the top three areas in which this program has shown you ways to be more genuine with your audience. Since research and my own experiences indicate that people can focus only three goals at a time, I suggest you choose the three you want to incorporate in your life first. Start working on those, and once you have achieved them, work on the next three. Continue until you have achieved them all.

Begin by going over the relevant chapters and taking notes. Then follow up with the exercises and review at the end of the chapter. Remember, presenters aren’t born; they’re made. You have all the tools at your disposal with a unique set of practical examples to make them happen for you. I have seen these efforts pay off for thousands of people with whom I’ve worked, and you will have that same experience.

You can Rule the Room.
About Rule the Room Public Speaking

Rule the Room Public Speaking is a leading provider of public speaking solutions to people and organizations everywhere and is led by Jason Teteak, the visionary founder and CEO. The mission of Rule the Room Public Speaking is to help public speakers shine in front of their audience. Rule the Room Public Speaking has a variety of programs available to enhance your public speaking skills. For more information, visit www.ruletheroompublicspeaking.com.

Conquer Your Fear

- **Presto: presentation wow factor**
  Get the instant wow factor for your presentation.
- **Calm: phobic to epic**
  Conquer your fear of public speaking.
- **Opener: the power of a great start**
  Blow your audience away with a killer presentation opener.
- **Archetype: get laughs by being yourself**
  Discover the power of your natural presentation style.
- **Five: break down barriers, open doors**
  Give an amazing five minute presentation.

Train For TED

- **Dazzle: secrets of a speaking sensation**
  The secrets of master presenters.
- **Create: the rule the room method classic**
  Presentation bootcamp: hands-on presentation content creation skills.
- **Convey: the rule the room method signature**
  Presentation bootcamp: hands-on presentation delivery skills.
- **Captain: the rule the room method experience**
  Presentation bootcamp: hands-on presentation audience management skills.

Build Your Business

- **Advantage: deliver money-making presentations**
  How to give an effective business presentation.
- **Captivate: create money-making presentations**
  How to hook your audience.
- **Sales bootcamp: ground up money-making strategies**
Hands-on sales presentation skills.

- **Webcast: deliver money-making webinars**
  How to give an effective webinar.
- **Pitch: market your business**
  How to perfect your pitch.
- **Video: increase your business’s visibility**
  Speaking strategies for perfect videos and podcast.
- **Demo: impress clients, win relationships**
  Entice your audience with your demo.

### Lead Your Troops

- **Administrator: address your department**
  Give a seamless administrative presentation.
- **Eloquence: the secret opportunity revealed**
  Convince with your voice.
- **Respect: reach your leadership potential**
  Gain respect as a true leader.
- **Meeting: motivate change internally**
  The art and science of meetings that motivate.
- **Facilitate: the rule the room method classic**
  Lead valuable group discussions.
- **Serenity: 24 hours to peace**
  How to handle challenging people.
- **Boomerang: be ready for anything**
  Answer questions like a pro.
- **Validate: public speaking skills for change**
  Present an effective validation session.