5 Questions
to Test your Webinar Presentation Skills

"Do you ask questions?"

"Do you heighten emotions?"

"Do you 'boomerang'?"

"Do you focus on ideas?"

"Do you extend lessons?"

Preparing and presenting webinars can be fun and effective, but it can be also a nightmare, that is, if you are are not equipped with how to plan and deliver engaging webinars.

Ready to test your webinar presentation skills?

1

> "We need to spark people's memories."

Do you plan and then start your webinar session by asking provocative and challenging questions?

Ask story questions. Then ask learners what they think of a story, event or real-life situation. Story questions help you hook learners to your presentations. Story questions act like automatic-shifting mechanisms to transition the learners from being bored to being engaged with your presentation. As webinar presenters, we need to be able to touch and spark people's memories in order to (1) ensure learning is retained and (2) help the learners realize the value of what they learned by connecting it with what they already know. Our challenge is to create questions that stimulate these memory types and encourage learners to connect to the knowledge and encourage them to create their understanding and memories. Story questions make them think and create an emotional connection with your presentation. A simple example would be, "How would you feel if you were in this situation?"

Do you present ideas that are vivid, clear and emotional examples?

2

Reflect on what happens to your webinar presentation. Are the learners focused on the application of features into solving real-life incidents, errors, troubleshooting and problem-solving resulting to learning? Do you put learners on the spot and show them a real-life story? Are you able to link the story directly to how the feature is used to apply the knowledge? Your content must be moving and vivid visually. You can only accomplish this if your illustrations are meaningful. A meaningful visualization creates an emotional experience. A good example would be to show people having first-voice conversations.

Do you "boomerang" (read aloud and repeat back) participants' answers to questions and comments?

3

Your participants learn by repeating and hearing their own answers. They also learn by listening to other people's ideas. By repeating aloud (the boomerang effect) the participants' questions and responses, they have the opportunity to reflect, reinforce and clarify that what they're hearing is in sync with other people's ideas.

> "Absorb what is useful, reject what is useless."

4

They also learn how other people express the very same ideas they have in their minds. Although you can repeat all answers to recognize the learner, in boomerang, specifically select the participant ideas that support your repetition on ideas that relate to your content. As an example, you can say, "John's solution is great. (Repeat John's comments and then ask) "What would others say about what John said?"

Do you focus your presentations on truly valuable ideas and not waste time in too much details?

Simplifying your content is a conscious design choice. It means getting into the shoes of your learners and including only what you have thoroughly assessed and determined they really need. What's not necessary is dropped and what is retained are only the stuff that matters. I'm not a martial artist, but the words of Bruce Lee resonates when he said, "Absorb what is useful, reject what is useless." Also, John Maeda said, "Simplicity is deliberate reduction." Conduct a small survey and ask your target participants, "What topics impact your work and you would find useful?"

Do you provide advanced resources like readings, demos and examples, and follow-up references after the webinar?

5

Cover only important ideas during the webinars and ask participants to study the references before and after the online session. But how do you make sure they know what to look for in both the pre and post webinar references? Mention specific examples from the references. This reminds participants of the resources you have prepared for them. In your webinars, use stories to deliver the must-learn content. To make it natural and engaging for learners, the must-learn lesson and the must-learn support references should continue the flow of the story. What prompts the learner to open the references is the conflict and challenge to answer the questions posed in the story covered during the webinar. Learners do not think of the references as readings. They look at the references as a continuation of the story you used in the webinar.

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