

*Leading Self & Others  
Motivation & Leadership*

*Preparing Presentations as a Leader*

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**CAMBRIDGE  
INNER GAME  
LEADERSHIP**  
Cambridge UK Branch



**Approved  
Centre**

## **Leadership and Presenting**

Presenting is a very common fear for many people at whatever level they are within business.

However, once the 4-MAT method is known, it is often feasible to put something together within 30 minutes and know that you are using all the learning styles to enable the whole of your audience to connect with the concept or point you want to put across.

The 4-mat system: Why? What? How? So what?

The 4MAT method is built on 30 years of experience and research, and is a unique collection and linking of theories on human beings and communication. Dr Bernice McCarthy's 4-mat system places individual learning and behaviour preferences into one of four categories. The first basic structure of the 4MAT system was developed in the late 1970s. Since then, the method has been used systematically and continuously, developed and linked to the newest research in the field.

### **Why? (35% of people)**

Learns by seeking meaning. Lives life as it is . . . and then compares with reality and identifies the differences. A "Why?" person will ask "How can I use this?". Typical Leader's Role is **Motivator**. When designing this segment, ask yourself what is the highest intention for someone to learn from your presentation?

For example CIGL is sharing this model of presenting, because it will help you put together a presentation very quickly, enabling you to be able to use all four of the different learning styles within one presentation and making it possible to reach all of your audience. Would that be useful for you to know?

### **What? (22% of people)**

Learns by thinking through ideas. Seeks facts and needs to know what the experts think - has an idea then reflects on it. A "What?" person will ask "What are the facts?". Typical Leader's Role is **Teacher**. When designing this segment, ask yourself, what information do I need to give to the audience?

For example CIGL will explain the actual framework of this presentation methodology, so that you can learn how to use the whole framework and design your own 4 MAT presentations from a subject of your choice.

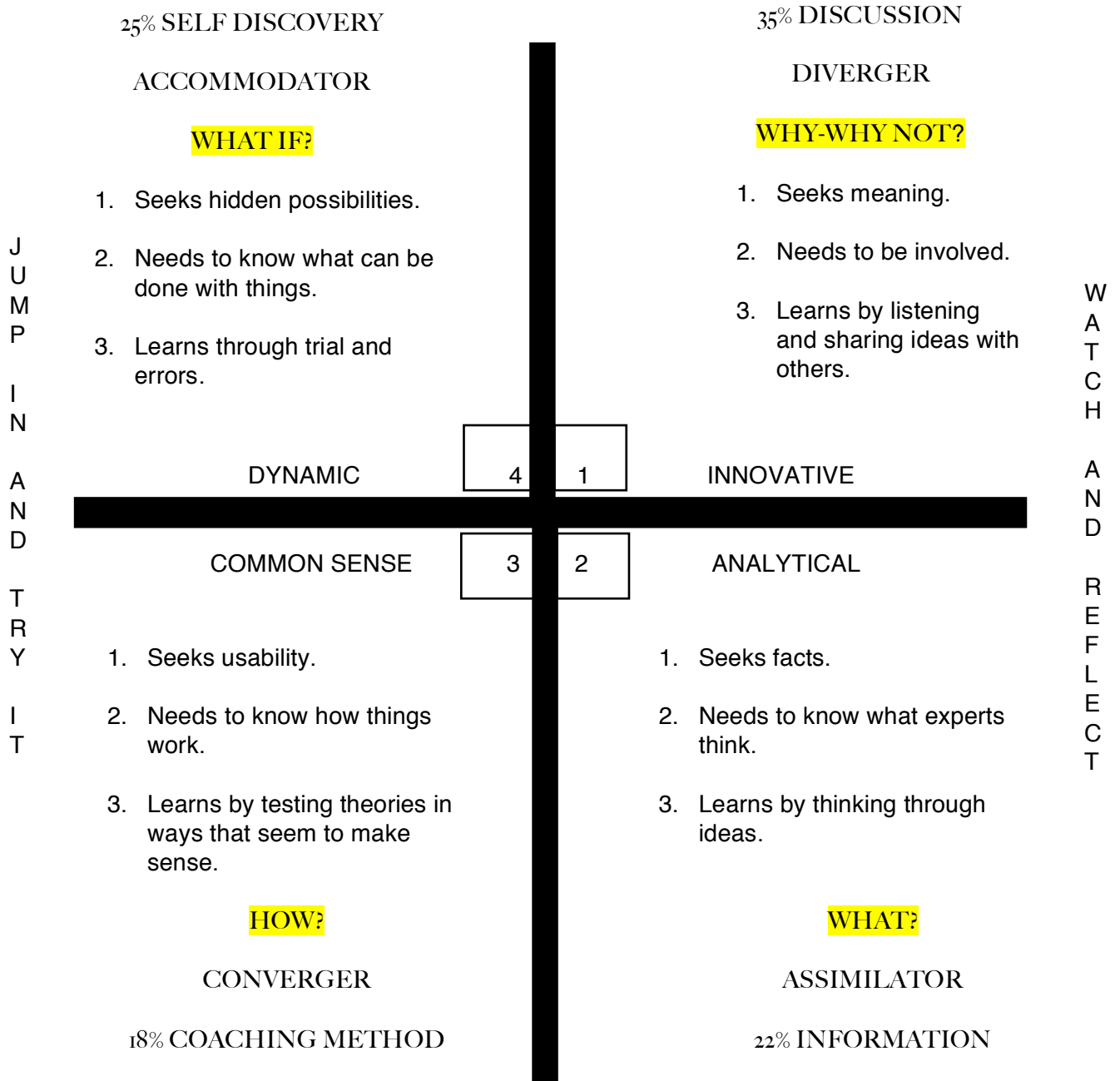
### **How? (18% of people)**

Learns by testing theories. Starts with an idea and then tests it. Needs to know how things work and seeks usability. A "How?" person will ask "How does this work?". Typical Leader's Role is **Coach**. This segment is the demonstration part, or the explanation of how the knowledge would or could be used.

### **So What? (25% of people)**

Learns by trial and error and seeks hidden possibilities. Reflects on it and engages in self-discovery. A "So What?" person will ask "Where can I apply it?"

# The 4 Mat System



Reference: Bernice McCarthy

## ***The Feedback Positive Sandwich***

What is feedback? How can we most resourcefully think about and frame feedback when managing a team member or peer? Seeing feedback as information resulting from an action, behaviour, speech, or response; powerfully enables us to gauge and access the results of our previous attempts to do something, or communicate something. Framing feedback allows us to ask awareness questions like the following:

- How close or far did I come from my targeted outcome?
- How well did I perform?
- How much can I improve my performance?
- To what degree or extent did I succeed?
- What else can I do to take my performance to the next level of skill and competency?

Feedback as information re-enters our mind-body-emotion system to give us cues and clues about what to do next. That's what makes feedback magical. We can then use our criteria to make an evaluation of how to adjust our behaviours to achieve an even better performance. This is how we can keep refining and moving ourselves, bit by bit, towards excellent presentations. Such feedback serves as the actual feedback mechanism for Kaizen, that is, for continuous improvement.

**There Is No Failure, Only Feedback – A presupposition – an idea/belief to have to avoid stressful situations and increase performance.**

“There is no failure, there is only feedback.” This is a great way for changing the mind about feedback and offers a presupposition for success, effectiveness, and mastery. This frame is one of the most dynamic attitudes that every expert espouses. This reframe is especially useful in business, as this can empower us to persist, to keep learning, and to be resilient. What a powerful meta-state frame of mind! It makes for resilience, commitment, and optimism.

**The framework:**

Praise - Constructive feedback in a positive way – Praise

**Step 1** – Praise - I really liked the visual diagrams you used.

**Step 2** - A bad example of giving back feedback when observing a presentation:

**The part of the presentation I didn't like concerned your speaking. I couldn't hear you most of the time.**

A good example of giving back feedback when observing a presentation:

**You have some really useful ideas to share, I'd like to hear you speak more loudly, so that I can hear you at all times and take on board all of the information you are giving me.**

**Step 3** – Praise - The material was really thought provoking. Thank you.