

## **Are you a “hit and run” presenter or do you have a “follow-up” strategy for your audiences?**

by Charles W. Gross, Jr., M.A., M.Div., LtCol (Ret)

This article will examine a strategy for making a more lasting and more powerful impact on your conference attendees. (If you are a die hard “hit and run” presenter, you can stop reading now.)

For the purposes of this article, I am making a key assumption. The assumption is that you are not making a technical presentation which involves some precise processes or steps that must be followed for safety or other reasons. Further, you are delivering a presentation that will be adapted, shaped, and customized by your listeners according to their own contexts. This later type of presentation may be a motivational speech, a presentation of sales techniques, some interesting new research or perhaps a sermon. The material that you deliver will be filtered through the lenses of your conferees and used or ignored depending on how it “connects” with them. Your audience will very likely get pumped up by your presentation, wish that everyone from their office or department were there, promise themselves that they will put these new ideas into practice as soon as they get home, take a few cryptic notes in their conference binder and then head home.

Once they are back home, the glow from your “over the top” keynote dims, the binder goes on the shelf, the emails are waiting, the phones are ringing and life happens. Little from your stellar, value-adding, change-the-world-now remarks gets implemented or integrated into life or work. Overall, you make a small impact, unless, of course, you have a hard-hitting process of training-the-trainer in your new way of working and have an awesome sales team

who engages in selling the follow-up consulting package offered. If that characterizes your approach, you are in the top 1% of keynote speakers in the world and you should be writing your own article to tell the rest of us how to do this. For you “one percenters,” good show! Read on for yet another strategy.

The rest of us (not one percenters) land somewhere else. Most of us have some kickin great material that would enhance someone’s life ..... if only they applied it. Most of us have some excellent and valuable points to convey that would positively change lives in the workplace and on the home front. But, most of us spend the majority of our time seeking out those who would hire us to speak, we roll in and do our thing and then are off to the next event. Most of us do not have a strategy for helping our listeners really put our grand ideas to use.

**Here's the new strategy.** The young field of “coaching” has the perfect solution. Coaches who are now being trained in life coaching, executive coaching and the like, are being taught to pay very close attention to their clients (coachees) and to do everything possible to encourage them to take action to move their life and work forward<sup>1</sup>. Coaches are taught NOT to bring their own agenda to the conversation. Coaches are taught to support what the

client wishes to do. Coaches ask thought-provoking questions, shift the frame of reference and get their coachees to become more than they could on their own.

So, here's how this applies to your keynote address. By using a cadre of coaches or a company that supplies these expert cheerleaders to do some conference follow-up coaching, new possibilities of achievement will occur. The scenario works like this: As you wrap up your presentation or keynote, you challenge your audience to make it real in their own contexts. To help them do this, you promote the use of post-conference coaching to integrate your material into their work and life. These post-conference coaches would be contracted for a short period of time to be support agents for your audience. They would be used as catalysts to keep the enthusiasm high and the conference glow alive in the "back to work setting."

The set-up for this is: You would have a contract with a coach or company of coaches to support this "follow-up strategy." You would sub-contract with this coaching organization to provide excellent support to your conferees. This contract arrangement would create a residual income stream for you from each coaching conversation

through a percentage of the billed coaching time. The conference attendee would do the work of identifying to the coach what they heard and want to implement. Once these "conference take-aways" (things to implement) are identified, the coach would assist the client in making them happen. This would occur via phone conversations over the period of two to six months.

**Your possible objection:** I would not want to contract with a coach who does not know my material. **Answer:** What do your audiences do now to implement or use your material? Without at least a conversation partner or an accountability partner, they are on their own to make the positive changes you suggest. With a "content neutral coach" who is "totally there" for your people, supporting what they want to get done, your material has a higher chance of being used and implemented. The coach does not seek to represent you or your material, but seeks to assist the coachee in taking action and getting more done. Finally, your name is kept in front of them for a longer period of time. This is truly one of those proverbial "win – win" situations. So, what are you waiting for? This idea is cutting edge and deserves your attention.

Article notes: <sup>1</sup> – source is CoachU at coachinc.com

Charlie Gross is CEO (Chief Encouragement Officer) of Post-Conference Coaching ([postconferencecoaching.com](http://postconferencecoaching.com)) a cadre of International Coach Federation coaches

[coach@postconferencecoaching.com](mailto:coach@postconferencecoaching.com)

or

717.742.0711