

TONY JEARY

“Mr. Presentation,” Tony Jeary, has spent 25 years perfecting the art of the presentation. He has coached CEOs in a variety of industries, including leaders of Wal-Mart, Qualcomm, Samsung, and New York Life, to name a few. Having coached people the world around to develop their presentation effectiveness, Tony takes a strategic approach that works not only for “captains of industry,” but also for average Christians who want to communicate their message to a small group or one-on-one. Standard Publishing has published Tony’s 38th book, *Purpose-Filled Presentations*, designed to help any Christian communicate more effectively in and around the local church.

For a longer version of this interview visit www.ChristianStandard.com.

INTERVIEW BY BRAD DUPRAY

Who is the audience for *Purpose-Filled Presentations*?

The book is really written for any Christian. Whether you’re 15 or 50, the book is designed to help you communicate better for Christ. We truly want to help Christians present more effectively—that includes avoiding boredom, being more inspiring and engaging, and confidently delivering messages that plant seeds and impact people for the kingdom.



What practical help does it offer?

The second part of the book is nine scenarios—the most common scenarios in and around a church. It includes simple things, such as greeting and holding a Sunday school class—divided into three or four different levels, based upon age. It includes how to hold a small group and how to share your testimony.

How do you define a presentation?

I believe a presentation can be when you’re presenting on the phone, when you’re sending an e-mail, when you’re talking to your kids, when you’re holding

a meeting, when you’re meeting someone or greeting them for the first time, when you’re training, when you’re mentoring—and the list goes on. Truly, life is a series of presentations.

Is there a difference between communication and presentations?

Communication is the bigger umbrella. Sometimes we’re communicating

through a billboard, sometimes we’re communicating with our facial expressions, sometimes we’re communicating by not showing up. And perhaps those would not be presentations, but certainly they would be communication. Most of communication is a presentation, but not all.

Is the ability to present caught or taught?

Certainly the Holy Spirit can help anybody communicate. I also believe there are skills that can be learned and processes that

can support those skills—not only to have someone present better, but also to save time. So many people today don’t prepare well because they’re time-starved. In the book I’ve included time-saving processes that I’ve tested and proved in the last 20 years.

How does a person overcome a fear of making presentations?

I’ve shared in the book specifically how to be more confident which, in a bottom-line sense, is how to “take the unknowns to the known.”

Meaning?

Anything you don’t know, you find out about it. You find out about the audience. You find out about what they know, what they care about, and what the room’s going to be like; the list just keeps going.

The basis for every bit of nervousness comes down to the fear of the unknown. How are people going to respond? Am I going to forget? How do things work here? So by “taking the unknowns to the known,” every person’s anxiety level goes down and his or her confidence level goes up.

How does a person’s attitude affect his ability to make a good presentation?

The desire to be perfect is a flaw in people’s thinking. One of the strategies I point out in the book is to go for excellence, not for perfection. Being able to appreciate excellence, and recognizing

Tony Jeary’s commitment to helping people communicate effectively is reflected in his new book from Standard Publishing and in the companion Web site, www.PurposeFilledPresentations.com. There are plenty of free resources on the Web site, including tips on being a more confident presenter and a section on “How to Make Your Sunday School Class Come Alive.”



that perfection is not required, is liberating and helps reduce people's anxiety.

In referring to the book you sometimes say "we." Was it a team effort?

I have a team of people who do research and write with me, help me shape my words, and help me communicate so that the end product is the best.

So you believe team presenting can actually be a more effective approach.

There are a lot of advantages to a team approach of presentation because often-times it gives you "breathing spaces" when another person is talking. We share this concept heavily in the book.

How can the presenter match the intended message with the hearer's perceptions?

It's very important to think through how your audience is going to receive your message, and to present your message

in a way that *they* want to receive it. We call this the "Platinum Rule," which is to present to people the way they want to receive it—which isn't necessarily the way *you* would want to receive it. For me, I like to receive things quickly. But not everybody does. What's important is the way the audience wants to hear it.

Brad Dupray is senior vice president, investor development, with Church Development Fund, Irvine, California.