



# What's Your Role? Reframing Your Role When Presenting

## *Business Presentation Mastery Module 1*

This worksheet will help you identify the role you are fulfilling when you're giving a presentation. Knowing the role you are playing when presenting to an audience is important, because it has an impact on how you perceive power, how comfortable you are taking command of a room, and your perception of how "right" it is that *you* are the one giving a presentation.

Remember: the role we are talking about is *not* the role assigned to you through your job title. We're going deeper than that. We're figuring out a more personal role that you are taking on for your audience's benefit – a role that allows you to draw upon and maximize your strengths while being the person your audience needs in order to move forward with their goals.

Some roles people I've worked with have identified include: Avatar, Oracle, Voice of Reason, Cheerleader, Therapist, Outside Expert, Reality Check, Neutral Third Party (which they dubbed "Switzerland"), Coach, The One With The Numbers, Safe Space...to name but a few!

Think creatively when defining your role. The roles you take on and how you interpret them are unique to you. And your role may change from one presentation to the next!

Use the following questions as prompts to help you think about and define your role in an upcoming presentation:

*1) What is the purpose of this presentation? What outcome does the audience need?*

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*2) What does the audience already know about me (including my official job title)?*

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3) *What does the audience think I'm good at or expert in (both soft and hard skills)?*

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4) *What do I think the audience really needs from me during this presentation in order to make progress on their goals?*

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5) *What skills, strengths, and knowledge to I bring to this presentation (soft skills and hard skills are both valid)?*

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6) *Why was I chosen or asked to deliver this presentation? (hint: "Because my boss said so" is not an acceptable answer! Think along the lines of what makes you the best choice for giving this presentation.)*

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7) *Who do I need to be in my own eyes in order to meet the goals of this presentation?*

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8) *Who does my audience need me to be in order to meet the goals of this presentation?*

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**MY ROLE DURING THIS PRESENTATION IS:**

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