

CONDUCTING COMPELLING CULINARY DEMONSTRATIONS

Conducting Compelling Culinary Demonstrations



CIA Consulting
The Culinary Institute of America

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Learning Objectives

- Identify 4 key stages of learning
- Understand elements of successful communication skills
- Recognize the steps in preparing and planning compelling culinary demonstrations
- Learn effective demonstration techniques for a variety of demos
- Communicate how to sharing your story



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For new upcoming presentations...

1. I feel confident as a public speaker
2. I like to do them but still get anxious
3. I would rather have a root canal



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Types of Culinary Demos

- Live audience demonstrations / small scale
 - Teaching Kitchens active hands-on participants
 - Culinary demo's for 12 – 15 participants
- Live stage performances / large scale
 - Judging cooking events
 - Presentations with culinary demos
- Filmed trainings
 - Tasty 'like' videos, just hands
 - Speaking and movement demos



4 Key Stages of Learning

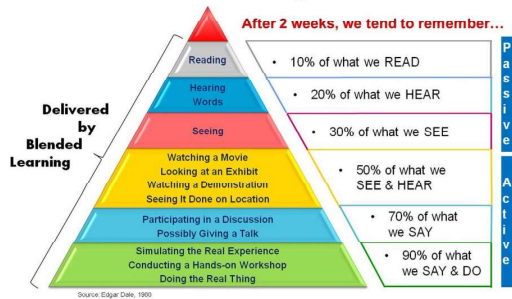
- Unconscious Incompetence
 - We don't know that we don't know
- Conscious Incompetence
 - We know that we don't know
- Conscious Competence
 - We work at what we don't know
- Unconscious Competence
 - We don't have to think about knowing it

Much of the learning takes place here

Goal of learning a task



The Cone of Learning



Tell me and I forget,
teach me and I remember,
involve me and I learn.



3 Elements of Successful Communication



9 Key Communication Skills

- Eye communication
- Posture and movement
- Gestures and facial expressions
- Dress and appearance
- Voice and vocal variety
- Language, pauses, non-words
- Listener involvement
- Humor
- The Natural Self



Eye Communication



Involvement, intimidation, or intimacy
3 - 5 seconds
Be aware of eye dart and slow blink



Posture and Movement

- Stand tall
- Watch your lower body
- Use the ready position
- Move naturally
- Move with purpose



Gesture and Facial Expressions

- Find out your habits
- Smile
- Eliminate your nervous gestures
- Exaggerate slightly



Dress and Appearance

- Be appropriate
- Dress at the conscious level
- It's bigger than it seems



Voice and Vocal Variety

- Voice transmits energy
- Vocal tone is 84% of your message when people can't see you
- Vocal variety keeps people interested
– "Roller Coaster Effect"



Language and Non-Words

- Avoid non-words
- Define jargon as you use it
- Land the plane already....
- Use pauses



3 Sentences – 3 Second Pauses

- I work at....(pause)
- I am originally from.....(pause)
- I have been in the industry for...(pause)



Listener Involvement

- Reach out to all learners
- Involve your students with your style
 - Stories
 - Props
 - Movement
 - Humor
- Involve students through interaction
 - Questions
 - Demonstrations
 - Tastings
 - Oral Tests



Humor

- People learn well through humor
- Tell stories and anecdotes
- Humanization is humor
- Non-verbal humor



The Natural Self

- Capitalize on your strengths
- Strengthen your weaknesses
- Learn like a juggler
- Communicating is a lifetime process



Body Language Exercise

People Pay More Attention to *How*
You Say Something,
than *What* You Actually Say



Can Demos work for you?

Advantages

- Promotes excitement
- Show procedures and processes clearly
- Emphasize certain key points or steps
- Increase learning from seeing rather than just hearing

Disadvantages

- Planning & practicing involved
- Doesn't go according to the plan
- Challenging to show processes
- Demands good performance
- Space and able to observe closely

Understanding the Challenges

- AV equipment doesn't work
- Kitchen equipment or ingredients are missing
- Forgetting what you were going to speak to
- Audience not engaged



Creating Compelling DEMOS

- D** Develop a Plan
- E** Energize the Space
- M** Manage the Introduction
- O** Operate the Demonstration
- S** Sample the Effectiveness



Develop a Plan

- Know your target audience
- Plan your key learning objectives
- Develop your supporting messages and techniques
- Prepare a list of ingredients, equipment, and materials
- Write out all the steps
- List questions to ask during the demo
- Create a summary
- Practice, practice, practice



Energizing the Space

- Prepare handouts, whiteboard, flipchart
- Organize ingredients and equipment
- Test equipment, AV, etc.
- Arrange set up for best viewing
 - Equipment, site, audience, facility, yourself
- Build internal focus and energy
- Relax yourself



Managing the Introduction

- Introduce yourself
- What is the most important message
- What are your key talking points to support that message
- Weave in your personal experience



Operating the Demonstration

- Teach techniques
- Use whole fresh ingredients
- Share facts, statistics, stories, anecdotes
- Encourage questions and pose specific ones
- Involve your students
- Point out what you are doing as you are doing it
- Keep talking and use humor when appropriate
- Demo each step slowly



Additional thoughts

- Teach beyond the recipe and share the why
- Include substitutions for ingredients
- Sustainability messaging
- Speak to safety in the kitchen
- Explain all equipment
- Include your favorite kitchen hacks
- Watch culinary terminology



Sample the Effectiveness

- Review concepts or key points
- Request questions from students
- Invite students to summarize what you did
- Consider answers to questions asked during the demo



D
E
M
O
S



It all starts with an imperfect carrot



Wrap Up