

Effecting Presentation Skills

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The Content

- 1. Introduction**
- 2. Planning**
- 3. Preparing**
- 4. Delivering**
- 5. Overcoming Anxiety**
- 6. Conclusion**
- 7. Final review checklist**
- 8. Voice expression & emotions**
- 9. Famous speeches**
- 10. Suggestions for successful presentations**

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The Content

1. PRESENTATION PREPARATION

- Presentation Planning and Preparation
- Methodology for Preparing and Delivering Presentation
- Research Your Audience
- Determine Your Objectives
- Anticipate Potential Issues and Possible Questions Asked
- Develop Content and Script
- Create High-Impact Visual Aids
- Logistics and Preparing the Venue

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The Content

2. PRESENTATION PERFORMANCE

- Nervousness and How to Overcome It
- Moving Well – Body Language and Self Control
- Use of Words, Pitch, Voice and Tone
- Personal Style and Setting the Mood
- How to Make Delivery that Creates Interests and Clarity
- Getting Your Message Across
- The Use of Pause
- How to Use Visual Aids and Notes
- Observe and Read Your Audience While Presenting
- Handling Questions – Thinking Under Pressure
- Handling Difficult Situations and Issues
- Presentation Skills Practice

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The Content

3. PRESENTATION SKILLS PRACTICE

DEBRIEF AND FEEDBACK

- Sharing - Self Assessment
- Feedback from Co-Participant
- Feedback from Programme Instructor

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DESIGNING PRESENTATION

PREPARING A PRESENTATION : BASIC PLANNING

Ask :

- 1. What can you tell the audience that they don't know?
- 2. What information will convince an audience?
- Brainstorm for ideas
- Produce a list of items-in priority order

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DEFINING YOUR PURPOSE

What are the possible benefits of the presentation?

- From speaker's viewpoint
- From audience's viewpoint

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“To become a skilled and self-assured presenter entails preparation, professional development and practice.”

The Objective of Presentation :

- To inform
- To persuade
- To educate
- To win trust
- To change behavior
- To entertain



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CLASSIFY YOUR PURPOSE

To Inform:

- Increase audience's awareness about a specific topic:
 - Project status reviews
 - Explain new HR policies
- Need to know existing level and understanding of the subject of audience

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To Entertain:

- At social function, dinners, celebrations
- Purposes:
 - Amuse audience
 - Entertain audience

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To Persuade, educate, win trust, and change behavior:

- Encourage new thinking
- Encourage new behaviour
- You must provide good reasons
- Motivate audience to accept new ideas

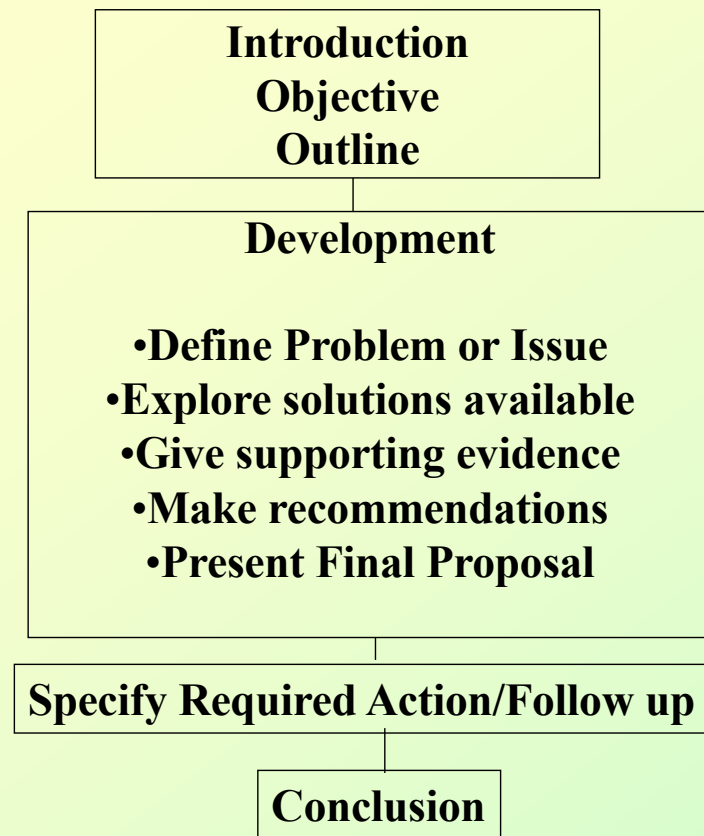
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Persuasion:

“Human communication designed to influence others by modifying their beliefs, values or attitudes to reach agreement in a much more constructive and creative atmosphere.”

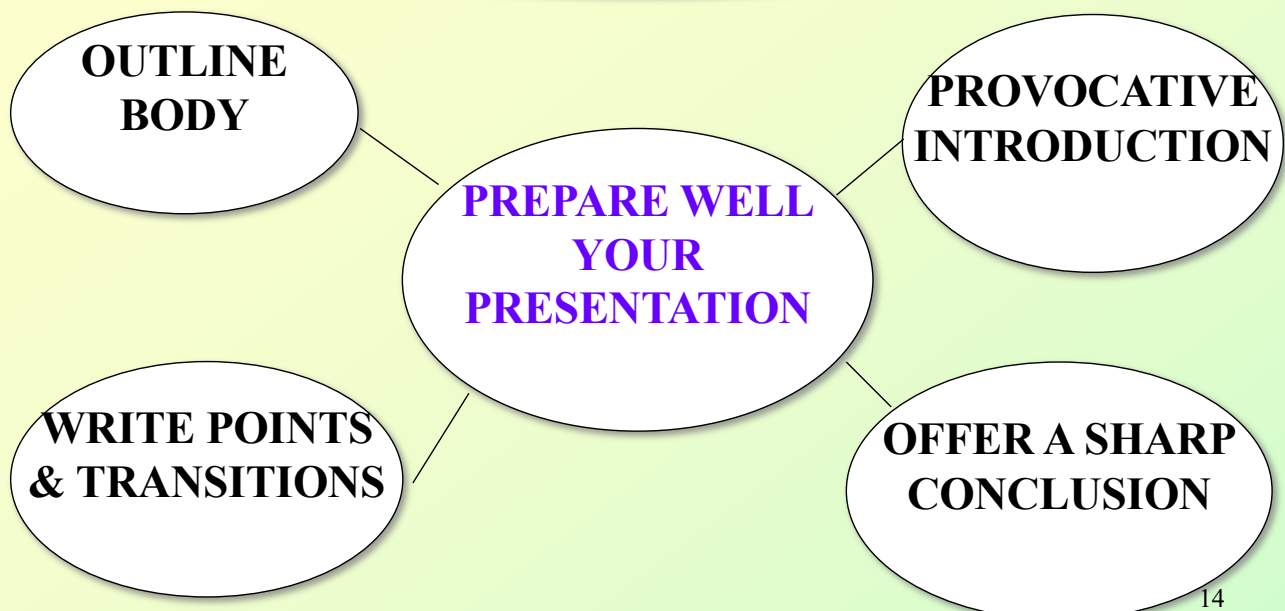
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PERSUASIVE PRESENTATION MODEL



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PRESENTATIONS PREPARATION MODEL



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PROVOCATIVE INTRODUCTION

PURPOSE OF INTRODUCTION

- Grab audience's attention**
- Motivate audience to receive your message**
- State the purpose**
- Indicate significance of the topic**

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TECHNIQUES FOR COMMENCING A PRESENTATION

- Ask a question**
- State an impressive fact**
- Tell a joke**
- Tell a story**
- Use a quotation**

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STATE SIGNIFICANCE OF THE TOPIC

- **Explain why presentation is valuable**
- **Provide some benefits**
- **Convince your audience of the practical value**
- **State why your topic is:**
 - **Important**
 - **Timely**

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PREPARING THE

BODY

OF YOUR PRESENTATION

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WHAT IS THE BODY?

- **Contain key points**
- **Provide supporting data**
- **Come in a specific format**
- **Choose the format according to:**
 - **Your purpose**
 - **Your audience**
 - **Your style**

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PRESENTATION FORMATS: CHECKLIST

- **Proposition and Proof**
- **Problem/ Solution**
- **Psychological Progression**
- **Chronological**
- **Cause and Effect**
- **Comparison and Contrast**
- **Order of Decreasing Importance**
- **Simple to Complex**
- **Classification**
- **Physical Location**

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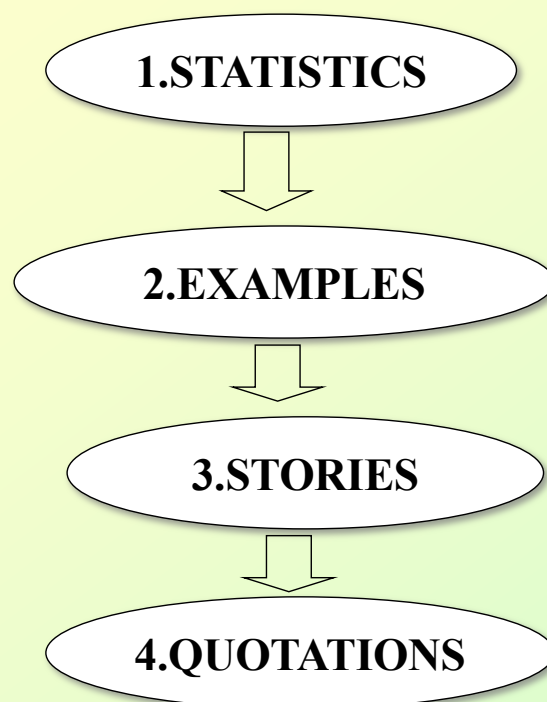
SELECTING SUPPORTING DATA

VALUE OF SUPPORTING DATA

- Adds Credibility
- Makes Presentation Convincing
- Makes It More Interesting
- Supports the conclusions

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TYPES OF SUPPORTING DATA



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HOW TO WRITE CONCLUSIONS

WHAT ARE CONCLUSIONS?

Conclusions :

- Well Supported by analysis
- Interpretations
- Evaluations
- Explain what happened
- Make value-judgments

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SOME STRATEGIES FOR CONCLUDING....

1. Review the main points
2. Raise a call to action
3. Link conclusions to your introduction
4. Do not ramble on
5. No **Panic**

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PREPARING YOUR NOTES



- **Use an outline**
- **Be brief but specific**
- **Large writing- readable on the podium or at the lectern**
- **Write out key parts on papers or large smart phone**
- **Make notes to yourself**
 - **Introduction**
 - **Clues**
 - **Reminders**

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EFFECTIVE DELIVERY TECHNIQUES

- 1. Start fast**
- 2. Project energy**
- 3. Move around the room**
- 4. Make eye contact**
- 5. Voice level:**
 - Good/loud volume**
 - Comfortable pace**
- 6. Avoid distractions**

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DESIGNING VISUAL AIDS

- 1. Use a title slide**
- 2. Put words near the top**
- 3. Use words sparingly**
- 4. Few ideas on one page**
- 5. Use large letters**
- 6. Single orientation**
- 7. Careful with colour**
- 8. Generous borders**

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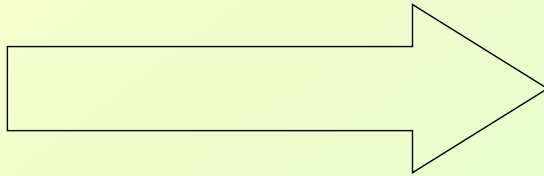
SUMMARY

- Use the kiss principle**
- Don't make visual aides too cpmpllicated**
- The audience should concentrate on content**
- The speaker should be the centre of attention
& Not the slides**

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PRESENTING VISUAL AIDS

- **Don't block your audience's view**
- **Direct audience attention to key areas**



- **Line them up neatly!**

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TIPS ON NERVE CONTROL

- **Put nervous tension to work for you:**
 - **Sharpen your mind**
 - **Tone your body**
- **Once you are speaking nervous jitters often disappear**
- **Don't tell your audience that you are nervous**
- **A bit of nervous is normal**
- **Try to focus on the presentation**
- **NO STRESS MEANS YOU'RE DEAD!**

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CONQUERING STAGE FRIGHT

TRIPLE “A” STRATEGY

1 Aware:

- Know your reaction to fear
 - Breathing
 - Muscle tension

Physical
Symptoms

2. Accept fear as an emotion:

- Fear is real
- Don't feel guilty
- Don't feel foolish
- Don't feel inferior
- Try to welcome fear
 - Fear is energy
 - Fear can motivate

3. Act on it:

- Do something different
- Be proactive with your fear

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AUDIENCE INVOLVEMENT

1. Ask questions to interact with the audience.
2. Personalize your talk. Call people's names if possible.
3. Involve seniors, distinguished guests, & the powerful.
4. Change speed, pitch, approach if audience gets restless.
5. Look at your audience.
6. Be alert throughout the presentation.
7. Listen to your listeners.

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THE POWER OF EYE CONTACT

BENEFITS OF GOOD EYE CONTACT

- **Shows sincerity**
- **Indicates attention**
- **Displays respect**
- **Keeps audience awake**

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STRATEGIES FOR GOOD EYE CONTACT

- **Be aggressive – look at people**
- **Look around – systematically**
- **Focus attention – on individuals**
- **Look at all audience - the 6 seconds rule**

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Eye Contact: “*To make oneself understood, one must first speak to their eyes.*”

- **Look at each person.**
- **Do not concentrate to look at the same person.**
- **Look at the audience – as if your eyes are spot-lights, spotting all around the lecture room.**

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SHARPENING YOUR FOCUS

1. Make it active

- **Active verbs**
- **Clear**

2. Be specific

- **Precise language**
- **Results orientation**

3. Stick to the time

- **Don't over-run**
- **0.5 - 1 minute per slide**

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POSITIVE MENTAL ATTITUDE

DON'T BE NEGATIVE

- Don't apologize for lack of preparation
- Don't insult
- Don't offend
- Be positive
- Be confident
- Be enthusiastic

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FINAL REVIEW CHECKLIST

Check the following items as you prepare and then deliver your presentation

TO DEAL WITH ANXIETY

- ☐ Breathe deeply
- ☐ Focus on relaxing
- ☐ Release tension by unobtrusive isometrics
- ☐ Move during the presentation
- ☐ Maintain good eye contact with the audience

TO PLAN AND ORGANIZE YOUR PRESENTATION

- ☐ Develop objectives
- ☐ Analyze my audience
- ☐ Brainstorm main ideas
- ☐ Brainstorm sub ideas
- ☐ Develop handouts
- ☐ Develop visual aids
- ☐ State the benefits
- ☐ Incorporate a main idea, preview, and review sentence
- ☐ Structure my introduction
- ☐ Develop a strong conclusion

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TO DEVELOP AND USE VISUAL AIDS

- ☐ Use the KISS principle
- ☐ Choose the correct type of chart
- ☐ Use appropriate titles
- ☐ Refrain from talking to the visual aids
- ☐ Place myself at centre stage
- ☐ Use my pointer sparingly

TO PREPARE FOR THE PRESENTATION

- ☐ Rehearse standing up and using visuals.
- ☐ Check seating, the AV equipment, all handout, etc.

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WHILE DELIVERING THE PRESENTATION

- ☐ Stay aware of what I'm saying and how I say it.
- ☐ Be animated, enthusiastic and direct.
- ☐ Make my presentation, personal and conversational.
- ☐ Use a clear, strong voice.

FOR QUESTION-AND-ANSWER SESSIONS

- ☐ Raise my hand and step towards the audience.
- ☐ Watch and listen to the questioner.
- ☐ Repeat the question if necessary.
- ☐ Maintain my style and demeanor.
- ☐ Answer to the whole audience with my eye contact.

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Voice Expressions and Emotions



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Voice Expressions and Emotions

“A massive 40% of your communication credibility comes from the of your vocal delivery.”

- **Voice is like an amplifier that has functions:**
 - a. volume b. pitch c. treble d. bass
 - e. balance f. loudness (high, low, whisper...)

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Famous Speeches

Demonstration, Appreciation, and Analysis of Famous Speeches (on You-tube):

- 1. *“I have a Dream”*
(by Martin Luther King, Jr., 1963)
- 2. *“US President Inauguration Speech”*
(by J.F. Kennedy, 1961)
- 3. *“Greed” in a film “Wall Street”*
(by Michael Douglas, 1987)
- 4. *“Wakefield High School Speech”*
(by US President Barack Obama, 2009)

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Ten Behavioral Forces for Powerful Presentations:

- 1. Urge to win your audience
- 2. Interact with your audience
- 3. Show empathy to your audience
- 4. Respect the presence of your audience
- 5. Make your line of thought clear, logical and precise

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- **6. Observe reaction - the non-verbal messages**
- **7. Use pauses and eye contacts to draw your audience's attention**
- **8. Speak with feelings and confidence**
- **9. Utilize tools, AV/ IT technologies effectively & appropriately**
- **10. Dress properly**

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Tips for Giving a Persuasive Presentation

Masters of persuasion still use Five rhetorical Psychological forces – Aristotle identified 2,000 years ago: (HBR, 27.12.2019)

Ethos. Start your talk by establishing your credibility and character. Show your audience that you are committed to the welfare of others, and you will gain their trust.

Logos. Use data, evidence, and facts to support your pitch.

Pathos. People are moved to action by how a speaker makes them feel. Wrap your big idea in a story that will elicit an emotional reaction.

Metaphor. Compare your idea to something that is familiar to your audience. It will help you clarify your argument by making the abstract concrete.

Brevity. Explain your idea in as few words as possible. People have a limited attention span, so talk about your strongest points first.

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Preparation of a Successful Presentation: Some Suggestions

Outline: plotting, subtopics, (induction/deduction)

- The Beginning: Motivation
- The Body: Development, Association
- The Ending: Conclusion, Application

The delivery:

Focusing the theme, action oriented, respecting your audience, concentration, an urge to win, interacting, exercising authority.

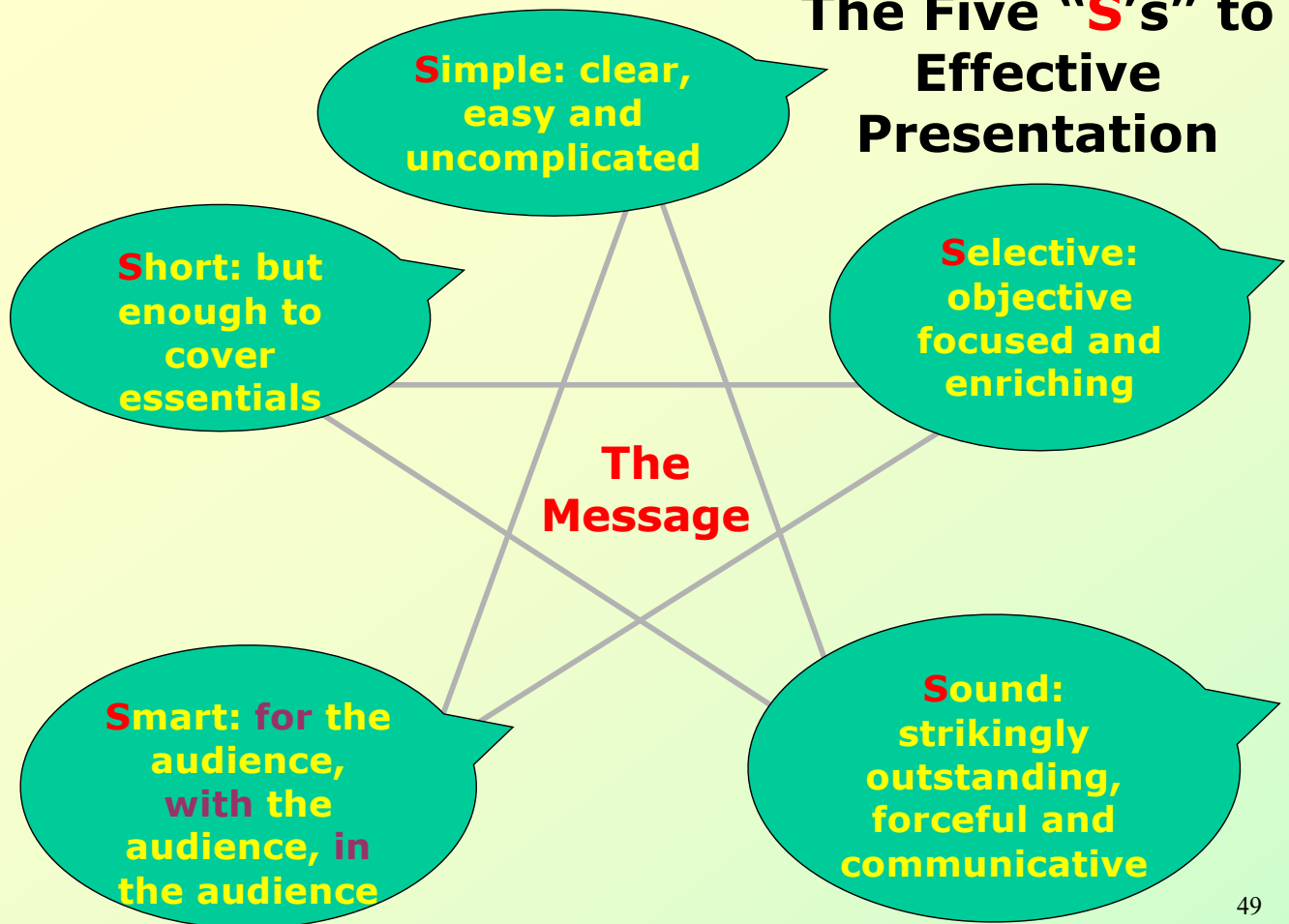
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Summary: Creating "AIM" (**A**ttention, **I**nterest, **M**otivation)



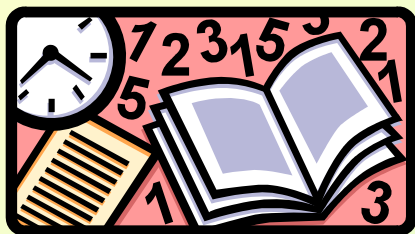
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The Five "S's" to Effective Presentation



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Six P's Action Verbs:



PLAN !

PREPARE !

PLOT !

PRACTICE !

PERSIST !

PRAY !

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Be a Dynamic Speaker

Be Confident!

Stand up!

Trust yourself!

Don't get panic!



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Class discussion

- 1. Discuss the differences in the use of means/ways (such as verbal, face-to-face, meetings, memos, emails, reports) of communication in private organizations vs. public organizations.**
- 2. What are the reasons for the differences?**

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