



Effective Presentation Skills

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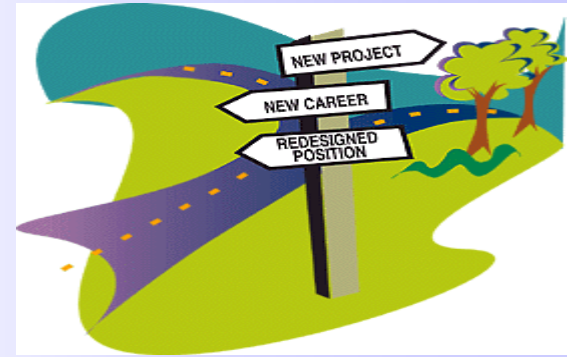


***“Great speakers aren’t born,
they are trained.”***



Presenting is a Skill...
Developed through experience
and training.

Agenda



- **Introduction**
- **Planning Your Presentation**
- **The Presentation Sequence**
- **Creating Effective Visual Aids**
- **Presentation Techniques**
- **Practice**

Definitions

Presentation

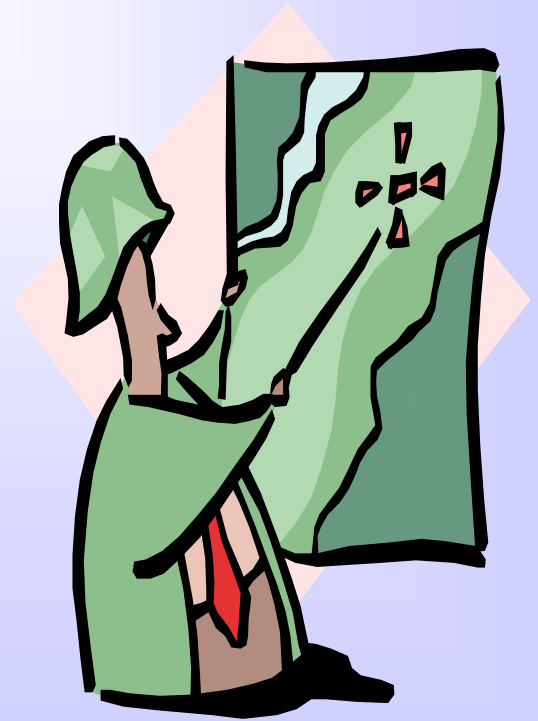
- **“Something set forth to an audience for the attention of the mind “**

Effective

- **“...producing a desired result”**

Why Give A Presentation?

1. Inform
2. Persuade
3. Educate
4. Negotiate
5. Motivate



#1 Fear



- **Feared More Than Death!**
- **THE FACTS:** Shaky hands, blushing cheeks, memory loss, nausea, and knocking knees
- **NORMAL!**



Causes of the Anxiety

- **Fear of the Unknown OR Loss of Control**
- **Fight or Flight Mode**
- **No Backup Plan**
- **No Enthusiasm For Subject**
- **Focus of Attention**

Effective Presentations

- **Control Anxiety – Don't Fight It**
- **Audience Centered**
- **Accomplishes Objective**
- **Fun For Audience**
- **Fun For You**
- **Conducted Within Time Frame**

Planning Your Presentation

We never plan to fail – we fail to plan!

Steps for Creating a Presentation

- **Strategy**
- **Structure**
- **Presentation Style**
- **Handling Questions**



Formulating a Strategy!!!

- It is critical to know the purpose of communication.
- Knowing the audience and expectations of the audience is very important to decide what to present and how to present.
- Tailor your presentation to the audience, to their needs, desires, knowledge level and attitude towards the topic.

Formulating a Strategy!!!

- **Be concrete, specific, practical, and relevant.**
- **Be clear about your objective – is it to motivate, inform, persuade, teach?**
- **Research your topic thoroughly.**

Developing a Structure of the Presentation

- **Once you know what you want to say, you need to organize all the information in a structured manner.**
- **Do not assume that the information will speak for itself.**
- **The audience might interpret the information in different ways based on your organization and presentation.**

The audience needs to have the following basic questions answered:

- Why should I pay attention to you when I can think about more interesting things?
- Now that I am listening, why should I care about this issue?
- I agree with the significance of the topic, but how are you justifying your ideas?
- So, now that I am convinced, what do you want from me?

Gathering “Your Material” & Preparing



- Prepare Confidence / Cue Cards
- Prepare Presentation Material
- Prepare Delegate Handouts / Give-Aways
- Rehearse: Remember, **“Practice Makes You Perfect”**

Some pointers while organizing your ideas:

- begin by placing your topic in context; you might want to provide an outline or a road map.
- provide the intended, expected benefits, organization of the presentation, and ground rules.
- organize the body of the presentation logically
 - make it easy to follow - go from the simple to the complex.
- when appropriate, plan ways to encourage audience participation.

Some pointers while organizing your ideas:

- maintain credibility: discuss the pros and cons.
- conclude on a "high note" - include an overall summary and proposed actions or options.
- incorporate visual aids effectively – graphs, pictures, etc
- prepare for contingencies - practice your presentation and prepare for contingencies – rehearse.

Understand Your Audience

- Who?
- What?
- When?
- Where?
- How?






Some questions to consider:



- **Who are they?**
(demographics, professions etc)
- **What content do they want to hear?**
- **How many people?**
- **What is your relationship with them?**
- **Are there any cultural differences?**
- **What do they need to know?**
- **What language will be most appropriate?**

Know the Audience

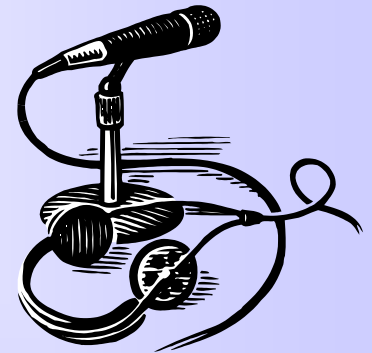
-  Greet some of the audience if possible.
-  Chat with some of them when they arrive.
-  It is easier to speak to a group of friends than to a group of strangers.

Planning A Presentation

- **Plan Space**
 - **Number of Seats**
 - **Seating Arrangement**
 - **Audio/Visual Equipment**
 - **Distracters**

Other questions to ask..

- What is the date, day, and time?
- Where is the venue?
- Will there be other speakers?
- What equipment is available



Check the Venue

- Seating Plan/Room layout
- Lighting
- Air Conditioning
- Lectern/Microphones
- Projector and screens
- Whiteboards
- Power supply
- Technical support



Check the Venue

- ☉ Become familiar with the place.
- ☉ Arrive early.
- ☉ Walk around the room including the speaking area.
- ☉ Stand at the lectern.
- ☉ Speak into the microphone.
- ☉ Walk around where the audience will be seated.

Style

- Alternate moving and standing still, speaking and listening, doing and thinking; use physical space and body movement to enhance your message.
- Try to add stories, anecdotes, testimonials, analogies, demonstrations.
- Use humor appropriately - make it in good taste.

Style

- Enhance interaction with the audience.
- Eye contact is your primary tool for establishing audience involvement; look at your audience in random rotating order.
- Use gestures naturally: some gestures are wrong - jingling change in a pocket, toying with notes, shifting from one foot to the other; or any repeated gesture.

- **Once audience interest is gained, you must help them to retain it.**
- **You need to help the audience refocus periodically – reiteration, conclusions.**

Steps Of Presentation

The Introduction

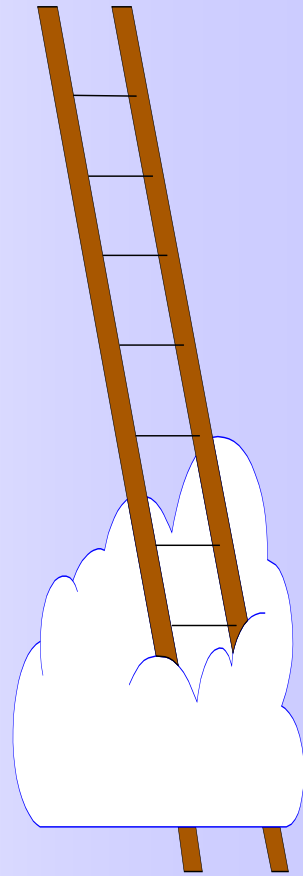


- First Impressions
- Credibility
- Develop Image in an Interesting Manner
 - Do or Say Something In Accordance with The Occasion
 - Call For Attention
 - Invite Direct Involvement From The Audience
 - Surprise & Challenge The Audience & It's Assumptions

Steps Of Presentation

The Main Body

- Structuring Your Speech
 - Break up the topic.
 - Have chronological order.
 - Go thro' a problem & solution oriented approach.
- Maintain The attention Of Your Audience.
 - Humor
 - Surprise element through questions.
 - Eliciting opinions from the audience.
 - Visual aids.
 - Short sentences & simple language.



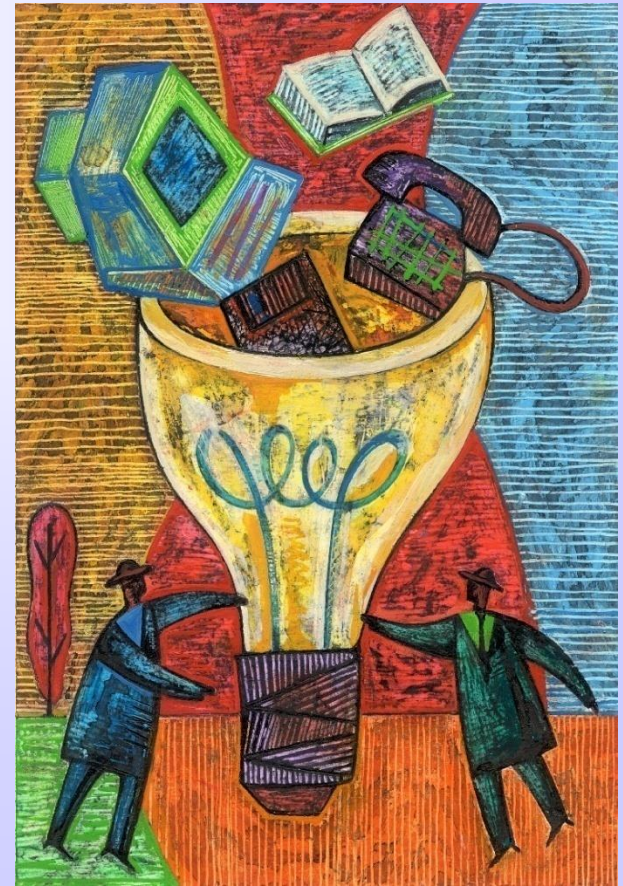
Steps Of Presentation

- Review the benefits of each theme/topic.
- Reiterate in strong, memorable words and phrases the crux of the presentation.
- End with something the audience will remember.



Research your Topic

- Ideas
- Facts and figures
- Statements by authorities
- Stories
- Historical information
- Interesting or “quirky” facts



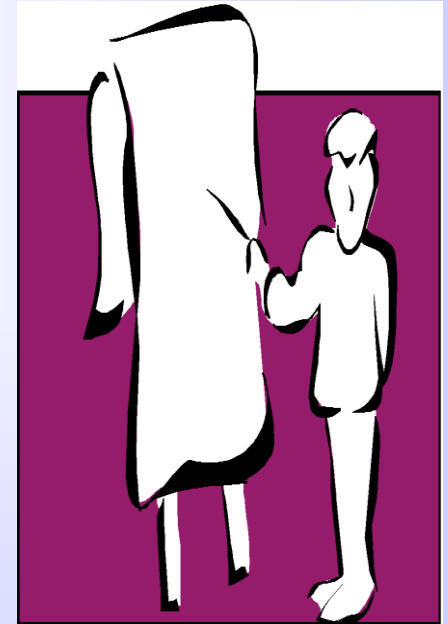
Prepare your structure:

- How long will the presentation be?
- Allow 10% of the time for both your opening and conclusion
- Will there be time for questions?
- How interactive will the presentation be?



I. Check Things Out

- **Arrive Early.**
- **Test the Microphones.**
- **Check the Visibility.**
- **Check Equipment.**
- **Locate Restrooms, Lights & Temperature Controls.**



Planning Your Presentation

1. Be Prepared :

- **Being prepared is the most important element. As a general rule, you should spend about 30 hours of preparation and rehearsal time for every hour you will be speaking.**
- **Use a tape recorder or videotape yourself. This will help you to get an accurate picture of how you speak.**

Planning Your Presentation

2- Give of Yourself :

- **Use personal examples and stories in your speech Make sure your stories help to emphasize or support your point. Use examples from your personal and professional life to make your point.**

Planning Your Presentation

3- Stay Relaxed :

To stay relaxed you should be prepared. Also, focus on your message and not the audience. Use gestures, including walking patterns. Practice the opening of your speech and plan exactly how you will say it. The audience will judge you in the first 30 seconds they see you.

Planning Your Presentation

4- Use Natural Humor:

- **Don't try to be a stand up comedian. Use natural humor by poking fun at yourself ,something you said or did.**
- **Be sure NOT to make fun of anyone in the audience. People will laugh with you when you poke fun at yourself but don't over do it.**

Establish Rapport

- ➡ **Your Language.**
- ➡ **Your Clothing.**
- ➡ **Use “In commons”.**
- ➡ **Compliment the Audience.**



Planning Your Presentation

5- Plan Your Body & Hand Positions:

- **During your speech look for occasions where you can use a gesture.**
- **Establish three positions where you will stand and practice, one on center stage, one to your right, and one to your left. Do not hide behind the lectern.**
- **When you do move maintain eye contact with the audience.**

Planning Your Presentation

6- Pay attention to all details:

- **Make sure you have the right location (hotel, room & time). Make sure you know how to get to where you are speaking.**
- **Ask how large an audience you will be speaking to.**
- **Make sure you bring all your visual aids and plenty of handouts.**
- **Arrive early so you can check out where you will be speaking and make any last minute adjustments.**

Body Language

- **Eye contact**
- **Tone, pitch and pace of voice**
- **Movement**
- **Grooming**
- **Posture (sitting vs standing)**
- **Intangibles: honesty, credibility, sincerity**



Appearance

1. Eye Contact

- **Keep eye contact with the class. This will:**
 - **keep them alert.**
 - **make them feel that they are being directly spoken to.**
 - **make them feel part of the class.**
 - **give them confidence in you as the instructor/presenter.**

Monitor the class' reactions to what you are saying so that you can adjust your talk accordingly.

Appearance

Do not:

- **stare (intimidate).**
- **move your eyes from side to side (distraction).**
- **look out the window or at the clock (indicates boredom).**
- **look only at the training aids or chalk board (this can be perceived as impolite).**
- **look at your feet or at the ceiling (indication of nervousness or timidity).**

Body Movement

Be natural - don't move around too much or too little.

Do not:

- 1- Stand rigid.**
- 2- March.**
- 3- Slouch.**

Do:

- 1- Move forward for emphasis (e.g. when standing at a podium).**
- 2- Relax when talking from behind a desk -this creates some intimacy with a group.**
- 3- Slowly and on occasion move from side to side to engage all parts of the class.**

Gestures

Do:

- Use meaningful and appropriate gestures to make a point.

Do not, or at least avoid:

- Play with keys or coins in your pocket.
- Use your hands too much, touching your nose or ears and excessive coughing.
- Use gestures that indicate you are washing your hand of a situation or wringing your hands because of frustration.
- Use a praying gesture as some may find this offensive or foot tap as this may be perceived as patronizing.
- Use a pointer, pen, pencil or chalk to point at an individual may be perceived as offensive

Voice

- **Volume**

Speak loudly enough to be heard.

- **Pitch**

Use effectively to convey meaning.

- **Rate**

- **Speak more quickly to convey enthusiasm.**

- **Speak more slowly to emphasize key points or issues.**

Voice

Do not:

- **speak so quickly that no one can understand.**
- **speak so quickly that materials are glossed over rather than well explained so that they are understood.**
- **speak so slowly that people become bored or drowsy.**

Voice

Articulation:

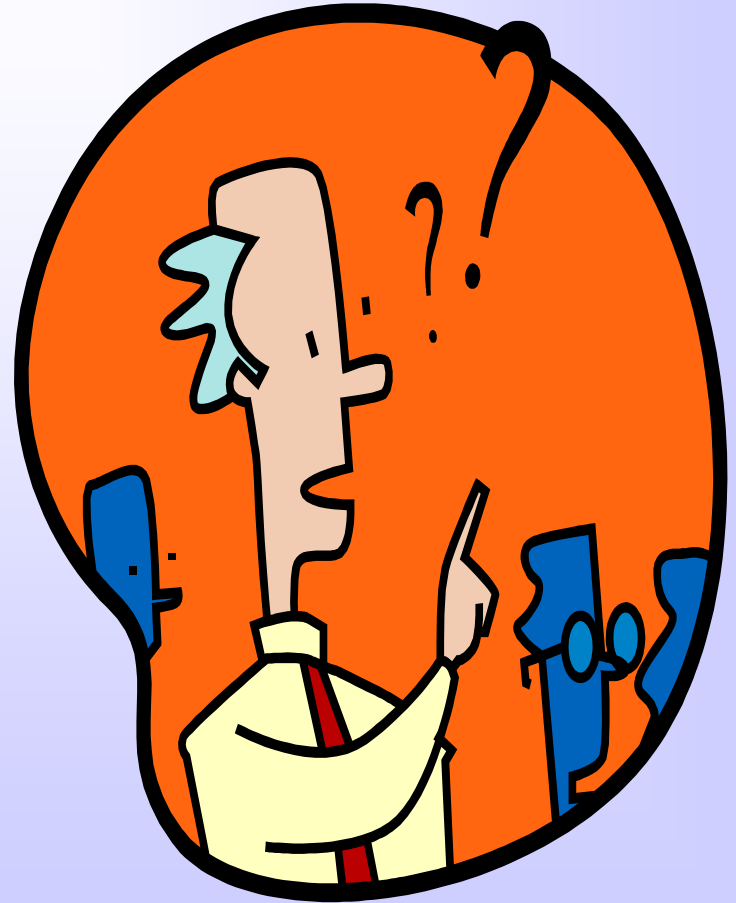
- **Speak clearly, pronouncing words carefully -don't mumble.**
- **Control your lips, teeth and tongue to assist you.**

Humor

**Use humor but only
appropriately.**

A Strong Opening

- Ask a question
- Tell a story
- Use a famous quote
- Identify with the audience



Opening Your Presentation

- Introduce Yourself – Why Should They Listen
- Get Attention, Build More Rapport, Introduce Topic
 - **Humor**
 - **Short Story**
 - **Starling Statistic**
 - **Make Audience Think**
 - **Invite Participation**
- Get Audience Response

Body

- The body is the most important part of the presentation. The body should cover the essential information, provide examples, and allow for discussion and clarification. What should the body include?
 - **teaching points**
 - **examples**
 - **exercises, if appropriate**
 - **periodic reviews**
 - **opportunities for discussion or questions for discussion**

The Body of the Presentation

- Break into key points:
 - Explain It (a few statements only)
 - Reinforce it (stories, acts, information)
 - Sell it (what's in it for them)



Closing your Presentation

- End with a bang, not a wimper
- Summarise key messages
- Issue a call to action
- Challenge the audience
- An inspirational quote
- Ask a question



Conclusion

- **To summarize the body in light of the objective, make a concluding statement and stimulate further thought and action.**

Concluding Your Presentation

Goal

- Inform audience that you're about to close
- Summarize main points
- Something to remember or call-to-action
- Answer questions

"Tell 'em What You Told 'em."

CONSIDERATIONS IN DESIGNING A PRESENTATION



- **Time**

The length of the presentation may vary depending on information to be covered, time available, and the interest and attention span of the target group (clients).

- **Time Blocks**

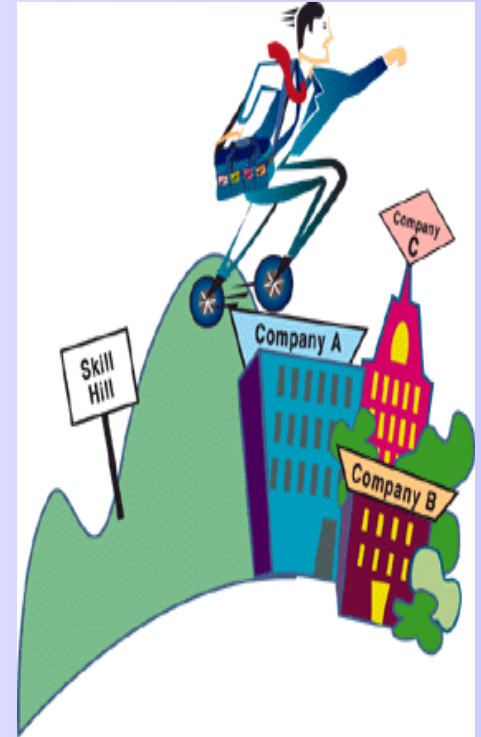
The length of time you plan to spend on each part of your presentation should be noted on your document to keep you on track

Manage time effectively

- Anticipate how long the discussion should last and determine whether you have enough time to meet the objective.
- If the discussion seems to be going off on a tangent, ask the speaker to relate what she or he is saying to the objective.
- Announce to the group that there is five to ten minutes left until the end of the discussion period. Be sure to leave yourself enough time for the conclusion.

What To Do After Discussion

- **In your conclusion:**
 - **Recap the main points of the discussion.**
 - **Add additional important points that they may have missed ("Other aspects we should consider are..."), link the discussion to the objective and to their job environment.**



Organizing Your Presentation

Organizational Patterns:

- Topical
- Chronological
- Problem/Solution
- Cause/Effect

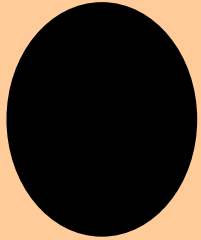
5 Presentation Tips

- 1. Smile**
- 2. Breathe**
- 3. Water**
- 4. Notes**
- 5. Finish On Or Under Time**

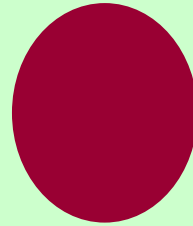
Creating Effective Visual Aids

Colour combinations

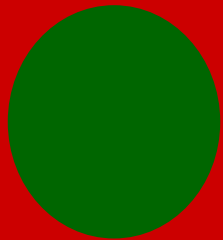
- Avoid light on light or dark on dark



Effective



Effective



**Not
Effective**

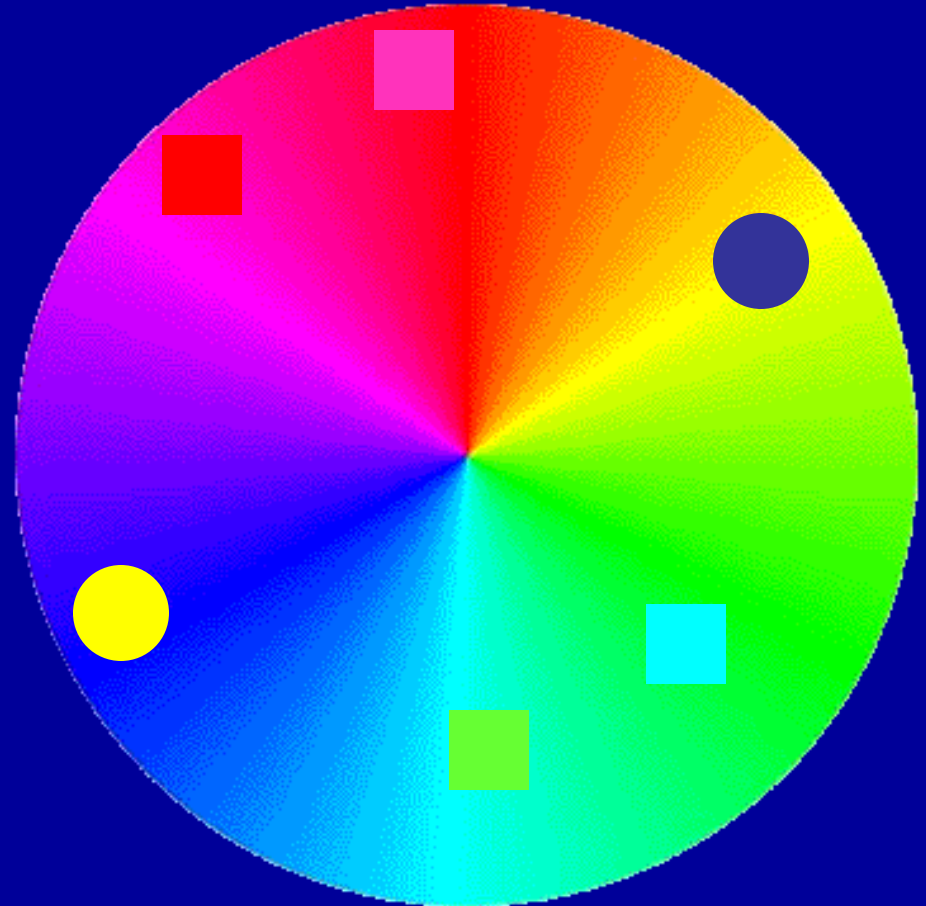


**Not
Effective**

Colour selection

Select colours that are **complimentary** and relevant to your presentation

Avoid clashing colours or colours that are too near to each other on the wheel

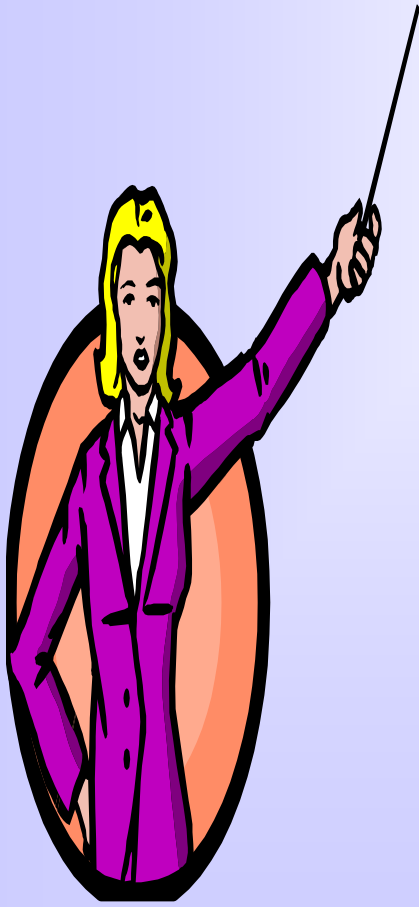


Effective Use Of Visual Aids – “Do”’s

- **Limit The Number Of Aids You Use**
- **Use It As An Aid Only**
- **Be Comfortable In Using The Aid**
- **Keep Your Visual Aids In A Position Of Maximum Visibility**
- **Use The Pointer To Point, Not Accuse**
- **If Using Slide Projector, Put It “ON” Only For The Duration For Which It Is Required**



Effective Use Of Visual Aids – “Don’t”s



- Do not put Excessive Information
- Do not face the Visual Aid while using it
- Do not try to talk and write at the same time
- Do not stand in front of the Visual Aid
- Do not leave blank illuminated screens, they Cause Distractions

Visual Aids Should...

- **Supplement presentation**
- **Outline of main points**
- **Serve audience's needs, not speaker's**
- **Simple and clear**

Be Visible

- **Titles should be 38-44 pt. font size**
- **Text should be 28 pt font size**
- **Use color wisely**
 - **Contrasting colors**

Text Alignment

- Align text to the left
- Justified text can develop gaps and rivers of background when spaces occur between words
- Centred text is difficult to read as the eye has to search for the next line

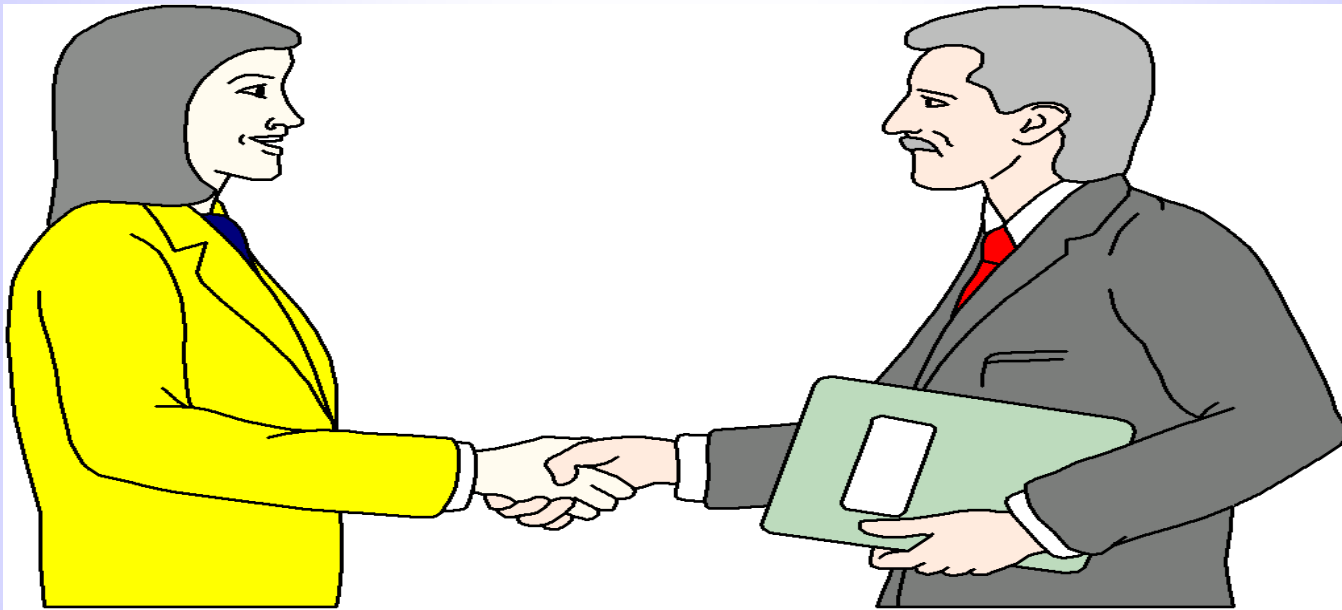
Background Images

- Create your own backgrounds by importing images
- Quality, relevant images add interest and emphasis to your presentation
- Title slides can be bolder than information slides but try to get continuity throughout your layout

Background Images

- **Avoid images that are too bright as they distract from your presentation**
- **Difficult to overprint with text**
- **Can give impression of optical illusion**

Dressing for Your Presentation



What to wear...




The 'must' rules

Look at the whole picture and check every element of your appearance, starting at your head and ending at your feet.






- **Hair Style**
- **Make Up**
- **The outfit**






Dress for Your Presentation

-  **Conservative two-piece business suit (solid dark blue or gray is the best).**
-  **Conservative long-sleeved shirt/blouse (white is best, pastel is next best).**
-  **Clean Polished conservative shoes.**






Dress for Your Presentation (con.)

-  Light briefcase or portfolio case.
-  Well-groomed hairstyle.
-  Clean trimmed fingernails.
-  Minimal cologne or perfume.
-  Empty pockets, no tinkling coins or keys.

Dress for Your Presentation (con.)

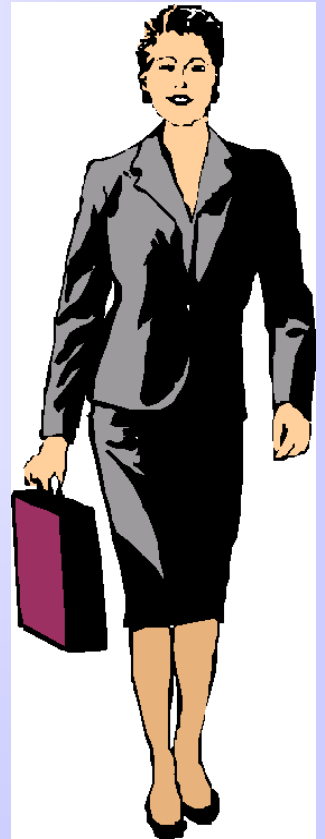
-  **No gum, candy or cigarettes.**
-  **No visible body piercing**
-  **(nose rings, eyebrow rings, etc...).**

Women Dress Tips

-  **Always wear a suit with a jacket.**
-  **No dresses.**
-  **No high heels.**
-  **No loud Make-up.**
-  **No purses, small or large, carry a briefcase instead.**

Women Dress Tips (cont.)

- If you wear nail polish, use clear conservative colors.
- No more than one ring in each hand.
- One set or earrings only.



The Three (3) Presentation Essentials

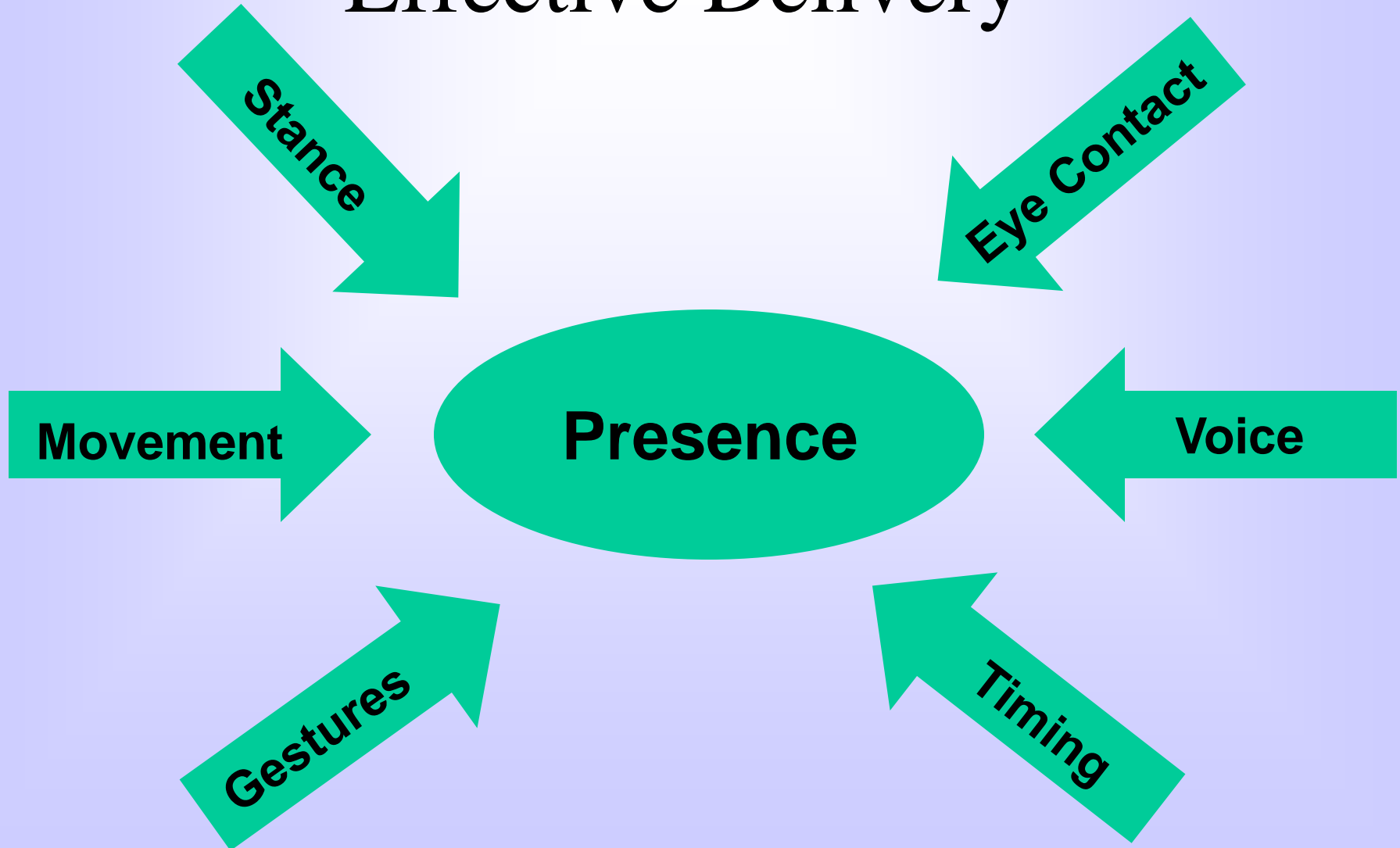
■ Rehearse , Rehearse, Rehearse

“If you fail to prepare, you are prepared to fail”

- ✓ Rehearse against the clock
- ✓ Plan to rehearse your presentation out loud at least 4 times
- ✓ Memorize your script
- ✓ Video or tape record yourself

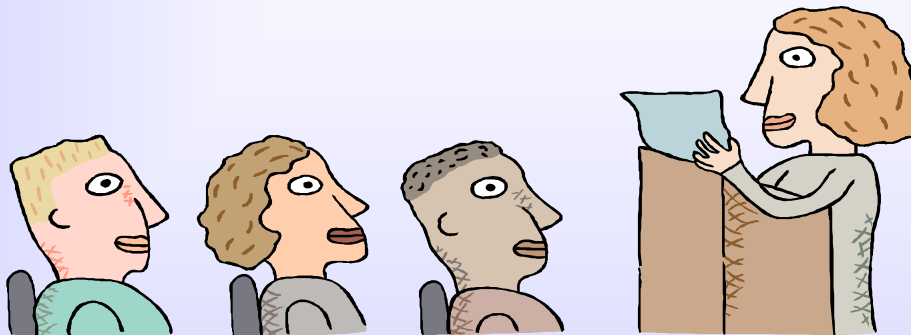


Effective Delivery



In Conclusion. . .

- Practice, Practice, Practice.



Remember *"To do great tasks, two things are necessary: a plan and quite enough time."*

Time for Questions



Handling questions and challenges

Guidelines for answering questions:

- **Reinterpret Loaded Questions:** if attacked try to show the similarity to other situations.
- **Control Interchanges:** if a member of the audience becomes a heckler try to enlist the audience; if a questioner digresses, try to remind the audience of the goal of the presentation
- **Use the Last Question to Summarize.**

Answering Questions

Stop to listen
Say the question
Summarize first
Specific and clear, but brief
Self-esteem maintained

Conclusion: Checklist for an effective presentation

- **Start preparing early; don't wait until the last few days to prepare.**
- **Think about Your Audience.**
- **Be clear about your purpose.**
- **Use an effective introduction.**
- **Organize your presentation clearly and simply.**
- **Use supporting material to support your point.**

Conclusion: Checklist for an effective presentation

- **Create an effective conclusion.**
- **Sound spontaneous, conversational and enthusiastic.**
- **Use body language effectively.**
- **Use visual aids to enhance the message.**
- **Check the physical environment in advance.**
- **Finally, cope with stage fright by remembering that it is normal and everyone feels it.**

Thank You