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Presentation Skills

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Presentations





Presentations





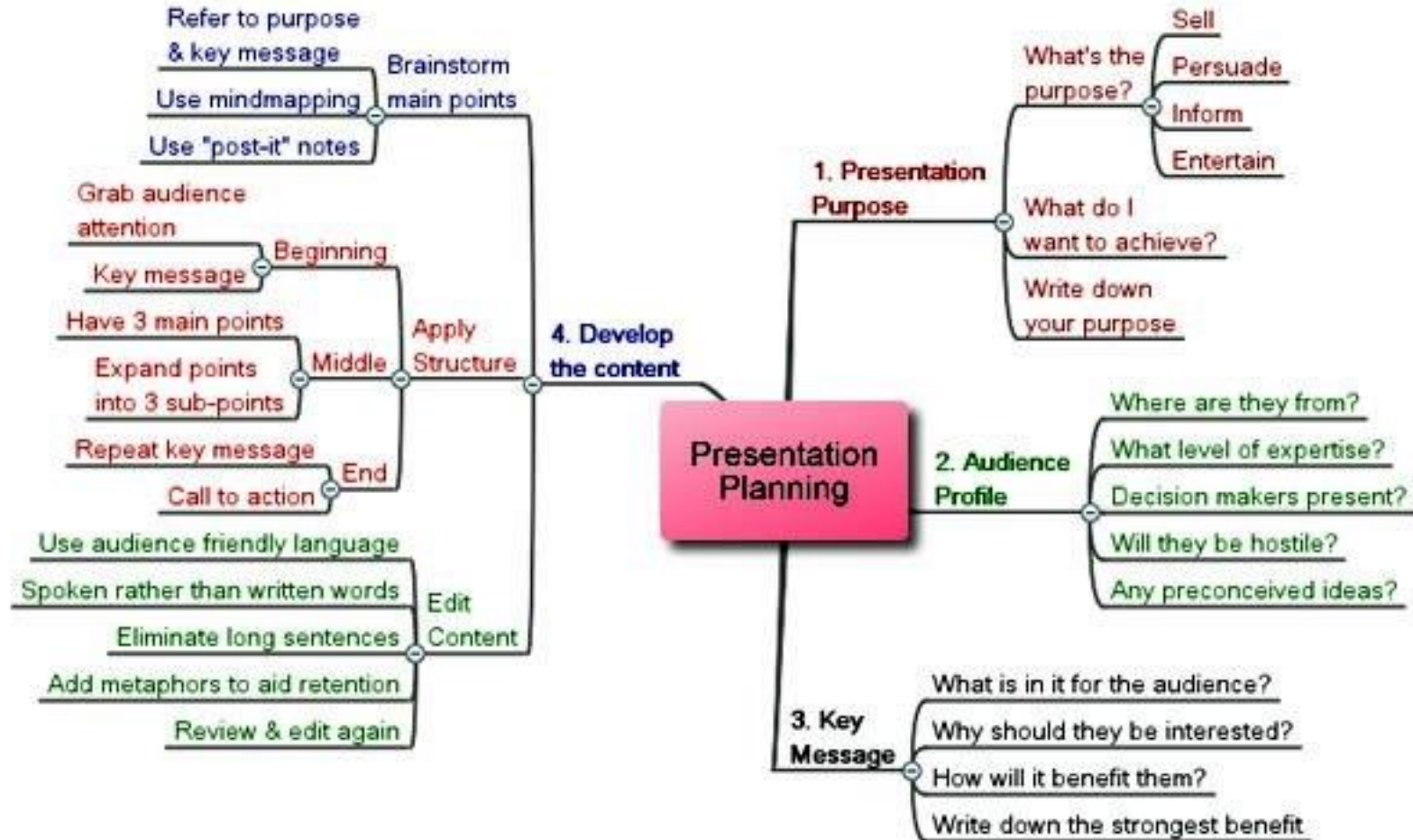
Presentations

Effect

Smile

Eye-contact

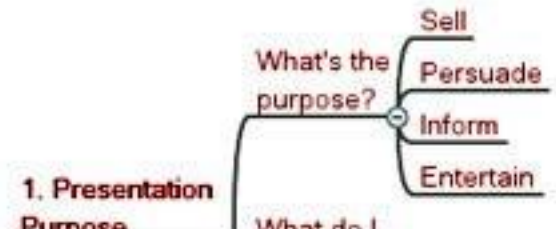
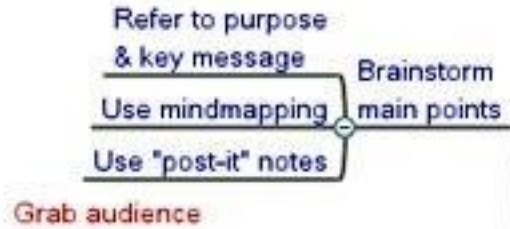
Posture





Presentations

Effect



Good presentations 😊

- Energy and passion
- Eye contact with audience
- Speaking clearly and loud enough
- Move around the classroom as you speak
- Use appropriate anecdotes and humor
- Wear proper attire
- Well-structured arguments
- Legible slides
- Varied slide types
- No more than 1 slide per minute
- Use of other technology, e.g. video
- Finish on time and allow for questions

Bad presentations... 😞

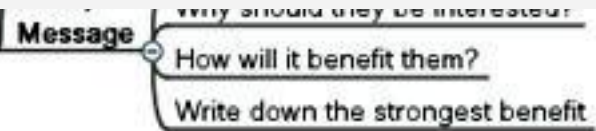
- Lack of purpose
- Poor body posture, no eye contact, and speaking in a monotone voice
- Unnecessary repetition (within presentation or of previous speaker)
- Lack of preparation
- Too complex/simple for audience
- Too many slides
- Illegible slides
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- Incorrect use of technical equipment
- Over-running your allotted time

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review & edit again





Presentations

Refer to purpose
& key message

Brainstorm

What's the Sell
Persuade

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"I'm going to begin with a joke
so we can get the humor out of the way."

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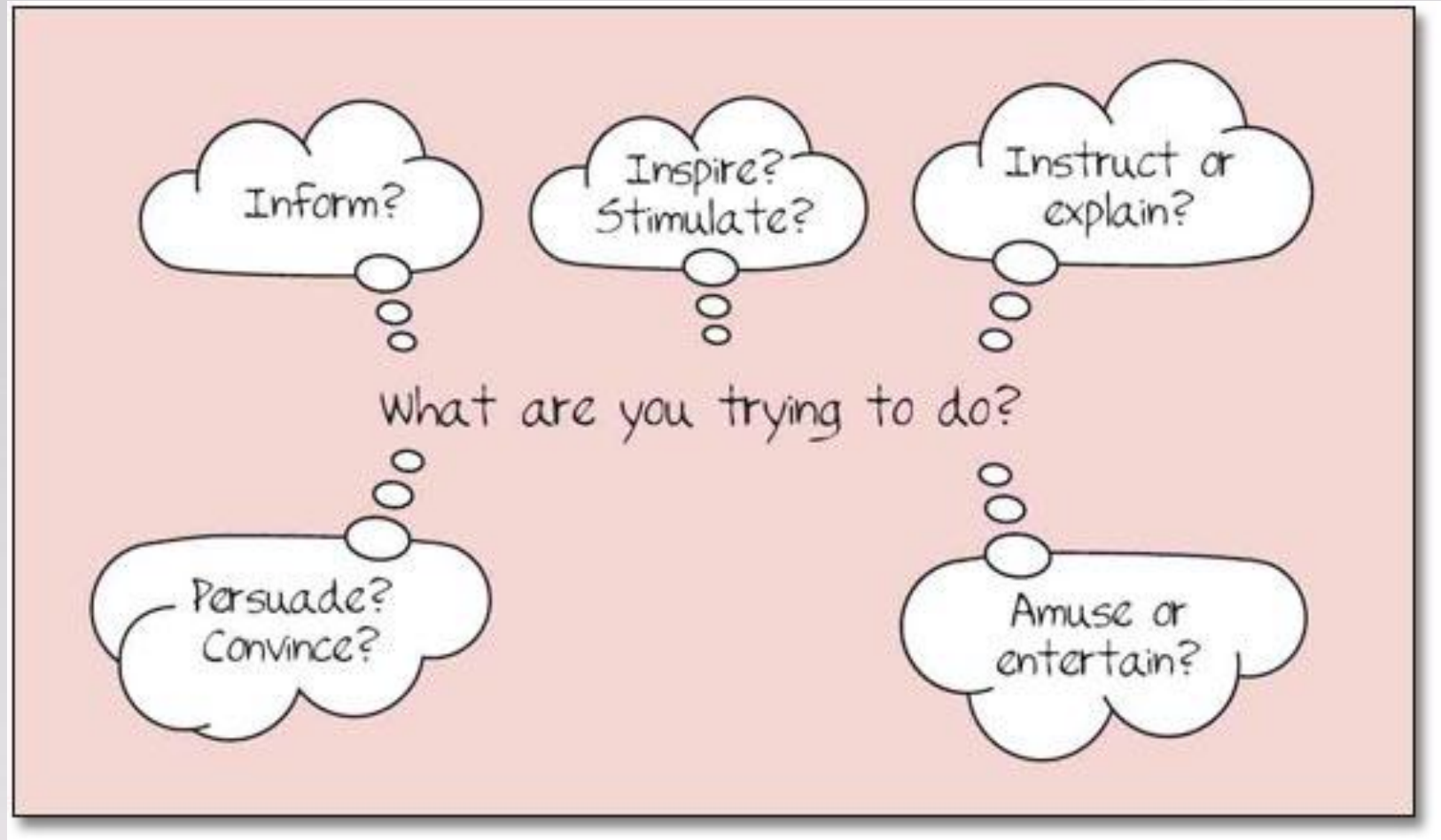


Outline

- Preparation
- Structuring a presentation
- Delivery
- Communication
- Materials
- Handling questions
- Your turn!



Preparation: What are your objectives





Preparation: know your audience

- Research
 - Know your audience
 - Understand how your presentation relates to their interests and activities
- Needs/challenges
 - What are their needs?
 - What are the challenges?
- Be clear of your objectives.



Structuring a presentation

- Beginning
 - What is the focus of your presentation?
 - What are you not going to deal with?
- Middle
 - Develop your argument
 - Consider questions do your audience may have?
 - Answer them!
- End
 - What action do you want your audience to take?



Beginning

- Establish rapport and respect
 - Introduce yourself and your credentials
- Capture attention
 - Surprising statistics
 - Surprising insight
 - Memorable phrase or prop
- Tell audience what you are going to say



Middle

- Expand on your topic/objective in 3 or 4 key points
- For longer presentations structure the material into sections, each with a beginning, middle and end
- Keep it simple



End: summarise and conclude

- Tell audience what you have just said, pull the different strands together
- Embed your message, tell them what you want them to do about it
- Thank them for their valuable time
- Smile, and ask for questions





Delivery

- Explain key terms, avoid jargon
- Slow down ! – use pauses
- Be confident
- Never read only what is on the slides, all the way through
- Pay attention to timing
- Involve your audience
- Make eye contact
- Welcome questions
- Practise!





Speaking vs Communicating

Speaking

- Seeks to be understood and liked
- Asks: 'What do I have?'
- Focuses on technique
- Is self-conscious
- Wants to complete the speech
- Content-oriented

Communicating

- Seeks to understand and connect
- Asks: 'What do they need?'
- Focuses on atmosphere
- Is audience-oriented
- Wants to complete the audience's understanding
- Change-oriented



Body language

Make an emotional connection:

- Eye contact
- Posture
- Body language
- Voice
- Dress





Materials

- Handouts can help to support a presentation
- Every slide must have a key learning point
- Don't overload slides with text
 - No less than 20 point font (this is size 24)
- Use appropriate images
 - Ensure they are visible
- Use screenshots,
 - Not live internet link





Handling questions

- Take at end initially while you gain confidence
- Stick to what you know
- Listen!
- Repeat back what you've heard
- Anticipate and prepare
- Refer to right source or.....
- Follow up afterwards if you cannot answer on the spot.



Handling Questions

- **Answer it**
 - If you can, answer it.
 - Keep it brief.
- **Throw it to the audience**
 - If you can't answer it, throw it to the audience.
 - You're not the only expert in the room.
- **Park it**
 - No-one expects you to know everything. If you can't answer it, or the answer would be too long, say you will pick it up after the meeting then **make a note of it.**



Difficult situations

‘The dialogue’

- Some questioners ask another question as soon as you have answered, and another...
- The audience will feel excluded. Say, ‘I think I must give someone else a chance to ask a question’, then turn and invite someone else.
- If they persist, park it.



Difficult situations

‘The multiple question’

Some questioners ask several questions at once

- Pick the one *you want to answer*
- Then ask them to repeat their other questions
- Pick *one more* then say ‘I think I must give another person a chance to question me’



Difficult situations

‘The aggressive questioner’

- The audience is on your side!
- Look for the most senior/competent person in the room and invite them to deal with the question.
- If that doesn't work, park the question until after the meeting



Your turn

- Working in small groups, take a few minutes to prepare a list of what you consider to be the three most important things to get right in a presentation, and the three most important things not to get wrong.

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