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Become a Presentation Powerhouse - Developing Skills for Effective, Meaningful Oral Presentations

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JENESSA MCELFRISH
SUMMER WORKSHOP SERIES

Become a presentation powerhouse

DEVELOPING SKILLS FOR
EFFECTIVE, MEANINGFUL ORAL
PRESENTATIONS

Bye!

Presentation Overview

THINGS WE'LL COVER

- Takeaways
- Presentation anxiety
- Why bother
- Framing presentation content
- Skills and tactics for presenting
- Accessibility best practices
- Self Assessment

What You'll Take Away

Strategies

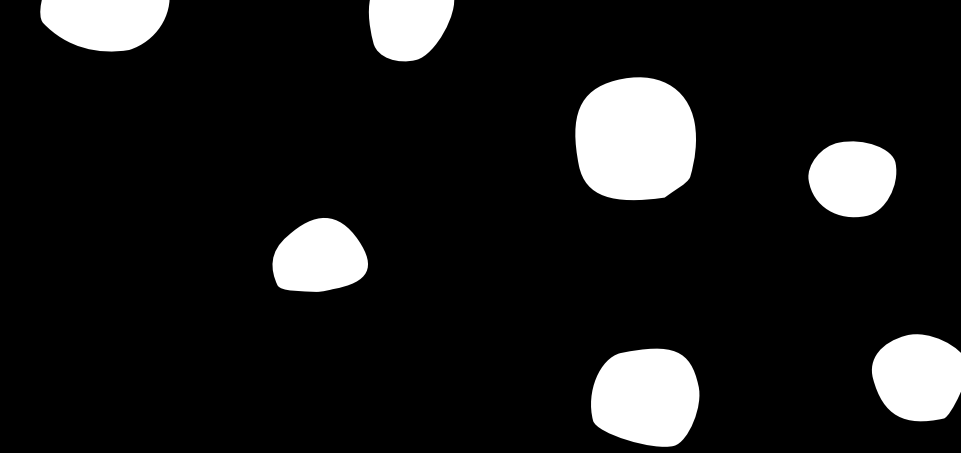
What is presentation anxiety, and what can you do about it?

Skills

What makes an oral presentation engaging and impactful?

Success!

What can you add to your toolbox of skills to elevate your own presentation style?



**How do you feel about
giving presentations?**



Wong-Baker FACES® Pain Rating Scale



0

**No
Hurt**



2

**Hurts
Little Bit**



4

**Hurts
Little More**



6

**Hurts
Even More**



8

**Hurts
Whole Lot**



10

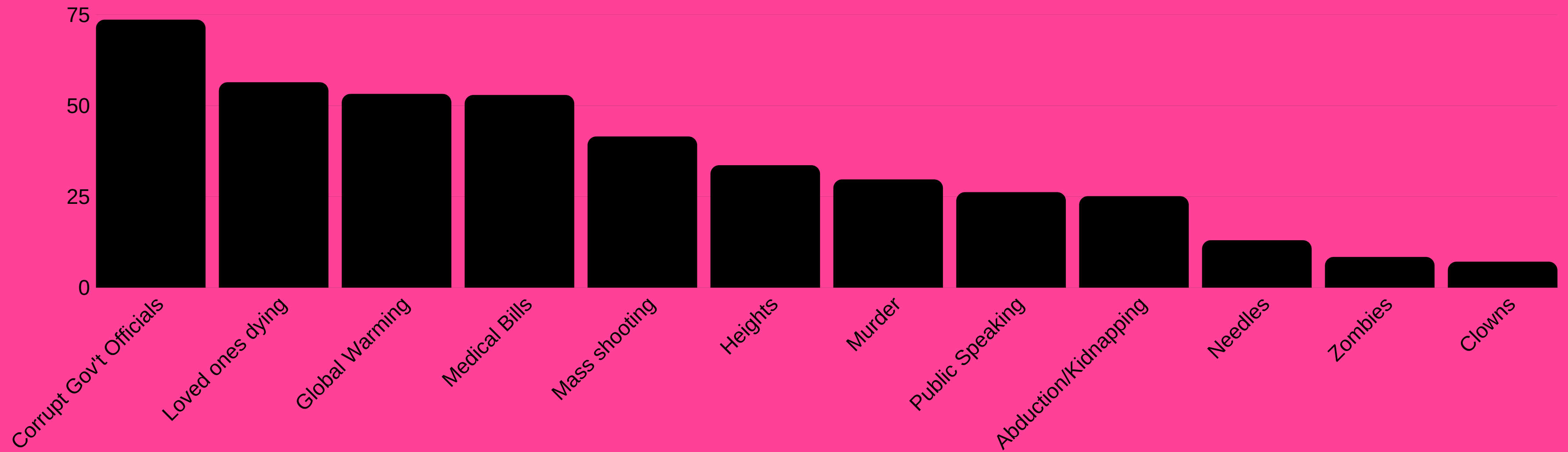
**Hurts
Worst**



Presentations are scary, right?

STRATEGIES FOR IDENTIFYING AND
COMBATING PRESENTATION ANXIETY





**26.2% of
Americans
fear public
speaking**

MORE THAN
KIDNAPPING, NEEDLES,
ZOMBIES, OR CLOWNS

According to the Chapman University Survey of American Fears 2018; ranked by percentage of Americans who reported being "afraid or very afraid"

What the experts say

ACCORDING TO A 2016 STUDY PUBLISHED IN BEHAVIOR MODIFICATION:

Presentation anxiety can be reduced by exposure therapy and practice; however, there is no way to cause extinction of this anxiety

A 2017 STUDY PUBLISHED IN PSYCHIATRY RESEARCH FOUND THAT:

Public speaking fear was associated with increased reactivity to animal phobia and panic scenes, rather than those simulating social anxiety.

Glossophobia

Tips



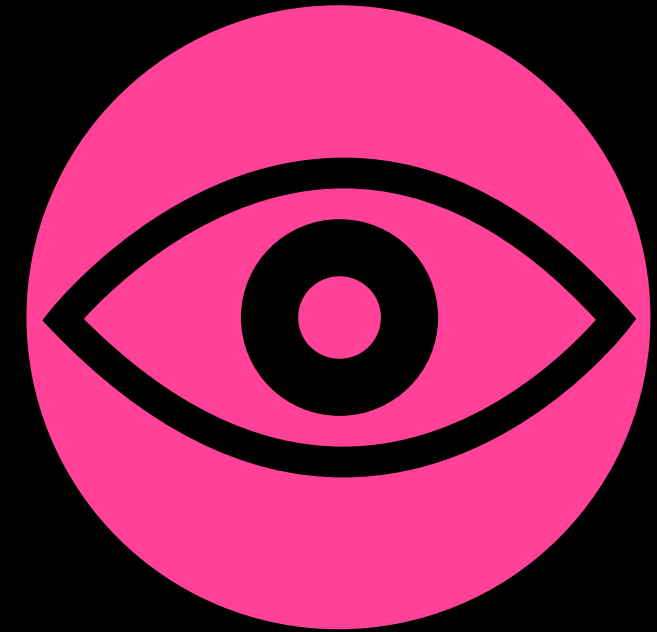
Recognize and resolve
specific concerns



Focus on your
material and purpose



Deep breathing
and/or stretching



Visualize your
success

MORE TIPS

Get rid of expectations of perfection

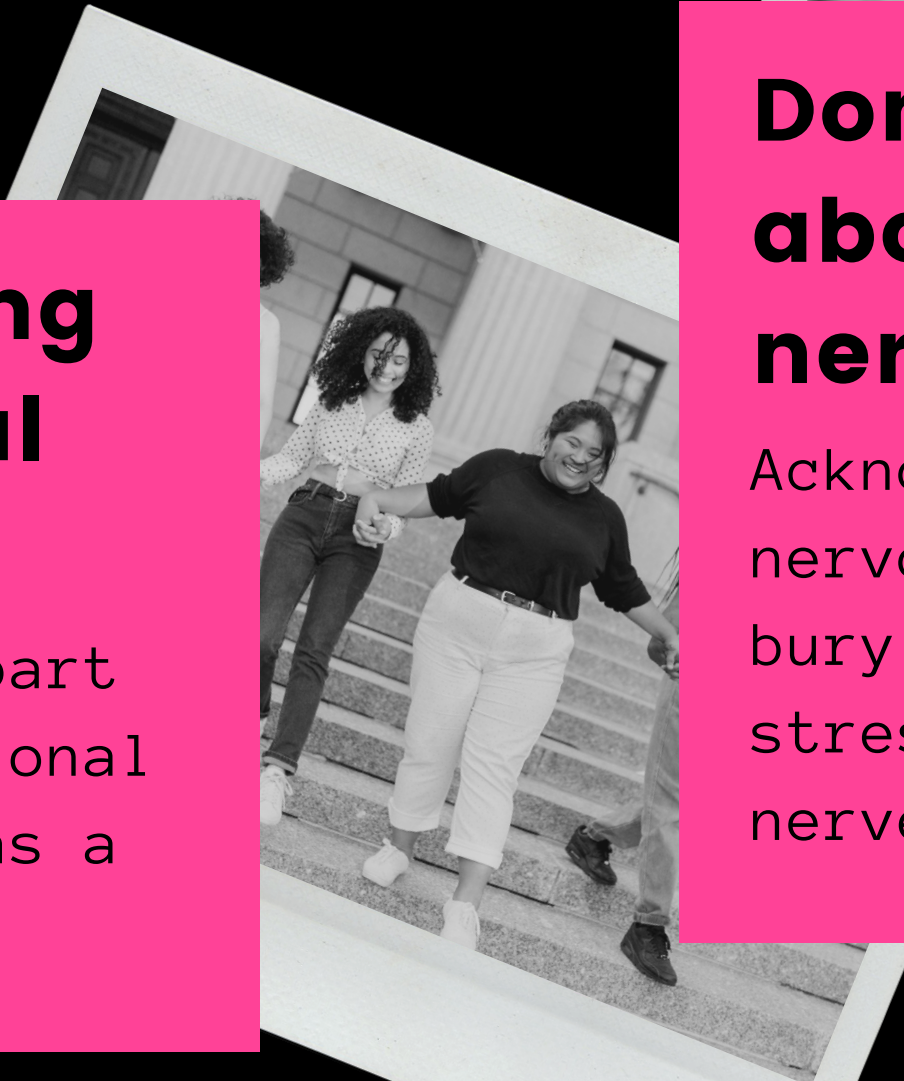
Expect mistakes and you'll be able to recover quickly

Public speaking does not equal self worth

It's a very small part of overall professional ability and value as a person

Don't be nervous about being nervous

Acknowledge that you're nervous, rather than burying it under extra stress about having nerves



WHY IS PRESENTING AN IMPORTANT SKILL?



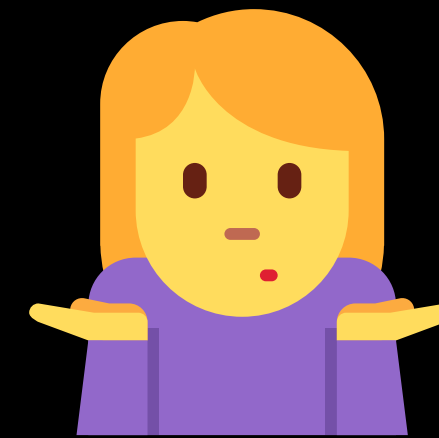
Make friends and influence others

In addition to personal visibility, it allows your thoughts and ideas to be the dominant narrative



Opportunities for leadership

No one ever wants to present. Suddenly you have a high demand skill.

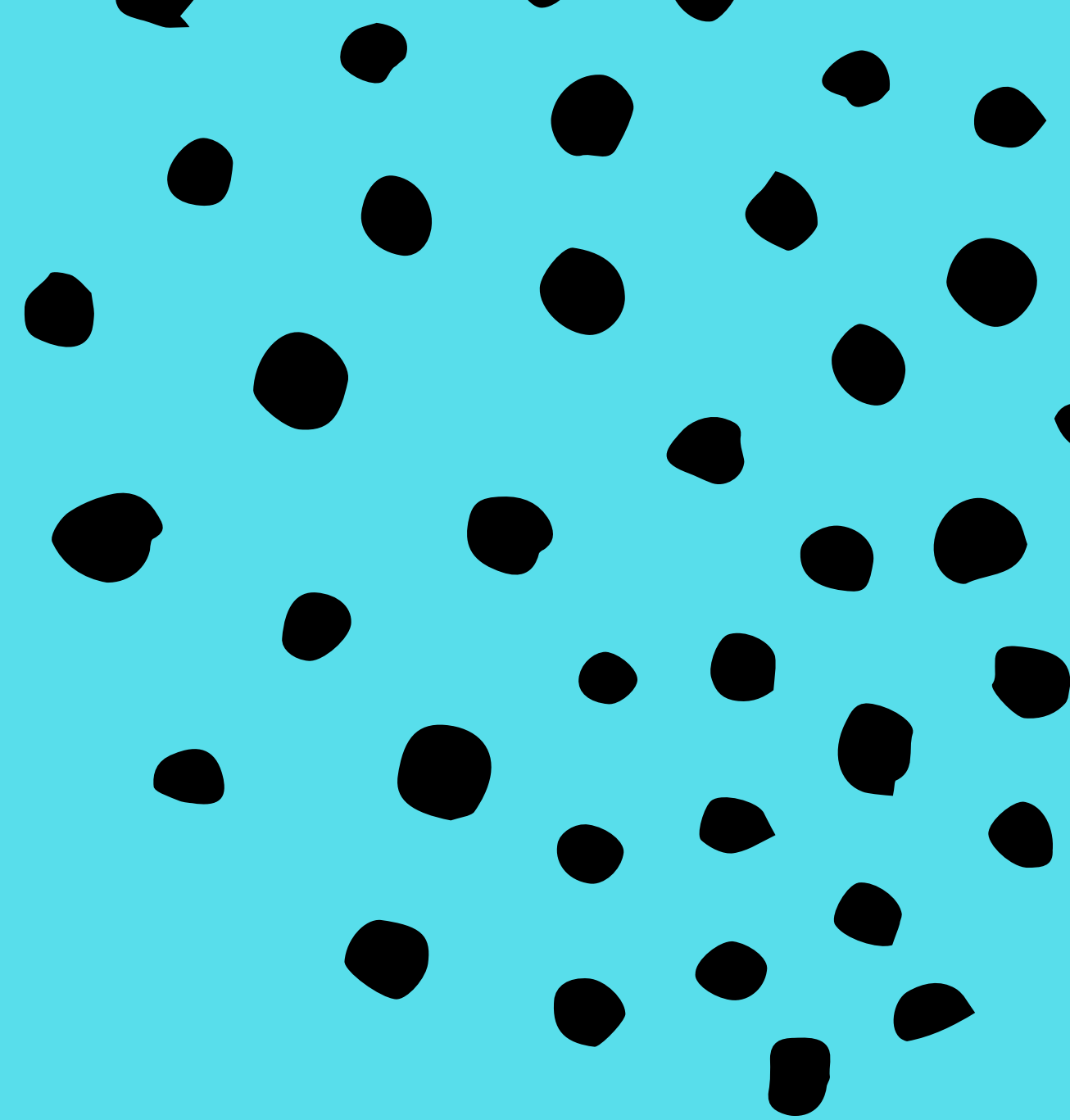
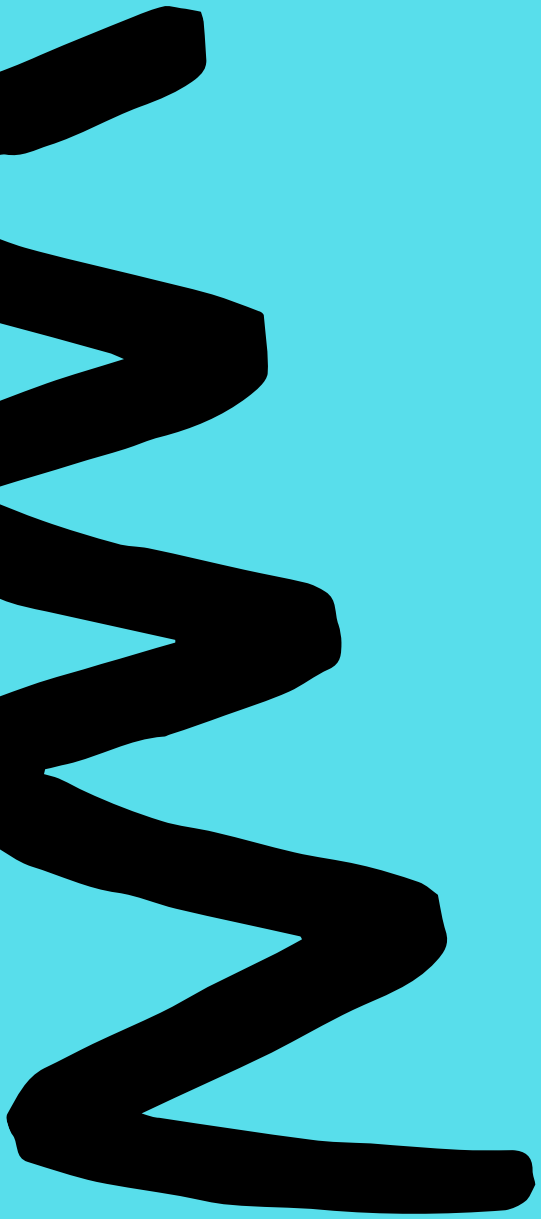


We present constantly.

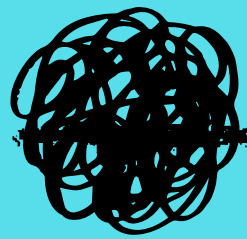
Whether in a unit meeting or on a national stage, you can't escape it.

Content

WHAT IS GOING INTO
THESE THINGS

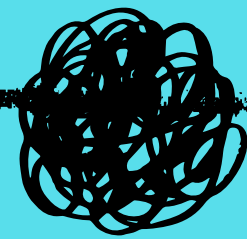


Presentation Prep Stages



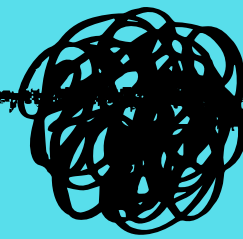
Decide on a topic

This includes assessing the type of presentation needed



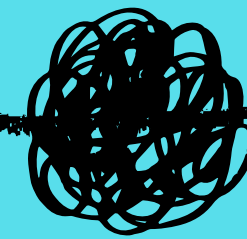
Set goals and outcomes

These should relate to the audience and presenter



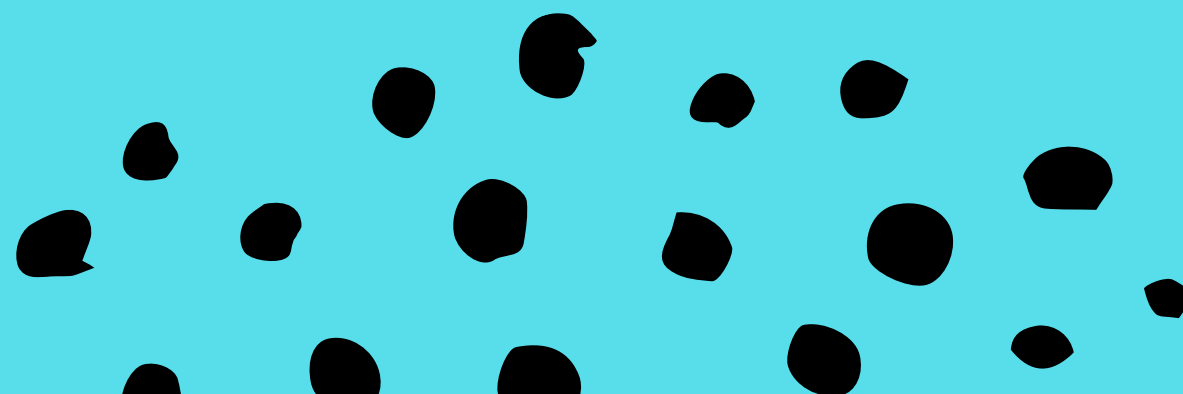
Decide on the style

Make sure to choose a style that matches both the type and goals



Plan the content

Dig deep in the content, using your topic, type, goals, and style as guidance



THINK BIG:

SO WHAT?

NEEDS TO BE ADDRESSED



PRESENTATION TYPES

FORMAL

Conference presentations, pitches or bids, invited presentations, varies on audience

INTERACTIVE

Instruction, demonstrations, exhibitions, hands-on-learning, interviews

INFORMAL

Internal presentations in committees or units, varies on audience, meeting participation

VERY INFORMAL

Casual conversation before or after meetings, testing ideas or pitches, audience of 2

PRESENTATION STYLES



Informative

Telling about something that you're an expert on

Instructional

Teaching how to do or use a skill or product

Persuasive

Convincing an audience something, an idea or product or vision

Progress Report

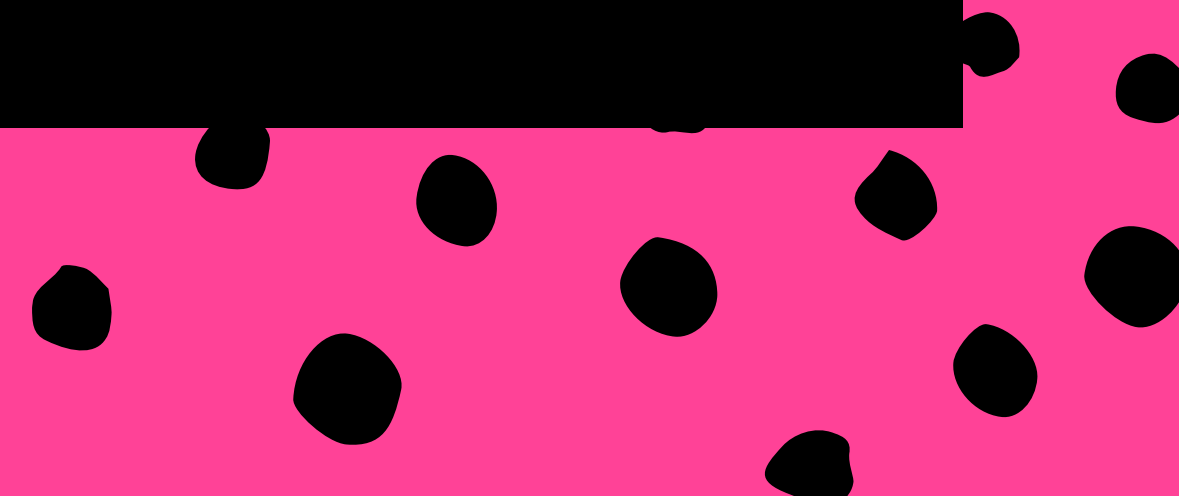
All Employee Meeting tomorrow!

Motivational

TED Talks. You can do it!

Entertainment

Storytelling, connecting with others





STAGES OF GIVING A PRESENTATION

1

Prep

Determine the scope, message, audience, and content

2

Present

Key element: not forgetting any notes or tech needed

3

Follow up

Follow up on audience questions, requests for slides, feedback or assessment, etc.



**How can you
become a better
public speaker?**



BAD ADVICE: picture the audience in their underwear!

BAD ADVICE: write down your script and practice it 10 times

BAD ADVICE: you know what's a real crowd pleaser? A knock-knock joke to start

BAD ADVICE: DEEP eye contact with one individual shows you care :)



Confidence is key.

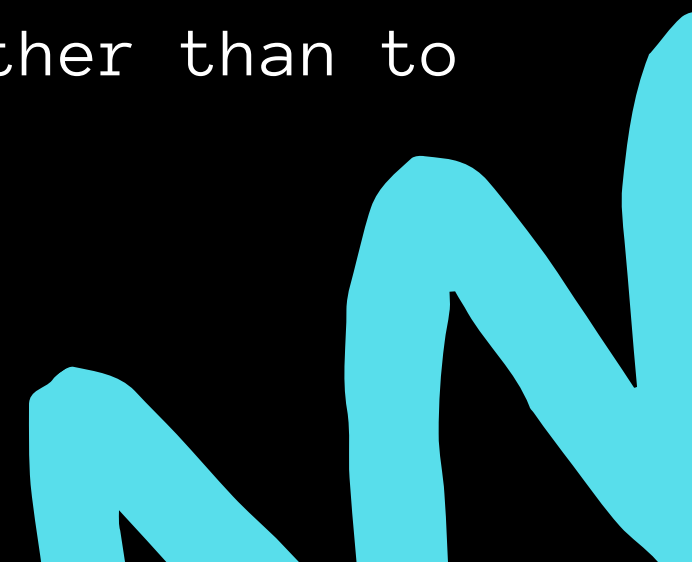
(EVEN IF YOU'RE
BORROWING IT)



Basic advice



- Assume you'll be asked to speak and always be ready.
- Have in mind a simple three-part structure for your response.
- Practice answering questions in informal settings, such as around the dinner table or in the car.
- Be aware of your body language under stress and avoid misleading tells.
- Treat your anxiety as a normal response and tell yourself: I'm excited.
- Focus on what listeners want and need to know, rather than on yourself.
- Speak in a conversational tone and avoid rushing.
- Strive to convey information and meaning rather than to perform perfectly.



More tips



1. Frame your content by your audience. It's about how they receive the information and can use it, not about how much you know
2. Organize your materials in the most effective manner to obtain your purpose, and share with your audience how they can expect the information to be presented
3. Watch the audience for feedback. If they're not responding, adjust your style
4. Be wary of over-preparation, or relying on cards or audiovisual elements rather than your delivery
5. Try to be yourself as much as possible, and keep in mind the human aspect of presenting and connecting to others through speech

Accessibility Best Practices

- **Speak clearly, loudly, and at a moderate rate.**

Always use the microphone!

- **Imagine delivering your presentation on the radio.**

Provide verbal descriptions of all visual content.

- **Make your text as big as possible.**

No, even BIGGER. 28–32pt font as a minimum.



Check out more from DLF:
<https://www.diglib.org/df-events/2016forum/guide-to-creating-accessible-presentations/>



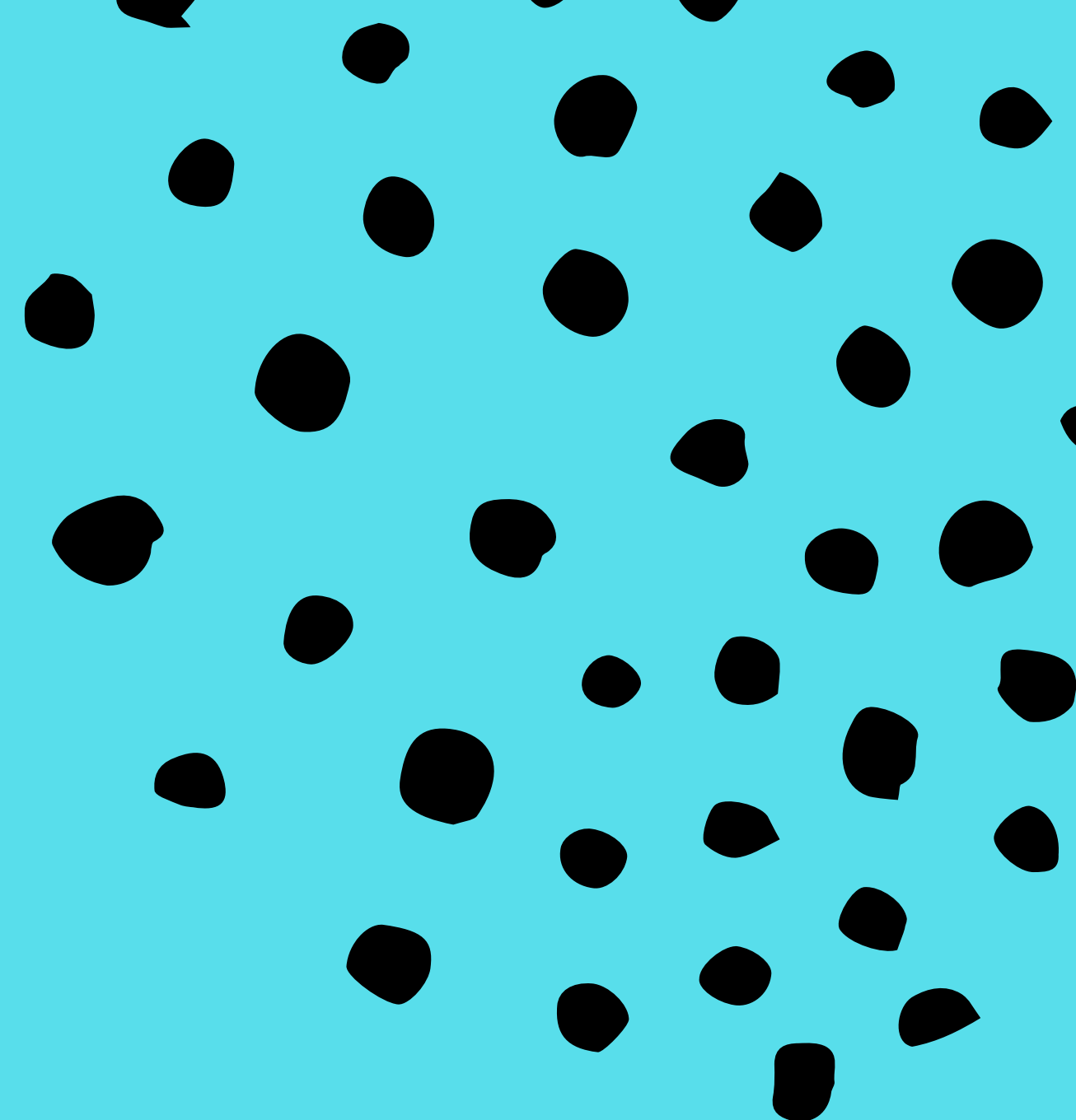
Self Assessment





Ask Yourself

WHAT DO YOU NEED TO
DO TO MAKE SURE THE
STAGES OF PRESENTING
WORK WITH YOUR
PERSPECTIVE?

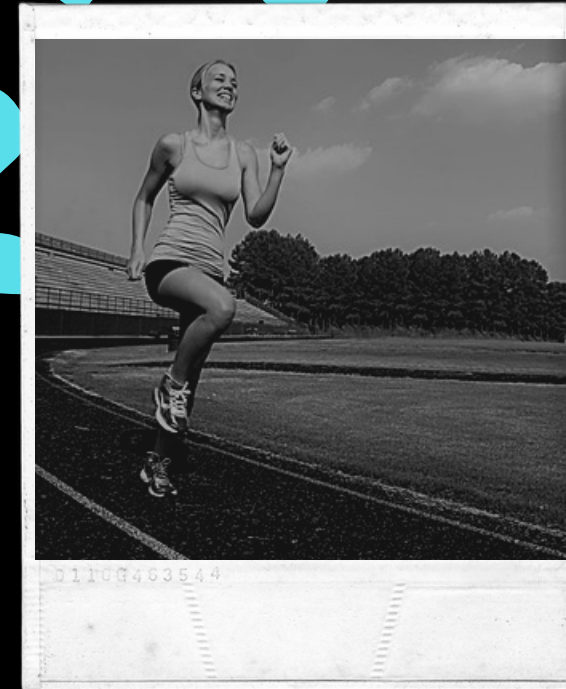


WHAT DO YOU NEED TO PRESENT WELL?



Preparation

PowerPoint?
Notecards?
Practice? A killer
playlist?



Content & Delivery

How much content?
Interaction?
Podium? Chair?
Microphone?



Follow Up

Assessment – what
are you doing with
it? How are you
taking care of
yourself after?



Presentation Prescription

Preferred elements for a healthy presenter

Name: Jenessa

Preferred presentation style: Informative or instructional

Required elements: as informal as possible, interesting content, interaction with audience, pictures and humor

Preparation style: No formal practice, work out content in car, spend a lot of time on slides, outline but no cards

Setting: Classroom or auditorium, no bright lights, prefer podiums not chairs. Must have computer and internet

Duration: 1 hour max

Assessment: Prefer qualitative comments, read ASAP

Aftercare: Put time in schedule to decompress, refer no more than 2 presentations in a day

Potential side effects
Nerves, inability to focus on anything else

Jenessa McElfresh

(signature)

Your turn!

THINK ABOUT PRESENTATIONS YOU HAVE GIVEN

What elements make up your perfect presentation environment? What do you need to present as comfortably as possible?

THANKS AND BYE!



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