

Presentation Skills

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Think about...

- What makes a bad presentation?
- What makes a good presentation?
- What makes an outstanding presentation?

The 4 Ps

1. Plan
2. Prepare
3. Practice
4. Present

Presentation Skills

- Why do we need to know how to present information?
- Public speaking is commonly feared by many people.
- It can be a nerve-racking experience, but anxiety can be minimized.
- Skills to be a good presenter can be developed with preparation and practice.

Preparation is key

Presentation Skills: Plan

- Preparation (planning) is the first step in giving a successful presentation.
- Aspects:
 - Purpose
 - Audience
 - Structure

Presentation Skills: Plan

I want (who) to (what) (when, where, how) because (why)

- Ex: I want Macy's to purchase my company's sunglass line for the upcoming summer season because it is a high quality designer line and represents Macy's fashion trends.
- Gives your presentation a focus, the things to think about during preparation.

Presentation Skills: Plan

- Ask yourself:
 - **Who** is your audience?
 - **What** do you want to present? (content, material)
 - **Why** do you want to present this? (purpose)
 - **Where** do you want to present? (place)
 - **How** do you want to present this? (ppt, other technology, etc.)

Presentation Skills: Plan

- Audience Analysis
 - In what is the audience interested?
 - What does the audience want?
 - What does the audience already know?
 - What does the audience need to know?
 - What does the audience expect from this presentation?
 - How will the audience benefit from this presentation?



Presentation Skills: Plan

- Structure:
 - Structure the content in line with the audience's needs
 - What is your objective?
 - Do your research
 - Gather material from different sources
 - Arrange points logically

Presentation Skills: Plan

- Anticipate audience's questions and prepare possible answers
- Prepare handouts if desired and appropriate. Everyone benefits from visual/graphic documents.
- Don't forget to prepare with the allotted presentation time in mind. If you don't know how long you have, find out.

Presentation Skills: Plan

- Example Structure for 20 minute presentation:
 - Opening: 2 minutes
 - Middle: 13 minutes
 - Ending: 2 minutes
 - Questions: 5 minutes

Always leave time for questions

Presentation Skills: Prepare

- Opening: the first few minutes are critical for success
 - Carefully design and master this while practicing
 - Good first impression
 - Rehearse well, but use natural speech and no reading from notecards or computer
 - Get attention
 - Shock, humor, question, story, statistics
 - Be enthusiastic
 - Motivate audience to listen

Presentation Skills: Prepare

- Middle:
 - Logical sequence
 - Understandable
 - Recaps (summaries) when appropriate
 - Visual aids (flip-charts, handouts)



Presentation Skills: Prepare

- Ending: the last few minutes are just as critical for success as the first few minutes
 - Summarize important points
 - Suggest action
 - What should the audience do now?
 - When should they do it?
 - Why?
 - How?
- Proofread, proofread, proofread!
-

Presentation Skills: Prepare Visual Aids

- Colors
 - Grey on white
 - Black on white
- Grammar
- Font size.
 - Small
 - Medium
 - Large

Presentation Skills: Practice

Nonverbal Communication

- Be active
 - Move around rather than stand stiffly in one spot
- Controlled gestures
 - Hand movements
 - Playing with hair
- Where to keep hands?
 - Not in pockets
 - Occupy hands with notes or a pointer. Nervousness tends to show in our hand gestures.
- Eye contact
 - Look around from person to person while glancing at notes or presentation
 - Don't stare
- Face audience

Presentation Skills: Practice

Verbal Communication

- Speak naturally, not too quickly or too slowly
 - Clear, audible
- Variations in tone and pitch of voice
- Talk to the audience, not just in front of them
- No jargon
- No ambiguous or complicated language
- Question your audience throughout to facilitate group involvement and garner attention

Presentation Skills: Practice

Audience

- Be aware of audience's nonverbal and verbal communications
 - If people are bored or confused, their body language will show it.
 - Adjust based on what you see.
- Engage audience
 - Questions, activities
- Handle questions to the best of your ability
 - You are not expected to know everything
 - Anticipate questions and have answers ready
 - Sometimes questions allow you to highlight a point you want to make

Presentation Skills: Present

How to Channel Nervous Energy into Positivity

- Prepare thoroughly
- Breathe deeply and slowly (activity)
 - concentrate on delivering your message to your audience
- Use gestures and facial expressions as a way of converting nervous fear to positive enthusiasm.
 - Enthusiasm is a positive form of nervous energy.

Presentation Skills: Present

- Don't get preoccupied thinking "I must remember"
- Commit yourself and it will flow naturally
- Know audience size
- Practice in the space where you are presenting
- Maneuver around room
- Check lighting and technology before starting



Presentation Skills: Present

- Anxiety and stage fright
- Everyone has it to some degree, even the best public speakers
- Do not try to completely eliminate fear
- Instead, channel that fearful energy into an effective presentation
 - How?

Presentation Skills

Question & Answer

Presentation Skills

Thank you for coming!