



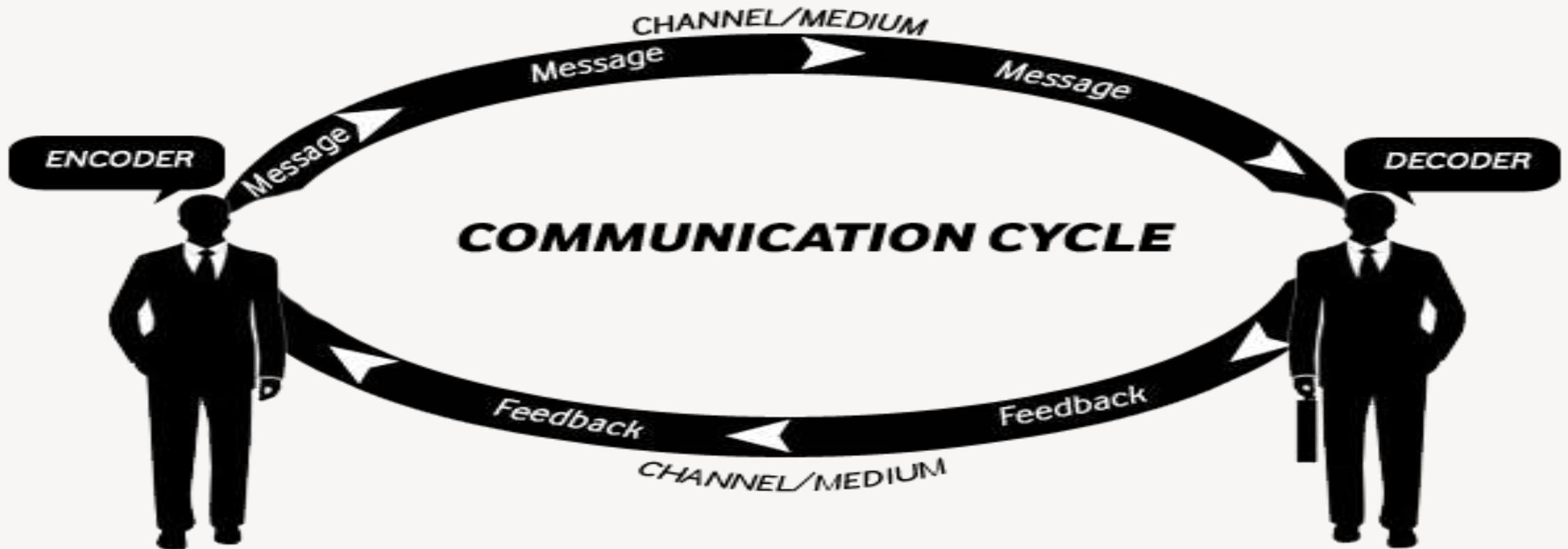
# Presentation Skills

# Objectives

- Learn appearance and grooming tips to create a good first impression
- Prepare for the presentation by gathering relevant information, determining audience needs and defining presentation purpose
- Learn how to engage your audience during the presentation
- Use effective verbal & non-verbal techniques and visual aids when making a presentation
- Effectively answer questions and elicit feedback from the audience

# THE COMMUNICATION PROCESS

The communication process has five components



# ALL MESSAGES DO NOT REACH THE RECEIVER, DUE TO “DISTORTION”



# BARRIERS TO EFFECTIVE PRESENTATIONS

Barriers can be listed as -

- Complexity
- Jargon
- Visibility
- Poor sound
- Bad listening
- Prejudice and bias
- Lack of clarity
- Level of the audience
- Timing



# THE PRESENTER



First Impressions

Non Verbal Communication

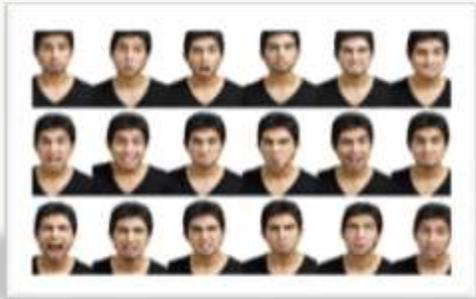
Voice

Face

Eyes

Gestures

Bad Habits



He waits till Jack's eyes look at his eyes



# PREPARATION



Identifying the Purpose

Structure

Information and Data

Environment

Audience



Use the word audience as an acronym for guiding you through the analysis process.

- **A**nalysis - who, where, why, what and when!
- **U**nderstanding - what is their level of knowledge.
- **D**emographics - what are the profiles on age, sex, education, culture etc. for the audience.
- **I**nterest - why are the audience present?
- **E**nvironment - is it suitable for the purpose?
- **N**eeds - what are the needs of the audience / self?
- **C**ustomized - what are the specific needs of the audience that I must address?
- **E**xpectations - what do the audience expect from me? Have I built in material to meet these expectations?



# PRESENTING

Kicking Off



No No's



Noise



# VISUAL AIDS

There are two main types of visual aids:

Visual aids that you prepare in advance

- Transparencies for overhead projectors
- PowerPoint
- Models
- Diagrams
- Samples

Those that you develop during the presentation

- Flip charts



# FOCUSING ON COLOR SCHEMES

More is not necessarily better!

- Try to pick colors that contrast.
- Choose colors for clarity.
- Do the colors chosen give the presentation a professional feel?
- Is there color balance in the presentation?



# TRANSITIONS

## Transitions may be

- Bridge words or phrases
- Trigger transition
- Ask a question
- Flashback
- Point by point
- Addition of a visual aid
- Pausing
- Use physical movement
- Use a personal story
- Use the PEP formula

## Problems

- Transitions are not used at all
- Transitions are not correct and so are missed
- The same transition is used throughout the presentation and the audience gets bored



# GUIDELINES FOR Q&A SESSION

The audience will ask questions to

- Get more information
- Challenge what you have said

If there is a question time and no-one volunteering to ask a question, then you may:

- Pick on a friendly face in the audience and directly invite a question from them.
- Tee up a question yourself
- Leave a silence



Answer any question as briefly as possible.

- Repeat the question.
- Ask for more details if you don't understand.
- Take time to think about the answer.
- Credit the person for asking the question.
- Try to involve as many people as possible in the question and answer session.
- Remain calm and courteous in the face of hostility!
- Rephrase a long or complex question before answering.
- Check that your answer satisfies the questioner.

# HANDLING THE HECKLER

As a presenter, when faced with a heckler you have three choices:

- Manage your own emotional state
- Let the heckler have their say
- Use reflective listening before you respond
- Respond
- Subsequent interruptions
- The last resort

Whichever you choose is dependent upon issues such as position, knowledge etc.



# PRESENTER NOTES

- On A4 Paper
- On Cue Cards
- Using visual AIDS as Notes
- Effective Handouts



# SUMMARY

## Plan

- Know the audience and the overall purpose of the presentation and plan what is required.

## Prepare

- Using the plan, prepare the materials using information and prepare yourself and the environment.

## Present

- Present the material in a professional manner using your voice and body language supported by a presentation style suited to the audience and material.



**Thank you!**