



PRESENTATION SKILLS



Half the world is composed of people who have something to say and can't; the other half have nothing to say and keep saying it.

—Lenny Laskowski



LEVEL OF PRESENTERS

High confidence

Low(ish) ability

Thought they were good presenters, but have been told that their skills need to be improved

Low confidence

Low ability

Novice presenters looking for techniques and tips, especially on how to handle nerves

High confidence

High ability

Seeking a tip to make a 1% difference to effective presentations

Low confidence

High ability

Wanting ways to boost their self-confidence before making presentations



PURPOSE OF A PRESENTATION

The purpose of a presentation usually is one of the following -

To Inform - to share information

To Persuade - to change opinion, behaviour, attitude, values and so on.

To Demonstrate - to help listeners know how to do something



KNOWING THE AUDIENCE

Lenny Laskowski, an international professional speaker and an expert on presentation skills, has used the word A-U-D-I-E-N-C-E as an acronym.

A_u_dience—Who are the members? How many will be at the event?

U_n_deringstanding—What is their knowledge about the topic I will be addressing?

D_e_mographics—What is their age, sex, educational background, and so forth?

I_n_terest—Why will they be at this event? Who asked them to be there?

E_n_vironment—Where will I stand when I speak? Will everyone be able to see me?

N_eeds—What are the listener's needs? What are my needs as a speaker?

C_u stomised—How can I custom fit my message to this audience?

E_xpectations—What do the listeners expect to learn from me?



TITLE SELECTION

- **Importance of a Strong Title:**
 - A strong title should be clear, concise, and intriguing, grabbing the audience's attention and generating interest in your topic.
- **Tips for Titling Your Presentation:**
 - Use Keywords: Incorporate relevant keywords or phrases to help your audience quickly understand what your presentation is about.
 - Be Engaging: Make your title compelling and attention-grabbing to pique the audience's curiosity and encourage them to learn more.
 - Keep it Concise: Aim for brevity in your title, keeping it short and to the point while still conveying the essence of your presentation.
- **Examples of Effective Presentation Titles:**
 - "The Future of Renewable Energy: Innovations and Challenges"
 - "Navigating the Digital Landscape: Strategies for Success in the 21st Century"



THE CENTRAL IDEA

- **Understanding the Central Idea:**
 - The central idea of a presentation serves as its core thesis statement, encapsulating the essence of the message in a single declarative sentence.
- **Characteristics of a Central Idea:**
 - Restates the Presentation Topic: The central idea succinctly restates the main topic or subject of the presentation.
 - Simple and Audience-Centered: It is crafted with the audience in mind, using language that is clear, accessible, and relevant to the audience's level of understanding.
 - One-Sentence Summary: It provides a concise summary of the entire presentation, capturing the key message in a single sentence.
 - Focuses on Presentation Content: The central idea is centered around the content of the speech, highlighting the main points and arguments that will be discussed.
- **Example of a Central Idea:**
 - "In today's presentation, we will explore the impact of artificial intelligence on modern healthcare, focusing on its potential benefits, ethical considerations, and future implications."



DEVELOPING MAIN IDEAS

- **Logical Division of the Central Idea:** Divide the central idea into logical categories or components to provide a comprehensive overview of the topic.
 - *Example:*
 - Central Idea: Climate Change
 - Logical Divisions: A. Causes of Climate Change B. Impacts of Climate Change C. Mitigation Strategies
- **Establishing Reasons for the Central Idea Being True:** Provide compelling reasons or arguments to support the validity of the central idea, offering evidence and rationale to persuade the audience.
 - *Example:*
 - Central Idea: Renewable Energy is the Future
 - Establishing Reasons: A. Environmental Benefits B. Economic Viability C. Technological Advancements
- **Supporting the Central Idea with a Series of Steps:** Outline a sequence of actions or strategies that can be implemented to achieve the central idea, guiding the audience through a logical progression of steps.
 - *Example:*
 - Central Idea: Sustainable Urban Development
 - Series of Steps: A. Urban Planning and Design B. Green Infrastructure Implementation



GATHERING SUPPORTING MATERIAL

Steps for Gathering Supporting Material

- **Organize Your Thoughts:** Start by organizing your thoughts on the subject and brainstorming key ideas and concepts that you wish to include in your presentation.
- **Recall Personal Knowledge and Experience:** Draw upon your personal knowledge and experience related to the topic to identify relevant insights, anecdotes, and examples that can enrich your presentation.
- **Utilize Research Resources:** Explore various research resources such as the Internet, library resources, academic journals, and reputable websites to gather additional information and data on your topic.
- **Conduct Interviews and Discussions:** Engage in discussions with experts, colleagues, and special interest groups to gain diverse perspectives and valuable insights that can contribute to your presentation.
- **Compile a List of Material:** Create a list of the supporting material you intend to include in your presentation, including facts, examples, definitions, quotations, statistics, and visual aids.



VISUAL AIDS

- **Purposes of Visual Aids:**
 - Serve as Speech Notes: Visual aids can function as speech notes, emphasizing and clarifying the main points of the presentation. Each visual aid should encapsulate a key idea, supported by effective titles to convey the main message clearly.
 - Boost Presenter Confidence: Good visuals contribute to the presenter's self-confidence by refreshing their memory, establishing credibility, and showcasing preparedness and professionalism.
 - Focus on Presentation Theme: Visuals assist presenters in focusing on the theme of the presentation and aligning with its objectives.
 - Increase Audience Interest: Interesting and relevant visual aids capture the audience's attention, even among hostile or demotivated listeners. Compelling visuals compel the audience to pay attention and engage with the content.
 - Provide Clarity and Precision: Visuals enhance the clarity and precision of the presentation, making complex concepts easier to understand and remember for the audience.
- **Types of Visual Aids:**
 - Three-Dimensional Visual Aids: Objects, Models, People
 - Two-Dimensional Visual Aids: Drawings, Photographs, Slides, Maps, Graphs (Bar, Pie, Line, Picture), Charts, Overhead Transparencies, Computer-generated Presentations, Chalkboard



CONTENT INSERTION IN SLIDES

Font Size

- Ensure legibility by using a minimum font size of 24pt for body text.
- Choose a professional and easy-to-read font style (such as Arial, Calibri, or Helvetica) for all text on your slides.
- Increase font size for headers and key points to emphasize importance.
- Avoid using fonts smaller than 18pt to ensure readability, especially in large presentation rooms.

Font size plays a crucial role in the readability and effectiveness of your slides. By choosing appropriate font sizes, you can ensure that your audience can easily read and understand your content.



CONTENT INSERTION IN SLIDES

Font Color

- Choose high-contrast font colors (e.g., black or dark gray) on light backgrounds for maximum readability.
- Maintain consistency in font colors throughout the presentation to enhance visual cohesion.
- Use color sparingly for emphasis, such as highlighting key points or call-to-action statements.

The choice of font color can significantly impact the readability and visual appeal of your slides. By selecting appropriate font colors, you can enhance the clarity and impact of your message.



CONTENT INSERTION IN SLIDES

Slide Themes

- Select a cohesive and professional theme that reflects the tone and content of your presentation.
- Choose themes with clean layouts and visually appealing design elements to enhance engagement.
- Avoid overly complex or distracting themes that detract from your message.

Slide themes provide the visual framework for your presentation. By choosing the right theme, you can create a visually cohesive and engaging presentation that reinforces your message.



CONTENT INSERTION IN SLIDES

Design Elements

- Utilize visual hierarchy to prioritize important information and guide the viewer's attention.
- Maintain consistency in fonts, colors, and layouts across all slides for a cohesive visual identity.
- Incorporate ample white space to reduce clutter and improve readability.

Effective use of design elements can enhance the clarity and impact of your presentation. By following design principles such as visual hierarchy and consistency, you can create visually appealing slides that effectively communicate your message.



CONTENT INSERTION IN SLIDES

Additional Tips

- Use bullet points or short phrases to convey ideas succinctly and prevent overcrowding of slides.
- Incorporate visuals such as images, graphs, and diagrams to enhance understanding and retention.
- Experiment with slide transitions sparingly to add visual interest without detracting from your message.

In addition to font size, color, themes, design elements, and background color, there are several other factors to consider when creating powerful presentations. By implementing these additional tips, you can further enhance the effectiveness and visual appeal of your slides.



DELIVERING A PRESENTATION

Start With Confidence

- Begin your presentation with a startling statement, quotation, anecdote, question, or joke to capture the audience's attention.
- Ensure that your opening technique aligns with your message and emphasizes your main point.
- Draw from personal and professional experiences to add depth and authenticity to your presentation.
- Practice and plan your opening to deliver it with confidence and impact.

Starting your presentation with confidence sets the tone for a successful delivery and engages your audience from the outset. By choosing an effective opening technique and practicing it beforehand, you can establish credibility and capture your audience's interest.



DELIVERING A PRESENTATION

Be Organized

- Structure your presentation with a clear introduction, body, and conclusion.
- Provide an overview of the main points in the introduction and make the purpose of your presentation clear.
- Use transitions and signposts to guide the audience through the organization of your presentation.
- Incorporate credible and interesting supporting material to reinforce your main points.

Organizing your presentation effectively ensures that your message is conveyed clearly and coherently. By structuring your presentation with a logical flow and incorporating compelling supporting material, you can keep your audience engaged and focused on your message.



DELIVERING A PRESENTATION

Pay Attention to Body Language

- Use effective gestures, body movements, and walking patterns to make a positive impression on the audience.
- Maintain eye contact with the audience throughout the presentation to establish rapport and connection.
- Rehearse your presentation to ensure that your body language enhances your message and reinforces key points.

Body language plays a crucial role in communication and can greatly impact how your message is received. By paying attention to your gestures, movements, and eye contact, you can enhance your presence and credibility as a speaker.



DELIVERING A PRESENTATION

Close in a Memorable Way

- Conclude your presentation with a summary of key points to reinforce your message.
- Leave the audience with a positive impression of you and your presentation by delivering a memorable closing statement.
- Encourage audience engagement and further discussion to ensure a lasting impact beyond the presentation.

Closing your presentation in a memorable way leaves a lasting impression on your audience and reinforces your message. By summarizing key points and engaging your audience in reflection or discussion, you can create a memorable and impactful conclusion.