

Lecture 22








Previous Lecture

- Basics of Presentation
- Three Stages of Presentation
- Dos and Don'ts

Presentation Skills




Anxiety

-  • Worry about future events
-  • Fear of the unknown or loss of control
-  • Fight or flight mode
-  • No backup plan
-  • No enthusiasm for subject



Presentation Skills

Fear

-  • Worry about the current event
-  • Feared more than death
-  • The facts: Shaky hands, blushing cheeks, memory loss, nausea, and knocking knees



Presentation Skills

Planning Your Presentation [1/2]



• Set a purpose



• Audience analysis

- Demographics
- Knowledge
- Motivation level



• Space

- Seats?
- Arrangements
- A/V aids



Presentation Skills

Planning Your Presentation [2/2]



Date and time



Management



Evidence







Outline

- Main points
- Keywords reminders
- Conversational flow
- Flexibility



Presentation Skills





Selecting the Effective Visual Aids

-  Enhance understanding
-  Add variety
-  Support claims
-  Lasting impact



Presentation Skills





Visual Aids Should

-  • Supplement presentation
-  • Outline of main points
-  • Serve audience's needs, not speaker's
-  • Simple and clear



Presentation Skills

Purpose of Visual Aids [1/2]

-  • To support your ideas and improve audience comprehension of your presentation.
-  • To add variety to your presentation by giving the audience a break from listening and letting to see something.
-  • To help illustrate complex ideas or concepts and help in reinforcing your ideas.
-  • To support your spoken delivery in the form of:
 - Film clips
 - Pictures
 - Graphics
 - Animations, etc.

Presentation Skills

Purpose of Visual Aids [2/2]



Images and diagrams can take less time for explaining a concept compared with words.



Visual stimuli combined with your oral delivery also make the presentation more memorable.

Presentation Skills









✓ Visual Aids: Examples

- Presentation Tool (MS PowerPoint, etc.)
- Overhead Projector
- Graphs/Charts
- Pictures
- Films/Video
- Flip Charts
- Sketches
- Handouts
- Posters
- Role Plays



Presentation Skills








Presentation Tool: MS PowerPoint

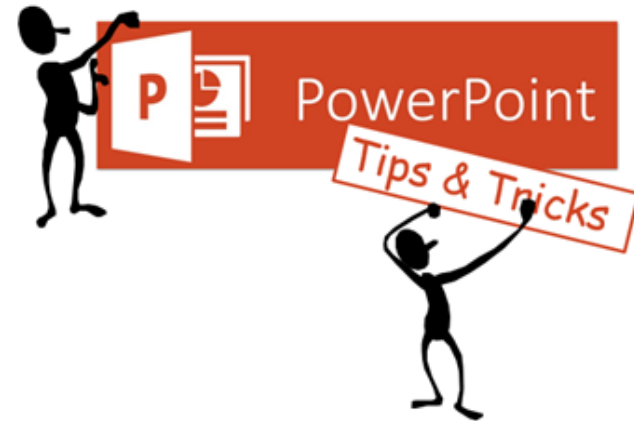
-  • A versatile presentation tool
-  • Predefined presentation formats
-  • Variety of layouts and views
-  • The ability to edit and modify
-  • Create text
-  • Charts and graphics
-  • Incorporate objects like clip art, images, audio & video, etc.
-  • Create special effects and slide transitions



Presentation Skills





PowerPoint as a Visual Aid

-  • Less slides
-  • Visible font size and style
-  • Use bullet points and short sentences
-  • Use of art to convey your message
-  • Labelling charts and graphs appropriately
-  • Choose an appealing, consistent template/theme (keeping focus on the content)
-  • High contrast between background color and text color



Presentation Skills

Preparing a PowerPoint Presentation

-  • Add title and subtitle
-  • Adding points in each slide
-  • Adding charts, graphs and diagrams
-  • Saving the presentation



PowerPoint

Save As



Recent



OneDrive



This PC



Add a Place



Browse



Info

New

Open

Save

Save As

Print

Share

Export

Close






Account

Feedback

Options





Presentation Skills

Points to Remember for Presentation [1/2]

-  • Show up early and verify that your equipment works properly.
-  • Don't assume that your presentation will work fine on another computer.
-  • Turn your screen saver off.
-  • Check all colors on a projection screen before giving the actual presentation.
-  • Ask your audience to hold questions until the end.





Presentation Skills

Points to Remember for Presentation [2/2]

-  Do not read the presentation.
-  Stay on time.
-  Monitor your audience's behavior.
-  Avoid moving the pointer unconsciously.

Presentation Skills

Incase of Using a Visual Aid

-  • Be careful not to stand in front and obscure the view of your audience
-  • Avoid reading from the large projector screen
-  • Try making brief notes on index cards
-  • Interact with the information on your visual aids (pointing to specific points or part of diagrams)

Presentation Skills

Contingency Plan



There is always a risk of some technical problem therefore make sure to have your presentation saved in a memory stick (USB/flash drive), E-mail, etc.



In case of displaying a website or a web page, have some saved screen shots.



Ensure the availability of software and hardware.











- Speakers
- Access to internet
- Multimedia software



Presentations created on Apple machine may/may not be compatible with the others.









Presentation Skills

Tips

-  • Plan your presentation before creating visual aids
-  • Use visual aids sparingly (not the sum and substance)
-  • Make them visible to the entire audience
-  • Talk to the audience, not to the aid
-  • Minimum use of laser pointers
-  • Explain the content of the aid when you first show it
-  • When you finish with the aid, remove it, cover it, or turn it off (**Key-B**)
-  • Limit the amount of material on any one aid
-  • Be prepared to give your presentation without your visual aids
-  • Taking hard copy of slides

Presentation Skills

Verbal Communication Strategies [1/2]

-  Read more
-  Think of using less words
-  Prepare (for the expected / unexpected)
-  Listen effectively and show interest to build rapport (note taking)
-  Be honest
-  Get to the point
-  7 Cs of communication
-  You-attitude

Presentation Skills

Verbal Communication Strategies [2/2]



Keep your language gender-neutral



2-3 minutes on each slide



Sit in others' presentation (becoming aware of the space and audience)

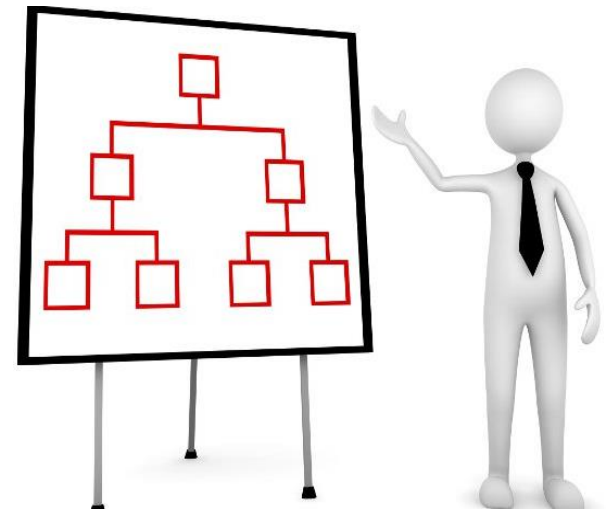
Presentation Skills

Starting Your Talk






During the introduction you need to achieve the following aims:

- Gain attention
- Attract interest
- Create desire
- Stimulate action



Presentation Skills

Time to Greet Your Audience

-  • *“Good morning, ladies and gentlemen!”*
-  • *“Welcome to my presentation!”*
-  • *“It’s very nice to see you all here today.”*
-  • *“Can we get started?”*
-  • *“Let me say just a few words about my background...”*

Presentation Skills

Making an Effective Opening



There are several ways how to attract the audience right from the beginning. Think of one of the following techniques to introduce your talk:

- Give them a problem to think about (Suppose you... Why is it that...)
- Give them some amazing facts (Did you know that...?)
- Give them a story or a personal anecdote (stories always attract attention)
- Use a citation (if you want to start on a more philosophical note)
- Make a funny remark (but be careful with humour, not all jokes work well)

Presentation Skills

Effective Opening: Useful Phrases



“What I want to do this morning is to...”



“My talk will take about 30 minutes.”



“During my presentation, I’m going to be focusing on four main areas.”



“I’ll be giving out copies of my transparencies at the end.”



“If you have any questions, or comments you’d like to make, please don’t hesitate to stop me.”

Presentation Skills

Signposting

-  • I will start with...
-  • Then...
-  • After that...
-  • Finally

Presentation Skills

Ending Your Talk



Don't just end up abruptly without giving a conclusion.



The purpose of the conclusion is to “**tell the people what you have told them**”.



Follow this scheme:

- Summarise facts
- Give recommendations
- Give proposals



Thank the audience



Invite questions

Presentation Skills

Ending Your Talk: Useful Phrases



Wrapping up

- *"This brings me to the end of my presentation."*
- *"Let me just run over the key points again..."*
- *"To sum up briefly..."*
- *"To conclude..."*
- *"As we've seen..."*
- *"So, my recommendation is..."*
- *"I would welcome any suggestions."*



Thanking the audience and inviting questions

- *"Thank you for your attention and if you have any questions, I'll be pleased to answer them."*
- *"Now, I'll be happy to answer if you have any questions."*
- *"Are there any questions you'd like to ask?"*

Presentation Skills

Point to Ponder

- According to the social anthropologist, **Edward T. Hall**, in a normal conversation between two persons, less than 35% of the social meanings is actually transmitted by words. So, at least 65% of it is conveyed through the body.

Presentation Skills

✓ Para-Verbal Communication



• Messages that we transmit through the tone, pitch, and pacing of our voices (rise and fall without monotony).



• It is *how* we say something, not *what* we say.



• Examples

- He didn't say you were absent
- He **didn't** say you were absent
- He didn't **say** you were absent
- He didn't say **you** were absent
- He didn't say you **were** absent
- He didn't say you were **absent**




Presentation Skills

✓ Non-Verbal Strategies in a Presentation [1/3]

- Conscious/unconscious behavior
- Dressing (hair + shoes as well)
- Eye contact (continuously looking downward indicates secrecy)
- Facial expression: happiness, sadness, anger, surprise, fear, etc.
- Don't frown, rather smile
- Proximity and space (walk around)
- Avoid slouching posture (hunched), stand straight (tall and erect)
- Avoid sighing repetitively
- Speak softly and calmly
- Pertinent pauses

Presentation Skills

Non-Verbal Strategies in a Presentation [2/3]

-  • No finger pointing
-  • Active nodding
-  • Read the body language of the audience

Presentation Skills

✓ Non-Verbal Strategies in a Presentation [3/3]

NONVERBAL BEHAVIOR	INTERPRETATION
Brisk, erect walk	Confidence
Standing with hands on hips	Readiness, aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Sitting, legs apart	Open, relaxed
Arms crossed on chest	Defensiveness
Walking with hands in pockets, shoulders hunched	Dejection

Presentation Skills

✓ How to Overcome Nervousness? [1/3]



Nervousness occurs in the form of sweaty palms

- Accelerated heart rate
- Memory loss, and
- Even difficulty in breathing











Prior Proper Preparation Prevents Poor Performance



Prepare for **Victory** or Prepare for **Failure**






Presentation Skills

How to Overcome Nervousness? [2/3]

-  • Gain experience
-  • Control emotions
-  • Eye contact
-  • Know the room (seat, podium, microphone)
-  • Know the audience
-  • Know your material
-  • Relax (inhale and exhale slowly)
-  • Visualize yourself speaking

Presentation Skills

How to Overcome Nervousness? [3/3]

-  • Realize people want you to succeed
-  • No need to point out that you are nervous
-  • Focus on the message
-  • Turn adrenaline into a positive energy
-  • Forgive yourself for minor mistakes

Presentation Skills

Feedback of a Bad Presentation

-  Speaker was nervous
-  Speaker was disorganised
-  Speaker never looked at me
-  Speaker had bad accent
-  Speaker did not sound enthusiastic
-  Speaker was monotonous
-  Visuals were bad
-  I was irritated by his/her clothing
-  Speaker was speaking too softly
-  Speech was confused; I didn't know what se/she was trying to tell me

References

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- <http://office.microsoft.com/en-us/powerpoint-help/tips-for-creating-and-delivering-an-effective-presentation-HA010207864.aspx>
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- <http://www.dvd-ppt-slideshow.com/blog/how-to-overcome-nervousness-when-doing-powerpoint-presentation/>
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Conclusions

- Planning your Presentations
- Visual Aids in Presentations
- Microsoft PowerPoint as a Visual Aid
- Effective Opening and Closing of Your Talk
- Para-verbal and Non-verbal Presentation Strategies
- How to Overcome Nervousness?