

Presentation Preparation Skills

Content Generation





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, and has defined some general audience analysis categories that all surveys should include. The 'acronym' is reproduced below:

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

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

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

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

E_nvironment—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? What are the needs of the person who wants me to speak?

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

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

PLANNING CONTENT

This is the most important and critical stage.

“**CONTENT**
isn't **KING.**
It's the
KINGDOM.”



- Understanding the nature and importance of presentation skills
- Knowing different pre-presentation planning steps
- Identifying the four important steps in preparing an effective oral presentation
- Learning how to structure and organize a presentation.
- Understanding the major elements in the introduction, body, and conclusion of an oral presentation

- Knowing how to identify specific techniques for rehearsing a presentation
- Reviewing techniques for effective delivery
- Learning how to handle stage fright

- **Preparing** for a presentation involves developing the **central idea** and the **main points**,
- Gathering supporting material,
and
- Planning visual aids.

Developing the Central Idea

The central idea of the presentation is its core idea or thesis statement. It should be a complete declarative sentence that captures the essence of the message. The following are the characteristics of a central idea:

- It restates the presentation topic.
- It is a simple audience-centered idea.
- It is a one-sentence summary of the presentation.
- It focuses on the content of the speech.
- It uses specific language.

Developing the Main Ideas

The presenter may make a logical division of the central idea, establish reasons for the idea being true, or support the central idea with a series of steps. Study the following examples:

Logical division of the central idea

Example: Central idea: Unemployment in Pakistan

Logical divisions: A. Types B. Causes C. Solutions

Establishing reasons for the central idea being true

Example: Central idea: Education in Pakistan needs to be restructured

Establishing reasons:

A. Reason 1 B. Reason 2 C. Reason 3

Supporting the central idea with a series of steps

Example: Central idea: Indo-Pak Relations can be improved

Series of steps:

A. Strategy 1 B. Strategy 2 C. Strategy 3

Focus Purpose

o General Purpose:

- o TO Inform, Persuade, Entertain, Inspire, Pay Tribute, etc.

o Specific Purpose: What you hope to accomplish

- o EXAMPLE: *To inform the audience about the importance of having a college education.*

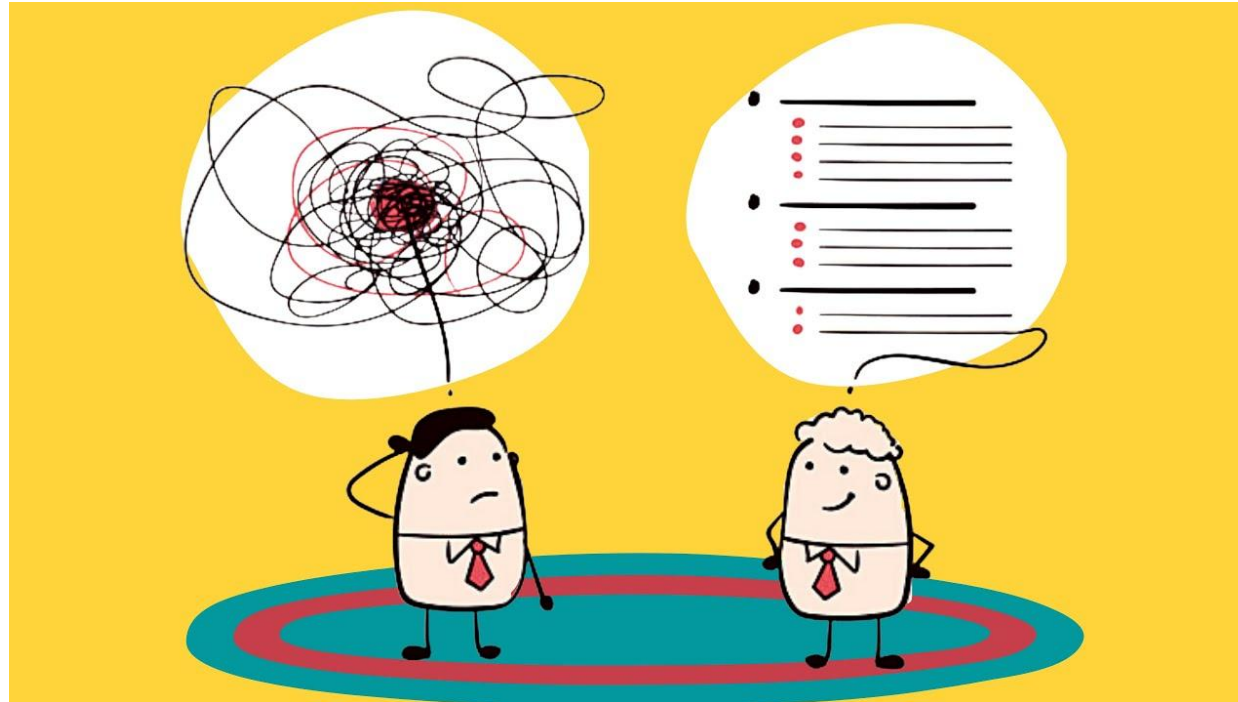
o Central Idea: Summary of speech content (thesis)

- o EXAMPLE: *A college education opens the door to: greater earning potential, more employment opportunities and allows for personal growth.*

Specific Purpose > Central Idea

- ▶ GP: To inform
- ▶ SP: My audience will be able to explain how animals are used in testing product safety.
- ▶ Thesis: Using animals to test product safety is inhumane and unnecessary.

Organizing the Presentation



INTRODUCTION

THREE GOALS

- 1. Capture listeners' attention and get them involved.**
- 2. Identify yourself and build your credibility.**
- 3. Preview your main points.**

ATTENTION GRABBERS

- Get the audience involved.
- Let them know why they are there
- Grab their attention
- Capture attention by opening with a promise, story, startling fact, question, quotation, relevant problem, or self-effacing story.

NINE ATTENTION GETTER TECHNIQUES

- 1. A Promise:** By the end of this presentation you will be able to know how you can increase your sales by 50%.
- 2. Drama:** Open by telling an emotionally moving story or by describing a serious problem that involves the audience.
- 3. Eye Contact:** As you begin, command attention by surveying the entire audience to take in all listeners.
- 4. Movement:** Leave the lectern area. Move toward the audience.
- 5. Questions:** Ask for a show of hands. Use rhetorical questions.

NINE ATTENTION GETTER TECHNIQUES

6. Demonstrations: Include a member of the audience. For example: I need a volunteer from the audience..

7. Samples: Award prizes to volunteer participants; pass out samples.

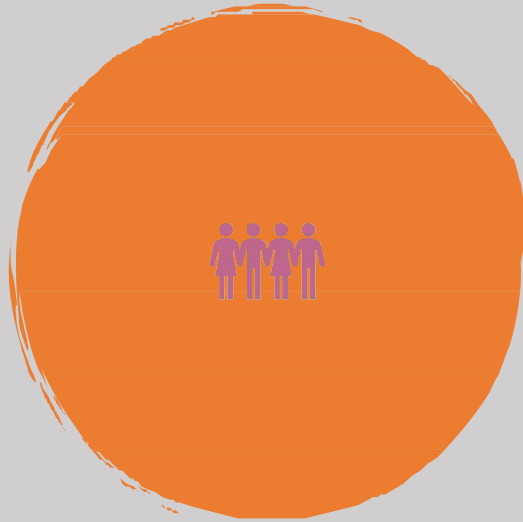
8. Visuals: Give your audience something to look at besides yourself. Consider writing the concerns expressed by your audience on white board as you go along.

9. Self-interest: Audience wants to know “What’s in it for me?”

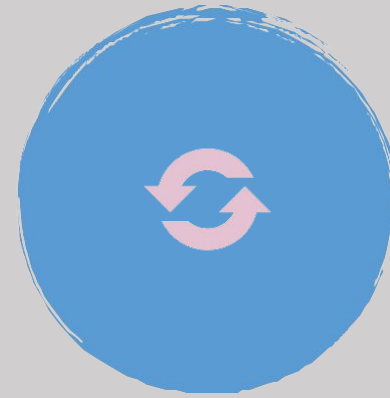
Establish your credibility And Preview main points



**Your Position
Qualifications**



Expertise



Knowledge

Introduction

- a) Get the audience's attention and signal the beginning
- b) Greet audience
- c) Introduce yourself (name, position, etc):
- d) Introduce your topic
- e) Give your objective/aim/purpose:
- f) Generate interest
- g) Announce your outline and tell the rules for questions

EXAMPL

What Makes a Loan Officer Say Yes?

I. INTRODUCTION

Captures attention

• A. How many of you expect one day to start your own business? How many of you have all the cash available to capitalize that business when you start?

Involves audience

• B. Like you, nearly every entrepreneur needs cash to open a business, and I promise you that by the end of this talk you will have inside information on how to make a loan application that will be successful.

Identifies speaker

• C. As a loan officer at First Fidelity Trust, which specializes in small-business loans, I make decisions on requests from entrepreneurs like you applying for start-up money.

Transition: Your professor invited me here today to tell you how you can improve your chances of getting a loan from us or from any other lender. I have suggestions in three areas: experience, preparation, and projection.

• ————— Previews three main points

HEART OF THE PRESENTATIO N

- **Focus on a limited number of main points (2-4).**
- **Develop each point with adequate explanation and details.**
- **Streamline your topic and summarize its principal parts.**
- **Keep it simple.**
- **Use transitions.**

ARRANGEMENT T OF IDEAS

FEW SIMPLE WAYS

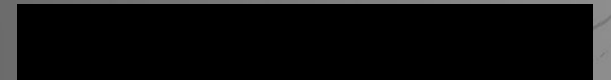
1. **Chronology**: describe the history the idea, from first point to last.
2. **Space**: changing diversity of the workforce (East cost, West cost, and so forth)
3. **Importance**: Describe five reasons focusing why . Start with the most important.
4. **Comparison/Contrast**: Compare the alternatives.

ARRANGEMENT T OF IDEAS

CONTINUED

- 5. Journalistic Pattern:** Use five Ws to describe any idea or issue.
- 6. Problem/Solution:** Describe declining sales and solutions for it.
- 7. Simple/Complex:** Start with simple idea to complex idea.
- 8. Best Case/Worst Case:** Whether two companies should merge or not.

SUMMARIZIN G IN THE CONCLUSION



THREE GOALS

- 1. Summarize the presentation's main themes.**
- 2. Leave audience with a specific, noteworthy take-away.**
- 3. Include a statement that allows you to leave the podium gracefully.**

VISUAL AIDS IN PRESENTATIONS

Following media are commonly used in presentations:

- Transparencies
- Power Point slides
- Videos
- Handouts

Following visuals are used:

- Graphs
- Maps
- Drawings
- Models
- Objects
- Charts
- Photos
- Images
- Video clips

- Before starting the presentation, distribute handouts containing the following:
- The topic and outline of the presentation
- Glossary of key words
- Background information
- Interesting images and pictures to arouse the audience's interest

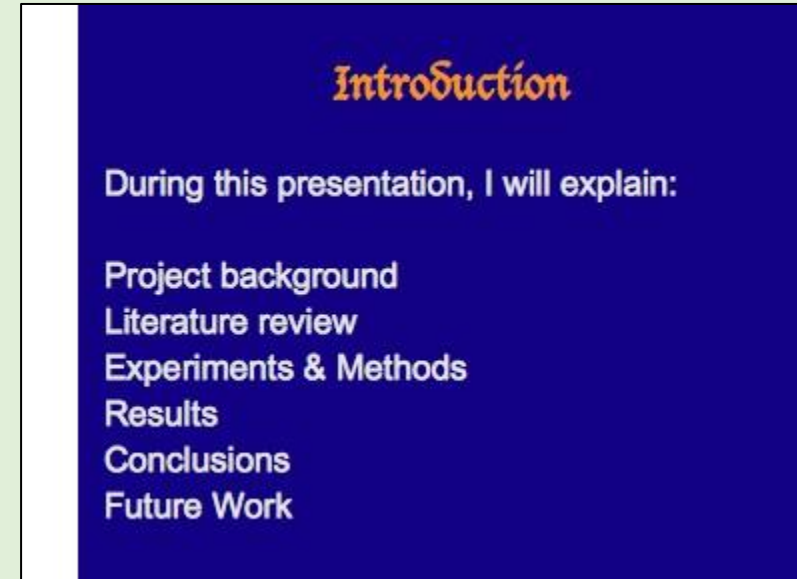
THE SLIDE SHOW

- Slide shows should be used as a supporting tool. When using a slide show, avoid the following:
 - Reading from slides
 - Focusing on the slides, and not looking at the audience
 - Turning back on the audience while referring to slides
 - Losing eye contact with the audience because of the slides

MAKING A SLIDE SHOW: IMPORTANT GUIDELINES:

RULE -1:

- Use the first 2-3 slides to
- Introduce your topic
- Give the presentation outline
- A list of technical words/terms to be used in the presentation if any



- RULE-2:**

- Select themes, background, color schemes, etc that would suit your topic, audience, and purpose.

- RULE-3:**

- Select a particular font size and type.

- RULE-4:**

- Do not overload a slide with information.

RULE-5:

- Emphasize key terms or important words by changing font style, type, size, etc.

RULE-6:

- Do not use paragraphs in slides. Just use headings, prompts, key points, and definitions in the slide.

- RULE-7:**

- Use pictures, charts, diagrams, tables, videos, etc in your slides to achieve the following:

- Explain points more effectively
- Illustrate a point
- Clarify a point
- Offer evidence to support a point
- Present a point more easily

- RULE-8:**

- Use special effects and animation to make your presentation more interesting.

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- RULE-9:**

- Avoid small images. Avoid stretching and pixelation. This can make your pictures blur.