

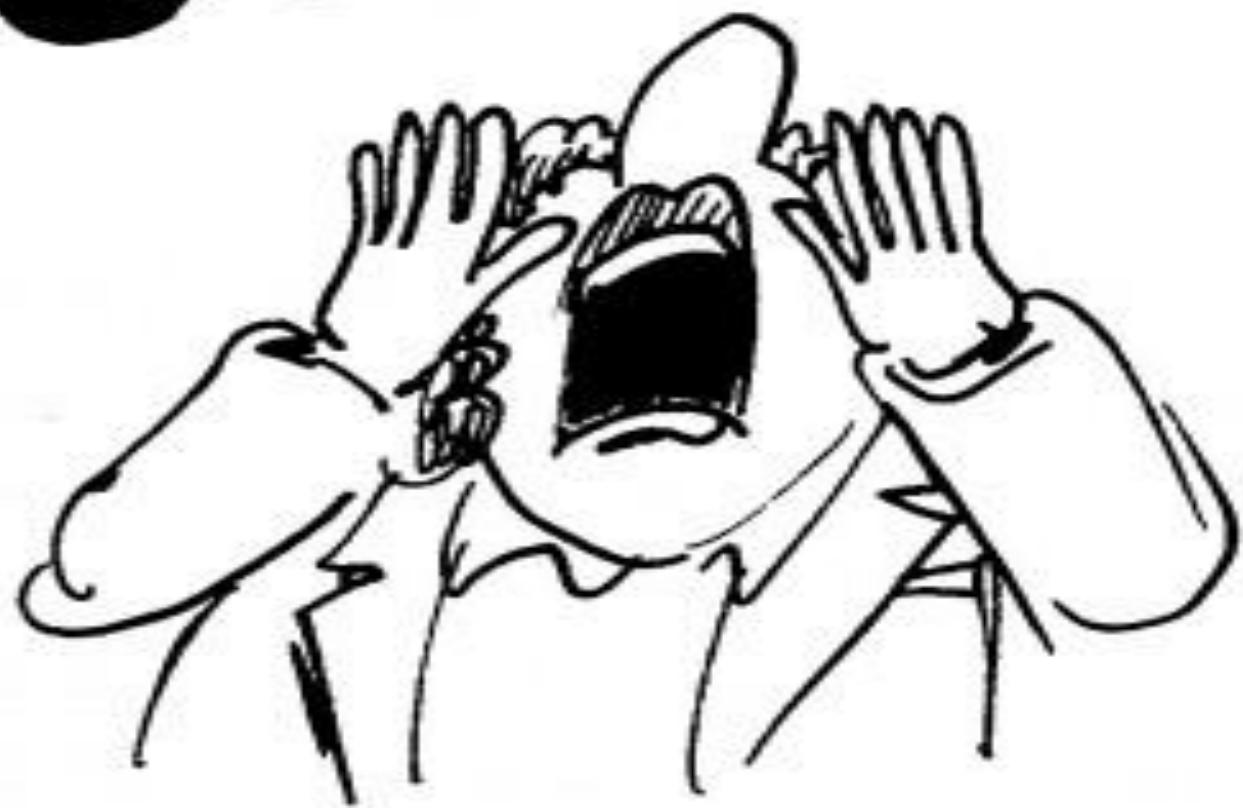
# Advanced Presentation Skills IN2015 Professional Development in IT

“Half the world is composed of  
people who have something to say  
and can't.....

and the other half who have nothing  
to say and keep on saying it.”

Robert Frost

# Volunteers!





Forbes





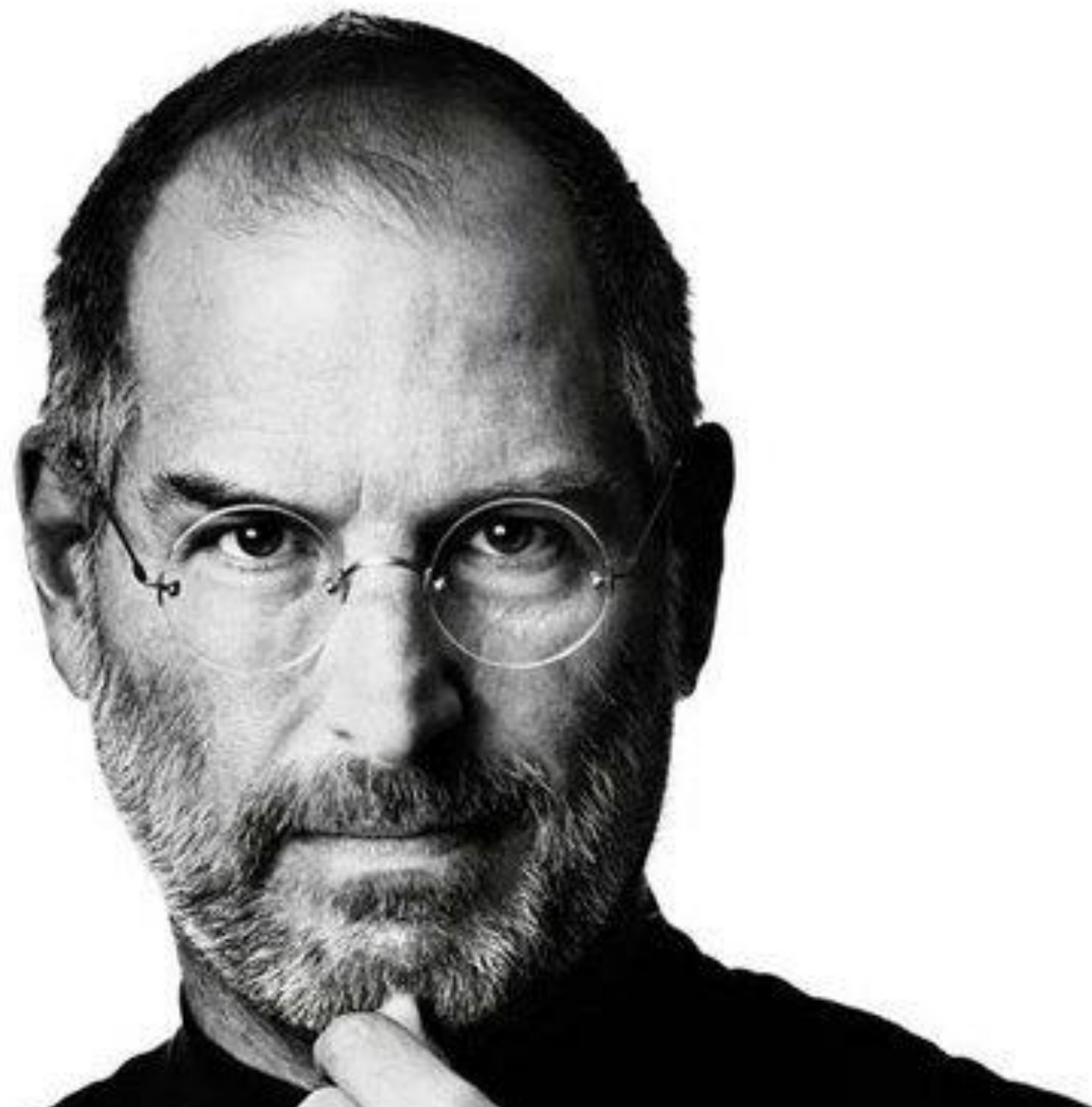
What factors do you think make an effective presentation?

Are these people effective presenters?





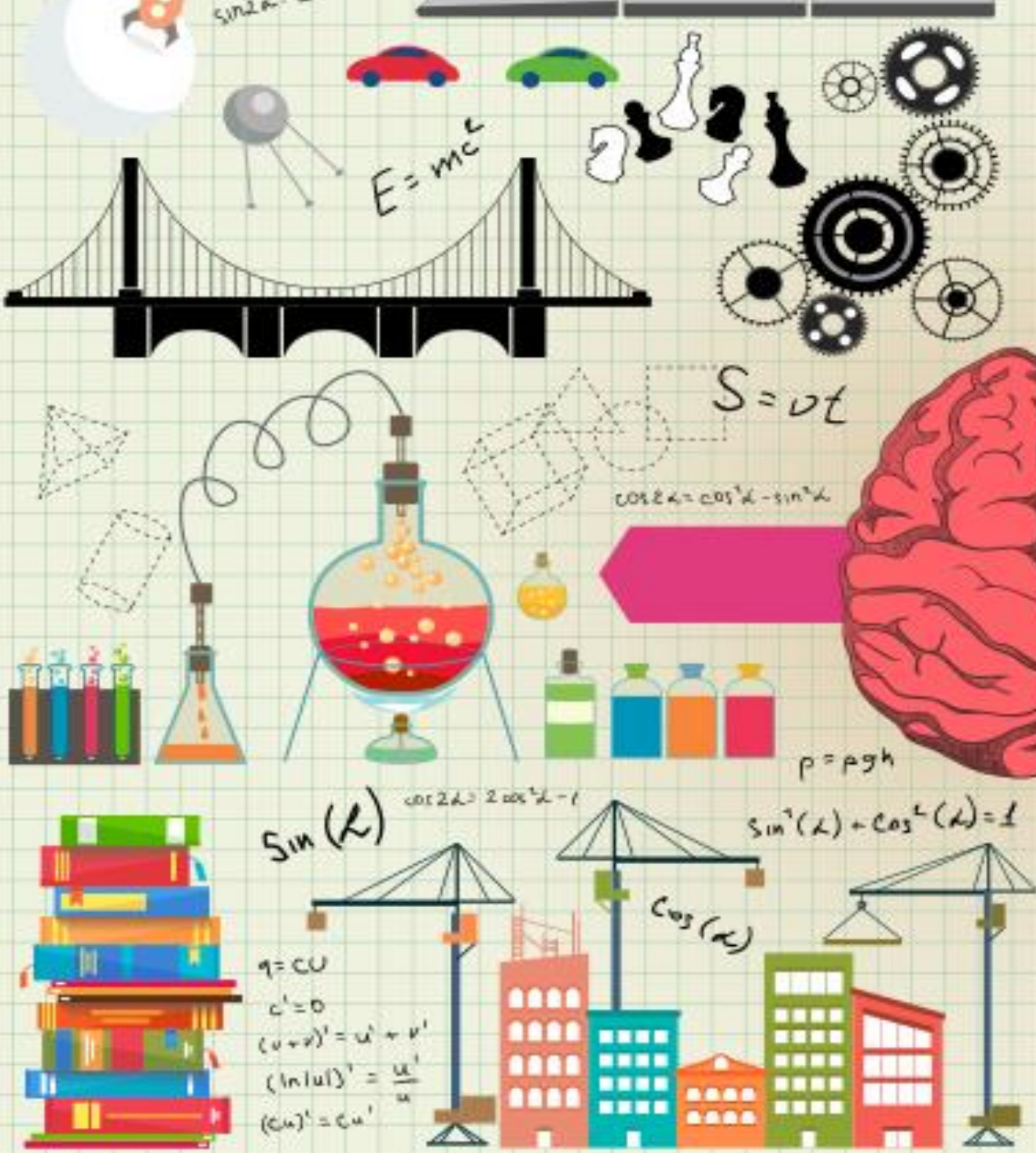














I COULD HAVE E-MAILED  
YOU MY POWERPOINT  
DECK, AND YOU COULD  
HAVE READ IT IN FIVE  
MINUTES.



Dilbert.com DilbertCartoonist@gmail.com

BUT I PREFER MAKING  
YOU SIT HERE FOR AN  
HOUR WHILE I READ  
EACH BULLET POINT  
IN SLOW MOTION.



2/27/0 © 2000 Scott Adams, Inc./Dist. by UFS, Inc.

P-O-I-N-T  
N-U-M-B-E-R  
O-N-E...

YANK THIS  
AS HARD AS  
YOU CAN.





Do not start with PowerPoint

Brainstorm, away from your screen

Source stats & images for each of  
your key points

# Lesson one

Create content that appeals to both sides of the brain

The success of your presentation depends on  
how well you connect with your audience



How do you connect?

**Remove all barriers;**

Do not stand behind the podium

Use open hand gestures

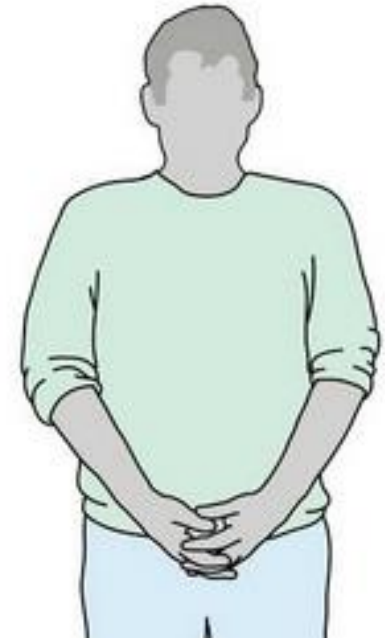
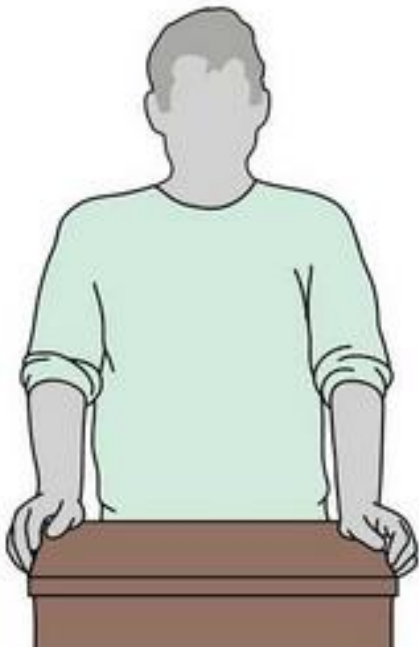
Ask the audience questions (directly and rhetorical)

## Barriers;

Reading from the slides or note cards

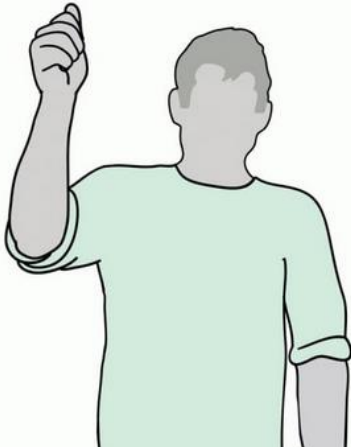
Closed body language

Poor eye contact

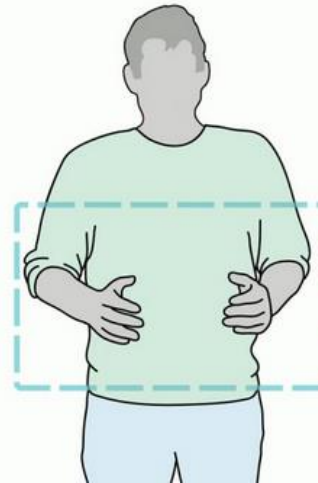


**Politicians love to use the “Clinton thumb.”**

**Most people shouldn't.**



**Keep your hands in the strike zone when possible.**



**Keep hand movements descriptive.**





11 years ago....





# Harvard Medical School Research

*body language;*

standing tall, opening up your shoulders, raising the tone and power of your voice, breathing deeply for 2 minutes...

...increases your testosterone by 20% (confidence) and decreases your cortisol levels by 25% (stress)



THE PRESIDENT



REST FEET ON TABLE  
HANDS CLASPED BEHIND HEAD  
LEAN BACK

AMY CUDDY SHOWED THAT DOING THESE  
5 POWER POSES FOR AT LEAST 2 MINUTES  
CAN INCREASE TESTOSTERONE BY 20%  
AND DECREASE CORTISOL BY 25%



THE CEO



PLACE HANDS BEHIND HEAD  
REST ANKLE ON KNEE  
LEAN BACK

THE PERFORMER



PUFF OUT CHEST  
ARMS SPREAD OUT  
STAND WITH FEET APART

TAKE IT OR LEAVE IT



PLANT HANDS ON TABLE  
LEAN FORWARD  
FEET POINTS TO ANOTHER PERSON

THE SUPERMAN



PUFF OUT CHEST  
PLANT HANDS ON HIPS  
STAND WITH FEET APART







How do you connect (II)?

# Story telling

Whether you are persuading an employer to recruit you OR presenting a piece of technology

Story telling is the one ingredient all successful presenters will utilise



Create visual images inside the minds of your audience

**Lead your audience, prepare them to listen**

Use personal stories (or case studies)

# Simon Sinek

British-American author, motivational speaker and organisational consultant. He is the author of five books, including *Start With Why* (2009).

# The Story of Free Bagels

by Simon Sinek



# Activity

Take a few minutes to put together some notes on your favourite film or book (frame it; beginning, middle & end)

You will be presenting this back to someone in your class, once you have presented swap over so that the other person can present (**you must stand up when presenting**)

Exchange notes and feedback with each other, choose at least one positive & one area for improvement

Preparation (rehearsing) builds  
**confidence** & helps you *develop your*  
*focus.*

Sometimes, what you don't say is as  
important as what you do say



*You cannot, tell an audience **everything***

Provide supplementary reading for the  
detail, ***focus on key concepts***

# Lesson three

Rehearse & rehearse with an audience, no matter how small



**Use your voice**

As a tool to aid your presentation



**Breathe**

shallow breathing creates tension

Pause

*“The most precious things in speech are the  
pauses”*

Ralph Waldo Emerson

# Forbes



How else can I engage my audience?



# The Rule of Three

A writing principle that suggests that a trio of events or characters is more humorous, satisfying, or effective than other numbers

Three Little Pigs, Goldilocks & The Three Bears  
Three Billy Goats Gruff, and the Three Musketeers.

# Life, Liberty and the pursuit of Happiness

The Declaration of Independence

# Liberté, égalité, fraternité

French Republic slogan predating 1790

# A Mars a day helps you Work, Rest and Play

Mars advertising slogan since 1959

# Stop, Look and Listen

A public road and level crossing safety slogan

# I came, I saw, I conquered

Shakespeare attributed to Julius Caesar of Rome.

# Just Do It

Nike

# Impossible is Nothing

Adidas

Use stats for credibility



**Be careful**

stats need to create interest not bore your  
audience

**Hans Rosling** (27 July 1948 – 7 February 2017)

The master of presenting complex data



Few people will appreciate the  
music if I just show them the notes.  
Most of us need to [hear it].

— *Hans Rosling* —

*200 Countries, 200 Years, 4 Minutes*





What lessons have you learnt today to apply to your next presentation?

**Lesson one:** Create content that appeals to both sides of the brain; **use images, stats and quotes to replace text heavy slides**

**Lesson two:** Connect with your audience; tell a story, ask questions and use open body language

**Lesson three;** Rehearse, to the point you know every slide without looking at a note card  
(or turning your back on your audience)

# *Assessment Two Recap Monday 3<sup>rd</sup> December*

## *Professional Presentation*

*40% of module marks*

*5-7minute presentation. You will be stopped at 7 minutes*

*Upload your presentation to Moodle by 9am on Monday 3<sup>rd</sup> December*

*Bring your presentation on a USB*



# ***Assessment Three Sunday 6<sup>th</sup> January 5pm***

*Summary of Professional Development. Write a 2400 word reflective account of your professional development by answering 4 questions.*

***30% of module marks***

*Include evidence of your skills development, progress towards your goals and engagement with professional development activities that you have engaged with throughout the module.*

*We expect to see a good range of varied evidence which has to be relevant and of high quality (i.e. 15 screen shots of job applications will not get a high mark)*

*Evidence must be tailored to the questions and show a range of professional and technical skills.*

Your **2:30pm** Lecture in **Geary** this week is delivered by;

BlackRock who are offering two placement opportunities