



SEAPOWER THROUGH ENGINEERING



5.1.4

TOPIC LEARNING OBJECTIVES

Upon successful completion of this topic, the student will be able to:

1. Recognize techniques to prepare and deliver an effective presentation.
2. Recognize the parts of a presentation and recall the objective of each part.
3. Understand how to employ visual, verbal and vocal components to ensure a successful presentation.
4. Demonstrate effective presentation techniques, per prescribed criteria, while delivering a professional briefing to staff and students.

STUDENT PREPARATION

Student Support Material

1. ICS Grading Rubric

Primary References

1. "Senior Leaders Tell How to Brief Senior Leaders"
2. "Presentation S.O.S. – From Perspiration to Persuasion"

Additional References

1. Don McMillan - "Life After Death By PowerPoint"
<https://youtu.be/lpvfgmEU2Ck>
2. Simon Sinek – "The Golden Circle"
<https://youtu.be/qpOHF3SfI4>
3. See Slides 33-34 of this presentation



Overview

- Student Presentation Requirements
- Presentation Design
- Effective Delivery Techniques



Student Presentation Requirements

- Scenario
 - Collaborate with IPT members on a professional brief that supports a Milestone Decision aligned with Integrated Case Study (ICS) objectives
- Execution
 - Each student will have a chance to brief
 - Apply techniques presented in this training module
 - Team briefing time will be limited to 20 minutes for each presentation
 - Each student limited to 10 minutes, and must brief a minimum of 5 slides
 - Team grade for content, and individual grade for presentation technique
 - Presentations will be video recorded
- Follow-up
 - Review your video independently for self-evaluation
 - Debrief with DoT after self-evaluation



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Preparation

- First step: Audience Analysis
 - Personality type (requires more or less detail?)
 - Can you anticipate any particular questions?
 - How much background do they already have?
 - What would the target audience like to gain from the brief?
- Second step: Understand the deliverable
 - Know your desired outcome of the brief, but remember your approach must cater to the audience and their perspectives
 - From where did the original need for the brief emanate?
 - Is there a prescribed format?

"If I had 8 hours to chop down an apple tree, I'd spend 6 sharpening my ax."

- George Washington



Preparation

- Third step: Determine the purpose
 - High level, simple, and concise
 - Can be one or a combination of:
 - Inform
 - Inspire
 - Motivate
 - Persuade
 - Decision
 - Are you trying to gain buy-in?
 - Refer to The Golden Circle, by Simon Sinek
<https://www.youtube.com/watch?v=mqZyg2XAmDk>



Structure

- General Rule*
 - Opening — 15%
 - Body — 75%
 - Closing — 10%
- Limit slide count as much as possible
 - Slide count may be prescribed for many briefs
- Limit 4 major bullets per slide
 - Not applicable to lists
- Build in time for questions
 - Assume 3-5 minutes per slide (includes your voiceover plus questions)



* For short presentations of 30 minutes or less (opening and closing may need to be a smaller percentage for longer briefs)



Opening

- Objectives
 - Gain attention
 - Establish relevance
 - Establish credibility
 - Preview the topic
 - Provide the purpose
 - Establish expectations
 - 2 or 3 things that you want the audience to get from your brief
 - Each is a discrete thought or idea that allows audience to focus accordingly
 - Consider a BLUF statement
 - Tied to the takeaways at the end
 - **Do not** provide supporting details that will be contained in the body!



Sets the tone for the whole presentation



BLUF – Bottom Line Up Front



Body

- Main points

- Provide evidence for the purpose of the brief and support the expectations
 - How many should you have?
 - Ensure all slides are consistent with your purpose

- Connectives

- Focus on flow and transition. Each point should follow a logical transition to the next set of points
 - Plan on a verbal connective when there is no natural transition

- Patterns

- Chronological/sequential/spatial
 - Problem/solution
 - Cause and effect



Recommending a Course of Action

- Place your recommended option either first or last in the discussion
 - Open with a statement that this is the recommended option, but avoid the hard sell at this point...that comes later
- Describe all options concisely and objectively
 - Include assumptions (or at least be prepared to discuss)
 - Clearly explain the reason for each assumption
 - What relevant factual information is unconfirmed?
 - What hazards/risks exist if the assumption is false/invalid?
 - Anticipate additional questions on your assumptions
 - Have you considered the option to maintain current course?
- Need funding?
 - Provide details on the Return on Investment (ROI), and
 - Provide assumed impacts/risks if requested funding is not received



Supporting Material

- Charts/data/graphics – the simpler the better, only as much as necessary
 - Use appropriate charts and tables
 - Pie charts to show contrast
 - Vertical bar charts to show changes over time
 - Horizontal bar charts to compare quantities
 - Smart art to show relationships
 - Ensure charts have a legend, consistent units, and accurate numbers
- Bumper stickers?
 - Only if it provides clarity that is not obvious already, or to add critical emphasis to a main point
- Backup slides
 - Great for managing the amount of detail needed in the body



Closing

- Drive home the takeaways
 - Bring closure to the expectations
- The final case for the brief
 - Make the sale on recommended option (or call to action)
 - Explain why one option is recommended over the other(s)
 - If your objective was to get a decision, then ask for it here
- Leave a lasting impression on the audience
- **Do not** recap your entire brief!



Reinforces and connects the expectations and take-aways



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Effective Delivery Techniques

- Three components of a presentation:
 - Verbal
 - The words/content of your message
 - Vocal
 - The way the words are said
 - Visual
 - What the listener sees as you are speaking



You must consider all 3 in your preparation



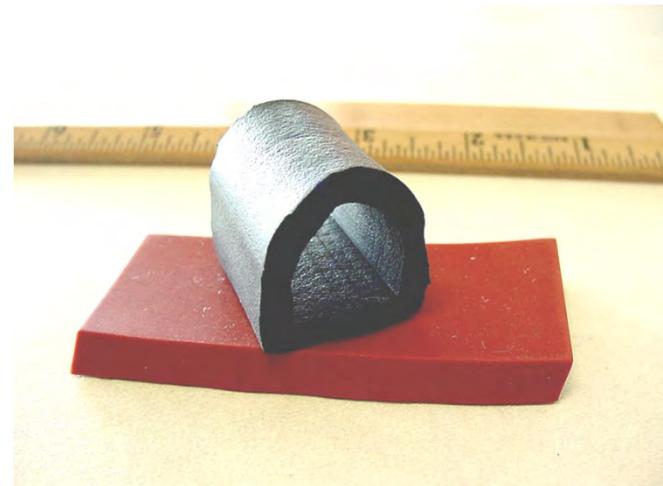
Visual Effects

- Use plenty of white space
- Avoid excessive animation
- Use fragments instead of full sentences where possible
- Left justify text
- Use same text color throughout the brief
 - Provide a legend for any different colors used (i.e., green = good, red = bad, etc.)
- Ensure font is large enough for audience to read
 - Range of 16 – 24 is usually sufficient
- Spell out acronyms
- Number each slide



Visual Effects

- Photos or graphics can be great visual aids
 - Determine if the photo will help convey a main point or explain a complex issue
 - Don't overdo it
- Diagrams and Charts
 - Keep them simple
 - Eliminate unnecessary detail
 - Label them
 - Use callouts where appropriate
 - Pause 10-20 seconds when first presenting a graph
- Finalizing Your Slides
 - Display on the actual screen prior to your presentation
 - Check font size and colors from back of the room
 - Trial run animations/videos and ensure proper volume level
 - Make sure you know how to operate the equipment





Visual Effects

Do

- Dress appropriately
- Relax, be natural
- Engage your audience
- Eye contact around the room
- Move purposefully
- Use gestures for emphasis

Don't

- Talk to screen
- Show your nervousness
- Stare at one person
- Ignore a section of room
- Appear disorganized
- Use the pointer excessively

You are also a part of the visual element



Body Language

Posture

- Stand up straight, weight evenly distributed on both feet
- Avoid slouching, swaying, leaning on the lectern
- Nervous postures:
 - “The Stern Father”
 - “Sisters of Mercy”
 - Hands in pockets
 - “Fig leaf”
 - “Parade Rest”

Movement

- Consider moving away from lectern, at least briefly, for more audience engagement
- Use body movement to signal shift in topic, indicate a new visual, or shift focus on a visual
- Walk from the wall, out to the audience
- Avoid roots, “the caged lion,” jingling objects in pockets, any movement that interferes with the visuals

Minimize the nervous clues; easier said than done, conscious effort required



Verbal Effects

Do

- Speak clearly
- Be concise
- Provide examples for clarification
- Be very careful with humor
- Inject some thought
- Speak confidently

Don't

- Get into the weeds
- Sell a car
- Read the slides
- Use excessive verbal clutter (“um,” “so,” “ok,” “right,” etc.)
- Overwhelm with data
- Use words like; “hopefully,” “kinda,” “maybe”



Vocal Effects

Do

- Project enthusiasm
- Enunciate
- Command attention
- Be dynamic, deliberate, direct
- Be authentic
- Poised

Don't

- Speak in low volume
- Monotone
- Be arrogant
- Be apathetic
- Be apprehensive
- Be unprofessional



Public Speaking Tips

- Know your stuff!
 - Bring your expert(s) to the meeting
- Be yourself
 - The more your brief is like a normal conversation, the better it will be
- Perfection is not required
 - Not a realistic expectation; the audience will forgive minor missteps
- Boost your confidence
 - Recognize the source of any anxiety and address it directly
- Adhere to time constraints
 - Have clock visible within line of sight to audience; place watch on lectern
 - Always aim to complete as efficiently as possible; no penalties for finishing early



Combating Nervousness

Performance in this area is inevitable in your line of work

- Seek opportunities to practice and improve (at least 2 such opportunities provided in this course)
- Seek feedback



Q & A Tips

- Relax!
- Respond directly and politely
 - Pause before you speak
 - Feel free to repeat the question
 - Always start with your conclusion, then explain
 - Use an explanation, anecdote, or illustration the audience can relate to
 - Stop when you've answered the question
 - Ensure the audience understood your answer



Build in ample time for questions



Tough Questions

- Don't blow smoke
 - Provide the facts
 - State what's missing (i.e., what you need to answer accurately)
 - Provide your informed opinion (i.e., qualify your guesses)
- Look-ups are ok
- Anticipate as much as possible
 - What is the upside/downside?
 - What do the “nay-sayers” say?
 - What if we do nothing?
- Keep your briefing on track
 - Be polite, but don't allow a “non-principal” to steal the show



Virtual Presentation Tips

- Opt for the webcam (give eye contact and stand, if possible)
 - Utilize body language to your advantage
- Ensure sufficient bandwidth for your device (OPTEST is critical)
- Minimize distractions (on both ends)
 - Everyone stays mute and off camera, use hand raise function, etc.
- Interact with your audience members
 - Polls, direct questions, request feedback...frequently
 - Utilize the experience of certain audience members to gain buy-in
- Consider visual aids to enhance the presentation
 - Ensure adequate lighting and professional environment (background)
 - Utilize the chat or have someone else monitor
 - Larger fonts may be necessary
 - Remember, you are compensating for deficiencies in the visual component



Death By PowerPoint

- **False!** PowerPoint is never the “cause of death” of the audience
- Maybe it was:
 - A failure to connect with your audience
 - Audience unaware of expectations
 - Ineffective use of time
 - Unenthusiastic delivery
 - Inaccurate content
 - Slides too hard to follow
 - Poor sequencing
 - Too much detail
 - Too much fluff



Summary

- The first three steps of an effective presentation are...?

- What is the importance of the Purpose?

- What is the purpose of the Opening?

- What is the purpose of the Closing?

- What element of the first part of a presentation tells the audience what they gain from the brief?



Backup



Checklist

- Each slide transitions smoothly into the next slide
- Expectations and takeaways are clear
- Verified that all numbers are accurate
- All graphs and charts properly labelled
- Consistent fonts and format throughout
- All slides have page number
- Spell checked
- Acronyms are spelled out
- Tested audio/visual equipment
- Practiced the brief sufficient number of times
- Plenty of time for questions and still within allotted time





Written Communication

- Strive for clarity and conciseness in all written communication
- Consider the perspective of the receiver; tailor accordingly
- Your writing style is a reflection of yourself
 - Project positive vibes
 - Maintain professionalism
 - Grammar and spelling errors are silent killers
 - Review closely before sending
- Fact check the information you are presenting
- Be clear and direct about when a response is expected
- Phone call follow-up may be prudent

*Effective communication requires information clearly transmitted
and correctly perceived by the recipient*



More Resources

- Opening your Brief
 - Deborah Grayson Riegel <https://www.youtube.com/watch?v=NyE1Kz0e--0>
 - THNKR - The Speech that made Obama President
<https://www.youtube.com/watch?v=OFPwDe22CoY>
 - Jason Teteak - 5 steps to a killer opener
<https://www.youtube.com/watch?v=dEDcc0aCjaA>

- Overcoming Nervousness
 - Deborah Grayson Riegel - Overcoming Nerves When Giving a Presentation
<https://www.youtube.com/watch?v=mbDipVRt5aE>
 - Expert English - How to Deal With Presentation Stress
<https://www.youtube.com/watch?v=ryXOW1QS0ZM>
 - Amy Cody - Power Poses
https://www.youtube.com/watch?v=phcDQ0H_LnY



More Resources

- Content
 - <http://www.bing.com/videos/search?q=david+phillips+death+by+powerpoint&view=detail&mid=1D53C4CDA2CBCE8EF2361D53C4CDA2CBCE8EF236&FORM=VIRE>
- Virtual Presentations
 - <https://presentationgeeks.com/blog/virtual-presentation-best-practices/>
 - <https://www.forbes.com/sites/maryabbajay/2020/04/20/best-practices-for-virtual-presentations-15-expert-tips-that-work-for-everyone/?sh=614760913d19>
 - <https://www.timedoctor.com/blog/virtual-presentation/>
 - <https://www.lafabbricadellarealta.com/20-virtual-presentation-tips/>