

# Professional Presentation Skills

SAP GeekyCamp 4.0 edition

Vesela Dimitrova  
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# Learning objectives

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- ✓ Designing sharp & memorable presentations
- ✓ Presenting in an influential manner
- ✓ Enhancing personal presentation style & planning further development steps

# Agenda

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- Setting objectives
- Analyzing the audience
- Developing the structure
- Strengthening stage performance

# Prepare to influence

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***“Failing to prepare is preparing to fail”***

# Setting objectives

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**S**

Specific

**M**

Measurable

**A**

Achievable

**R**

Relevant

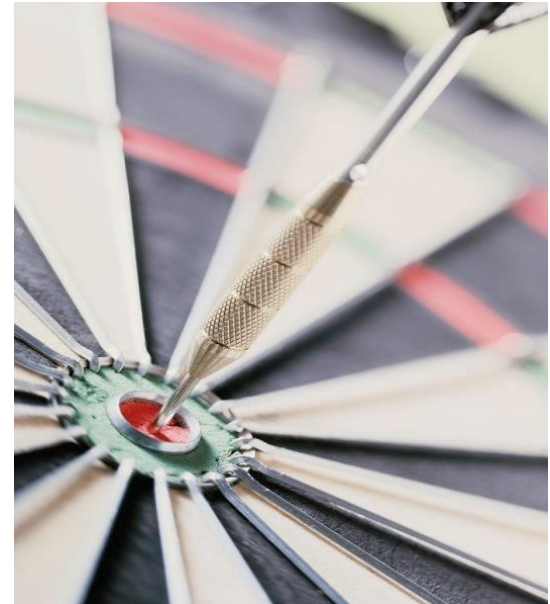
**T**

Timely

# Setting objectives

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- To make something clear
- To impress and convince
- To get action
- To entertain





What should you **know about the audience?**



# Analyzing the audience

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- Initial attitude, knowledge, mood
- Possible reactions to your presentation
- Active or passive
- Your “mini” audiences
- Humor
- WIIFM



What would be **the most appropriate**  
approach & structure?



# Developing the structure

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## **Introduction**

1 Tell them what you are going to tell them ...

## **Body**

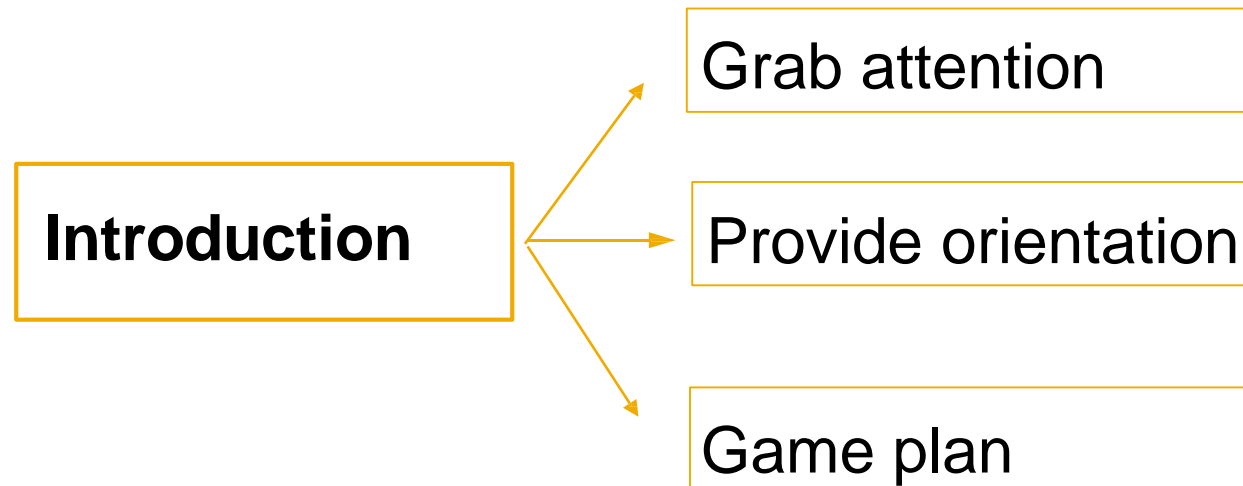
2 Tell them...

## **Summary**

3 Tell them what you have told them ...

# Developing the structure

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# Developing the structure

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- At least two, but not more than five
- Of equal importance
- Previewed in the introduction
- Flagged at the start and the end
- Summarized at the end

## BODY

Main point 1

Supporting points

Supporting points

Main point 2

Supporting points

Supporting points

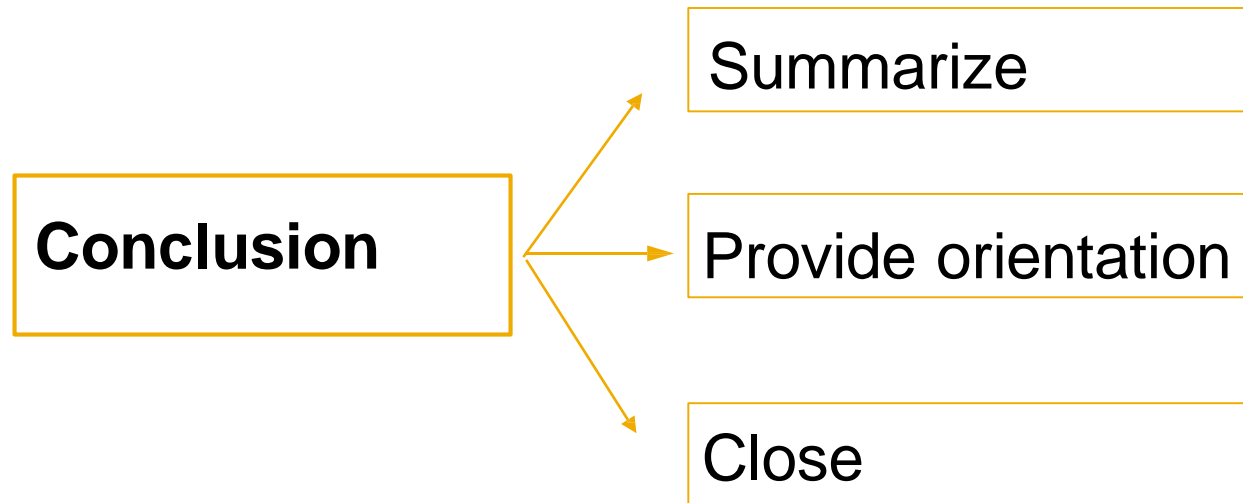
Main point 3

Supporting points

Supporting points

# Developing the structure

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# Developing the structure

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- Chronological pattern
- The five 'W' pattern
- Problem solution pattern
- Cause-effect pattern
- Pros-cons pattern





**What is a good PowerPoint presentation?**

# Visual aids

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- Use aids only when relevant
- Avoid as much as possible text
- Only bullets
- Use plenty of graphs, pictures, drawings
- Know your aids intimately, test them
- Don't talk to your aids

# Words, Tone, Body Language

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|               | Face to Face | Telephone | Email |
|---------------|--------------|-----------|-------|
| Words         | 7            | 20        | 100   |
| Tone          | 38           | 80        |       |
| Body Language | 55           |           |       |

# Prepare to influence

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*“For my own part I would not hesitate to assert that a mediocre speech supported by all the power of delivery will be more impressive than the best speech unaccompanied by such power”*

*Marcus Fabius Quintilianus (AD 35 – 95)*

# Barriers

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# Barriers

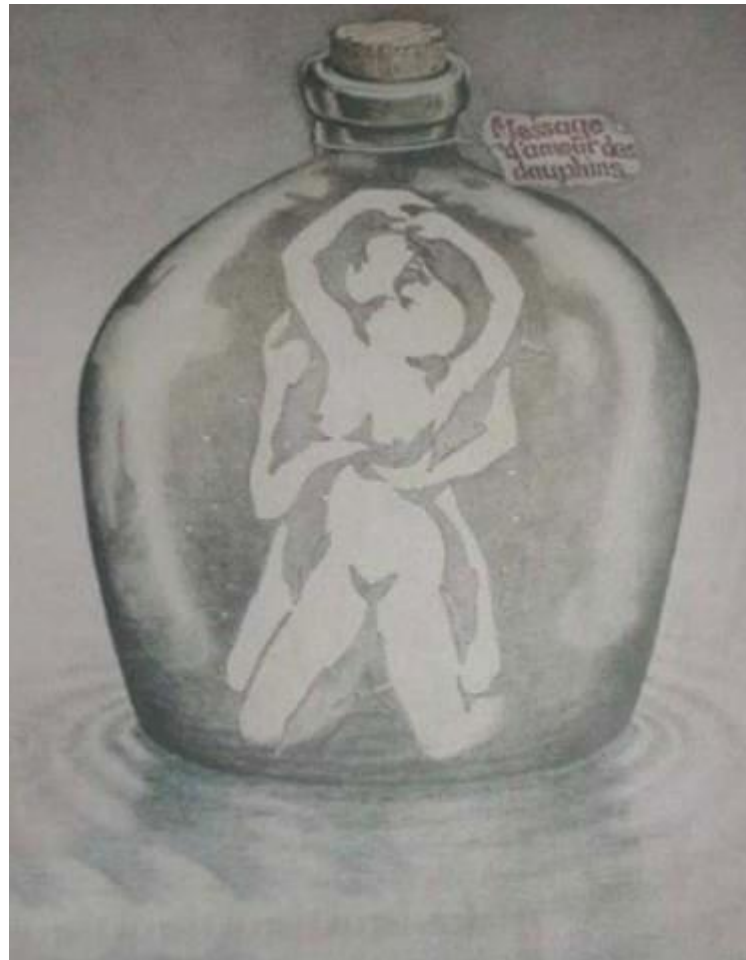
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# Barriers

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# Influence of voice

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- Moderate pace
- Clear intonation
- What you say is what you show

Speaking on Stage video



# Stage performance

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- Optimize intonation, rate and volume
- Maintain eye contact
- Move positively, with a purpose
- Be careful what you do with your feet and hands
- Look positive and smile
- Be yourself



# Grabbing attention

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- Prepare strong attention grabbers
- Involve the audience
- Link your topic with the listeners' needs, values, interests, emotions

# Variety

**Let's practice...**

**One thing** that you will apply?