

Effective Presentation Skills

Skills House

Course Duration

18 Hours

Course Assessment

- **10% Attendance**
- **90% Individual Presentation**
(Dress Code: Formal)

Corrective Assessment

- **Individual Presentation**
- **Written Exam**

Recommendations

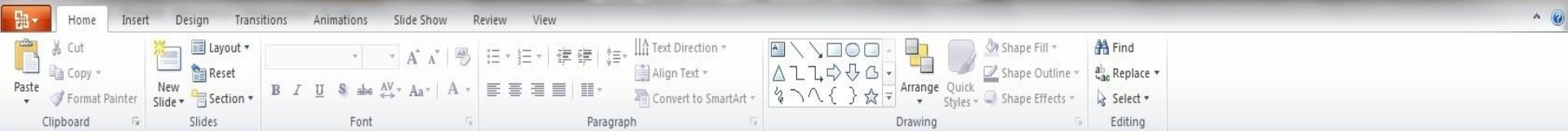
- **N/A**

Effective Presentation Skills

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Table of Contents

- Introduction
- Preparation
- Building Your Presentation
- Presentation Delivery
- Presenter's Characteristics
- Stress Management for Presentations
- Presentation Tips



Click to add notes



There are 500 million PowerPoint
users in the world



30 million presentations are done
daily



About a million presentations are
going on right now



50% of them are unbearable

Unbearable Presentations



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Famous Quotes

“You can speak well if your tongue can deliver the message of your heart.”

John Ford

“If you don't know what you want to achieve in your presentation your audience never will.”

Harvey Diamond

“It takes one hour of preparation for each minute of presentation time.”

Wayne Burgraff

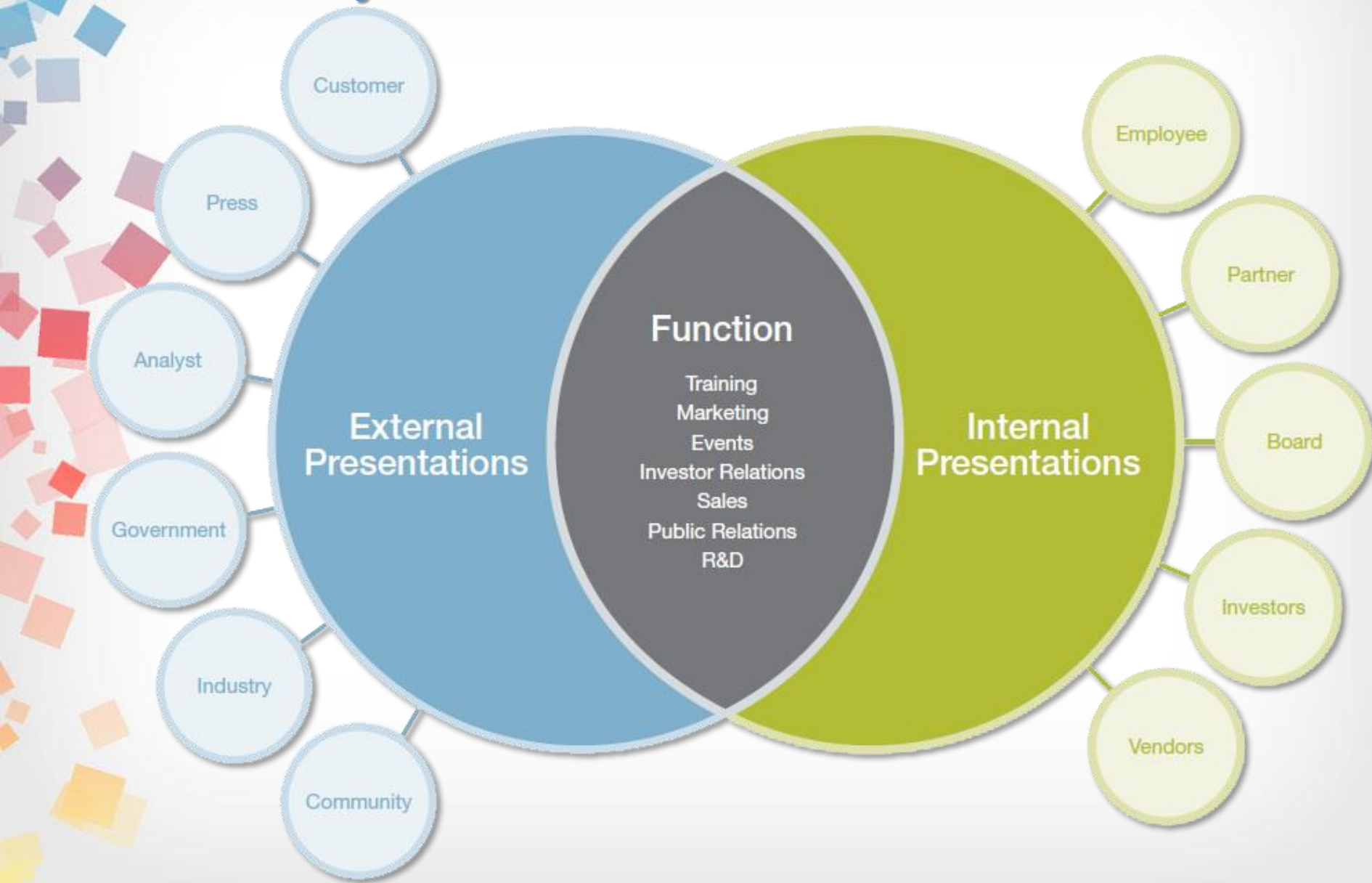
Famous Quotes

“Presenting is not simply about aesthetics or making things pretty; it’s about creating meaning. It’s about being present. I need to ensure that every person in the audience believes I’m having an individual conversation with them. That is my goal.”

Rick Justice, VP, Cisco Systems

Introduction

Why do we Need Presentations





Introduction

NOBODY is a naturally BORN SPEAKER

Introduction

- Average talking speed
= 150 word per minute (wpm)
- Average listening Speed
= 500 word per minute (wpm)

Introduction

Why do we Fail
to listen?

Predict what to be said and switch off

The topic is very complex to catch

The topic is extremely simple

Tired or worried

Physical noise

Linguistic noise

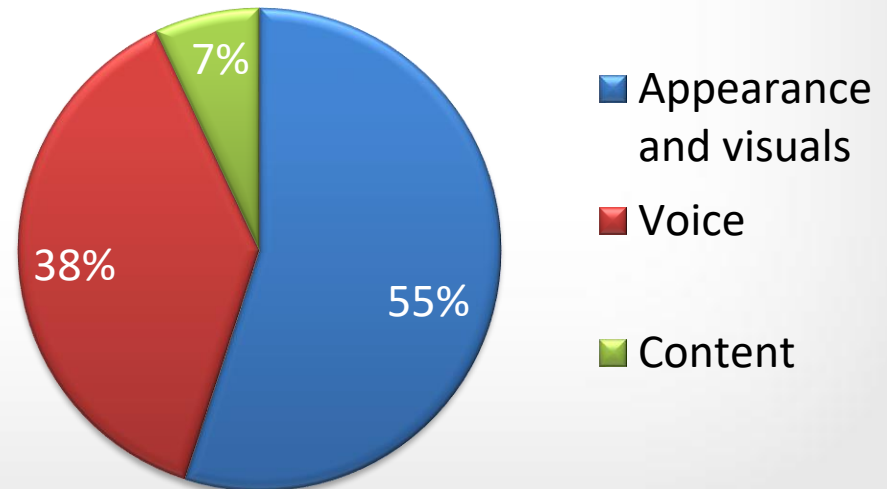
The speaker has problems communication with attendees

Introduction

Presentation elements that directly affect your audience:

- Appearance and visuals
- Voice
- Content

Percentage Per factor



Preparation



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Preparation

Fail to Prepare

..... Prepare to Fail





Preparation Presentation Purposes

Persuade

Inform

Negotiate

Motivate

Entertain

Preparation

Objective Clarification

- Identify the required output of your Presentation.

Preparation

Objective Clarification

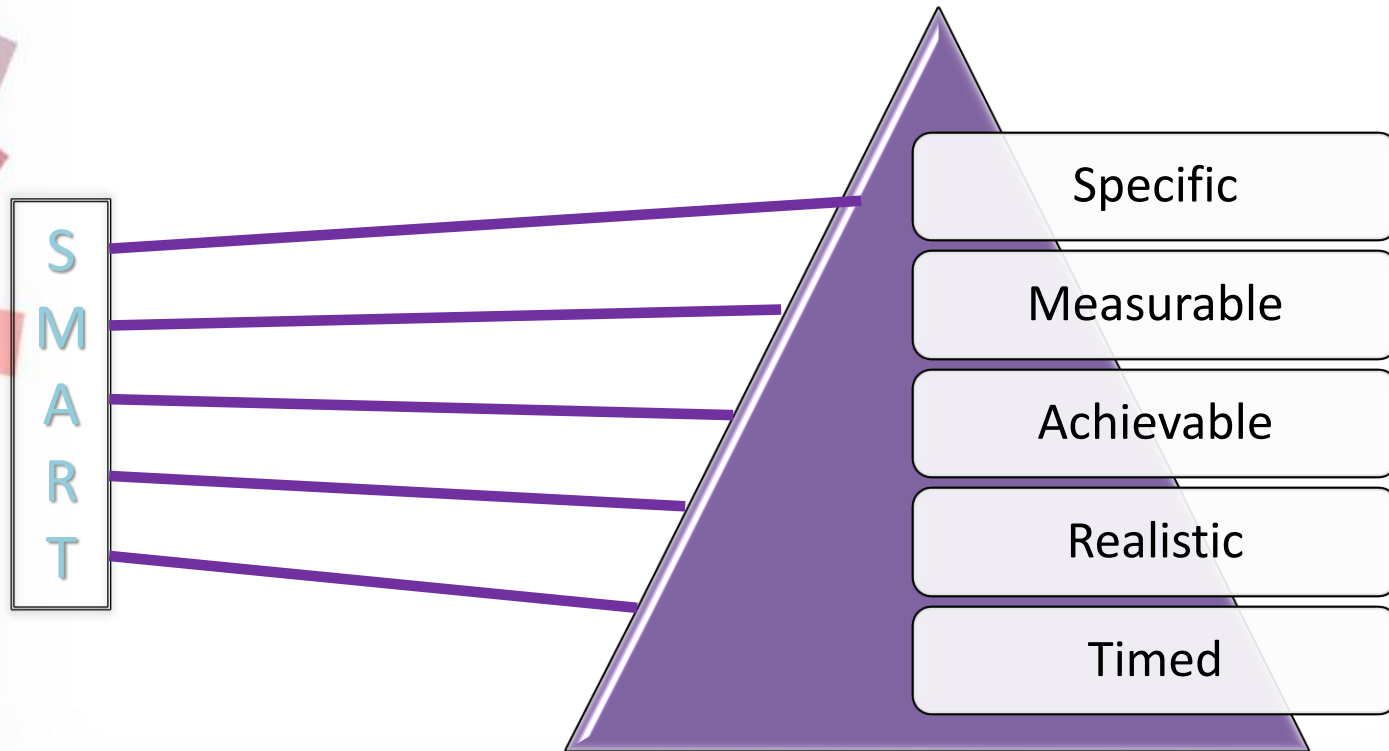
- Identify the required output of your Presentation.

Presentation Objective

- Select the proper presentation Style that would best fit your objectives.

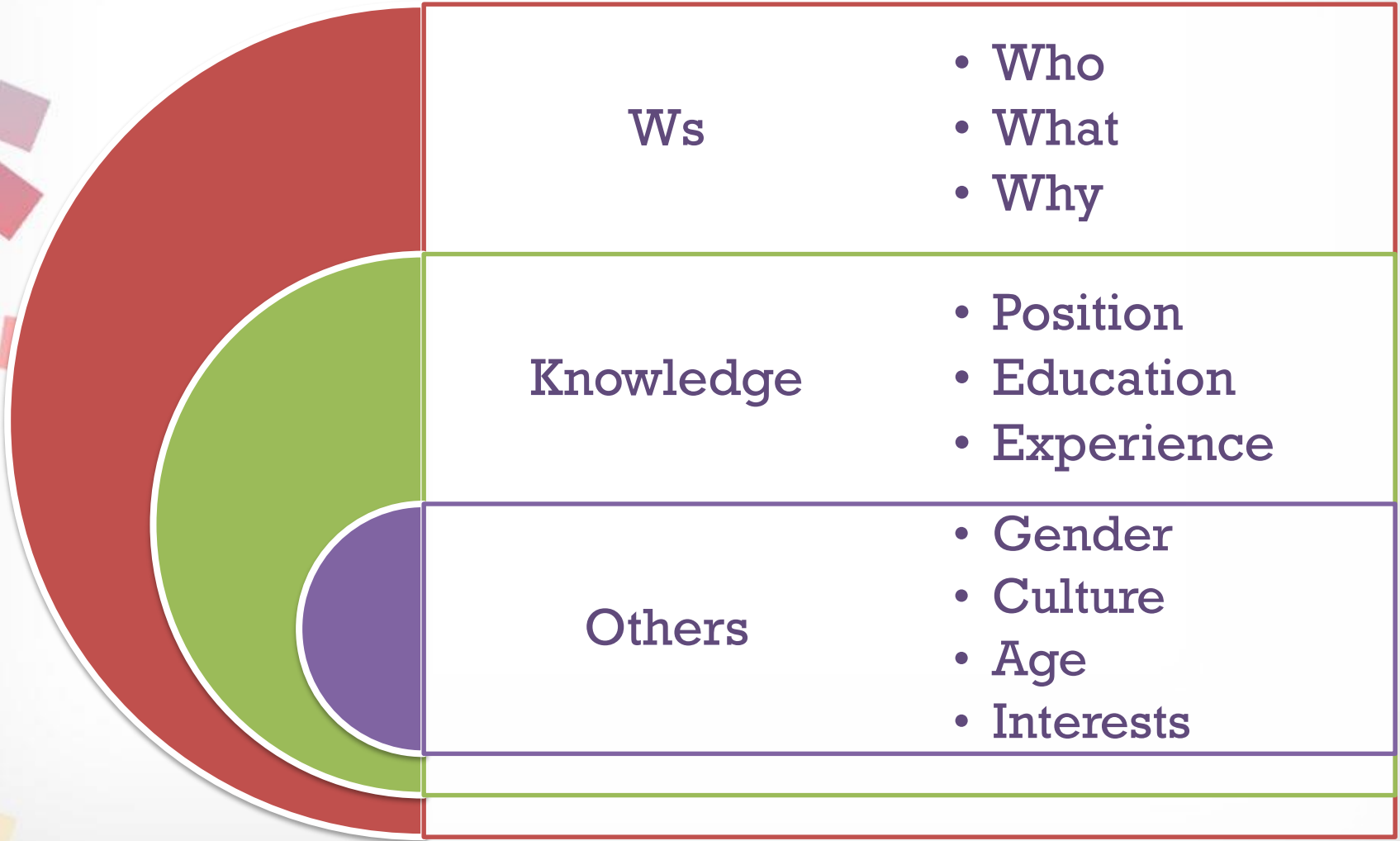
Preparation

Your objective should be SMART



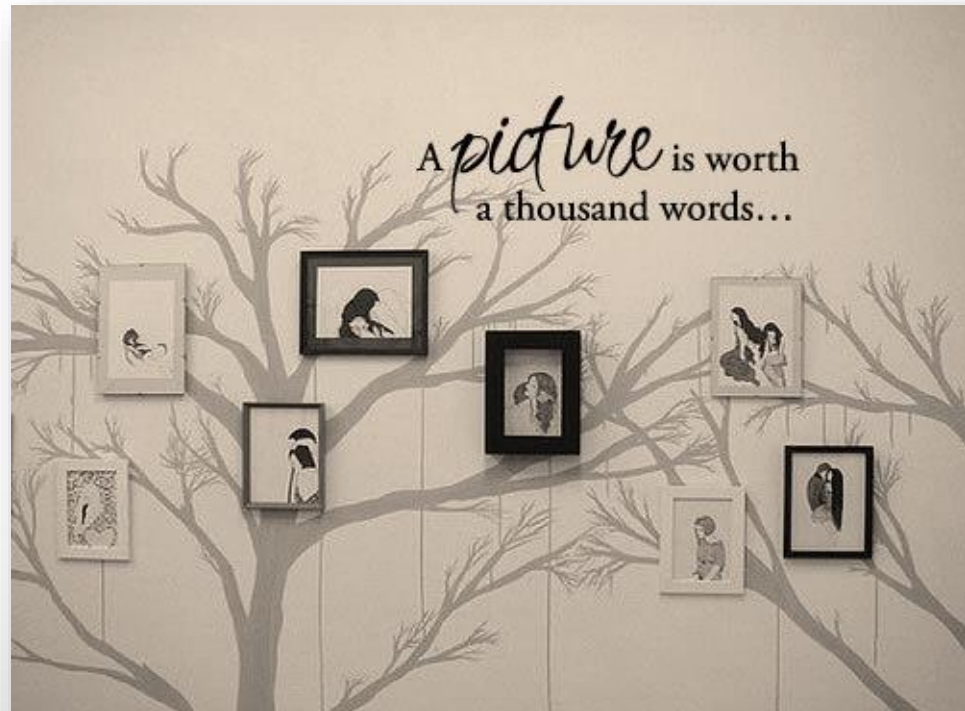
Preparation

Identifying your Audience



Preparation

- Good visuals are *clear, visible, and simple*.
- Good visuals must **NOT** be distracting.



Preparation

- Map of Ideas

Create your list without thinking!!!



- Selection

Sort out your list



Preparation

Below are some average timeframes and steps for an hour-long presentation that has 30 slides:

1. Research and collect input from the web, colleagues, and the industry.

6- 20 hours

2. Build an audience-needs map.

1 hour

3. Generate ideas via sticky notes.

2 hours

4. Organize the ideas.

1 hour

Preparation

5. Have colleagues critique or collaborate around the impact the ideas will have on audience.

1 hour

6. Sketch a structure and/or a storyboard.

2 hours

7. Build the slides in a presentation application.

20 - 60 hours

8. Rehearse, rehearse, rehearse (in the shower, on the treadmill, or on your way)

3 hours

36–90 hours total

Building Your Presentation



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**Building your
Presentation**

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Building Your Presentation

Any presentation structure is composed of...
an *opening*, a *body*, and a *closing*.

Building Your Presentation

1. Presentations Opening.

Attention

Benefits

Credentials

Direction and destination



Building Your Presentation

Presentations Opening.

- Question
 - How many of you travelled inside or outside Egypt?
- Quotation
 - Leadership is influence. “John C. Maxwell”
- Anecdotes
 - Tell a short story (a personal one would be preferred)
- Sense of Humor
 - Making a joke, best presentations involve self-deprecating humour, so being able to laugh at yourself is a must.

Building Your Presentation

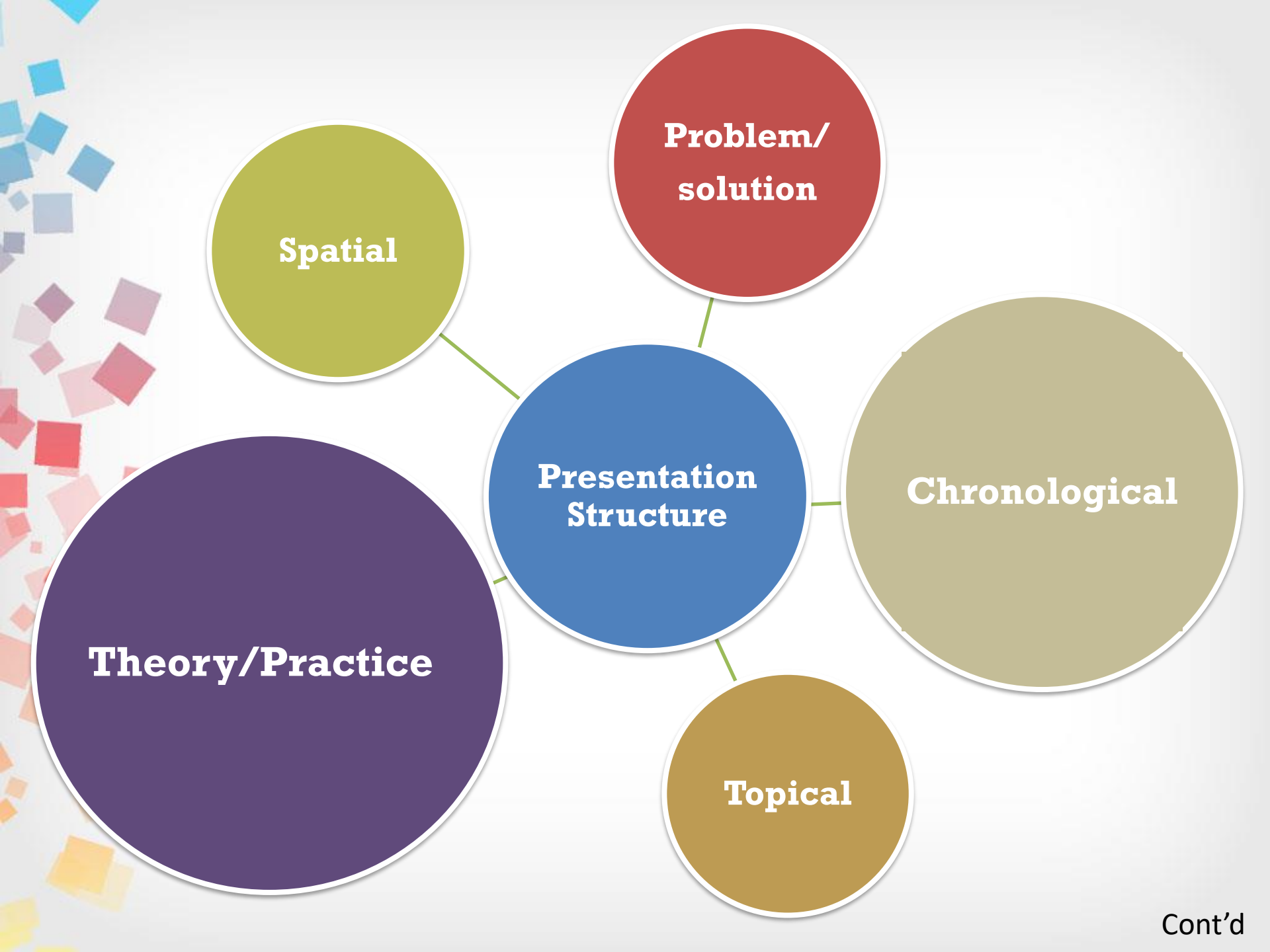
- Amplification
 - “It’s widely accepted that girls tend to do better than boys in school. ”
- Historical Background
 - “20 years ago, when I last visited this place, this place was nothing but desert area.”

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Building Your Presentation

2. Presentations Body.

- Give your listener an overall framework.
- Summarize after every section.
- Follow your presentation structure.



Building Your Presentation

Some aspects should be considered in your body:

- Organize
- Illustrate
- Repeat



Cont'd

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Building Your Presentation

3. Presentations Closing.

- Quotation
- Anecdotes
- Summarize
- Ask for action
- Refer to the opening message
- A powerful visual

Presentation Delivery



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Presentation Delivery

Most common delivery methods

Reading



Memorizing



Speaking



Presentation Styles

1. Visual style

Steve Jobs

2. Free from style

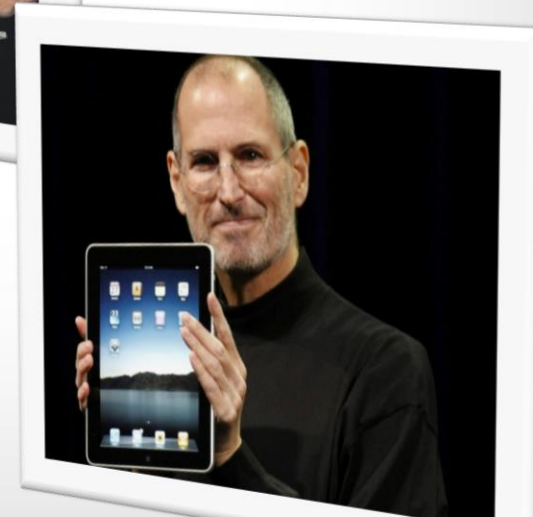
Sir Ken Robinson

3. Instructor style

Al Gore

4. Coach style

Linda Edgecombe



Presentation Styles

5. Story telling

Jill Bolte Taylor

6. Connector style

Connie Dieken



Cont'd

Presenter's Characteristics



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Presenter's Characteristics

Body Language

- First impression
- The smile
- Eye contact
- Hand movement and gestures
- Position and posture

Samples of Body Language Gestures for Famous Speakers



Bill Clinton answering questions about Monica Lewinsky in front of the Grand Jury

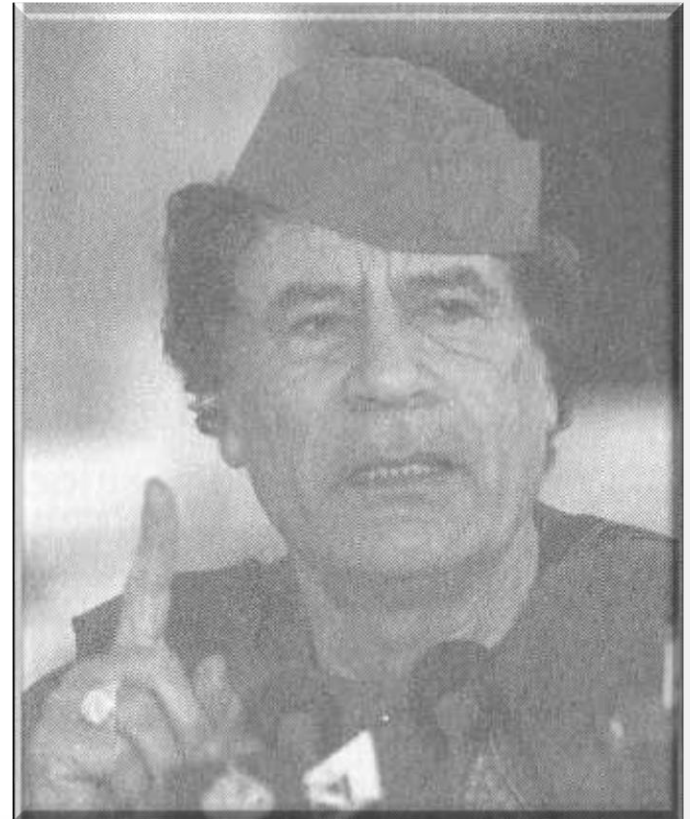


The palms are intentionally used Everywhere to infer an open, honest approach

Samples of Body Language Gestures for Famous Speakers



Adolf Hitler using one of history's most notable Palm-Down signals authority & power

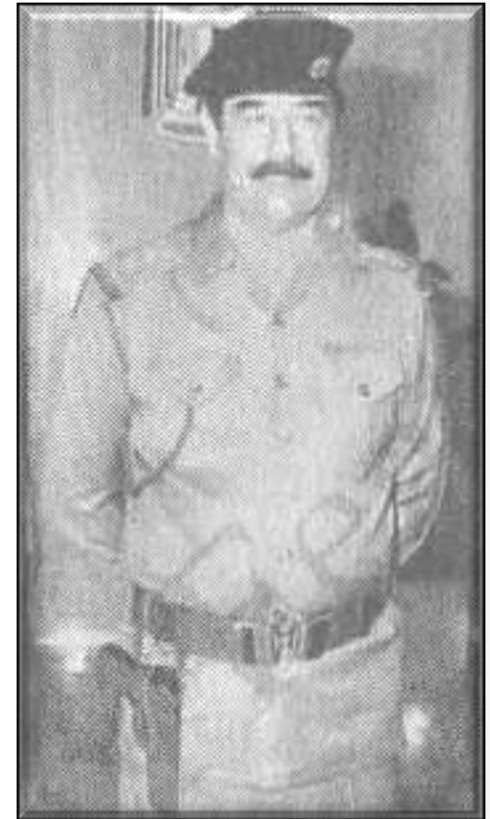


The pointing finger creates negative feelings in most listeners.
'Do it or else!'

Samples of Body Language Gestures for Famous Speakers



The fingertip-touch gestures described those speakers as 'thoughtful', 'goal-oriented' and 'focused'.

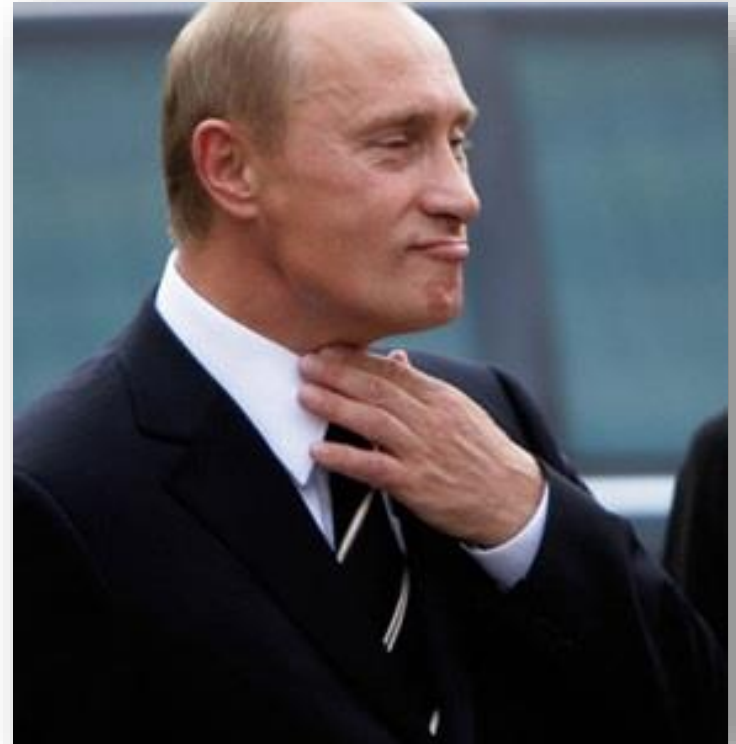


Back and front views of the superiority-confidence gesture

Samples of Body Language Gestures for Famous Speakers



Obama's arms posture is a strong indicator that Barack is emotionally closed-off and even defensive.



Putin false tie adjust indicates anxiety

Samples of Body Language Gestures for Famous Speakers



Obama's posture indicated his being anxious and pacifier



Bashar el Assad elbows are held in so closely to the sides of the chest - it's very characteristic of a low-confidence emotional tone.

Presenter's Characteristics

Voice

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Volume

How loud the voice is

Presenter's Characteristics

Voice

Volume

How loud the voice is

Intonation

The rise and fall of your voice

Presenter's Characteristics

Voice

Volume

How loud the voice is

Intonation

The rise and fall of your voice

Pitch

How high or low the tone is

Presenter's Characteristics

Voice

Volume

How loud the voice is

Intonation

The rise and fall of your voice

Pitch

How high or low the tone is

Pace

The speed of the voice

Presenter's Characteristics

Voice

Volume

How loud the voice is

Intonation

The rise and fall of your voice

Pitch

How high or low the tone is

Pace

The speed of the voice

Tone

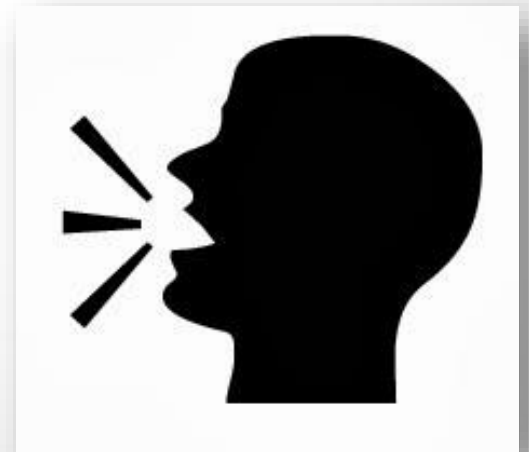
The idea behind your voice

Presenter's Characteristics

Voice

There are two methods for improving your voice:

- Practice listening to your voice.
- Listen to your voice !!!!



Stress Management for Presentations



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**Stress
Management for
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Presentation Tips

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Stress Management for Presentations

What is Performance Anxiety?

- Performance anxiety, is a slightly increased anxiety level can motivate you to do the work needed , it can make you more alert and energized.
- However, when anxiety levels and nerves become too great, difficulties can occur, which may impair your ability to prepare effectively for, and perform, during work / event.

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Stress Management for Presentations

Performance Anxiety Causes

- Worrying about past performance during presentations.
- How you will be compared with others.
- Any negative consequences if you don't do as well as you would like.
- The reaction of others.
- Lack of preparation.

Stress Management for Presentations

Performance Anxiety Symptoms

- The main enemy of any presenter is TENSION
- Symptoms of a nervous speaker:
 - Shaking knees
 - Shaking hands
 - Sore throat
 - Mind blank
 - Voice ruin
 - Sweat
 - Nervous laugh
 - Slide lock

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Stress Management for Presentations

Strategies to Deal with Performance Anxiety

- Develop positive thinking and visualization skills.
- Plan and practice your presentation carefully.
- Map out your anxieties.
- Look after yourself.

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Stress Management for Presentations

On Day of the Presentation

1. Expect that you will feel some nerves or anxiety.
2. Think positively: don't jump to conclusions about people's reactions.
3. Try to relax yourself physically.
4. Be careful about what you eat and drink.
5. Prepare strategies in case you feel overwhelmed.
6. Reward yourself for a job done.

Presentation Tips



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**Presentation
Tips**

Effective Slide Format

- Keep slides simple
- Maintain a consistent, easy-to-read style
 - Colors, Fonts
- Accurate spelling and grammar
- 7 x 7 rule:
 - Max 7 lines per slide (3 – 5 is best)
 - Max 7 words per line

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Effective Slide Format

- Make sure to keep your slides simple. With too much text on each line, the audience will be trying to read what you write while you are talking. This will be very distracting to both you and your audience.
- Maintain a consistent look and feel within each slide, and from one slide to the next.
- Create high contrast between background and text
 - Don't try to squeeze
 - too many thoughts
 - onto one slide.

Colors

- Keep them simple and consistent
- Use no more than five colors for charts or graphs
- Use no more than two colors for text
- Use colors with high contrast
- Be careful with **red** because the eye will naturally go there first

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Fonts

- Fonts are **like colors**, use sparingly
- Be consistent from slide to slide
- *Don't overdo the use of italics, **bolding** and shadows*
- DO NOT USE ALL CAPS
- Normal Capitalization Is Easier To Read

Fonts

- You should not have to ask: “Can you see that in back”
- Titles should be 38-44 pt. font size
- Text should be 22-28 pt font size

44 pt.	40 pt.
36 pt.	24 pt.
18 pt.	14 pt.



Thanks

Wish You Good Luck