**Presentation Strategies**

Presentation means to put forward or to demonstrate information or ideas in front of audience. This is the age of presentation. Conveying something important in an effective manner is presentation. Main objective of presentation is to influence the targeted audience through the way the message is conveyed. Presentation may be verbal or non-verbal.

**Purpose of presentation**

The purpose of presentation is solely presenter’s domain. To inform is a common intention behind any presentation but the main focus should be on what exactly the presentation is going to get across. Following are the most possible purposes behind any presentation:

1. **To Inform:** Presentation takes its shape through knowledge and the intention of knowledge is to share. It gives the audience information about the topic; this could be useful information or an interesting story.
2. **To Instruct:** a presentation can be framed on certain pre decide launch of a project where the managers are instructed and assigned duties. Instruction through proper demonstration makes the understanding more clear. If the instruction are clear to the targeted audience the success of a project is ensured.
3. **To Inspire/Motivate:** An inspiration presentation can create goose bumps. It appeals to the feelings, emotions, values and thought of the targeted audience.
4. **To Activate/Stimulate:** Presentation is a good source to activate or stimulate people. To generate awareness and brotherhood, presentation does miracle. For any mission presentation proves to be a guide line to the audience.
5. **To Persuade:** To persuade is to win approval or support of the people. The launch of product or an idea is done with an intention to persuade.
6. **To Entertain:** The purpose of presentation can be entertainment as well. As intention is to entertain hence the presentation should be light hearted, casual and fun.

**Organizing content/** **Preparing outline**

A well framed content helps overcome all nervousness while delivering presentation. Adequate amount of material is required to be an effective speaker.

**How to Organize a Presentation**

**1. Develop an outline for your key points.**

Think about three or four key points you want to share with the audience and organize them into a concise outline. Any points that are too lengthy or too complicated should be simplified, condensed, reworded for clarity, or even eliminated altogether if you determine that they do not effectively help accomplish your goal. Provide information that supports your topic, including relevant facts, research data, survey results, or statistics. Think about the visual elements you can use to enhance your message, such as graphs, charts, diagrams, illustrations, photos, and info graphics.

**2. Decide on the right structure for your presentation.**

There are several ways to structure your presentation based on your goals, including:

* **Chronological** – recounting an event from the beginning to end or explaining the steps of a process
* **Spatial** – describing the physical composition or structure of an item based on space, such as top to bottom, or left to right
* **Categorical** – dividing one broad topic into smaller sub-categories and discussing how each of them fits into the main topic
* **Analytical** – breaking a concept down into logical components and analyzing how they relate to one another to produce the intended effect
* **Compare and Contrast** – highlighting similarities and differences between two items, events, or situations
* **Cause and Effect** – demonstrating the cause-and-effect relationship between two variables in which one has a specific impact on the other
* **Problem and Solution** – discussing an important problem relevant to your audience and offering a reasonable solution to solve this problem

**3. Determine a clear beginning, middle, and end of your presentation.**

Your presentation should have three primary sections:

**Introduction:**

Begin by citing an eye-opening statistic, asking an open-ended question, sharing an appropriate quote, telling a story, or connecting your topic to the audience to build common ground. Establish your credibility and authority on the subject matter by discussing any personal experience you have in this area or research you have conducted on the topic. This allows you to gain the confidence of the audience and gives weight to the rest of your presentation. Your audience should understand the value of your topic, how it applies to them, and what information or encouragement you will be providing to help them take action to meet a need, solve a problem, or otherwise improve their lives. End with a preview of your presentation structure so they can anticipate the flow of your message.

**Body:**

The body of your presentation is where you will present your key points and offer information to support these points, such as examples, customer stories, and other evidence that your claims are valid. Divide this section into distinct topics organized in a logical way the audience can understand. Address each point one by one, support it with compelling evidence, then briefly summarize how it relates to the main idea before shifting to the next point. Utilize transitions to show connections between your points and signal to the audience that you will be moving to another point. Transitions include words and phrases like “likewise,” “similarly,” and “in the same way” so your speech flows well and viewers can easily follow your message.

**Conclusion:**

Do not simply end your presentation after making your last point. Instead, it is crucial to clarify the purpose of your presentation and ensure your message resonates with the audience. Develop a clear conclusion that summarizes your message, reinforces your key points, mentions the implications and consequences of these points, and provides a persuasive call to action that motivates them to learn more about your topic. Do not rush or add new content. If your introduction began with an attention-grabbing piece of information, revisit it in the conclusion to bookend your presentation. Finally, thank viewers for their time, explain how they can contact you for further information, and invite them to ask questions.

**Audience Analysis**

The ‘audience’ specifically means the receiver of the message. Before a speaker begins his talk, he should have some knowledge of the audience beforehand i.e., their age, sex, interest, background, education and nature. His selection of vocabulary, tone and style etc. will be decided according to the type of audience and nature. His selection of vocabulary, tone, style etc. will be decided according to the type of audience. Some main categories of audience are- Experts, Executives, and Non-specialists. Another important thing for successful presentation is to know about the size of the audience, their level of understanding and also their cultural background.

**Locale**

Besides an understanding of the audience, another important factor which may conduce to proper understanding of message is the locale i.e., the physical environment. The speaker should know about:

1. Place of presentation (whether a large auditorium or conference room)
2. A podium or a table provided.
3. Public address system available.
4. Seating arrangement, room temperature and lighting.
5. Visual-aids available.

**Audio - Visual Aids**

Definition: A visual aid is an instructional or communicating device in which the message can be seen but not heard. An audio aid is an instructional device in which the message can be heard but not seen. An audio - visual aid is an instructional device in which the message can be heard as well as seen.

Purpose:

* Audio - visual aids are used to improve teaching, i.e., to increase the correctness, clarity and effectiveness of the ideas and skills being transferred.
* Possibility of misinterpreting concepts is reduced.
* Enables the audience to look, listen and to learn faster, to learn more, to learn thoroughly and to remember longer.
* Help reach more people irrespective of their level of literacy and language.
* Save time of teacher and learner.
* AV aids create lively conditions in the class room.
* Create and maintain interest of the audiences.

**5Ps of Voice Dynamics**

You can use your voice to make an impact. Just remember the 5 Ps:

Pace

Power

Pitch

Pause

Pronunciation

When communicating, your voice is an important tool at your disposal. You can use it to make an impact and make people listen to what you have to say – whether you are delivering a presentation, or having a workplace conversation these 5 Ps can help you maximize your vocal impact.

**Pace**

Pace is all about the speed at which you speak. Most people talk too fast when they are nervous, or when they want to get things over and done with. So it is important to think consciously about how you speak and adjust your pace accordingly. Variation is the key to success and can create an impact.

**Power**

For women, practicing a powerful voice can really make them have an impact. Especially, if they are being compared to male colleagues or speakers. It is important to remember, that both too loud and too quiet can be bad. Too loud can be annoying and too quiet can make you come across as [lacking confidence](https://www.promptjournal.com/what-does-confidence-sound-like/)(as well as meaning the people can hear what you say). Additionally, some additional volume can help make a point and add emphasis.

**Pitch**

When we talk about pitch we mean the rising and falling of your voice. The variation and emphasis of your voice so that you come across as interesting and interested. An easy way to do this is to inject energy and enthusiasm into your voice to help convey your message more effectively and put different emphasis on different words to create more of an impact. The key thing is to avoid being monotones and boring.

**Pause**

Pausing is another tool that can be used to emphasize key points. Pausing doesn’t have to be awkward a well-timed pause can create an impact, underline a point and giving you breathing space.

Pauses are commonly three seconds, but anything up to 7 seconds is considered acceptable.

**Pronunciation**

Pronunciation is the way in which a word or a language is spoken. This may refer to generally agreed-upon sequences of sounds used in speaking a given word or language in a specific dialect ("correct" or "standard" pronunciation) or simply the way a particular individual speaks a word or language.

**The Five “W”s**

Preparation is the perfect way to minimize nervousness and maximize confidence before a presentation. To prepare thoroughly, think in terms of the five W’s: why, who, where, when and what.

**Why am I speaking?**

What is your objective in this presentation? Is it to inform, persuade, motivate or explain? Are you selling a product, promoting an idea, sharing financial results, appealing to investors or training your staff? In other words, what is your goal in this presentation?

**Who is my audience?**

Ideally, your presentation should be customized to the needs of your audience members. At an individual level, each attendee has his or her own interests, values and expectations; at a group level, they are all present for a purpose, which you must fulfill. Tailor your presentation to meet their specific needs. If you are speaking to an unknown audience, try to find out as much information as possible in order to build a strong audience profile. Take into account who will be attending in terms of gender, age, rank, profession, background, and cultural background. Such information will provide you with valuable insights to personalize your presentation, and make it less generic.

**Where will I speak?**

If possible, take some time to visit the location where you will be delivering your presentation. Examine the physical location and look out for any set-up issues. Check the location of electrical sockets and bring along your own extension cords, if necessary. Check and recheck all equipment beforehand. Decide whether you will need a microphone and practice using it if you are unfamiliar with doing so.

**When will I speak?**

Before lunch, after lunch and at the end of the day are times when people are most distracted by their own physical needs. Before lunch, they are hungry; after lunch, they are full; at the end of the day, they are tired! You will need to use more interest elements to involve the audience at these times or else your audience members will be snoring!

**What is my message?**

Having analyzed the audience, make sure you adapt the goal of your presentation to their special needs. The presentation you gave to the general manager of a company may not be the same as you need to give the technical staff. They are different people, with different backgrounds and different expectations. Even if you cannot change your visual information, you can always customize your verbal message for greater effectiveness.

**1 H**

**How:** how you are going to make the presentation

# Four Methods of Speech Delivery

## Impromptu Speaking

Impromptu speaking is the presentation of a short message without advance preparation. Impromptu speeches often occur when someone is asked to “say a few words” or give a toast on a special occasion.

The advantage of this kind of speaking is that it’s spontaneous and responsive in an animated group context. The disadvantage is that the speaker is given little or no time to contemplate the central theme of his or her message. As a result, the message may be disorganized and difficult for listeners to follow.

## Extemporaneous Speaking

Extemporaneous speaking is the presentation of a carefully planned and rehearsed speech, spoken in a conversational manner using brief notes. By using notes rather than a full manuscript, the extemporaneous speaker can establish and maintain eye contact with the audience and assess how well they are understanding the speech as it progresses. The opportunity to assess is also an opportunity to restate more clearly any idea or concept that the audience seems to have trouble grasping.

Speaking extemporaneously has some advantages. It promotes the likelihood that you, the speaker, will be perceived as knowledgeable and credible. In addition, your audience is likely to pay better attention to the message because it is engaging both verbally and nonverbally. The disadvantage of extemporaneous speaking is that it requires a great deal of preparation for both the verbal and the nonverbal components of the speech. Adequate preparation cannot be achieved the day before you’re scheduled to speak.

## Speaking from a Manuscript

Manuscript speaking is the word-for-word iteration of a written message. In a manuscript speech, the speaker maintains his or her attention on the printed page except when using visual aids.

The advantage to reading from a manuscript is the exact repetition of original words. As we mentioned at the beginning of this chapter, in some circumstances this can be extremely important. For example, reading a statement about your organization’s legal responsibilities to customers may require that the original words be exact. In reading one word at a time, in order, the only errors would typically be mispronunciation of a word or stumbling over complex sentence structure.

## Speaking from Memory

Memorized speaking is the rote recitation of a written message that the speaker has committed to memory. Actors, of course, recite from memory whenever they perform from a script in a stage play, television program, or movie scene. When it comes to speeches, memorization can be useful when the message needs to be exact and the speaker doesn’t want to be confined by notes.

The advantage to memorization is that it enables the speaker to maintain eye contact with the audience throughout the speech. Being free of notes means that you can move freely around the stage and use your hands to make gestures. If your speech uses visual aids, this freedom is even more of an advantage.

**Types of Presentation**

There are basically two types of oral theme presentation:

1. **Individual presentation:** it involves the participation of a single person/organization on a particular theme.
2. **Group presentation:** this presentation is made by a group.

**Strategies for Effective Power Point Presentation**

**Texts**

Texts on slides support your oral presentation and aim to emphasize the key points. It’s common knowledge that using too much text on slides is a sure sign of a bad PowerPoint presentation.

However, many speakers still try to cram a truckload of information into their slideshows. That makes it especially important to do a good job on the text aspect in the first place.

**1. Keep it short and to the point**

As mentioned, one of the most important things to remember is that PowerPoint is a tool made to support your story. So, it’s wise to avoid putting the entire text on the screen, because your audience will prefer listening to, and not reading the things you plan to say. Instead, try to reduce the text, shorten your bullet points, and keep them short and sweet. You can use the 5×5 rule as a reference: have up to 5 text lines on each slide, each of them with no more than 5 words per line. Keeping your texts concise will help engage your audience and make them focus on you instead of the slides on the screen.

**2. Choose the appropriate font**

Try to pick a classic font instead of a creative one. Choosing the wrong font can easily make your text unreadable to your audience. And besides, if the computer you are presenting on doesn’t have the font you used installed, PowerPoint will replace it with another one at random.

**3. Enhance readability with the proper font size**

Generally, for more effective PowerPoint presentations, it’s always a good idea to make important lines of text and facts look bigger, bolder, and brighter than the others. Fonts can help with this as well. But picking the right font size can be difficult. For headers, the minimum is around 20pt, while for the body you can have a minimum of 18pt. With these sizes, you can be assured your text will be legible in every situation. Learners will feel comfortable viewing your presentation on laptops, computers, tablets, TVs, and large screens.

**Design**

Simple, yet brilliant design can enhance your message and facilitate communication. So, when you design your slides, try to find balance and remember that less is more. It’s always better to use 3 or a maximum of 4 colors that you know will combine well, instead of an entire palette, and align objects to establish symmetry.

**4. Increase contrast**

Besides the look and size of your font, it is important to take contrast into account to facilitate reading. It’s natural to use dark text on a light background, and vice versa. But if you’re using text on a photo, things can get a little trickier. It’s a good idea to either place a border or cast a shadow around the text to ensure that it’s readable. Or you can place text in one of the PowerPoint shapes.

**5. Use coloring wisely**

Colors are often used to give the slide some ‘flair’ and manage attention. When picking colors, it’s important to keep your audience in mind and define the purpose of the actual presentation. For instance, it’s good to use vibrant colors in a presentation for a primary school. However, if you prepare your presentation for business professionals to deliver it in a formal setting, you’ll need to define your colors according to your target audience.

**6. Select relevant, adequate visuals**

To make your PowerPoint presentations effective, don’t use low-quality visual aid. Make sure you select good quality images that support your message.

**7. Use mock-ups instead of screenshots and diagrams**

To turn the slides into a good PowerPoint presentation, it’s a good idea to combine the diagram, scheme, or screenshot with an image, such as an image of an iPad, laptop, digital projector, or computer.

**8. Present data visually as much as possible**

Whenever your presentation contains a lot of data, it might be easier to communicate this data by using visual formats instead of just using text.

**9. Simplify your tables as much as possible**

Tables are usually crammed with information and numbers. This causes a slide to look crowded and chaotic. In this case, it is important to make the tables as simple as possible. Delete unnecessary outlines, colors, and borders. Again, “keep it simple” and “less is more” are key phrases to keep in mind when designing tables.

**Navigability**

Navigability applies more to the way you deliver slides to the audience and manipulate the playback. However, you need to plan this in advance as well, and pay attention to transitions, notes, animation, and other aspects that will result in an effective slideshow and save you time.

Here are a few essential PowerPoint tips for easy navigation in your presentation slides.

**10. Minimize the variety of transitions in your PowerPoint presentation**

After creating a PowerPoint slide show, people usually conclude that the presentation comes across as boring or static. So, they start to use transitions. Different transitions are then used to ‘breathe life’ into the presentation. However, this is not the way to go. PowerPoint offers the most diverse transitions, which are usually experienced as distracting and unsophisticated. A simple ‘fade’ effect to segue from slide to slide is sufficient.

**11. Rely on Presenter View in PowerPoint**

Presenter View can help you greatly when delivering your presentation to viewers. With this functionality, you don’t have to keep everything in your head or question your own presentation skills. When presenting to the audience with Presenter View activated, you’ll be able to see what’s on the next slide, keep track of the time, use a laser pointer and/or pen, and be able to see your speaker notes.

**12. Provide an outline of the presentation**

Giving an outline at the beginning of your presentation will help you start off on the right foot, especially if it’s long or you deliver it with other speakers. It’s good form to include at least these three types of slides:

• **Welcome slide.** Presenters typically place the title and description of the presentation and their credentials here.

• **Menu slide.** You can place the contents of your presentation here to jump to the needed part quickly when needed (e.g., to refer to a particular idea during a Q&A session).

• **Summary slide.** This will summarize the ideas you’ve presented and will be of great help when you’re wrapping up your presentation.

**Tips for Effective PowerPoint Presentations**

**Fonts**

• Use font size no smaller than 24 point.

• Clearly label each screen. Use a larger font (35-45 points) or different color for the title.

• Avoid italicized fonts as they are difficult to read quickly.

• No more than 6-8 words per line

• For bullet points, use the “6 x 6 Rule.” One thought per line, with no more than 6 words per line and no more than 6 lines per slide

• Use dark text on light background or light text on dark background. However, dark backgrounds sometimes make it difficult for some people to read the text.

• Do not use all caps (except for titles).

• To test the font, stand back six feet from the monitor and see if you can read the slide.

**Graphics and Design**

• Keep the background consistent and subtle.

• Use only enough text when using charts or graphs to explain the concept.

• Clearly label the graphic.

• Keep the design clean and uncluttered. Leave empty space around the text and graphics.

• Use quality clipart and use it sparingly. The graphic should relate to and enhance the topic of the slide.

• Try to use the same style graphics throughout the presentation (e.g., cartoons, photographs)

• Limit the number of graphics on each slide.

• Avoid flashy graphics and noisy animation effects unless they relate directly to the slide.

**Color**

• Limit the number of colors on a single screen.

• Use no more than four colors on one chart.

• Check all colors on a projection screen before the actual presentation. They may project differently than what appears on the monitor.

**General Presentation**

• Check the spelling and grammar.

• Do not read the presentation. Practice the presentation so you can speak from bullet points. The text should be a cue for the presenter rather than a message for the viewer.

• It is often more effective to have bulleted points appear one at a time so the audience listens to the presenter rather than reading the screen.

• Use a wireless mouse, or pick up the wired mouse, so you can move around as you speak.

• If the content is complex, print out the slides so the audience can take notes.

• Do not turn your back on the audience. Try to position the monitor so you can speak from it.

**Dealing Queries; Stage Handling**

Handling questions at a presentation is like making life decisions at the end of it where you have to make a mark before dying. Though you shouldn’t forget the core of your presentation but planning for the question and answer session always helps as this is a fact that every presentation concludes and should conclude with a great question & answer session. This connects you with the audience even better & they value your presentation even more. So choose to prepare well for those unexpected questions. Just follow your instincts, know your audience, plan well and there you go….

Let’s have a look at few more tips to enhance your answering skills & become a pro –

* **All that’s planned well, Ends Well** –Plan the whole presentation by assigning proper time to every section and to the concluding session too. Give your listeners enough time to ask questions and solve them aptly. You are definitely allowed to deny questions that don’t fall under the topic you covered or is out of your niche, humbly.
* **Conquer the Stage Fear**–Run a background check on your own past performances, evaluate your presentations and how you handled those questions then prepare your new subject with a better prepared mind, learn from your past mistakes, rehearse well and then go for it.
* **Announce the time to take Questions**– This is the best practice to clearly tell your audience that once you are done putting all the presentation points in place you will take questions then. This way you buy time for yourself to figure out your audiences’ mind-set & answer their queries more efficiently.
* **Tame the audience to ask question of your interest** – You may also decide upon planning your presentation way beyond perfection. Act smartly, after presentation is done when you are about to announce the Q & A session just select one- two hard core topics which you really are master of and ask your listeners to ask questions only of your interest like, “ How did you find the 4 principles of writing in this presentation, asks questions and I will answer.” This helps you stick to your topic without moving out of the comfort zone to answer 20 odd questions.
* **Handle the most troublesome questions easily** - When some unexpected, difficult questions are dropped on you; don’t panic. Keep calm, think for a while, keep comparing your presentation & asked question, relate to it, and ask to clarify the question to answer better. This will buy you some time to figure out a tentative answer to such difficult questions. A more serious situation arises when you have to handle a difficult questioner, a listener who completely disagrees with your answer. Just answer humbly & thank them for their valued opinion.
* **Ask to Follow-up if you are unable to take all questions**– If there arises a situation where you are unable to answer all the questions coming your way from the audience, just ask them to follow up via email/phone whichever suits your audience and respond to those follow up questions timely. This will help you maintain your credibility as a wonderful speaker who has the overall knowledge of the subject.
* **Control the Q & A session**– While planning for your presentation this step should be on first of your priority list, to take control of the Q & A session that is going to happen in the end. Always keep a check on time, take questions on – “Raise Your Hand and I will Choose whom should I answer” as it will take too much time if you try to respond to all kinds of questions. Take control of your presentation completely, time every portion well and conclude with a wonderful answer.