

# Presentation Techniques

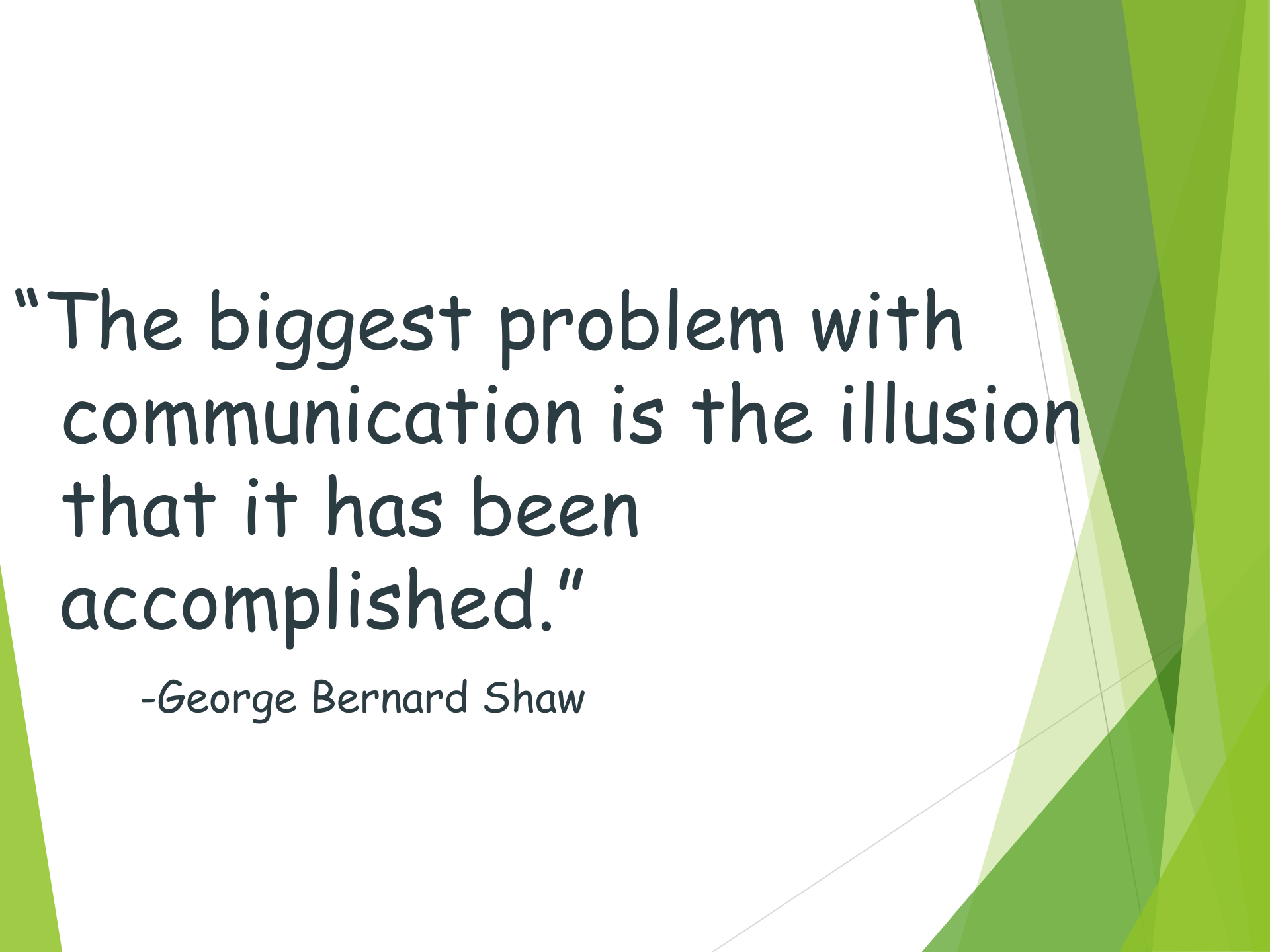
## Communication skills

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While hard work and good ideas are essential to success, your ability to express those ideas and get others to join you is just as important. Much of this verbal expression will be one on one or in small groups, but periodically you will be involved in more formal and public speaking in front of larger numbers. If this thought makes you nervous, you are not alone.

Many speakers lack the skills and confidence to make effective presentations. We have all been victims of speakers who put us to sleep. Despite knowing how ineffective many speakers are, many of us have found that, despite the best intentions, we haven't fared much better. We knew the topic and the ideas were written down, but the presentation still didn't go well. Was it the way you delivered the presentation? Was it because the audience didn't seem interested?

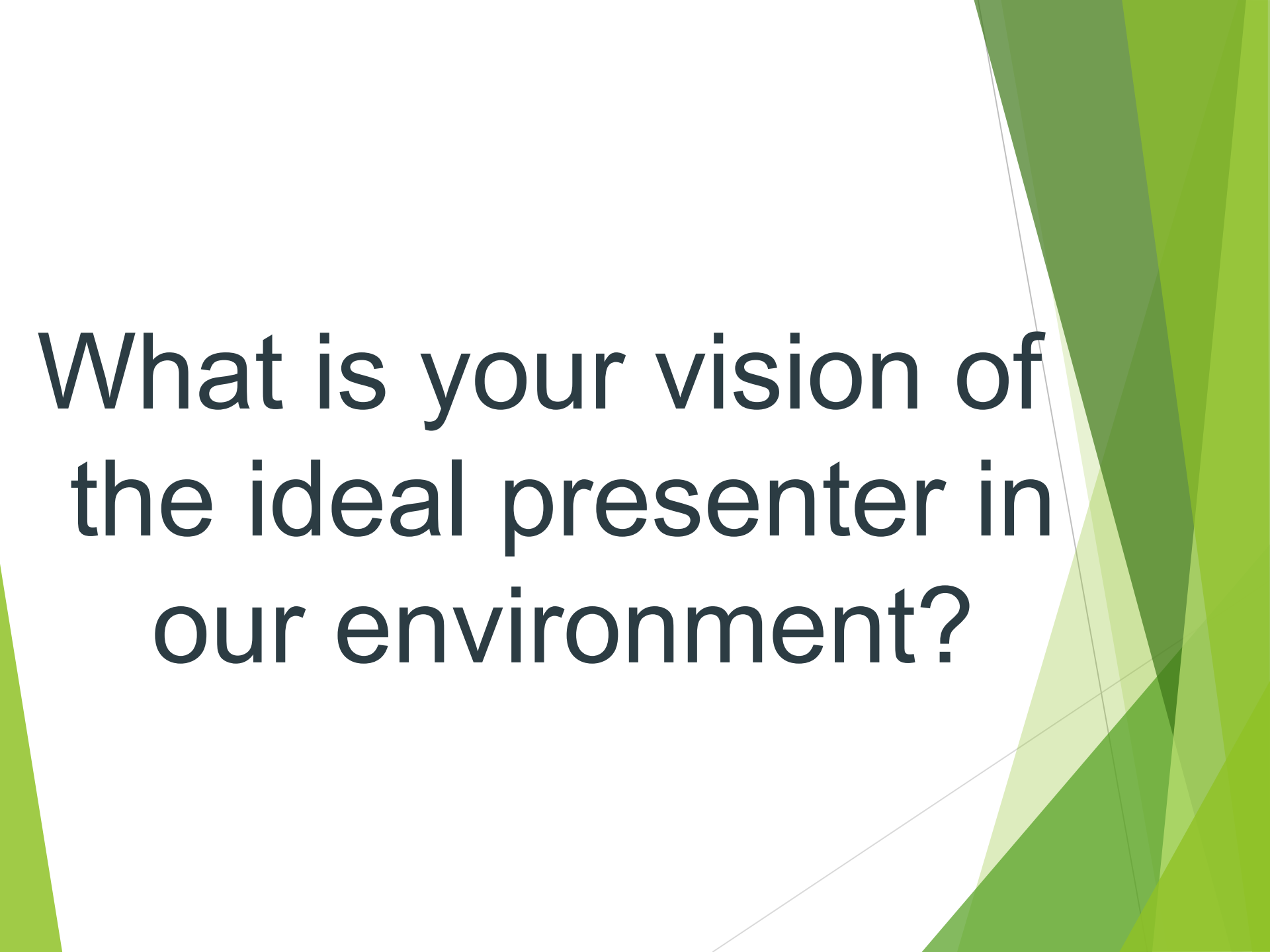


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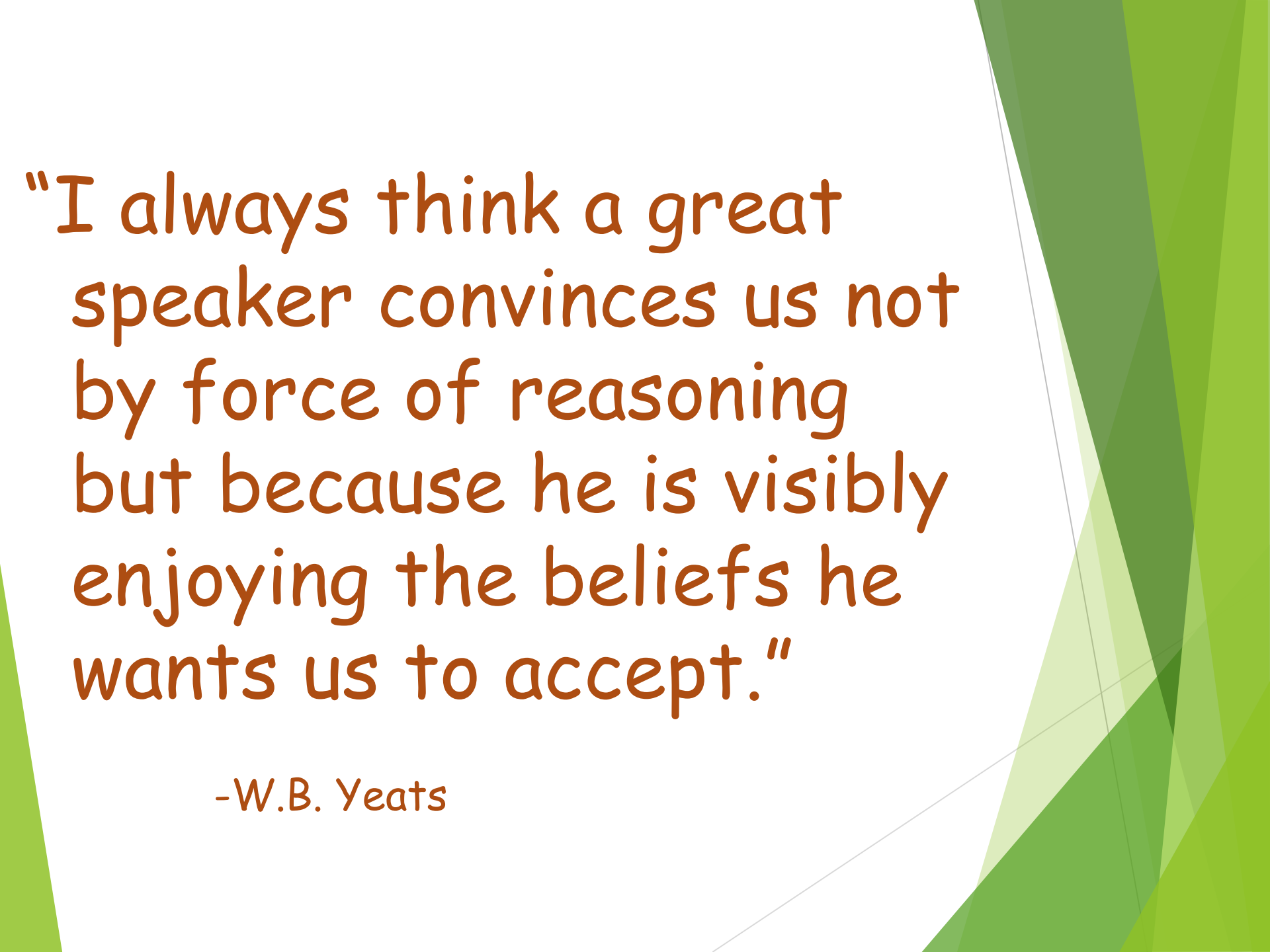
"The biggest problem with communication is the illusion that it has been accomplished."

-George Bernard Shaw

What was wrong  
with that?

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What is your vision of  
the ideal presenter in  
our environment?

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"I always think a great speaker convinces us not by force of reasoning but because he is visibly enjoying the beliefs he wants us to accept."

-W.B. Yeats

# General Competencies

- ▶ Interpersonal Communication
- ▶ Professionalism
- ▶ Practice-Based Learning & Improvement


# Stage Fear

For some people, the thought of giving a presentation is more frightening than falling off a cliff, financial difficulties, snakes and even death.



# Dealing with Stage Fear

- ▶ Audiences are forgiving
- ▶ Nervousness is usually invisible
- ▶ Be yourself
- ▶ Practice deep breathing/ visualization techniques
- ▶ Begin in your comfort zone

- 
- ▶ Check out the room in advance
  - ▶ Concentrate on the message
  - ▶ Begin with a slow, well prepared intro; have a confident and clear conclusion
  - ▶ Be prepared and practice

# Eye Contact

- ▶ Never let them out of your sight.
- ▶ Looking them in the eye makes them feel that they are influencing what you say.
- ▶ Eye contact allows the presentation to approximate conversation—the audience feels much more involved.

# Body Language

## NO-NO's

- ▶ Lean on or grip the podium
- ▶ Rock or sway in place
- ▶ Stand immobile
- ▶ Use a single gesture repeatedly
- ▶ Examine or bite your fingernails

# Body Language

## NO-NO's

- ▶ Cross your arms in front of your chest
- ▶ Use obviously practiced or stilted gestures
- ▶ Chew gum or eat candy
- ▶ Click or tap your pen, pencil or pointer

# Body Language

## NO-NO's

- ▶ Lean into the microphone
- ▶ Shuffle your notes unnecessarily
- ▶ Tighten your tie or otherwise play with your clothing
- ▶ Crack your knuckles
- ▶ Jangle change or key in your pocket

# Voice

- ▶ Voice Intelligibility
  - ▶ Articulation
  - ▶ Pronunciation
  - ▶ Vocalized pauses
  - ▶ Overuse of stock expressions
  - ▶ Substandard grammar
- ▶ Voice Variability
  - ▶ Rate of speech
  - ▶ Volume
  - ▶ Pitch or tone
  - ▶ Emphasis

# Preparing Content

## 3 A's

- ▶ Analyze your **AUDIENCE**.
- ▶ Define what **ACTION** you want them to take.
- ▶ Arrange your **ARGUMENT** to move them.



# Analyze Your Audience

- ▶ What are their names, titles, backgrounds, reasons for attending, etc...?
- ▶ What are their big concerns?
- ▶ What are their objectives, fears, hot buttons, and attitudes?

# Analyze Your Audience

- ▶ What is their perception of you and your institution?
- ▶ What are their questions likely to be?
- ▶ What is personally at stake for them?
- ▶ How much detail do they need?

# Define What Action

- ▶ What action do you want the audience to take?
- ▶ Define it in terms of the audience.
- ▶ What will they feel, believe, and do after hearing your talk?

# Arranging Your Argument

1. Shake hands with the audience.
2. Get to the point.
3. Present your theme.
4. Tell 'Em<sup>3</sup>.
5. Develop your agenda point by point.

# Questions & Answers

"Does anyone have any questions for my answers?"

-Henry Kissinger

# Questions & Answers

- ▶ Beginning of a whole new interactive presentation
- ▶ Opportunity to make a point
- ▶ Most presentations are won or lost here

# Questions & Answers

- ▶ Anticipate lines of questioning
- ▶ Rehearse
- ▶ Don't rank questions
- ▶ Keep answers brief
- ▶ Be honest—don't BS
- ▶ Avoid negative words
- ▶ Don't repeat negative questions
- ▶ Clarify question
- ▶ Defer to experts
- ▶ Move your eyes off questioner
- ▶ If negative, end your response focused on somebody else

# THE RULE

NEVER argue  
with a member of  
the audience.

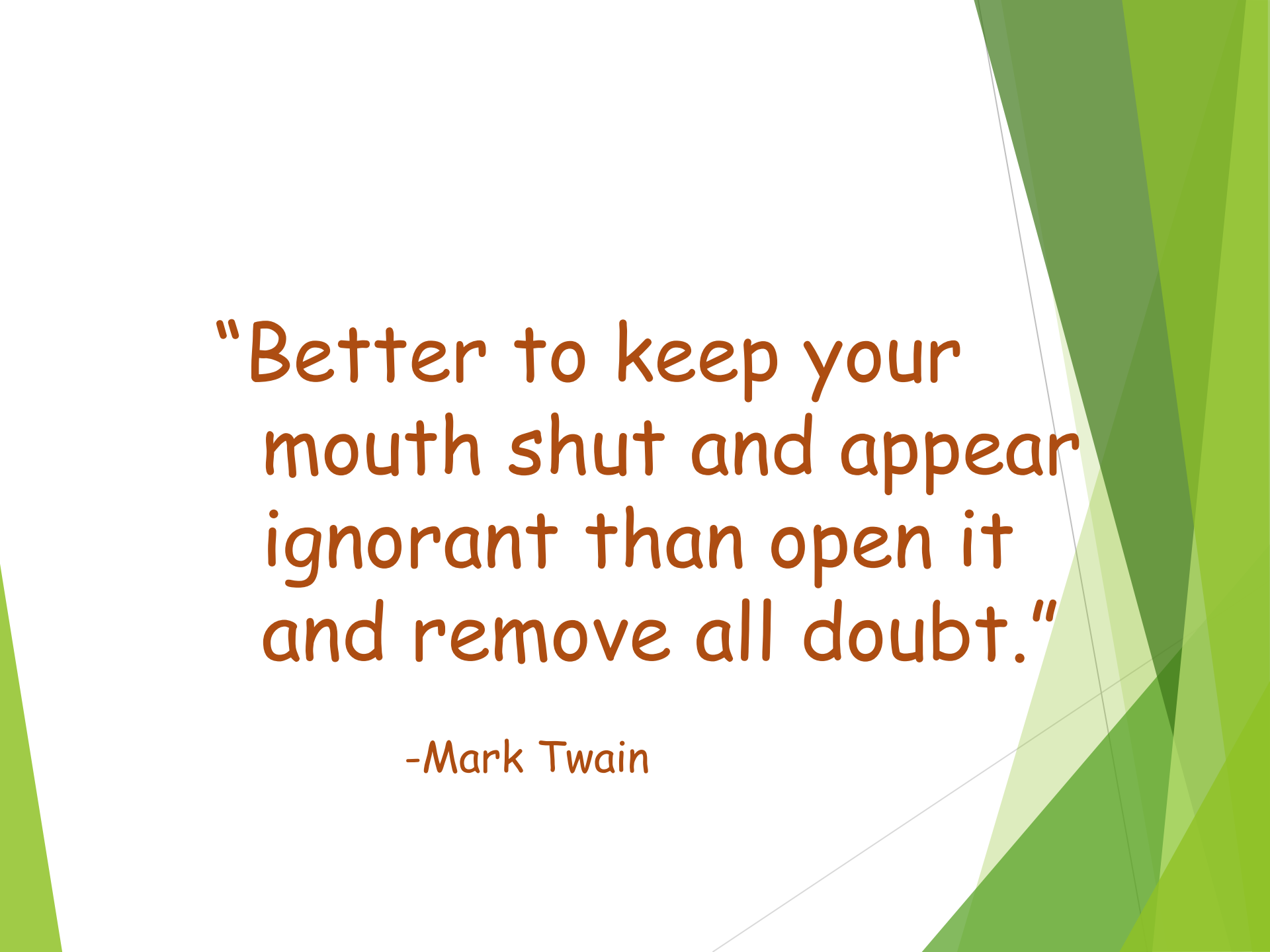


# Instead...

- ▶ Look at the questioner.
- ▶ Remain neutral and attentive.
- ▶ Listen to the whole question.
- ▶ Pause before you respond.
- ▶ Address the questioner, then move your eyes to others.

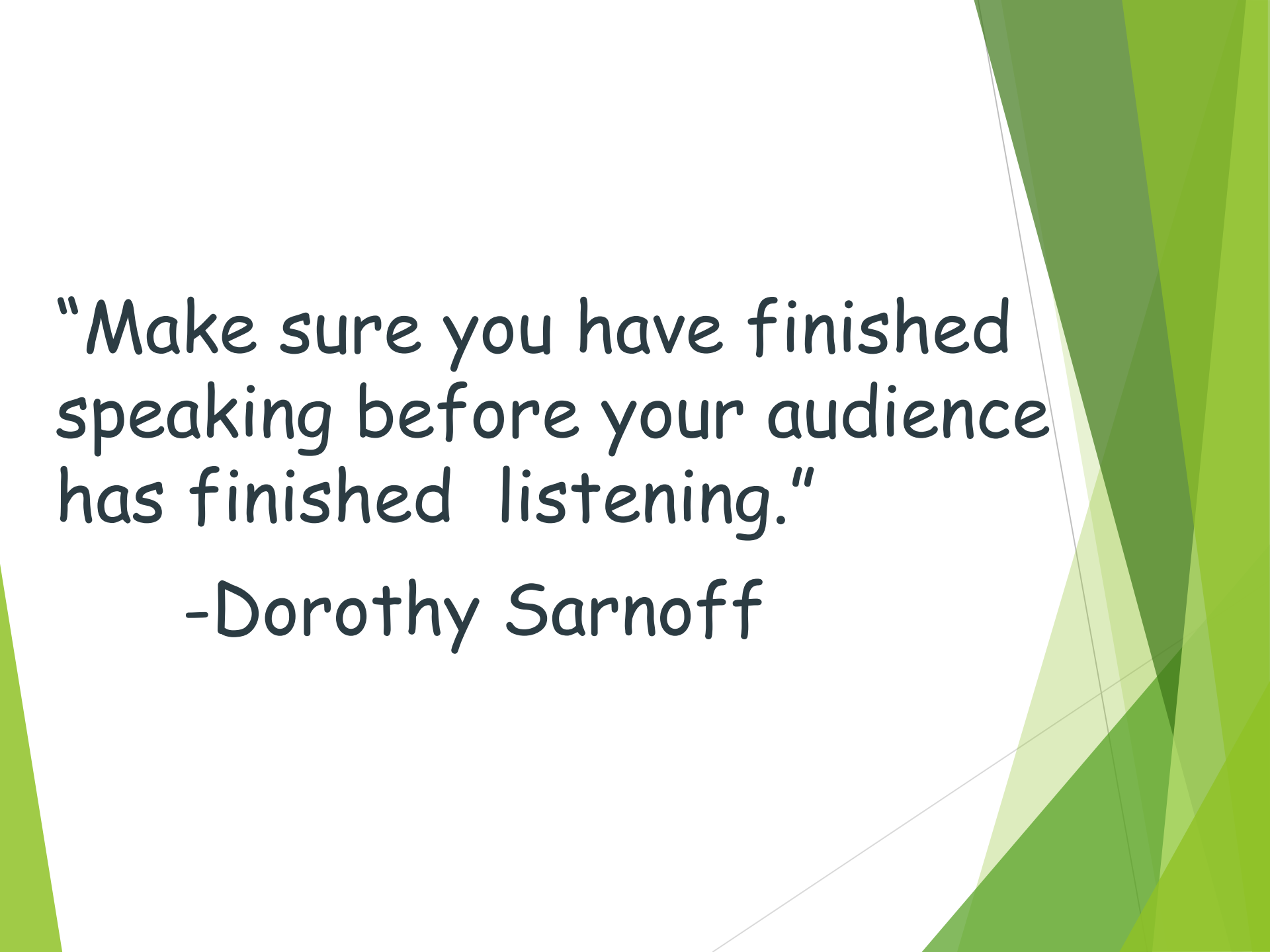
Easy as A B C

“I can’t Answer  
that question  
Because ..., but I  
Can tell you...”

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"Better to keep your  
mouth shut and appear  
ignorant than open it  
and remove all doubt."

-Mark Twain

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"Make sure you have finished speaking before your audience has finished listening."

-Dorothy Sarnoff

# Presentation Techniques



**PRESENTATION SKILLS**

PUBLIC SPEAKING

# Top Presentation Techniques

Use Visual aids and graphs.

Keep it short and sweet.

Use the rule of Three\*.

Rehearse.

Eye Contact.

Video yourself.

Check out the presentation room.

Don't use fussy images as background.

Don't use too much animations.

# Use visual aids

Using pictures in your presentations instead of words can double the chances of meeting your objectives.



# Keep it short and sweet

“No one ever complained of a presentation being too short.”

-Unknown

Whenever presentation is too big it becomes Irritating.

And always speak briefly so that everyone will enjoy your presentation Guaranteed !



# Use the rule of three

A simple technique is that people tend to only remember three things\*. Work out what the three messages that you want to add in presentation.

**Use a maximum of three points on a slide.**

# Rehearse

“Practice makes man **PERFECT**”

Even experts do this than why don't we do practice?



# Eye Contact

In every conversation **eye to eye contacts** plays important role . It shows that we have enough confidence to deliver a powerful presentation



# Video yourself

Set up a video camera and video yourself presenting.

You will see all sorts of mistakes that you are making, from how you are standing, if you are jangling keys, to how well your presentation is structured.



# Check out the presentation room

Arrive early and check out the presentation room.

If you can make sure that you see your slides loaded onto the PC and working on the screen.

Work out where you will need to stand.



# Don't use fussy images as background.

If you will use too dark or too bright colours than people will not even like to see the content displayed...

So use simple and sober things and I'm sure all people will like your presentation .



# Don't use too much animations

If you will use too animations in your presentation most of viewers will not like this because nowadays peoples are became smarter and now they don't like this types of things.



# Conclusion

At end I would like to say that make your presentation smaller and powerful, Simple and sober.

And also we should not copy the whole presentation from any source as we cant gain anything from it.