



Presentation Skills

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Research & Technical Presentation

PGU-14032



Today

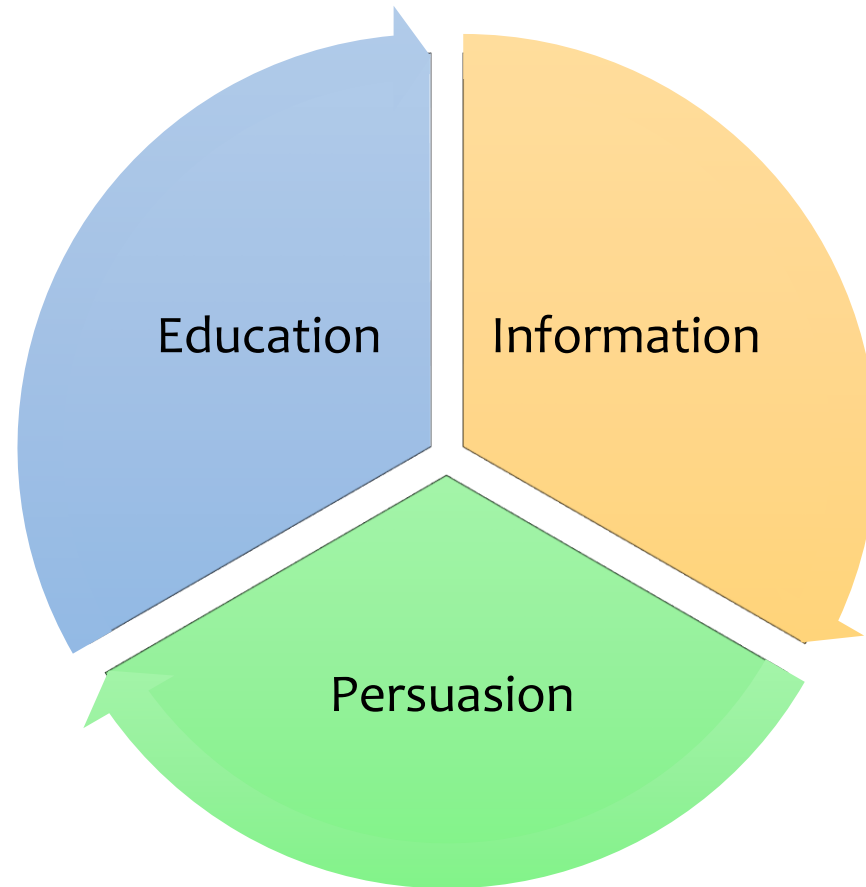
- Basics of Presentation
- Three Stages of Presentation
- Dos and Don'ts

About Presentation

- Means of communication adapted to various speaking situations
- Way of communicating your thoughts and ideas to an audience
- Examples:
 - Briefing a team
 - Addressing a meeting
 - Talking to a group
 - Making a speech
 - Getting points across in a video conference

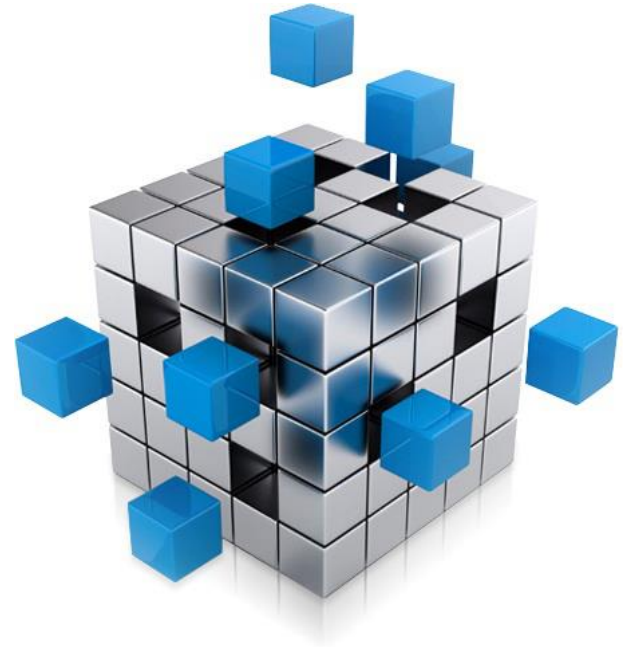


Purpose



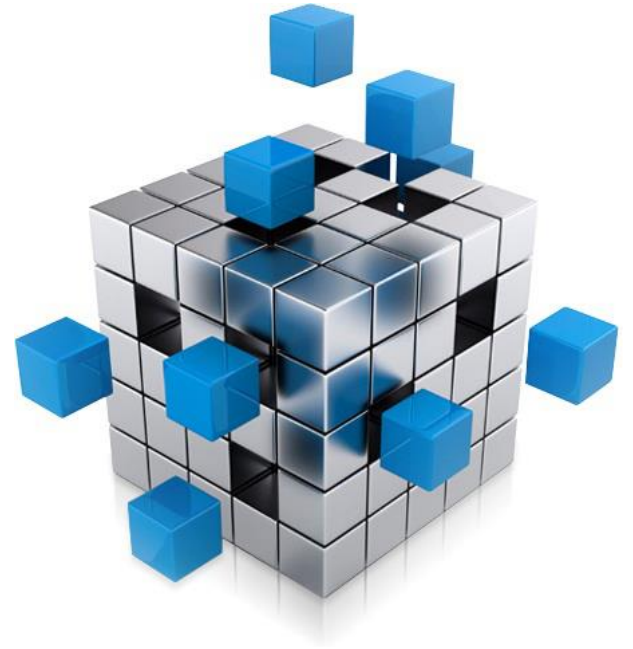
Key Elements [1/2]

- Context
 - Place
 - Familiarity
 - Audience
 - Equipment
- Presenter
 - Knowledge
 - Experience
- Audience
 - Knowledge
 - Experience

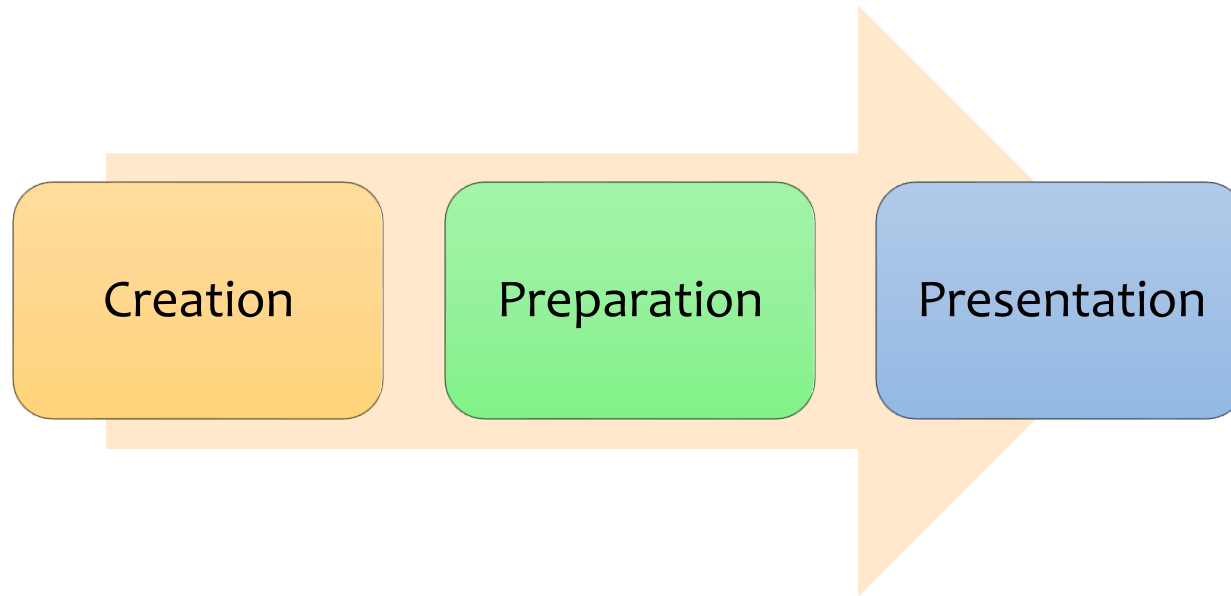


Key Elements [2/2]

- Reaction
 - Audience feedback
 - Audience approval
- Delivery Method
 - Video conference sessions/Skype
 - Direct/face to face interaction with audience

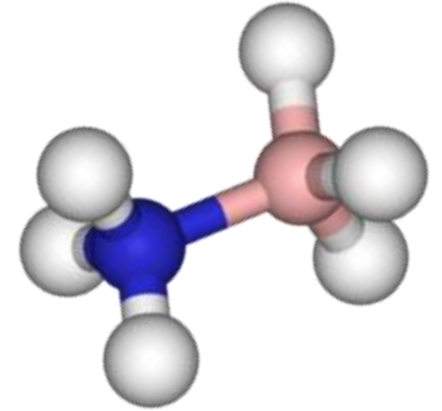


Three Stage Process



Three Stage Process: Stage 1 – Creation

- Tends to be overlooked by many but is crucial
 1. Selecting a topic
 2. Setting clear objectives & specific goals
 3. Conducting research
 4. Audience analysis
 5. Creating an outline
 6. Using a presentation tool (e.g., MS PowerPoint, Prezi, etc.)
 7. Inserting content
 8. Using appropriate media
 9. Prepare additional material
 10. Confirmation process



Three Stage Process: Stage 2 – Preparation

- Rehearsals
- Sleep
- Dress for the occasion
- Arrive early



Three Stage Process:

Stage 3 – Presentation [1/4]

- At the beginning of the presentation, apply an **‘attention getter’**
 - Relevant Anecdote
 - Rhetorical Question (no answer required, just thought provoking)
 - Startling Statistics: E.g., *“A recent poll by Gallup showed that 70% of U.S. employees are not engaged at work.”*
 - Analogy: E.g., *“Good communication is like a good design.”*
 - Humor (relevant)
 - Gimmick (trick intended to attract attention)

Three Stage Process:

Stage 3 – Presentation [2/4]

- Introduce self, title, background (if necessary)
- Setting the theme, i.e., involve the audience
- Specify agenda/outline



Three Stage Process:

Stage 3 – Presentation [3/4]

- Use the PowerPoint slides as guide and involve the audience
- Start presentation on time
- Have confidence
- Develop eye contact



Three Stage Process:

Stage 3 – Presentation [4/4]

- Body Movements: Gestures
- Voice: Effective Pitch
- Poise (balance): Standing/ Sitting
- Handling Questions
- Reminders



Tips: Dos and Don'ts

- Keep slides clean and simple
- Keeping 1/3rd of a slide clear is a good idea
- Add effective content
- Format appropriately
- Add consistent title and text placements
- Label charts and tables



Too much Text (Don't)

- *“This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. In short, your audience will spend too much time trying to read this paragraph instead of listening to you. Eventually it will make your slide wordy and boring. You will lose your audience’s attention before you even reach the end of your... ..”*

Text Tips [1/2]

- Text slides should be brief
- No more than eight words per line
- No more than eight lines per slide
- Fewer words will force an explanation rather than reading slide word for word

Text Tips [2/2]

- Titles should be 36-40 point

- Title (40 points)

- Body text should be around 24 points

- Body Text (24 points)

- Use sans serif font such as Arial

She sells seashells

Serif font

She sells seashells

Sans Serif font

Spellings and Grammar

- Avoid spelling and grammar mistakes
- Proof-read your slides carefully for:
 - Spelling mistakes
 - The use of repeated words
 - Grammatical errors you might have made
- Do try to have someone else check your presentation

Font Analysis

- Font and Transition
 - If you use small font your audience wont be able to read from the slide
- **CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ.**
- Don't use *complicated/ distracting* transitions.
- **Don't use a complicated font.** Stick to sans serif fonts (without twiddles) like Arial, veranda and Tahoma.

Avoid Excessive Bullet Points

- Avoid
- Excessive
- Bullet
- Pointing
- Only
- Bullets
- Points
- Key
- Points
- Too many
- Bullet Points
- And
- Your Key
- Messages
- Will
- Not
- Stand out
- In fact the
- Term
- Bullet Point
- Comes
- From
- People
- Firing
- Guns At
- Annoying
- Presenters

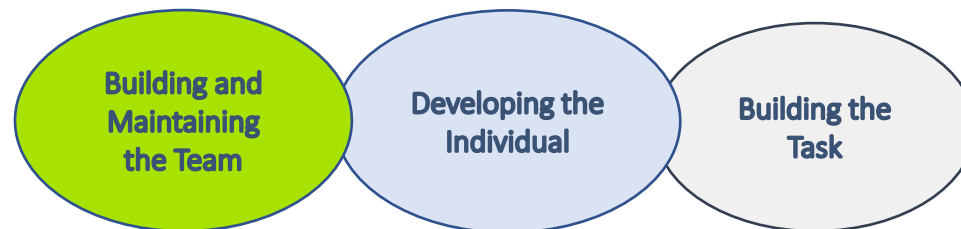
Background and Colors

- Which of the following is most readable?
- Why?

Dark Background with light text
Light Background with light text
Dark Background with Dark text
Light Background with dark text

References

- Reference in the same way as you would in a written assignment
- **Citation:** *“Freeloading means individuals, believing that their contributions will not be valued. Contribute less effort to achieving goals when working in a group than if they were working alone. (Kerr, 1983)”*
- **Direct Quoting:** *“Most effective speakers are flexible, able to adapt the manner of their speaking to the particular context” (Stott, et al., 2001:3)”*
- **Diagrams and Images:** *Adair’s (1987), Interlocking; Needs of a Team*



Some More Key Tips



- Be clear about the purpose of your presentation
- Rehearse well, maintain eye contact, be comfortable
- Follow the tips & tricks of a presentation tool
- Provide appropriate amount of information in time allocated
- Answer the questions confidently at the end of presentation

Anxiety

- Worry about future events
- Fear of the unknown or loss of control
- Fight or flight mode
- No backup plan
- No enthusiasm for subject



Fear

- Worry about the current event
- Feared more than death
- The facts: Shaky hands, blushing cheeks, memory loss, nausea, and knocking knees



Planning Your Presentation [1/2]

- Set a purpose
- Audience analysis
 - Demographics
 - Knowledge
 - Motivation level
- Space
 - Seats?
 - Arrangements
 - A/V aids



Planning Your Presentation [2/2]

- Date and time
- Management
- Evidence
- Outline
 - Main points
 - Keywords reminders
 - Conversational flow
 - Flexibility



Selecting the Effective Visual Aids

- Enhance understanding
- Add variety
- Support claims
- Lasting impact



Visual Aids Should

- Supplement presentation
- Outline of main points
- Serve audience's needs, not speaker's
- Simple and clear



Purpose of Visual Aids [1/2]

- To support your ideas and improve audience comprehension of your presentation.
- To add variety to your presentation by giving the audience a break from listening and letting to see something.
- To help illustrate complex ideas or concepts and help in reinforcing your ideas.
- To support your spoken delivery in the form of:
 - Film clips
 - Pictures
 - Graphics
 - Animations, etc.

Purpose of Visual Aids [2/2]

- Images and diagrams can take less time for explaining a concept compared with words.
- Visual stimuli combined with your oral delivery also make the presentation more memorable.

Visual Aids: Examples

- Presentation Tool (MS PowerPoint, etc.)
- Overhead Projector
- Graphs/Charts
- Pictures
- Films/Video
- Flip Charts
- Sketches
- Posters



Presentation Tool: MS PowerPoint

- A versatile presentation tool
- Predefined presentation formats
- Variety of layouts and views
- The ability to edit and modify
- Create text
- Charts and graphics
- Incorporate objects like clip art, images, audio & video, etc.
- Create special effects and slide transitions



PowerPoint as a Visual Aid

- Less slides
- Visible font size and style
- Use bullet points and short sentences
- Use of art to convey your message
- Labelling charts and graphs appropriately
- Choose an appealing, consistent template/theme (keeping focus on the content)
- High contrast between background color and text color



Preparing a PowerPoint Presentation

- Add title and subtitle
- Adding points in each slide
- Adding charts, graphs and diagrams
- Saving the presentation



PowerPoint



Info

New

Open

Save

Save As

Print

Share

Export

Close

Account

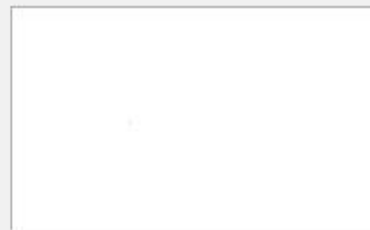
Feedback

Options

New



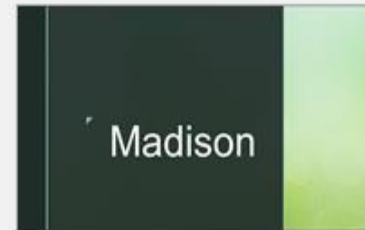
Suggested searches: Presentations Business Industry Education Labels Personal Animation



Blank Presentation



Welcome to PowerPoint



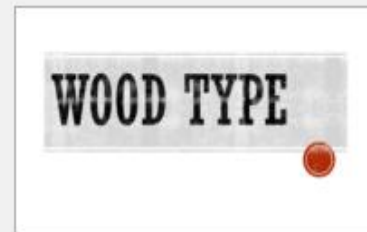
Madison



Atlas



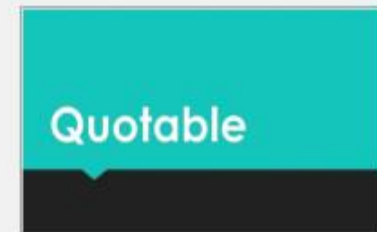
Parcel



Wood Type



Ion Boardroom



Quotable



Celestial



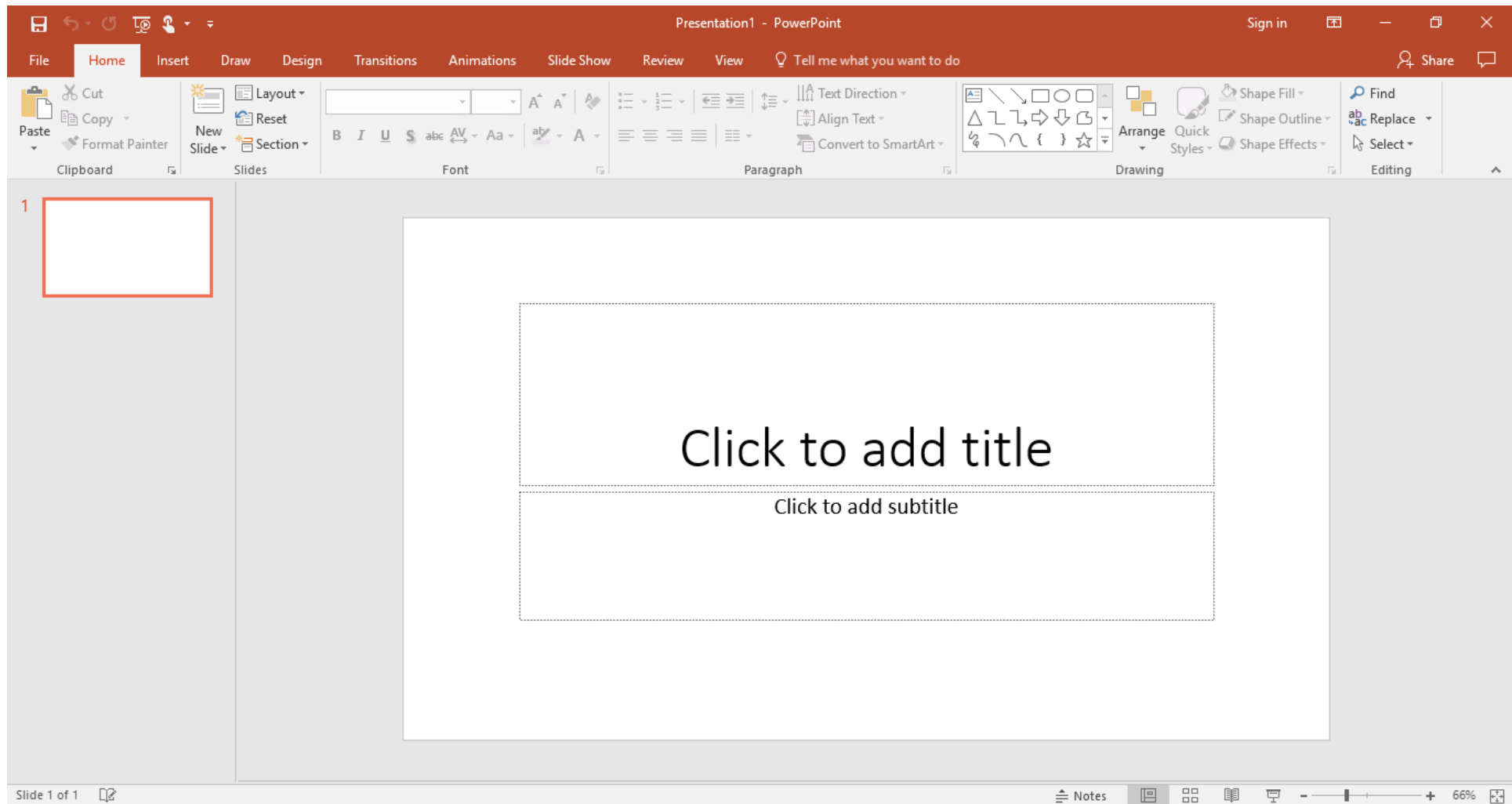
Savon



Crop



Circuit



Points to Remember for Presentation [1/2]

- Show up early and verify that your equipment works properly.
- Don't assume that your presentation will work fine on another computer.
- Turn your screen saver off.
- Check all colors on a projection screen before giving the actual presentation.
- Ask your audience to hold questions until the end.

Points to Remember for Presentation [2/2]

- Do not read the presentation.
- Stay on time.
- Monitor your audience's behavior.
- Avoid moving the pointer unconsciously.

Incase of Using a Visual Aid

- Be careful not to stand in front and obscure the view of your audience
- Avoid reading from the large projector screen
- Try making brief notes on index cards
- Interact with the information on your visual aids (pointing to specific points or part of diagrams)

Contingency Plan

- There is always a risk of some technical problem therefore make sure to have your presentation saved in a memory stick (USB/flash drive), E-mail, etc.
- In case of displaying a website or a web page, have some saved screen shots.
- Ensure the availability of software and hardware.
 - Speakers
 - Access to internet
 - Multimedia software
- Presentations created on Apple machine may/may not be compatible with the others.

Tips

- Plan your presentation before creating visual aids
- Use visual aids sparingly (not the sum and substance)
- Make them visible to the entire audience
- Talk to the audience, not to the aid
- Minimum use of laser pointers
- Explain the content of the aid when you first show it
- When you finish with the aid, remove it, cover it, or turn it off (**Key-B**)
- Limit the amount of material on any one aid
- Be prepared to give your presentation without your visual aids
- Taking hard copy of slides

Verbal Communication Strategies [1/2]

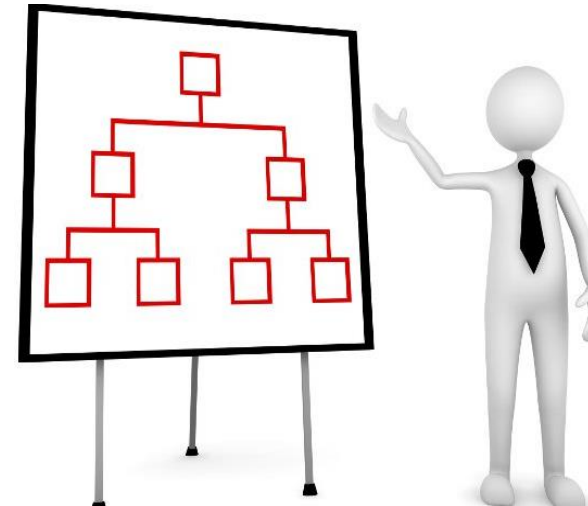
- Read more
- Think of using less words
- Prepare (for the expected / unexpected)
- Listen effectively and show interest to build rapport (note taking)
- Be honest
- Get to the point
- 7 Cs of communication
- You-attitude

Verbal Communication Strategies [2/2]

- Keep your language gender-neutral
- 2-3 minutes on each slide
- Sit in others' presentation (becoming aware of the space and audience)

Starting Your Talk

- During the introduction you need to achieve the following aims:
 - Gain attention
 - Attract interest
 - Create desire
 - Stimulate action



Time to Greet Your Audience

- *“Good morning, ladies and gentlemen!”*
- *“Welcome to my presentation!”*
- *“It’s very nice to see you all here today.”*
- *“Can we get started?”*
- *“Let me say just a few words about my background...”*

Making an Effective Opening

- There are several ways how to attract the audience right from the beginning. Think of one of the following techniques to introduce your talk:
 - Give them a problem to think about (Suppose you... Why is it that...)
 - Give them some amazing facts (Did you know that...?)
 - Give them a story or a personal anecdote (stories always attract attention)
 - Use a citation (if you want to start on a more philosophical note)
 - Make a funny remark (but be careful with humour, not all jokes work well)



Effective Opening: Useful Phrases

- *“What I want to do this morning is to...”*
- *“My talk will take about 30 minutes.”*
- *“During my presentation, I’m going to be focusing on four main areas.”*
- *“I’ll be giving out copies of my transparencies at the end.”*
- *“If you have any questions, or comments you’d like to make, please don’t hesitate to stop me.”*

Signposting

- I will start with...
- Then...
- After that...
- Finally

Ending Your Talk

- Don't just end up abruptly without giving a conclusion.
- The purpose of the conclusion is to **“tell the people what you have told them”**.
- Follow this scheme:
 - Summarise facts
 - Give recommendations
 - Give proposals
 -  Thank the audience
 -  Invite questions

Ending Your Talk: Useful Phrases

- Wrapping up
 - *“This brings me to the end of my presentation.”*
 - *“Let me just run over the key points again...”*
 - *“To sum up briefly...”*
 - *“To conclude...”*
 - *“As we’ve seen...”*
 - *“So, my recommendation is...”*
 - *“I would welcome any suggestions.”*
- Thanking the audience and inviting questions
 - *“Thank you for your attention and if you have any questions, I’ll be pleased to answer them.”*
 - *“Now, I’ll be happy to answer if you have any questions.”*
 - *“Are there any questions you’d like to ask?”*

Point to Ponder

- According to the social anthropologist, **Edward T. Hall**, in a normal conversation between two persons, less than **35%** of the social meanings is actually transmitted by words. So, at least **65%** of it is conveyed through the body.

Para-Verbal Communication

- Messages that we transmit through the tone, pitch, and pacing of our voices (rise and fall without monotony).
- It is **how** we say something, not **what** we say.
- Examples
 - **He** didn't say you were absent
 - He **didn't** say you were absent
 - He didn't **say** you were absent
 - He didn't say **you** were absent
 - He didn't say you **were** absent
 - He didn't say you were **absent**

Non-Verbal Strategies in a Presentation [1/3]

- Conscious/unconscious behavior
- Dressing (hair + shoes as well)
- Eye contact (continuously looking downward indicates secrecy)
- Facial expression: happiness, sadness, anger, surprise, fear, etc.
- Don't frown, rather smile
- Proximity and space (walk around)
- Avoid slouching posture (hunched), stand straight (tall and erect)
- Avoid sighing repetitively
- Speak softly and calmly
- Pertinent pauses

Non-Verbal Strategies in a Presentation [2/3]

- No finger pointing
- Active nodding
- Read the body language of the audience

Non-Verbal Strategies in a Presentation [3/3]

NONVERBAL BEHAVIOR	INTERPRETATION
Brisk, erect walk	Confidence
Standing with hands on hips	Readiness, aggression
Sitting with legs crossed, foot kicking slightly	Boredom
Sitting, legs apart	Open, relaxed
Arms crossed on chest	Defensiveness
Walking with hands in pockets, shoulders hunched	Dejection

How to Overcome Nervousness? [1/3]

- Nervousness occurs in the form of sweaty palms
 - Accelerated heart rate
 - Memory loss, and
 - Even difficulty in breathing
- Prior Proper Preparation Prevents Poor Performance
- Prepare for **Victory** or Prepare for **Failure**

How to Overcome Nervousness? [2/3]

- Gain experience
- Control emotions
- Eye contact
- Know the room (seat, podium, microphone)
- Know the audience
- Know your material
- Relax (inhale and exhale slowly)
- Visualize yourself speaking

How to Overcome Nervousness? [3/3]

- Realize people want you to succeed
- No need to point out that you are nervous
- Focus on the message
- Turn adrenaline into a positive energy
- Forgive yourself for minor mistakes

Feedback of a Bad Presentation

- Speaker was nervous
- Speaker was disorganised
- Speaker never looked at me
- Speaker had bad accent
- Speaker did not sound enthusiastic
- Speaker was monotonous
- Visuals were bad
- I was irritated by his/her clothing
- Speaker was speaking too softly
- Speech was confused; I didn't know what se/she was trying to tell me

References

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