

UCD HR Training & Development Top Tips

PRESENTATION SKILLS

1. **Establish the Purpose of your Presentation:** Ask yourself; what type of presentation is it? Am I trying to inform, influence or teach something new? How much detail do I need? How much does my audience know already?
2. **Key communication considerations for the Presenter:** When presenting you should always consider the following; your 'Knowledge' of the subject matter, Awareness of your Audience, and your Personal Delivery skills.
3. **Engage your Audience:** Remember to stimulate both sides of the brain. Present the information (left brain) in a creative and energetic way (right brain)!
4. **Remember SHE:** Your audience will remember information when you draw on the three senses of Sight – Hearing – Emotion (SHE).
5. **Remember the 7%-38%-55% rule:** This represents the 'impact' of face-to-face communication; meaning 7% of impact is in the words we use, where as 38% is in the tone of your voice, with 55% of the impact of face-to-face communication being in your body language.
6. **Preparing your Presentation: Remember the 5 W's.** **Why?** – identify and ensure you understand the objective of the presentation. **Who?** – Who are your audience? Know their background, level of experience or knowledge of your subject, their expectation of the presentation and possibly their frame of mind to the subject matter. **Where?** Are you familiar with the layout of the room and the equipment? **When?** Try and arrange the presentation around a time that suits your energy levels. If not, ensure your presentation takes into account the often low energy levels of your audience immediately after lunch, or the slot coming towards the end of the day. Finally **What?** – Follow **TRAILS** when structuring your information.
7. **Have a BME: Beginning** – have an opening hook, outline objective and content and provide signposting. **Middle** – Your input, allow for questions if time allows and don't forget the signposting. **End** – Review what you have presented, provide an action plan or next steps, allow for questions, close with a hook.
8. **Getting your message across: Don't let visual aids be the presentation** – you, the presenter, should be what your audience is engaged with. Visual aids should only be used to enhance your presentation, not be the presentation itself. Your audience could have read the slides themselves.
9. **Remember when using visual aids:** Avoid plain black and white slides. Don't cram too much text onto one slide. Use bullet points to avoid both you and your audience having to read a script. Don't always have all the bullets on the screen at the same time, bring them in separately. Ensure the font is large enough to read (even from the back of the room).
10. **Audience retaining your message:** Your audience will retain (after three days), about 10% of what they hear from on 'oral only' presentation, 35% of a 'visual only' presentation, but will retain 65% from a 'combined' visual and oral presentation.
11. **Personal Delivery Skills: Voice – RSVP (P).** Repeat, Speed, Volume, Pitch and Pause.
12. **Remember:** Body language, Gestures, Stance, Eye Contact, Facial Expression, Mannerisms.
13. **Be as natural as possible:** Have relaxed facial expression and body language. Show a sense of humour, without having to resort to 'staged' jokes.
14. **Remember to practice Listening Skills:** Look at the person asking the question, Ask for clarification, be aware of your non-verbal listening responses.
15. **Managing Questions:** Yes, you can prepare for questions by anticipating what type of questions might arise from the subject matter of your presentation and preparing answers around that.
16. **When do you take questions?** Always allow time at the end of your presentation, but taking questions during, if time permits, engages the audience and also allows you to gauge if the audience understand and have enthusiasm for your subject.
17. **Remember the various question types** – Open, Specific, Probing, Closed, Hypothetical, Reflective

18. **Manage the 'Challenging' members of your audience:** Mr/Mrs 'I love to talk, The Cynic and the Whisperers. Remember the tips to handle them confidently without alienating anyone.