



PRESENTATION SKILLS

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Outlines

- ❑ Assessing your skills
- ❑ Planning your presentation
- ❑ Slides and other visual aids
- ❑ New technology for presentation
- ❑ Preparing your presentation
- ❑ Delivering your presentation with energy and composure



Assessing your skills

- Evaluate yourself
 - Avoider - does everything possible to escape
 - Resister - has fear when asked to speak
 - Acceptor- does not seek opportunities
 - Seeker- looks for opportunities



Assessing...

- Dealing with anxiety
- Reducing anxiety

Anxiety is natural
that exists any time
we are placed
under pressure.

Organize
Visualize
Practice

Breathe
Focus on relaxing
Release tension
Move
Eye contact



Planning your presentation

- Personal appearance
 - ▣ Dress-up - avoid excess
 - ▣ You should be the focus not your dress-up.
 - ▣ Male-female differences, does it mark?

- ▣ And this?





Preparing presentation

Step 1: Analyzing your audience

- ▣ Needs
- ▣ Attitude
- ▣ Knowledge level
- ▣ Environment
- ▣ Demographic information



Preparing...

Step 2: Develop position- action-benefit

Position (Background)- This is the sentence that tells the audience what you personally think about the topic.

Action (Explanation) - This is simply a statement of what you like your audience to do, to believe, or to understand.

Benefit (Conclusion)- This tells the audience what is in it for them if they do what you ask.



Preparing...

Step 3: Brainstorm main ideas

- ▣ Limit your ideas to a few number

Step 4: State your sub-points

Step 5: Develop introduction and conclusion

Getting started...

Anecdote
Humour
Question
Shocking statement
Quotation





Preparing...

Step 6: Formulate the main idea preview/review sentence

- ▣ Tell them what you are going to tell them
- ▣ Tell them
- ▣ Tell them what you told them

Sequence

1. Introduction (PAB)
2. Preview sentence (tell them what you are going to tell)
3. Main ideas and sub-ideas (tell them)
4. Review sentence (tell them what you told them)
5. Conclusion (PAB)



Preparing...

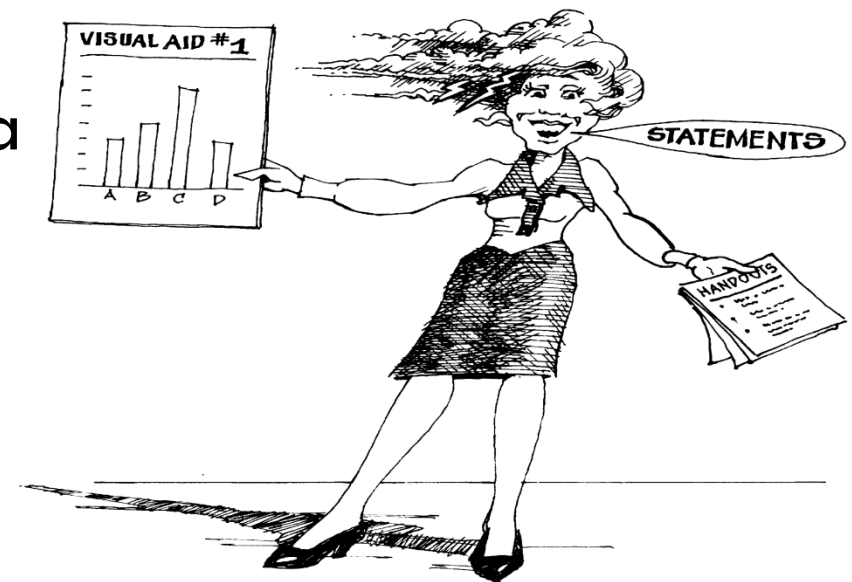
Step 7: Develop slides or other visual aids

Step 8: Develop handouts



Slides and other visual aids

- Developing and using visual aids





Slides...

Use slides and visuals when you need to:

1. Focus the audience's attention.
2. Reinforce your verbal message
3. Simulate interest
4. Illustrate factors that are hard to visualize

Do not use slides or visuals to:

1. Impress your audience with overwhelming detail or animation.
2. Avoid interaction with your audience.
3. Make more than one point per slide.
4. Present simple ideas that are easily started orally.



Slides...

Planning successful slides and visuals

- ▣ Use slides sparingly - one slide for every 2 mins
- ▣ Make slides pictorial
- ▣ One key point per slide
- ▣ Make text and number legible - font size (20 pt)
- ▣ Use colour carefully - 3 or 4 colour



Slides...

Planning...

- ❑ Making visuals big enough to see
- ❑ Graph data
- ❑ Make pictures and diagrams easy to use
- ❑ Avoid unnecessary slides
- ❑ Use builds and animation very sparingly



Content guidelines...

- Number charts - 25 to 35 number per slide



Put raw data
into the handout
material or on
backup slides.



Content...

- Text charts - 5 x 5



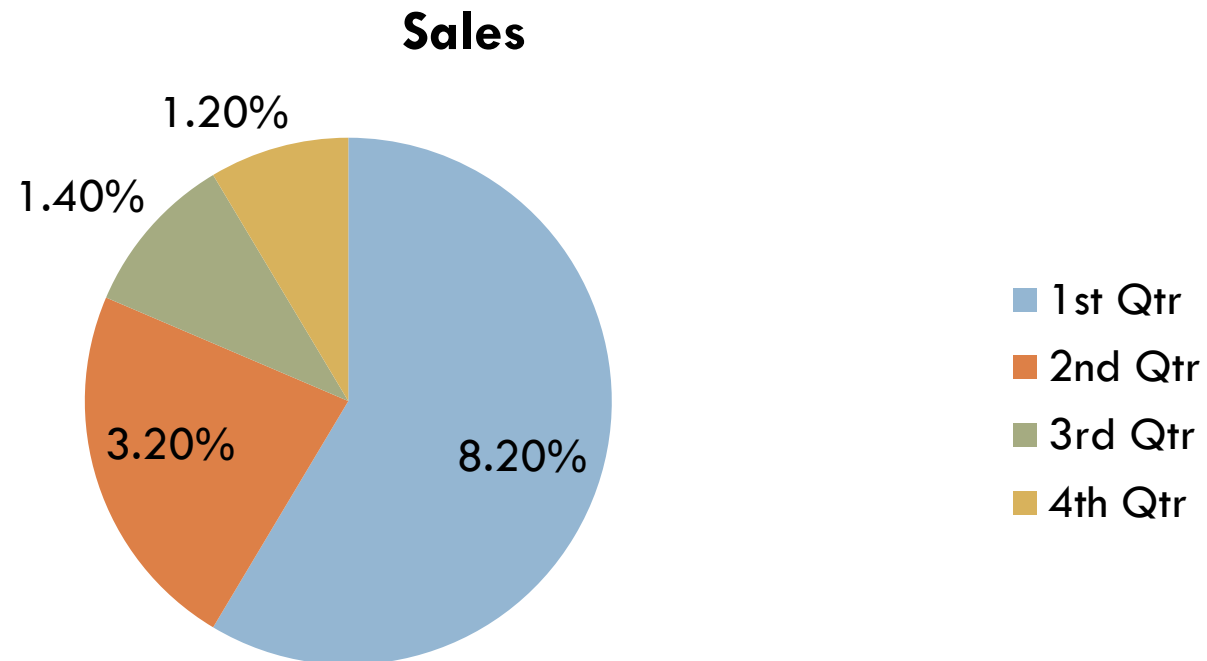
Avoid long
sentence and
detail.



Content...

Types of charts and graphs

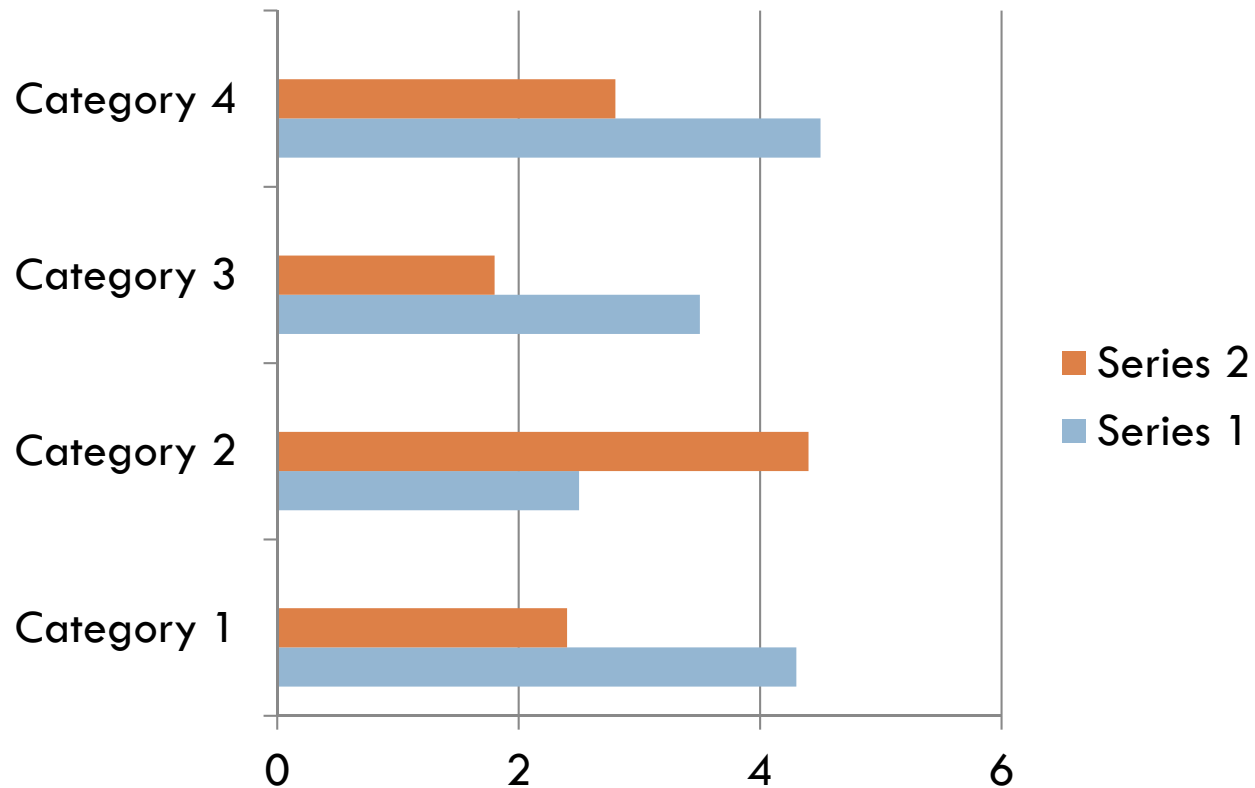
- Percent - pie-chart or map chart





Content...

□ Parts- bar or column charts





Content...

- Time - column or line charts
- Frequency
- Correlation



KISS

Keep It Short and Simple!
Do not overload.



Content...

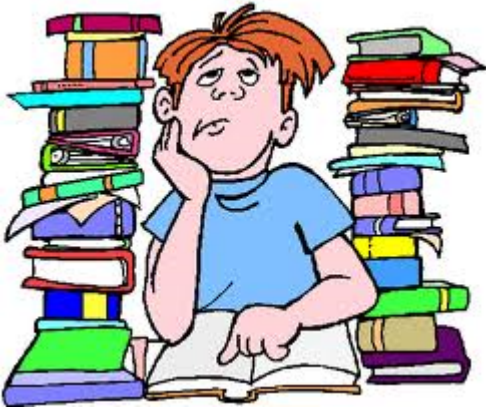
Using colour





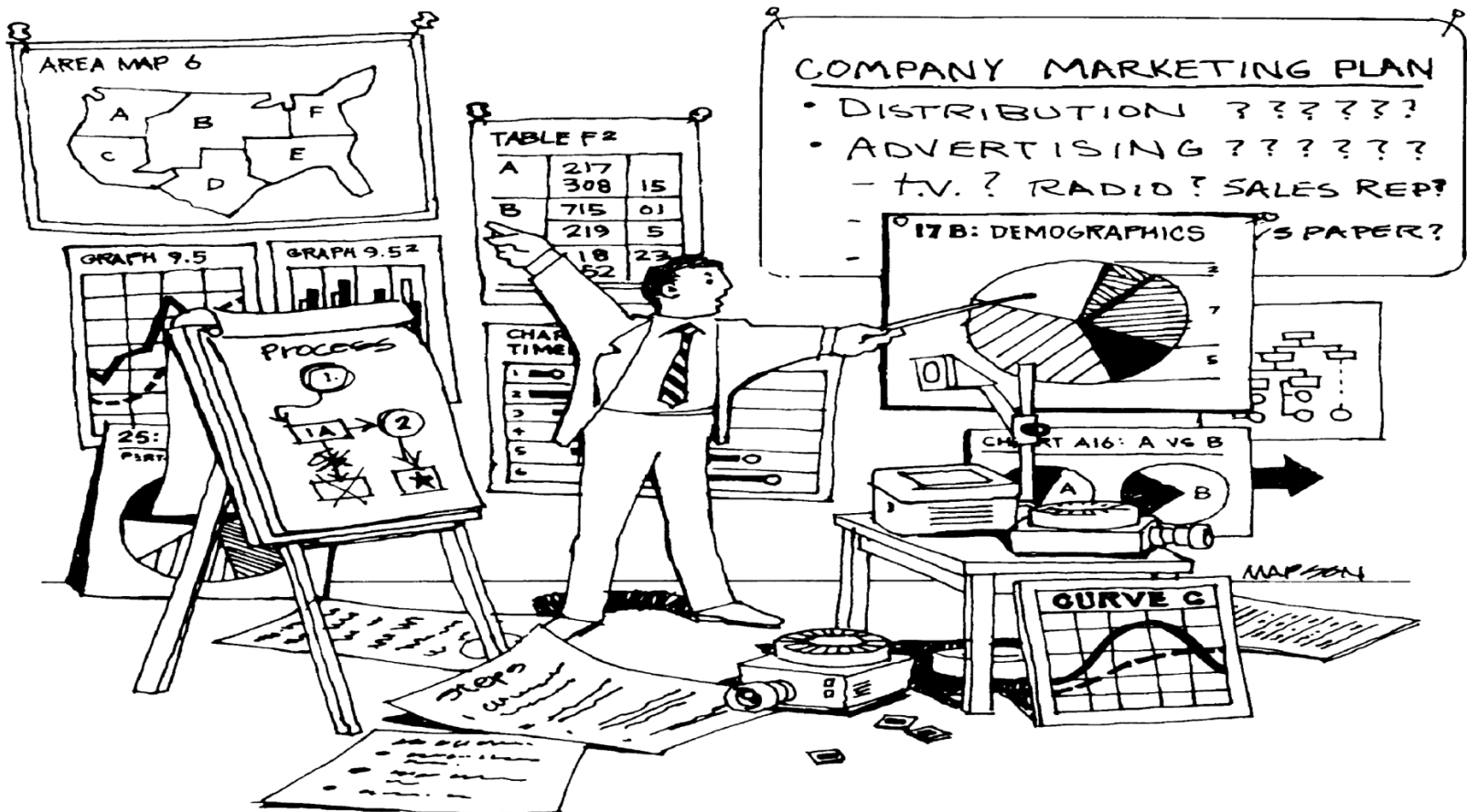
New technology for presentations

- Using presentation software
 - ▣ When slides help
 - ▣ When they do not



Slides are not messenger (you are). Slides are just a communication aid.

Preparing presentation





Preparing...

Controlling the presentation environment

Check, are ready?

- ❑ Computer hardware and software
- ❑ Overhead projector
- ❑ Flip chart
- ❑ Handouts
- ❑ Microphones
- ❑ Lighting
- ❑ Seating arrangement



Delivering your presentation with energy and composure

□ Engaging your audience



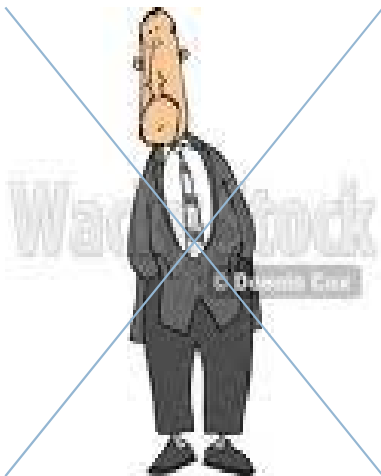
It's not just what you say, but how you say!



Delivering...

Putting energy to work

- ▣ Movement
- ▣ Gestures



Do not!!!

Keep hands in your pocket!
Keep hands "handcuffed" behind
your back.

Keep your arms crossed.
Put hands in "fig leaf" position.
Wring your hands nervously.



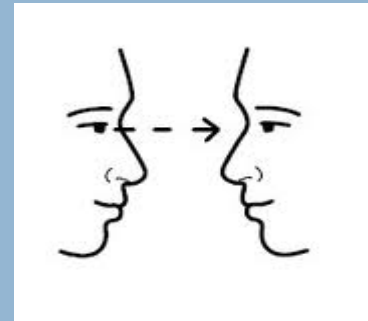
Delivering...

- Facial expressions!
- Voice
 - ▣ Too soft!
 - ▣ Too loud!



Delivering...

- Posture - erect but relaxed
- Eye contact



3 to 5 secs



Delivering...

- Pace - average conversational rate of speech 125 words per min.
- Pausing



Delivering...

Question and answer techniques

- ❑ Encourage audience to ask questions
- ❑ Listening attentively to questions
- ❑ Answering questions
 - ❑ Prepare for questions - appreciate
 - ❑ Do not preface your answer
 - ❑ Clarify
 - ❑ Amplify



Delivering...

- Answering...
 - ▣ Maintain your style
 - ▣ Be honest
 - ▣ Involve the whole audience in your answer
 - ▣ Employ 25%-75% rule
 - ▣ Keep answer to the point



Delivering...

- Dealing with hostile questions
 - ▣ Acknowledge feeling, fact or both
 - ▣ Respond with information
 - ▣ Maintain position (argument)



Get ready, get set go!

Before

- ☐ Analyse your audience
- ☐ Develop a plan
- ☐ Send information out in advance
- ☐ Make assignments in advanced
- ☐ Be aware of your limitations
- ☐ Develop some ground rules in advance



Get...

During

- Remember the power of attention grabbing introduction
- Stick with the agenda you have designed
- Use your voice
- Take temperature of the group regularly
- Allow time for feedback



Get...

After

☐ Follow up



Finally...

- ❑ Do not think one presentation is final in your life.
- ❑ Unless you make a mistake, you do not have a chance to learn.



Suggested readings...

- ❑ Mandel, Steve, 2000, *Effective Presentation Skills: A Practical Guide to Better Speaking*, Boston: Course Technology, Thomson Learning.
- ❑ Bradbury, Andrew, 2006, *Successful Presentation Skills*, London: Kogan Page.



Thank you for your patient!!