

Giving a Powerful Presentation

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Objectives

You will be able to:

- ▶ Overcome speaker anxiety and appear more self-confident
- ▶ Describe how to use non-verbal communication
- ▶ Use Visual Aids effectively
- ▶ Improve your Speaking voice
- ▶ Write an introduction and Conclusion
- ▶ Answer Questions following a speech

Speaker Anxiety

Techniques:

- ▶ Physical Exercise relieves tension
- ▶ Breathe long deep breaths
- ▶ Practice and tape your voice
- ▶ Be familiar with your environment
- ▶ Look at a friendly face
- ▶ Drink a glass of water

Speaker Anxiety Cont'd.

- ▶ Remember fear is normal
- ▶ Think about past successes
- ▶ Don't memorize
- ▶ Concentrate
- ▶ Smile



Symptoms

- ▶ Trembling hands
- ▶ Stumbling over words
- ▶ Unwilling to look at audience
- ▶ Excessive Perspiration
- ▶ Hoarse or squeaky voice
- ▶ Cramps or butterflies

More Symptoms

- ▶ Wanting to postpone
- ▶ Feeling inferior



Create an Atmosphere of Self-Assuredness

- ▶ Picture yourself in successful situations
- ▶ Have a positive belief system
- ▶ Positive self-talk
- ▶ Use strong language
- ▶ Act self-confident
- ▶ Self-fulfilling prophecy



What do Clients Want?

- ▶ Warm and Friendly
- ▶ Competent
- ▶ Considerate
- ▶ Confident
- ▶ Good listener
- ▶ Passionate - #1 Priority

Client Meeting

- ▶ Set goals
- ▶ Notice details
- ▶ Look like you are listening
- ▶ Mirror body posture
- ▶ Hands talk



Interrupting



Negotiation



Anger



SMART Goals

- ▶ Specific
- ▶ Measurable
- ▶ Agreeable
- ▶ Realistic
- ▶ Trackable and Timely

Be Aware of Non-Verbal Communication

- ▶ Territoriality
 - ▶ Advantage of meeting in your office
- ▶ Space
- ▶ Where and how you sit
- ▶ Eye Contact
- ▶ Hands Talk



Non-verbal Presentation Skills

- ▶ Dress
 - ▶ Level above your audience
 - ▶ Avoid distractions
 - ▶ Power colors
 - ▶ Wear fabrics that don't crease
 - ▶ Extra tie – men, Extra stockings-women
 - ▶ Television attire

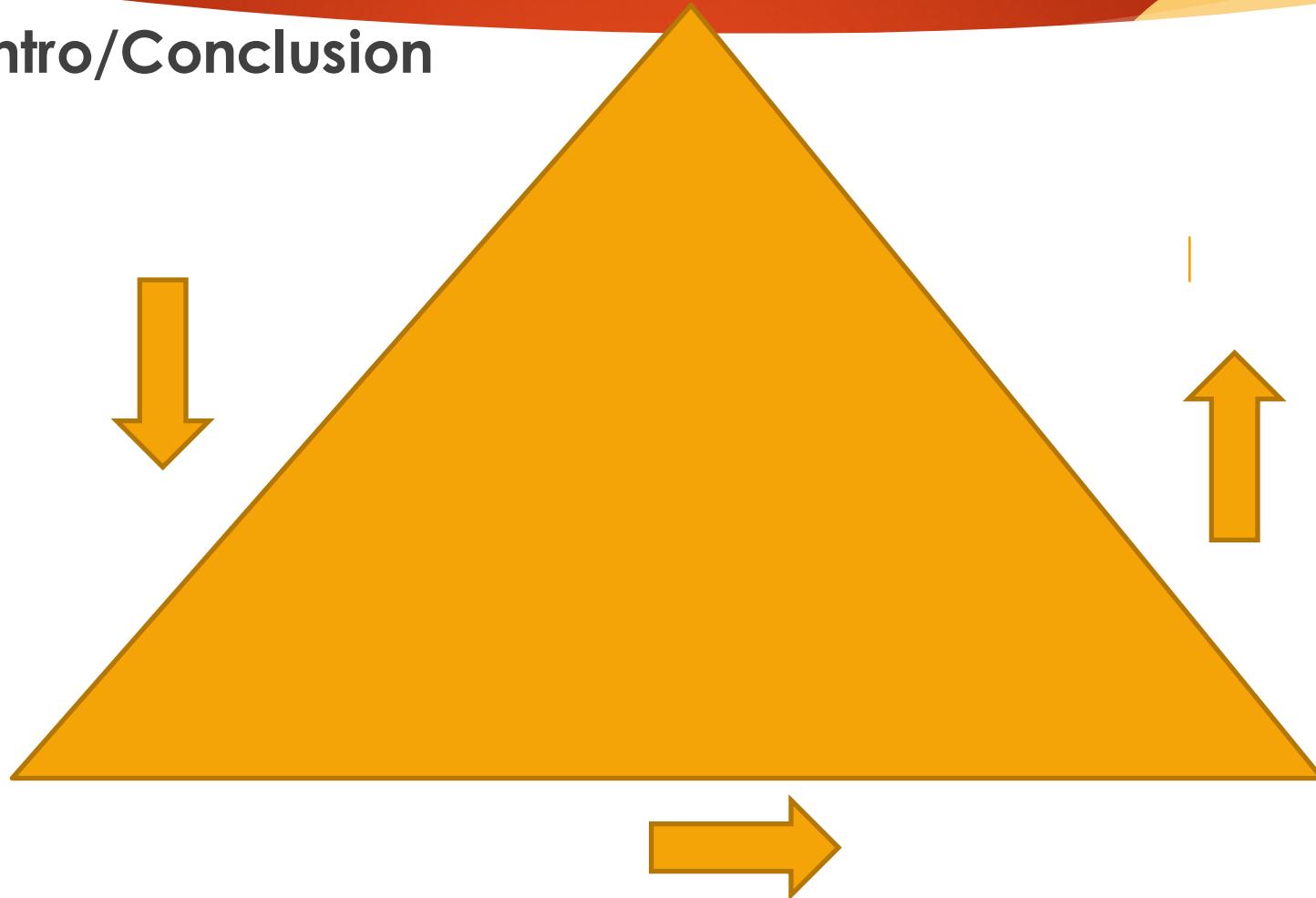
Non-verbal Presentation Skills.

- ▶ Walk
- ▶ Handshake
- ▶ Posture
- ▶ Gestures
- ▶ Eye contact
- ▶ Time



Movement

Intro/Conclusion



Visual Aids

- ▶ Write your presentation first
- ▶ Practice
- ▶ Large enough to be seen
- ▶ Out of sight until you need it
- ▶ Handouts- before or after speech
- ▶ Flip chart- have a blank page between each point

Visual Aids Cont'd.

- ▶ Talk to your audience not your visual aid
- ▶ Use limited amount of fonts and colors
- ▶ Use audio, video, objects

Discuss Steps or Process



Videos

- ▶ <https://www.youtube.com/watch?v=lqq1roF4C8s>

PowerPoint

- ▶ Contrasting color
- ▶ Six words per line
- ▶ No more than six lines
- ▶ One idea per visual
- ▶ Same type of graphics
- ▶ Don't read

Utilize your Vocal Strength

- ▶ Avoid vocal interference
- ▶ Breathe through the diaphragm
- ▶ Relaxed voice
- ▶ Articulation
- ▶ Variety
- ▶ Rate/Pause

Five Complaints about Presentations

- ▶ It was boring
- ▶ It was too long
- ▶ It wasn't relevant
- ▶ Poor speaking style
- ▶ It was too technical

Writing a Speech

- Analyze your Audience
- Select a topic
- Research the topic



Preparing Your Talk

- ▶ Formal outline
- ▶ Use note cards
 - ▶ Write out introduction and conclusion
 - ▶ Write out statistics and quotes
 - ▶ Number cards
 - ▶ Use outline form
 - ▶ Hints to yourself and highlight

Bullet Points



Incorporate Stories

Good for:

- ▶ Controversial subjects
- ▶ Connecting with the audience
- ▶ Building credibility
- ▶ Helping us remember information

Possible Topics for Stories

Start with who, what, where, when

- ▶ First.....
- ▶ Interaction with a customer or boss
- ▶ Problem/Solution
- ▶ What not to do
- ▶ Scariest or funniest thing that happened

IAB Formula

- ▶ I - Provide an incident or story
- ▶ A- Describe the action we want the audience to take
- ▶ B-Describe the benefit they will receive if they follow our advice

Introduction

- ▶ Attention-getter
- ▶ Tells topic
- ▶ Previews points
- ▶ Short and memorized

Conclusion

- ▶ Summarize main points
- ▶ Don't add new information
- ▶ You can end with attention-getter
- ▶ Short and memorized
- ▶ Can link the introduction and conclusion

Handling Q&A

- ▶ Repeat the question
- ▶ Eye contact with audience when answering
- ▶ Reword difficult questions
- ▶ Don't argue
- ▶ Be honest
- ▶ Keep it short

Questions?

THANK YOU