

A photograph of a professional meeting. In the foreground, a man in a brown suit and glasses is seen from behind, looking towards a presentation. In the middle ground, a woman in a blue sweater is seated at a conference table, looking towards the right. On the far right, a man in a tan jacket is standing and pointing towards a whiteboard. A whiteboard stand is positioned between the seated woman and the standing man. Several black mugs are on the table. The background is a light-colored wall.

# Effective Presentations



# Agenda

- Analyzing your audience and purpose
- Introductions & Conclusions
- Rehearsing for success



**Success  
depends upon  
previous  
preparation,  
and without such  
preparation  
there is sure to  
be failure**



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Confucius  
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# Preparation

- There is no replacement for effective **preparation**, and **rehearsing** of a presentation
- Few speakers can pull off a good speech without investing the time





There is no growth  
without pain.  
Envision a seed  
sprouting from the  
ground to start a  
new.

# Getting Started

Analyzing your  
audience and  
purpose



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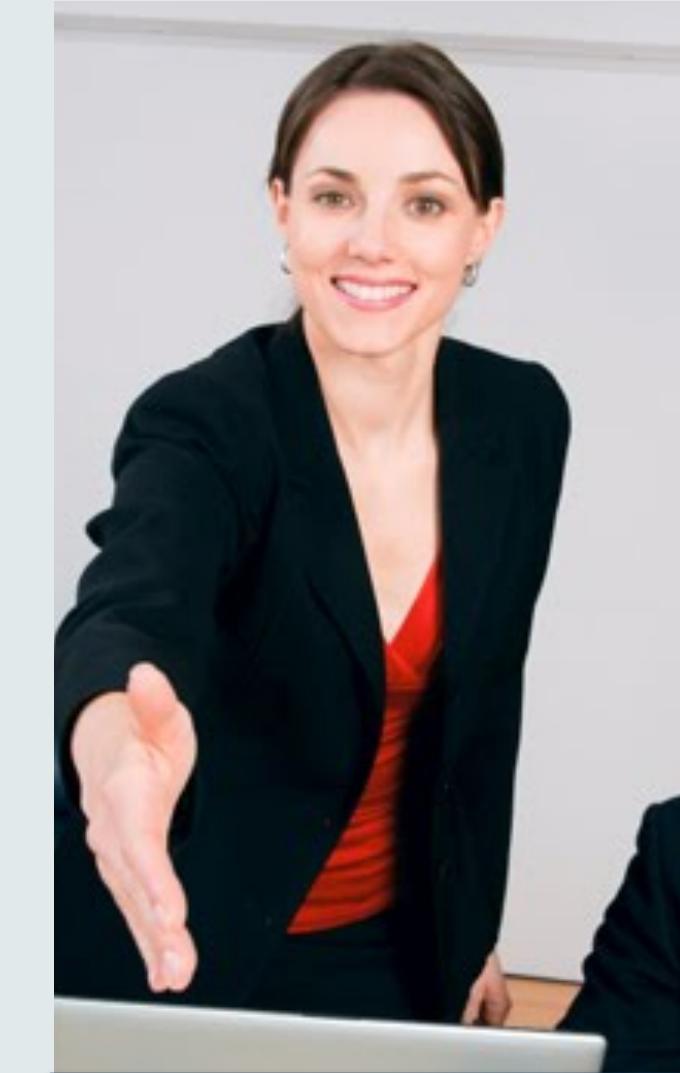
# Who is your audience?



**Peers**



**Management**



**Clients**



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# Purpose



Instruct



Market



Persuade



Inform



Social



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# Understanding the Speech Setting

- What are the special expectations for the speech?
- What is the appropriate length?
- How large will the audience be?
- Where will the speech be given?

# Purpose

- Transfer critical knowledge

- Retention of content

- 

- 

- 



**Instruct**

# Purpose

- Promote firm or product
- Increase reputation
- 
- 
- 



# Purpose

- Convince or reaffirm beliefs
- Align audience with position



**Persuade**

- 
-

# Purpose

- Share information
- 
- 
- 



**Inform**

# Purpose

- Express sediments
- Perform social task
- 
- 



**Social**

# Speech Organization

Organize and develop material as best suited to your **Audience & Purpose**

- Preparing the introduction & conclusion
- Outlining the body of the speech



A colorful illustration of the Mad Hatter from Disney's Alice in Wonderland. He has a large, bulbous nose, white hair, and a wide, toothy grin. He wears a green top hat with a yellow band that says "10:6", a white shirt, a blue bow tie, and a yellow vest over a green jacket. He is holding a small white card in his right hand. The background is dark.

Begin at the  
beginning  
and go on till  
you come to  
the end; then  
stop.

*- Lewis Carroll*

# The introduction



- Get the **attention** of the audience
- **Introduce** yourself and the topic
- Establish **credibility**

# The introduction

- **Give the audience a reason to listen**
  - Set the tone for the topic
  - Introduce the thesis
  - Preview the presentation



# Types of Introductions

- Startling Statements
- Rhetorical Questions
- Stories
- Personal References
- Quotations
- Suspense

“ Tell me and I'll forget;  
show me and I may  
remember; involve me and  
I'll understand.

*Chinese Proverb*



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# Aspects of poor introductions

- Fail to introduce speaker
- Jump right into the body (no thesis statement)
- Too formal or informal for the occasion
- Inappropriate tone or language for the audience
- Purpose of attention getter unclear
- Poor use of humor
- Main points not previewed

# Starting Strong

- Your audience's attention is **voluntary** and **transient** - keep them interested
- Speaking is an interaction, not a performance



# Starting Strong

- Maintain eye contact
- **Don't read**
- Be relaxed
- Make the audience feel comfortable  
(break the ice)



# Finishing Strong

- Summarize What You Have Just Said
- Emotionally Impact Audience Members



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

*Dorothy Sarnoff*



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# Types of Conclusions



- Summary
- Story
- Emotional Impact
- Appeal to Action

# Tips for conclusions

## Do's

- Review main points
- Repeat the thesis
- End with a strong closing statement
- Appeal for action/ Give a challenge

## Don't

- Introduce any new information
- Have two conclusions
- Have no conclusions
- End with a weak statement



Dive  
INTO THE  
SPEECH BODY

# Take your audience on a journey



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# Main Points

Write main points as complete sentences

- Main points should be
  - Clear
  - Parallel in Structure
  - Meaningful

“Without goals and plans to reach them, you are like a ship that has set sail with no destination.

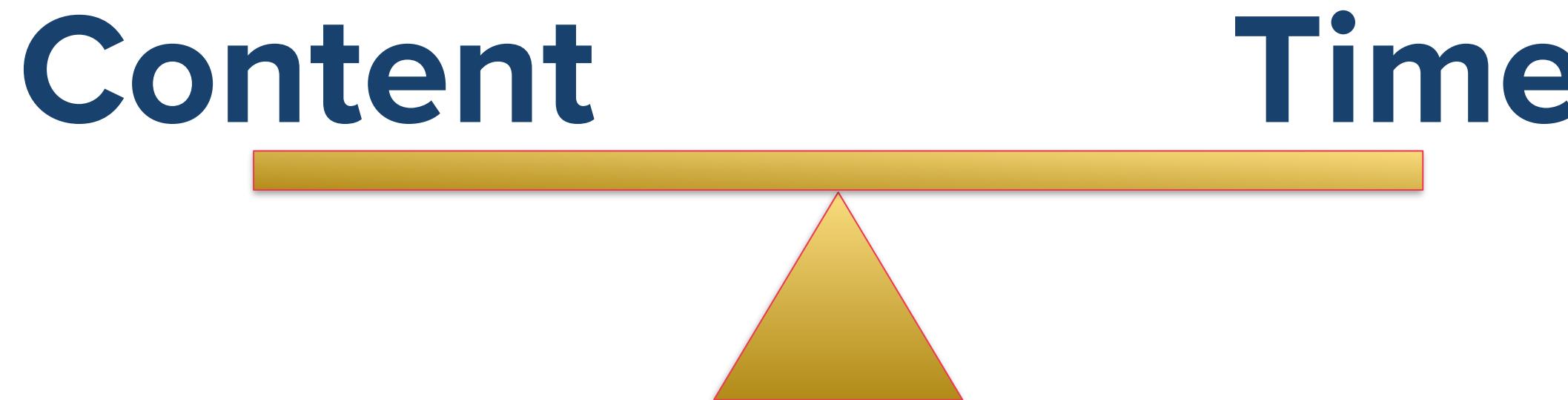
*Fitzhugh Dodson*



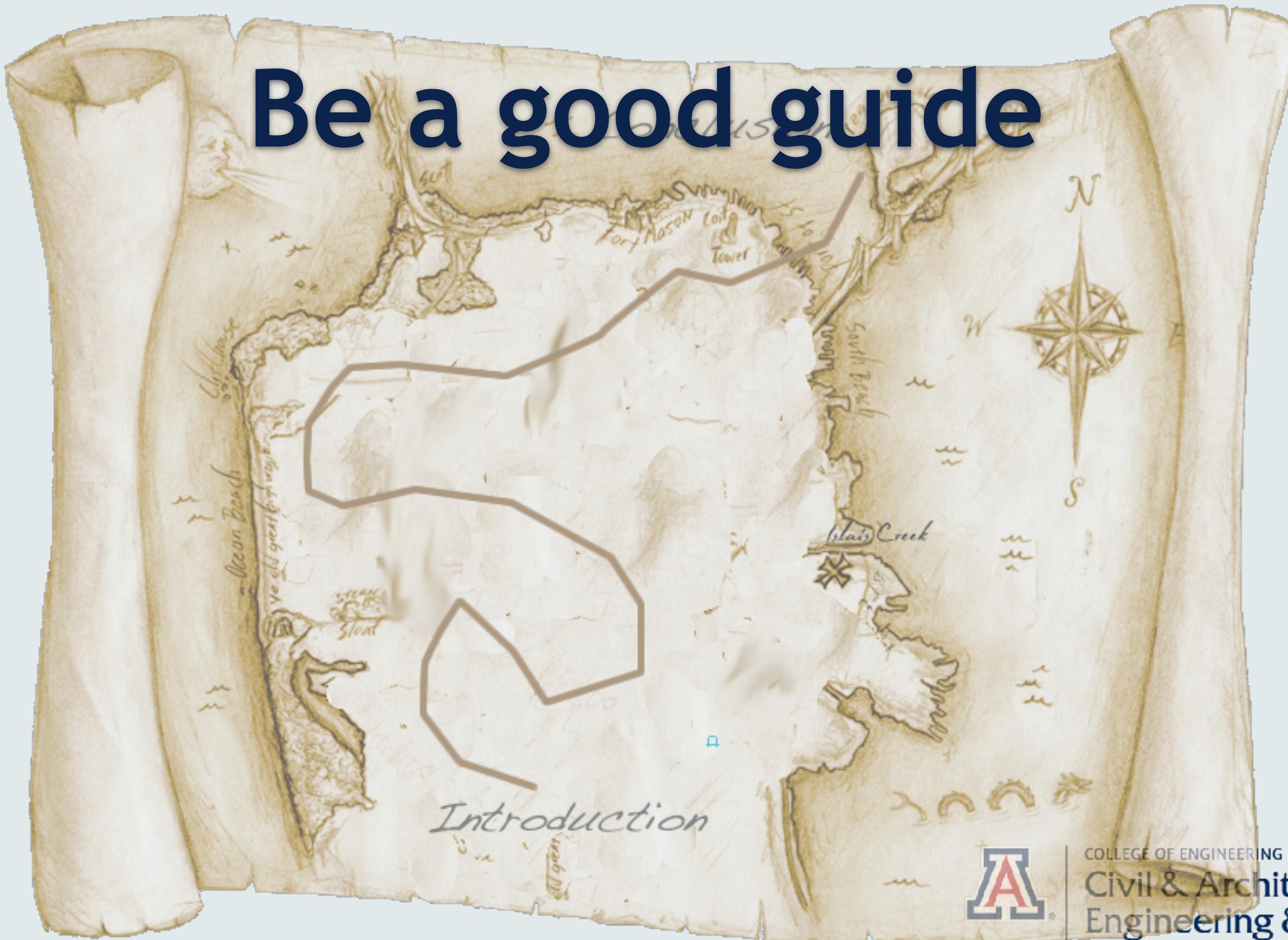
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# Main Points

- Focus on a **limited** number of main points
- Consider time expectations for the amount of content you can adequately cover without rushing



# Be a good guide



# Being a good guide



- Give your audience the map to your presentation with a solid introduction and ordering your main points in a manner they can follow

# Ordering Main Points

## Topic order

- Organizes main points by categories or divisions of a subject

## Time/Chronological order

- Follows a sequence of ideas or events
- Focuses on what comes first, second, etc.

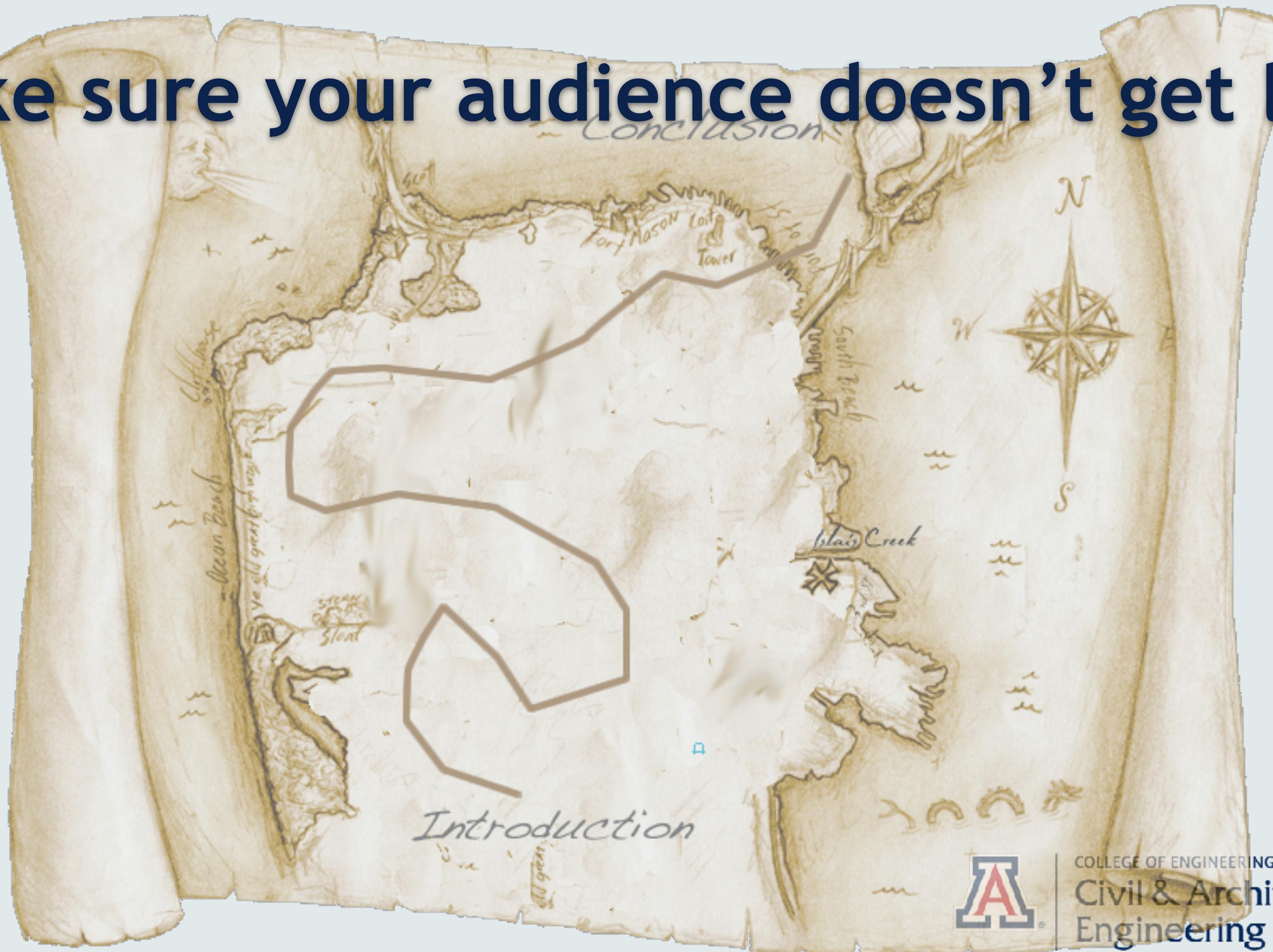
## Logical Reasons Order

- Why the audience should believe in something or behave in a particular way

# Organizing and Outlining Main Points

- Write the thesis statement
- Highlight 2-5 specific ideas in thesis
- Review main points as a group
- Decide how to order the main points
- Write main points in order

# Make sure your audience doesn't get lost



# Selecting and Outlining Supporting Material

- Develop supporting points
- Organize supporting material

**Note:** the outline lists the supporting material; it does not include all of the development

# Content Balancing



- Develop material as best suited to your **Audience & Purpose**
- Details & ordering may make sense to you, ensure they make sense to the audience as well

# Use signposts to guide them



# Transitions



- **Transitions** are words, phrases, or sentences that show a relationship between or bridge ideas
- Help audience follow the flow of the speech
- Important in helping audience retain information
- Tell'em rule

# Signposts



- Lead your audience with **signpost statements**
- Emphasize your main points
- Provide evidence/support for each point
- Show connections between your main points

# Stay on the path



# Staying on the path

## Avoid

- Tangents
- Too much or few details
- Not making connections between main points
- Jumping ahead

## Do

- Transition
- Signpost
- Emphasize



# Keep your audience's attention

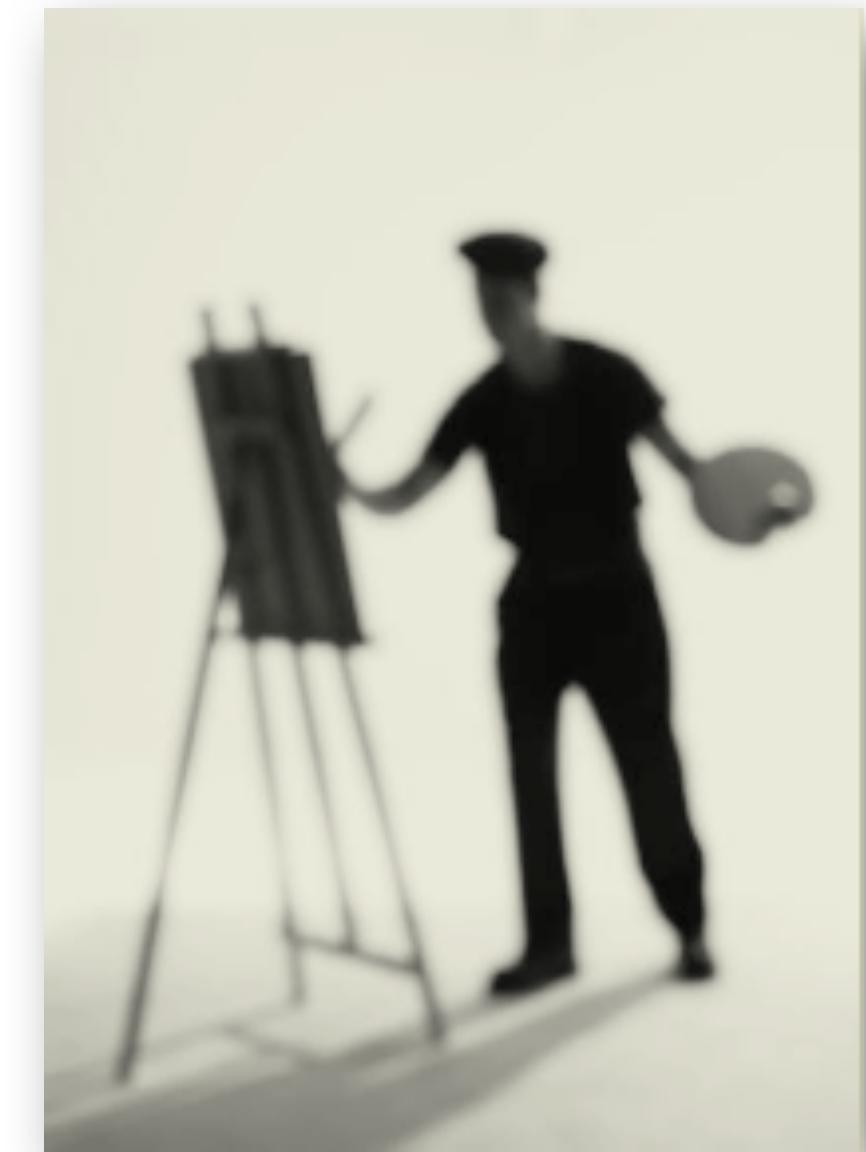


Your audience's  
attention is  
**& voluntary**  
**transient**



# Developing Verbal Vividness and Emphasis

- Vivid and Emphatic Wording
- Use Metaphors and Similes
- Avoid Trite Clichés
- Emphasis Gives Force or Intensity Words or Ideas by
  - Proportion
  - Repetition
  - Transitions



**According to most studies, people's  
number one fear is public speaking.**

**Number two is death. Death is  
number two.**

**Does that seem right? That means to  
the average person, if you have to go  
to a funeral, you're better off in the  
casket than doing the eulogy.**



*Jerry Seinfeld*

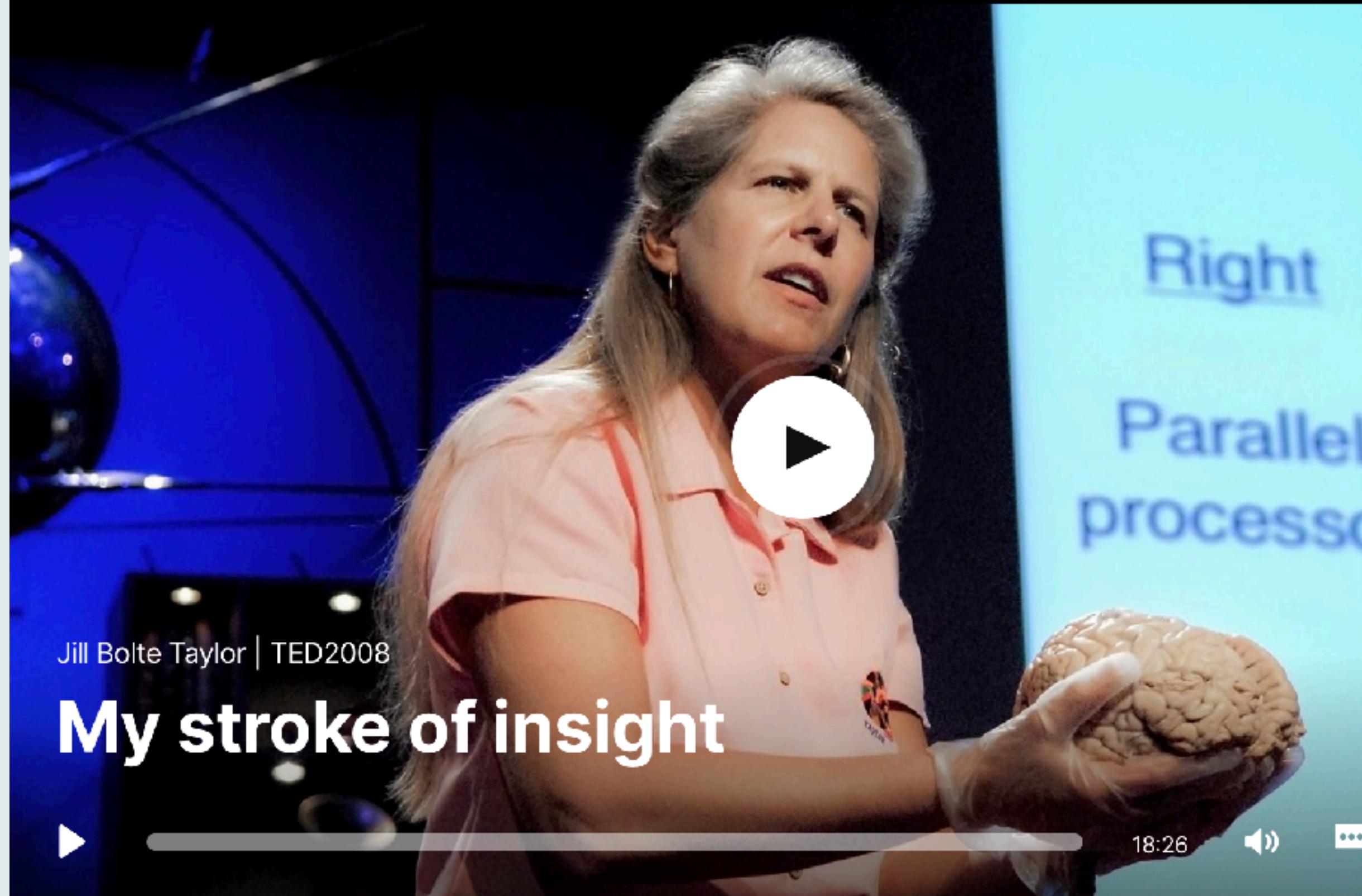


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Ideas worth spreading

WATCH



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Delivery  
*is*  
everything



Delivery  
*is*  
execution

Delivery  
takes  
practice





Delivery  
can't be  
taken  
for  
granted

# Churchill's Wisdom



*“what matters most is who  
you are, then how you say  
what you want to say, and  
finally what you say.”*



*The messenger  
matters*

*The performance  
matters*

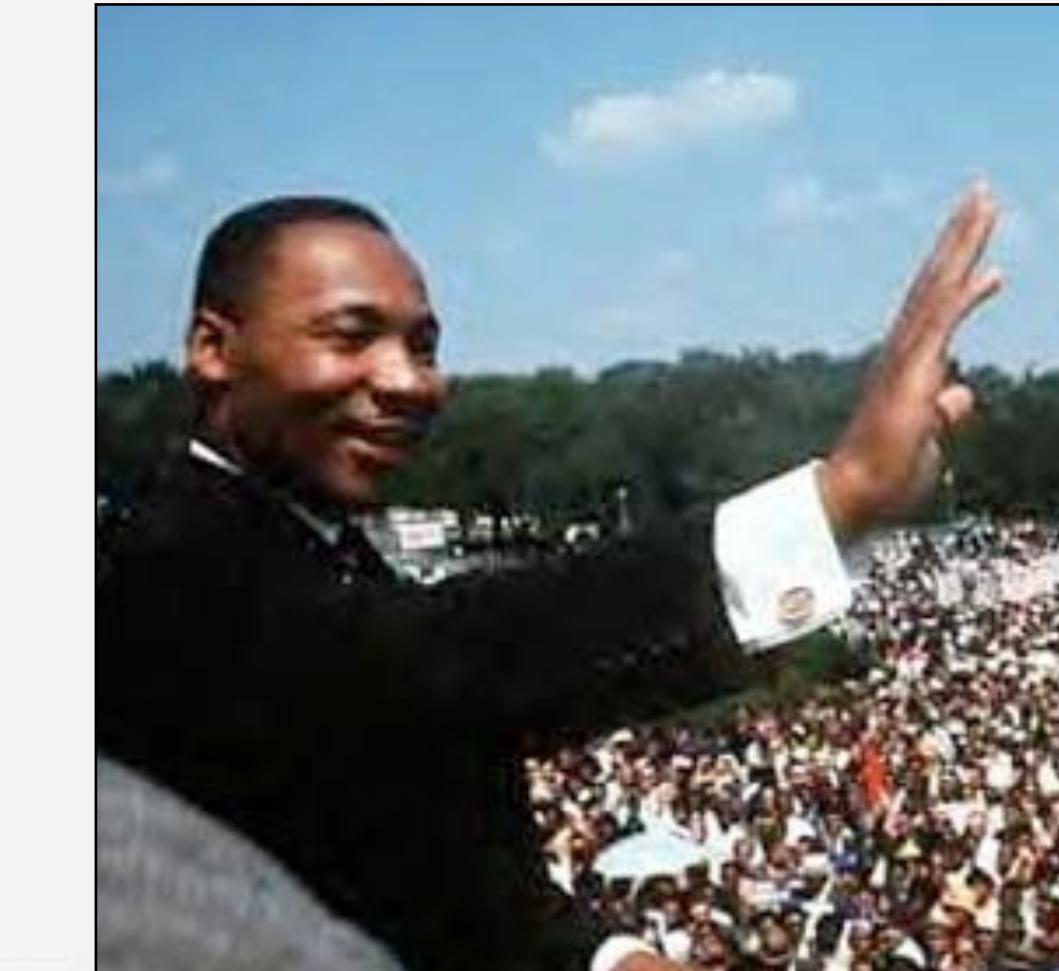




# Effective Speakers



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# Effective Speakers



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# Effective Speakers



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# Great speakers are

- Not born, it takes:
  - Preparation
  - Practice, Practice, Practice
  - Role models
  - Knowledge of topic/material

# Delivery



## Voice

- Articulation
- Pronunciation
- Problems with Articulation
- Pacing
- Tone
- Volume

# Delivery



## Voice

- Enthusiasm
- Vocal Expressiveness
- Fluency

# Verbally Adapting to Your Audience

- Establish Common Ground
- Build and Maintain Audience Interest
- Adjust to the Audience's Knowledge



# Establishing Common Ground

- Use Personal Pronouns
- Ask Rhetorical Questions
- Share Common Experiences
- Personalize Information

# Delivery



## Body Language

- Facial Expression
- Gestures
- Movement
- Poise
- Posture

## Voice

- Articulation
- Pronunciation
- Problems with Articulation

# Delivery



## Eye Contact

- Helps audience concentrate on speech
- Increases audience's confidence in you
- Helps you gain insight into audience's reaction to speech

# Delivery



## Voice

- Articulation
- Pronunciation
- Problems with Articulation

## Appearance

- Clothing
- Grooming

# Preparing Speaking Notes

- Speech notes
  - Outline of Speech
  - Quotations
  - Statistics
- Do not write the entire speech on note cards and read it!

# Rehearsing FOR SUCCESS



# Guidelines for Effective Rehearsing

- Audio or Video Record Practice Sessions
- Read Through Outline Twice
- Make Practice Session Similar to Real Thing

# Guidelines for Effective Rehearsing

- Write Down Time You Begin
- Begin Speaking...Keep Going Despite Mistake
- Write Down Time You Finish



# Practice Handling Visual Aids

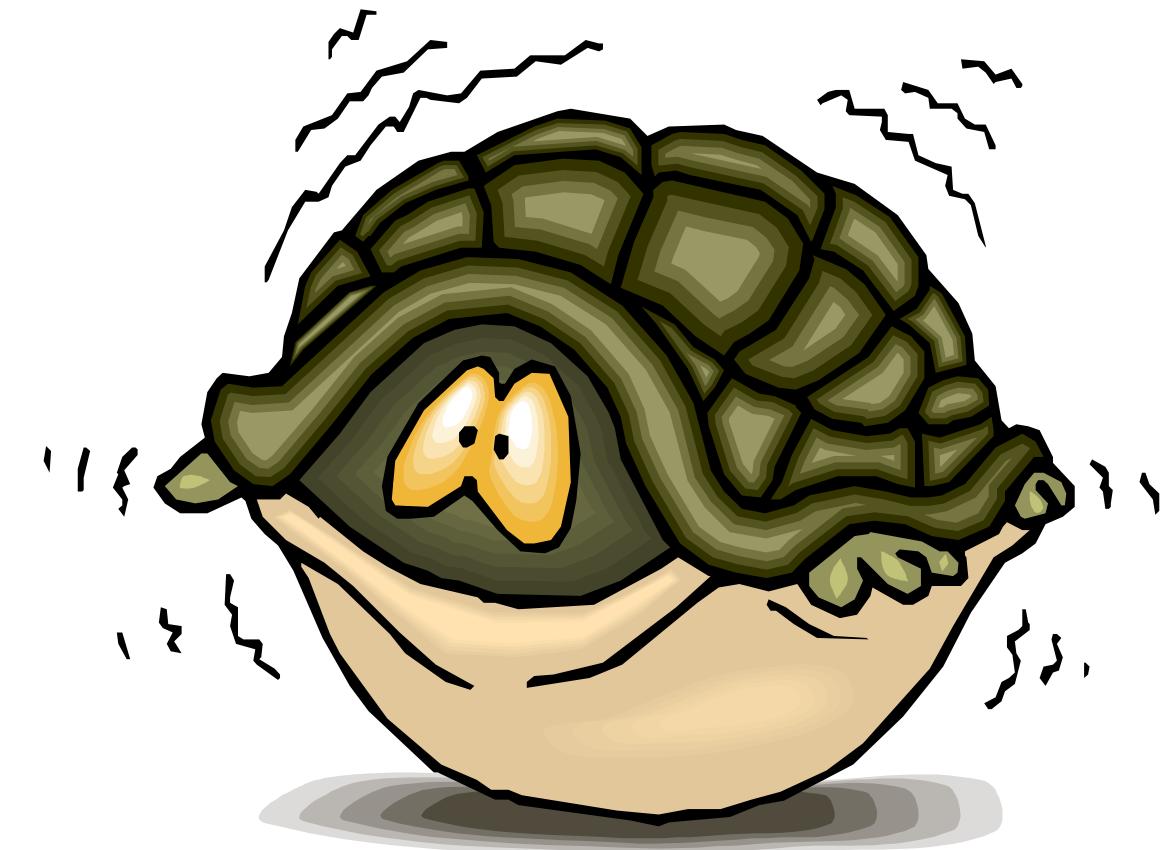
- Describe specific aspects of visual aid
- Display visual aids so all can see
- Talk to audience, not visual aid
- Avoid passing objects around

# Practice Handling Visual Aids

- Carefully plan when to use visual aids
- Consider audience needs carefully
- Display visual aids only when talking about them

# Public Speaking Apprehension

- The Fear is not an Either-Or Matter, it is a Matter of Degree
- It Helps to Be a Little Nervous



# Public Speaking Apprehension

## Symptoms

- Anticipation Reaction
- Confrontation Reaction
- Adaptation Reaction

## Causes

- Negative Feedback
- Underdeveloped Skills



# Managing Apprehension

- Recognize that Despite Nervousness, You Can Make it Through Speech
- Realize Listeners May Not Perceive Your Nervousness or Anxiety
- Understand Careful Planning and Rehearsing will Decrease Apprehension

# Techniques for Reducing Apprehension

- Visualization Techniques
- Systematic Desensitization
- Avoid caffeine
- Practice, Practice, Practice





Goalcast

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