

Effective Presentation Skills A Practical Guide for Better Speaking (Steve Mandel) (z-lib.org).pdf

==REVIEW CHECKLIST==

DEALING WITH ANXIETY

Check (✓) those items you intend to practice and incorporate in the future presentations you make.

I plan to:

- ☐ Organize my material
- ☐ Visualize myself delivering a successful presentation
- ☐ Rehearse by standing up and using all of my visual aids
- ☐ Breathe deeply just prior to speaking and during my presentation
- ☐ Focus on relaxing with simple, unobtrusive isometric techniques
- ☐ Release my tension in a positive way by directing it to my audience
- ☐ Move when I speak to stay relaxed and natural
- ☐ Maintain good eye contact with my audience

Practice Makes Perfect!

Always keep position, action, benefits and audience in mind.

start with shocking statements or anecdote like Last year.... then a statetemnt follwed by position,action, benefits.

tell them what you are going to tell them .

tell them

tell them what you told them .

Today i will talk about

Deliver Your Presentation in the Following Sequence

1. Introduction (Position, Action, Benefit)
2. Preview sentence (tell them what you're going to tell them)
3. Main ideas and sub ideas (tell them)
4. Review sentence (tell them what you told them)
5. Conclusion (Restate: Position, Action, Benefit)

REVIEW CHECKLIST

PLANNING AND ORGANIZING YOUR PRESENTATION

Use this sheet to help prepare your next presentation.

For my presentation I have:

- ☐ Analyzed the Audience
- ☐ Developed Position, Action, Benefit Statements
- ☐ Brainstormed Main Ideas
- ☐ Stated Subpoints
- ☐ Developed Introduction and Conclusion
- ☐ Formulated the Main Idea Preview/Review Sentence
- ☐ Developed Slides and Visuals

Use slides or visuals when you need to:	Do not use slides or visuals to:
<ol style="list-style-type: none"> 1. Focus the audience's attention 2. Reinforce your verbal message (but not repeat it verbatim!) 3. Simulate interest 4. Illustrate factors that are hard to visualize 	<ol style="list-style-type: none"> 1. Impress your audience with overwhelming detail or animation 2. Avoid interaction with your audience 3. Make more than one main point per slide 4. Present simple ideas that are easily stated orally

10 Tips for Planning Successful Slides and Visuals

When considering what type of visual representation to use for your data or ideas, here are some rules of thumb to consider:

- 1 Use slides sparingly.**
One of the biggest problems in technical presentations is the overuse of slides. A useful rule of thumb is one slide for every two minutes of presentation time.
- 2 Make slides pictorial.**
Graphs, pictures of equipment, flow charts, etc., all give the viewer an insight that would otherwise require many words or columns of numbers.
- 3 Present one key point per slide.**
Keep the focus of the slide simple and clear. Presenting more than one main idea per slide can seriously detract from the impact.
- 4 Make text and numbers legible.**
Minimum font size for most room set-ups is 20 pt. Can the audience read everything? If not, be prepared to provide additional explanation in handout material or highlight the areas of the chart where you want the audience to focus.
- 5 Use color carefully.**
Use no more than three or four colors per slide to avoid a cluttered look. The colors used should contrast with each other to provide maximum visibility—for example, a dark blue background with light yellow letters or numbers.

6

Make visuals big enough to see.

Walk to the last row where people will be sitting and make sure that everything on the slide can be seen clearly.

7

Graph data.

Whenever possible avoid tabular data in favor of graphs. Graphs allow the viewer to picture the information and data in a way that numbers alone can't. Information on how to graph data is provided on the following pages.

8

Make pictures and diagrams easy to see.

Too often pictures and diagrams are difficult to see from a distance. The best way to ascertain this is to view it from the back of the room. Make sure that labels inside the diagrams are legible from the back row also.

9

Avoid unnecessary slides.

If something can be stated simply and orally, such as the title of a presentation, there is no need for a slide.

10

Use builds and animation very sparingly.

They can interfere with the content of your message.

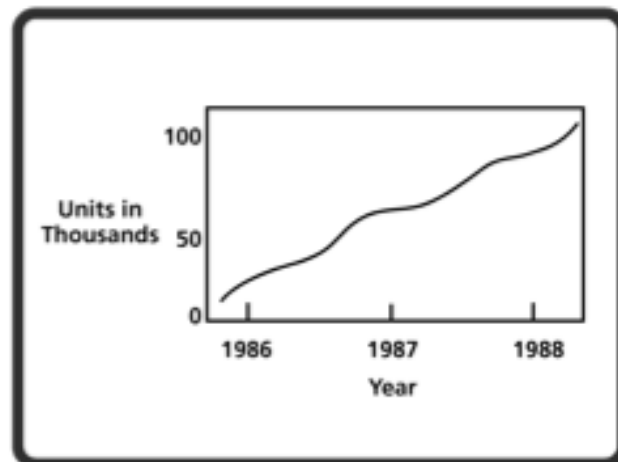


HOW TO ORGANIZE YOUR PRESENTATION

- Develop Position, Action, Benefit
- Brainstorm Main Ideas and Subpoints
- Develop Introduction and Conclusion
- State Main Idea Preview/Review Sentence
- Develop Visuals, Handouts, and Notes

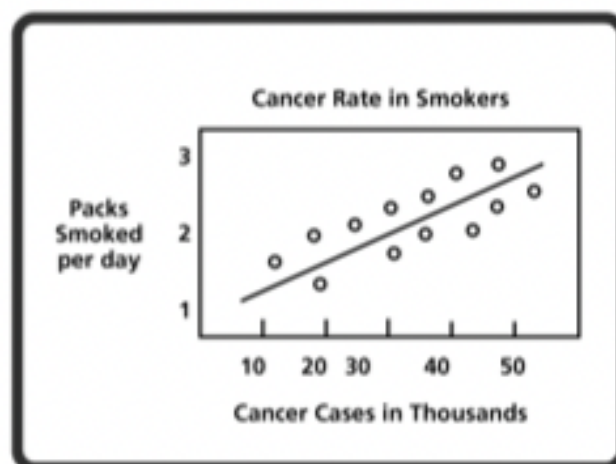
Time

Shows changes over a period of time. Column or line charts are most typical.



Correlation

Shows the relationship between variables. Bar charts and dot charts are used to illustrate correlation.



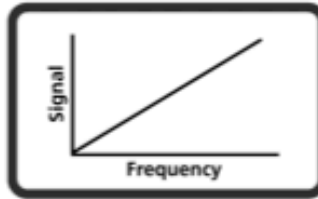
Visualizing Ideas

Use the following form to help you plan and visualize the slides you would like to use in a presentation. The first one is done for you as an example:

Key idea to be expressed

1. Signal and frequency
are directly related.

Visual representation



2. _____



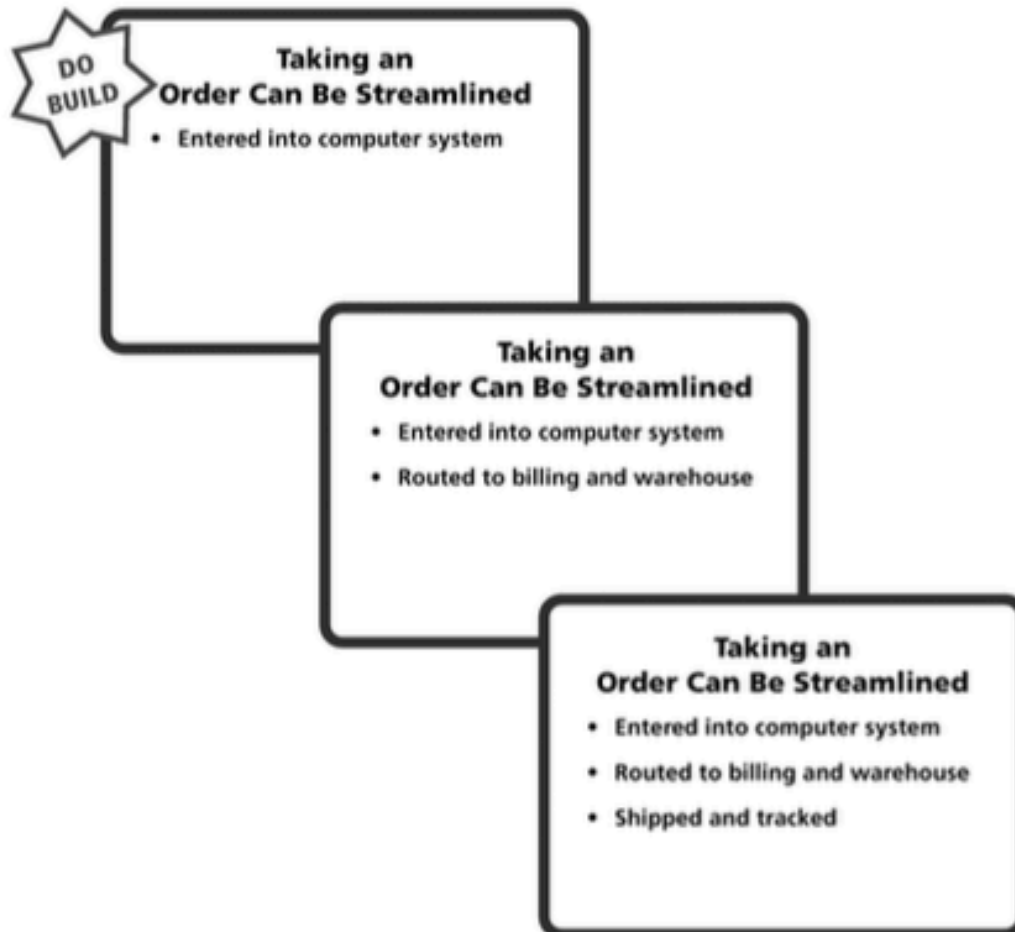
3. _____



4. _____



Build a slide like this one that illustrates a process:



CHECKLIST FOR KEEPING YOUR AUDIENCE FOCUSED

Place a check (✓) next to the techniques that you plan to use in your presentation.

I plan to:

- ☐ When appropriate, temporarily black out the screen to focus the audience's attention on myself. (In Microsoft® Power Point® this is accomplished by hitting the "B" key while in Slide Show.)
- ☐ Shut off the overhead projector when giving a lengthy explanation and there is no need for the audience to watch the screen. I won't click the machine on and off frequently, but also I won't leave it on so long that they focus on the transparency and not on me.
- ☐ Turn a flip chart page when I have finished referring to it. When preparing flip charts in advance, I will leave three blank pages between each prepared sheet so my next page won't show until I'm ready for it.
- ☐ Erase the whiteboard when I am finished making a point, for the reasons outlined above. Any information noted by the audience and no longer needed for future reference can be erased.
- ☐ Show or demonstrate an object at the appropriate point and then cover it up when it is no longer in use. If the object remains visible, most people will continue looking out of curiosity and may miss some of my presentation.
- ☐ Avoid passing objects around the audience since this is very distracting. Instead, I will walk into the audience and show the object to everyone briefly and, then, make it available at the end of the session.

Where and How to Stand

One major problem when using visual aids is that speakers often give their presentation to the visuals and not to the audience. This problem can be easily corrected if the speaker remembers to keep shoulder orientation toward the audience at all times as illustrated in Figure 1. Figure 2 shows what happens when your shoulders turn toward the visuals.

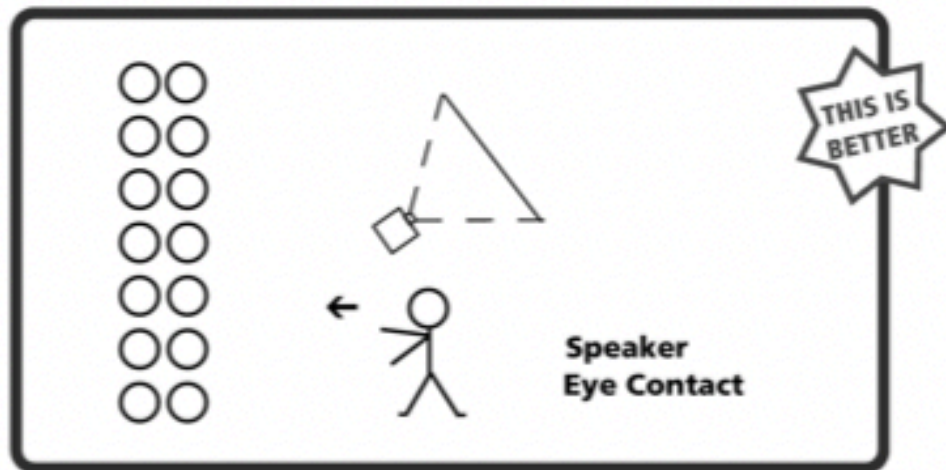


Figure 1

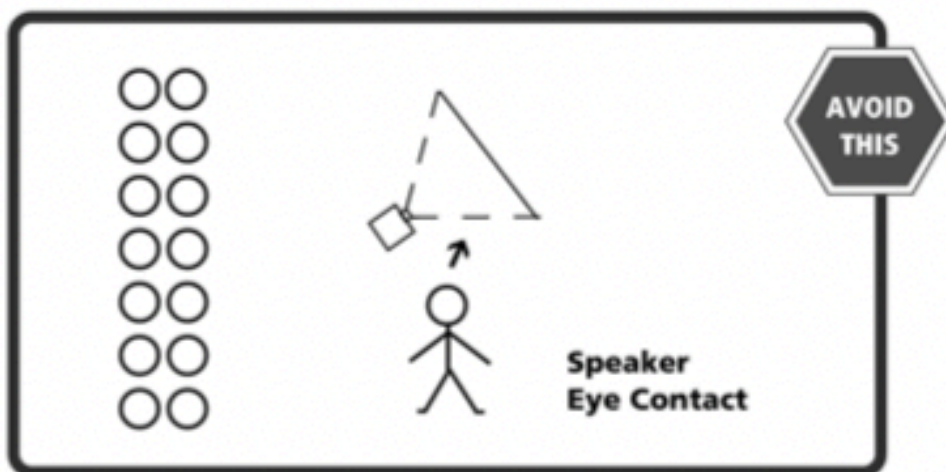


Figure 2

15 Tips for Creating Better Slides with Presentation Software

- 1 Allow an average of two minutes per slide.** Use this rule of thumb to calculate the approximate number of slides you should use for your presentation. If your presentation includes complex diagrams or explanations, allow even more time per slide.
- 2 Put your titles to work.** Whenever possible, the title of a slide should state the conclusion you want the audience to reach or the action you want people to take.
- 3 Use the “5 x 5” guideline** for bullet-point slides. Limit the content of each slide to a maximum of five bullet points (including any subpoints) and a maximum of five words per bullet. Keep the grammar and style of bullet points consistent, and use a parallel structure for each point on a slide.
- 4 Use phrases and key words** that quickly communicate the essence of each point. Carefully choose your words for each slide. If lengthy explanations, long sentences, and/or detailed descriptions are necessary, keep those for your handouts. For bullet points, avoid using full sentences.
- 5 Capitalize only the first letter** of the first word and the first letter of proper nouns. Although some people like the look, capitalizing the first letter of every word in bullet points can cause slides to look busy, making them more difficult to read.
- 6 Don’t “build” every slide.** Audiences get weary of such repetition. The practice of revealing bullet points one at a time (the “build” technique) works well if not overdone. You can even “gray-out” points as you finish discussing them so the next point built on the slide will stand out more brightly. Also, avoid mixing different kinds of transition effects in the same presentation.
- 7 Number every slide.** This can help viewers catch up if they join the presentation late or if they lose the thread of the discussion.