Presentation Fundamentals

* Analyzing your Audience

1. Whom do you consider to be the primary audience of your presentation? Is there a secondary audience you should consider? Guests, observers, on-line if your primary audience is face-to-face? If you do have a secondary audience how do you plan to address them and their needs?

* Primary – professor with technical skill
* Primary – professor with un-technical skill
* Student of Neumont university

2. What is the knowledge level of our audience? What do you need to do because of that level of knowledge?

* A mix between technical and none-technical
* I will use a lot of example, clear presentation, avoid to use technical term

3. What are the primary benefits for your audience to listen to your information? Based on who is in the room consider fiscal and logistical reasons as well as possible emotional drivers (fear, power, control, respect, etc). How can we openly or subtly speak to those drivers?

* Audiences want to see my application and how my application is useful
* How did I do the presentation
* What is the technical depth of my application
* How did I do my application

4. Is our audience most likely to be ready, apathetic, or resistant to our ideas? Strategize accordingly.

* Audience is ready to listen to my application

5. What is the communication style of your audience? Big picture or details oriented? Likely to interrupt or wait for the Q&A section? Does this audience prefer direct communication or indirect? Are there any nonnative speakers? What do we need to do to work with those expectations?

* This presentation will wait for the Q&A section. It might be possible for some interruption
* Audience are preferred direct communication.
* 99% audience are native speaker
* I will need to communicate directly and precisely. I also need to be able to show the whole picture of my application

Additional audience influencers for you to deliver –

If you are an outsider, who can introduce you and ‘bring you’ into this group?

What is the general age and gender mix in this audience? Strategize accordingly. If you are young do not mention it, if you are female mix your adverbs in examples.

What time of the day are you presenting? Morning presentations get higher audience energy than ones right after lunch and dinner.

What is the lighting, temperature and table/chair set up in the room. All these conditions can influence the flow of your presentation. Plan accordingly.

2. Build your Credibility

1. Brainstorm at least three ways you can build rapport and trust with your audience right away.

* Keep eye contact with the audience
* Ask question
  + Does this make sense?
  + Have u ever…?
  + What is the purpose…?
* Use their name?
* Deliver your synergy to the audience
* Pay attention to key words question and be able to match these keywords with your answer

2. List three ways you can continue to build rapport and trust after your initial contact (especially if you are an outsider to the organization):

* Pay attention to audience reaction
* Re-assure audience with the big picture of your application
* Build an awesome powerpoint

3 List two content experts that can provide you with valuable feedback

* Steve halladay
* One other present professor during my presentation

4. List two content sources that this audience will know and be impressed that you are referencing.

* NLP
* Summly application –Nick D’Aloisio. This app is sold to Yahoo for 30 million dollars.

5. List ways in which you can demonstrate excellent credibility during your presentation -

Things you can do – impress power point, professional looking and professional speaking

Things you can say –

* how I come up with this application,
* I can I figure out the summarize content
* How can I come up with the metric

Things you can show –

* Show them my application
* Show them the complexity of the problem I have to deal with

6. Audience perceptions of you or the topic that will work to your advantage. How will you manage them?

* Manage my attitude and behavior to audience will persuade them to change their perception to myself and my application.

7. Any behaviors of your own that can rob you of your credibility on your speaking day? How will you overcome them?

* Not native English speaker
  + Practice my presentation everyday
  + Choose my words wisely
  + Talk slowly
  + Listen carefully

3. Organizing for Success

1. List 5 possible ways that you can open with and get attention on your topic

Review them again, which two are more relevant with your topic? Hold them aside and decide on the right one after you have designed the rest of your organizational flow.

* Have you ever run into the problem when you do a google search and you are not sure what link to click to get the data that you need? That’s what my application is here for you. My application will be able to collect all data, analyze it and summarize to what you really need.
* We all search a lot of stuff on google every day. Often time, we spend a lot of time to navigate around to find our result. My application will manage to do the navigation for you, summary it and output the actual data that you are looking for.

2. What is the bottom-line message of interest to your audience? How can you organize your message so the primary message doesn’t get lost?

* Professional presentation
  + Professional appear
  + Professional product that you make
  + Show them professional work you have done and research

3. What can you mention in the intro that gives you the ‘authority’ on the topic? Do this directly or indirectly depending on the culture of the organization and communication style of your audience.

* In today global economy, I’m sure everyone will know most of American production is shipped to China. Today, I likely to introduce a new product that is made from Vietnam named as Kelvin Nguyen. I was manufactured in Vietnam in 1983 in the city of Saigon. 30 years later, I was shipped to Neumont University to re-polish to become a BSCS student. From zero to Neuro-coder, I would like to show you the quality programmer that Neumont university created by showing you my professional presentation and my capstone application called “Siri Make Over”

4. Do you have a theme that can relate to your main points?

* My main theme is my professionalism and my application

5. What are your main points? Do not forget to preview them.

* Professional presentation
* Quality of my application

6. What evidence do you have to show with each of them? Remember that a variety of evidence appeals to different listeners (statistics, stories, interview quotes, stories, examples, etc.).

7. Do your transitions briefly review, link and preview from one point to the next? This format makes your flow easy to follow.

8. Write out one example of vivid language that might help your persuasive effort. You aren’t committing to actually using it—just brainstorm. Repetition, maybe? Metaphor? Alliteration? Word pictures? Specific examples?

9. Think of a story that helps illustrate your idea.

10. Is there a next step for your audience?

11. What is your transition to the close. How will you remember to review?

12. Does the close tie back into the intro hook? (maybe now the list of two hooks can easily make it to one).

4. Presentation Sketch

o My opening line is

o My main theme is

o My connection to the topic and credibility as a speaker will come from me mentioning that

o My preview that ties to the theme and lists the main points is:

o Main points are

sub points

Transition ………………

sub points

Transition…………………….

sub points

o My final review and transition to the Q&A will be:

o If I have a chance my final closing statement will be:

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5. Designing Effective Visuals

o Are you working with a set template or designing your own? What are your colors, logo, and connection

to the theme and audience?

o Do you have a visual agenda to help the audience follow along?

o How can you create a balance of text and visuals that is appropriate with your audience?

o Are all images relevant and audience centered?

o Which of your points is most complex? Describe a visual you can to help clarify and simplify this point.

o Which of your points is most important? Describe a visual you can create to emphasize this point.

o Is there an appropriate time for you blank your screen? If there is add a blank slide and practice that flow

with your clicker.

o Watch Katie’s example – any ideas you will be sure to incorporate?

o Can you predict any questions that will need additional information? Line up the visuals and link them all

to a final Q&A slide.

o What is your back up plan if you have a visuals crash or technical glitch the day of presentation?

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6. Q&A Checklist

Plan for a smooth transition to the Q&A section of your presentation.

If no one asks a question right away, be patient, embrace the silence and

consider an open ended question referring to a specific person in the room, for example “Jane, how do

you see this information relate to your area?”

Anticipate possible questions and be prepared to answer them (prepare additional Q&A slide decks –

possibly hyperlinked.)

Convey the feeling that you welcome questions. Smile, look relaxed.

Listen to the entire question.

After the question is asked, pause to think about your answer.

Give your answer to the whole audience, not only the person who asked.

If you don’t understand the question, ask for clarification.

Repeat the question if you’re not sure everyone in the room heard it.

If you don’t have the answer, acknowledge that you’re stumped, ask for audience ideas, or promise to

get back with the person with an answer (and follow through.)

If the question is off topic, say, “That may be too specific for the entire group—let’s discuss this after

the presentation.”

Reinforce your main points when possible.

Stay with the question until you know you’ve answered it fully. Say, “Did that answer your question?”

If time is tight, it’s your responsibility to manage it. It’s ok to say, “We have time for one more

question.”

If the timing works and the audience does not close for you with applause or praise, end the Q&A with

appreciation and a sentence or two that gives a sense of closure—control/own the close.

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7. Presentation Evaluation Checklist

When reviewing your presentation ORGANIZATION you:

Opened in an interesting way – you grabbed attention

Made it easy to tell what the topic was about within the first 30 seconds to 1 minute

Established your credibility/connection to the topic

Previewed the upcoming points in the order they will appear

Began with your main theme, then moved to the main parts of your content

Moved from one point to the next smoothly (transitions)

Had the right amount of information and organized it thematically (with some coherent

pattern)

Reviewed the main points in your closing remarks before welcoming questions

Called the audience to action—they knew what was expected (desired) of them

When reviewing your CONTENT you:

Tailored to the specific listeners and their needs—the presentation was so unique that it

would have to be revised to present to another audience.

Used ample evidence to support ideas (ideas explained clearly)

Used thorough, logical, and clear examples to make your point

Tapped into common values of your audience

Your information blended a mix of stories, concrete examples, metaphors, and vivid

language

Your DELIVERY demonstrated solid:

Eye contact: you scanned the room and made direct eye to eye contact with most

listeners

Facial expression: that varied, looked comfortable, enthusiastic and friendly

Gestures: you used hands naturally, kept arms relaxed by sides in between gestures,

when gesturing, used appropriate gestures that matched words

Body movement: your posture was strong and open, avoided pacing, shifting or fidgeting

Presence: you seemed self-confident and interacted well w/ audience

Voice: you had a natural conversational inflection and avoided umms, likes, and ahhs

In the QUESTION AND ANSWER you:

Listened to the entire question

Clarified if there was doubt about meaning

Answered with a mini-speech: preview, main response, evidence, review

Built rapport: used name of questioner, checked in before moving on

“Owned” the close

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8. Your Speaking Skills Action Plan

After watching my presentation recording and/or receiving feedback from colleagues

identify three areas of strength that the feedback has made you more aware of, and three opportunities

you have to improve.

Areas of strength Areas for improvement

1.

2.

3.

Action plan around areas for improvement:

1. Identify the one speaking skill you want to improve.

2. Identify a baseline, when do you do this or not do this? (if it’s gestures are you not gesturing at all or too

much? How many missed opportunities or overuse occasions?)

3. Identify a goal and be specific. Be sure this is an attainable goal. For example, “I want to use more

gestures in my day to day conversation. In a 5 minute conversation I’d like to gesture 10 times”.

4. Find a time in your day (during work or the rest of the time) and plan to practice this skill in a relevant

setting.

5. Discuss your efforts for change with a trusted colleague, friend, or spouse.

6. Add audio/visual feedback if possible to measure your progress.

7. Continue repeating steps 4-6 until you can see improvement.

8. Set an overall time line for your goal. Four to six weeks is reasonable for a speaking skill. If it’s a habit

you’ve had for a while remember that on average it takes 21 days to start or stop a habit. Practice daily!

*The steps above follow the SMART goal format (specific, measurable, actionable, relevant and time-bound*

*goals have more success than general ones).*

*Hi my name is Kelvin Nguyen. I’m a part of BSCS degree at Neumont University and today I have an opportunity to present my capstone called “Siri Make Over”.*

*So what is “Siri Make Over”?*

*Siri Make Over is a search engine that will collect all the data from many website then it summarize the content in a paragraph or a sentences and response these summary back to you base on the question that you asked*

*So your next question will be. “What is my motivation to build this application when we already have google search?”*

As a programmer, I spend a lot of time to navigate around multiple website to find the piece of information that I am looking for. With this application, I am no longer need to do this. All I have to do is “Ask the question” and I have the answer.

Not only that, assuming that you have a document or a book that you have to read and you don’t want to read. You just want to know the summary of this document. You can use my “Siri Make Over” algorithm to build an application to summary a document or a book. Or an add on feature to existing application.

Let’s me do the demonstration before I going to the detail of my application.

Question?

Who is the best soccer player

What is the color of the hippo milk