

High Impact Presentations



LIFE SKILLS UNIT



Outline

- Introduction
- Preparation
- Building A Presentation
- Presentation Delivery
- Online Presentations
- Presenter's Characteristics
- Stress Management For Presentations
- Tips For Effective Presentations

Introduction



Introduction

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For Presentations

Introduction

“ If you don't know what you want to achieve in
your presentation your audience never will.”

Harvey Diamond

“ It takes one hour of preparation for each
minute of presentation time.”

Wayne Burgraff

Introduction

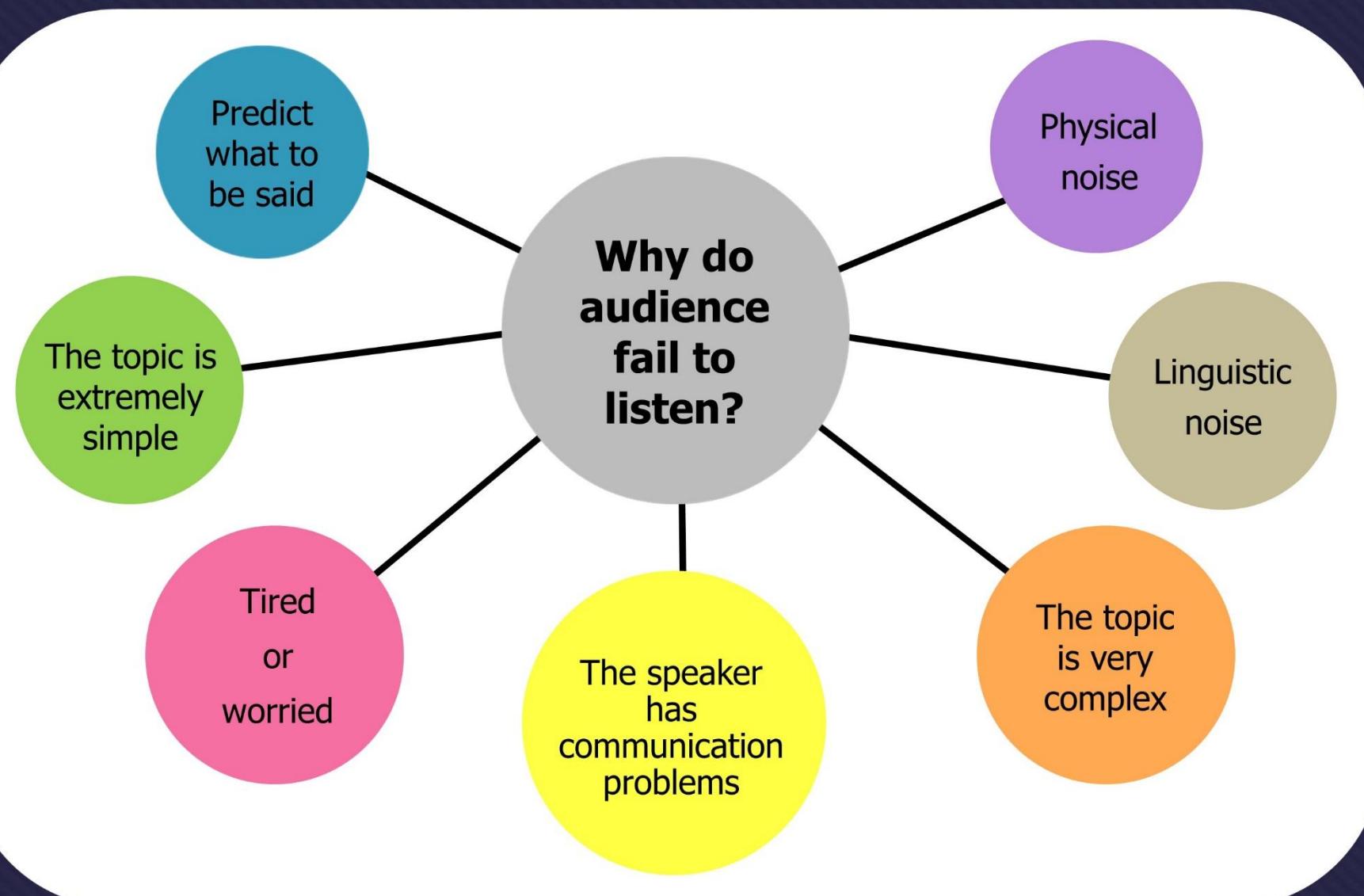
Cont'd

Nobody is a naturally born speaker!



Introduction

Cont'd



Introduction

Cont'd

5 Facts about your audience

- 1- Audience are goal-oriented, practical, want to build on their experience, and like to be respected.



Introduction

Cont'd

5 Facts about your audience

- 2- Interactive experiences are far more memorable than passive ones.



Introduction

Cont'd

5 Facts about your audience

3- Audience learn best in 20-minute chunks.



Introduction

Cont'd

5 Facts about your audience

- 4- Human brains prefer images over text. Audience only remember about 10% of information presented orally, however, that number jumps by about 65% when an image is added. The brain also prefers rounded diagrams, and dark letters on light background.



Introduction

Cont'd

5 Facts about your audience

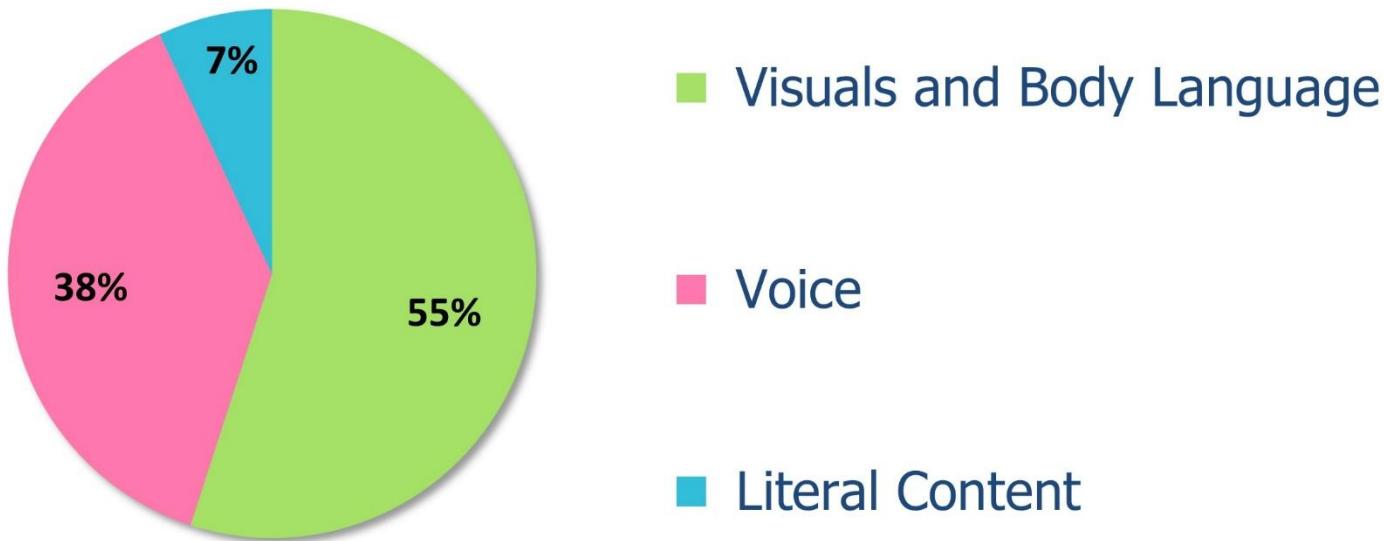
5- Human brains crave story, suspense, and simplicity.



Introduction

Cont'd

Communication elements that directly affect your audience:



Verbal Vocal Visual

The three elements should be congruent and deliver the same meaning.

Preparation



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Preparation

Fail to prepare

..... Prepare to fail



Preparation

Cont'd

Presentation purposes



Inform



Entertain



Persuade



Inspire

Preparation

Cont'd

Objective clarification

Identify the required output
of your presentation



Preparation

Cont'd

Objective clarification

Your objective should be: **SMART**



Preparation

Cont'd

Identify your audience

Ws ?

- **Who** will attend?
- **What** do they expect?
- **Why** will they attend?

- Education
- Position
- Experience
- Previous training

?

- Number
- Age
- Culture
- Interests

?

Preparation

Cont'd

Map of ideas → **Select** → **Organize**

Brainstorm



Could be said

Should be said

**Must
be said**

Preparation

Cont'd

Build on deep knowledge

**4 P's
of Effective
Content**

**Embrace Purpose,
for your People,
with serious Preparation
and a lot of Practice.**



Building A Presentation



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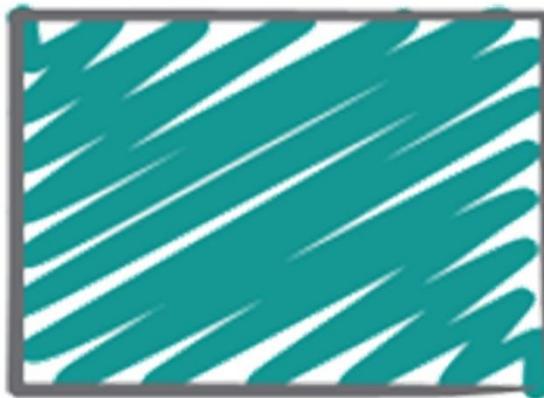
Building A Presentation

Cont'd

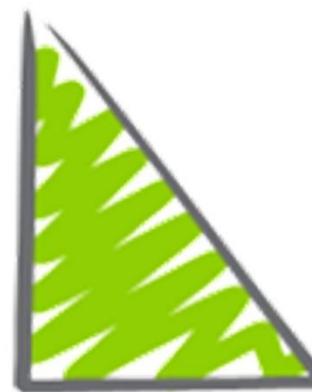
Any **presentation structure** is composed of:



Opening



Body



Closing

Building A Presentation

Cont'd

Presentation **opening**

- Greeting + Smile
- Self-introduction + Credentials
- Objective + Benefit
- Agenda



Building A Presentation

Cont'd

Presentation **opening**

Presentation openers:

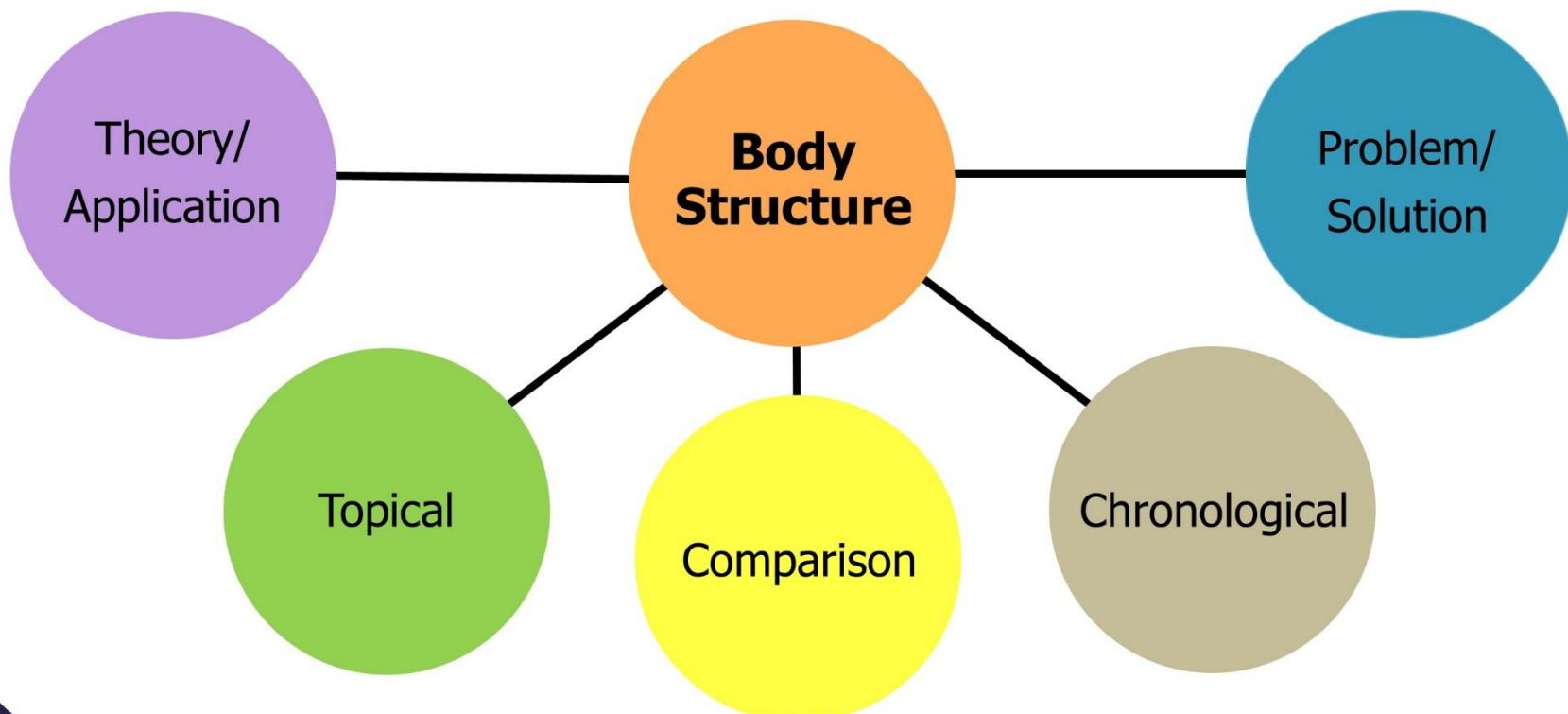
- Question / Invite participation
- Quotation
- Anecdotes
- Sense of Humor
- Statistics
- Historical Background

Building A Presentation

Cont'd

Presentation **body**

Body structure:



Building A Presentation

Cont'd

Presentation **body**

- Give your audience an overall framework
- Summarize after every section
- Follow your presentation structure
- Illustrate data



Building A Presentation

Cont'd

Presentation **closing**

- Summary
- References
- Questions and answers
- Call to action / Recommendations
- Thanks + Smile

Building A Presentation

Cont'd

Presentation **closing**

Powerful ways to close your presentation:

- Quotation
- Anecdote
- Refer to the opening message
- A powerful visual

Building A Presentation

Cont'd

Presentation with **visual aids**

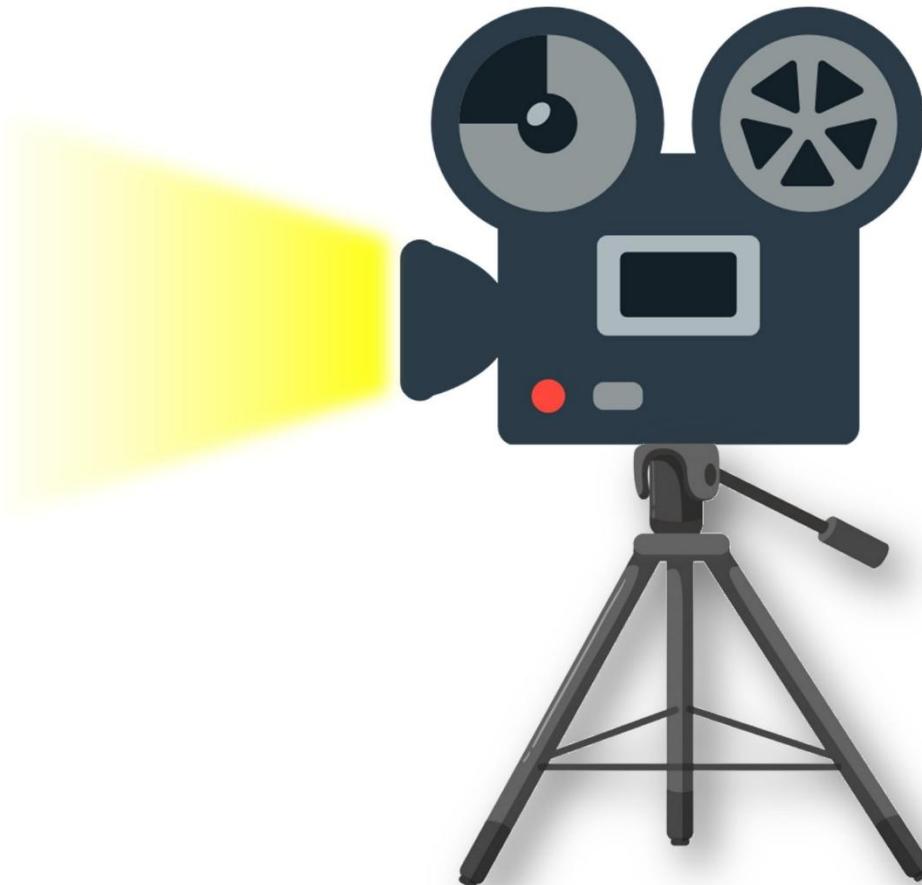
- Slides
- Flip Charts/ Whiteboards
- Posters
- Handouts
- Artefacts
- Videos



Building A Presentation

Cont'd

Using **videos**



Presentation Delivery



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Presentation Delivery

Most common **delivery methods:**

Reading 

Memorizing 

Speaking 

Presentation Delivery

Cont'd

Engaging Your Audience



Ask questions



Do a role play



Take a poll



Self-assessment questionnaire



Plan games & activities



Group discussions



Show a video



Brainstorming session



Ask for a volunteer

Presentation Delivery

Cont'd

Repeat key points!

Tell them what are you going to tell them



Tell them



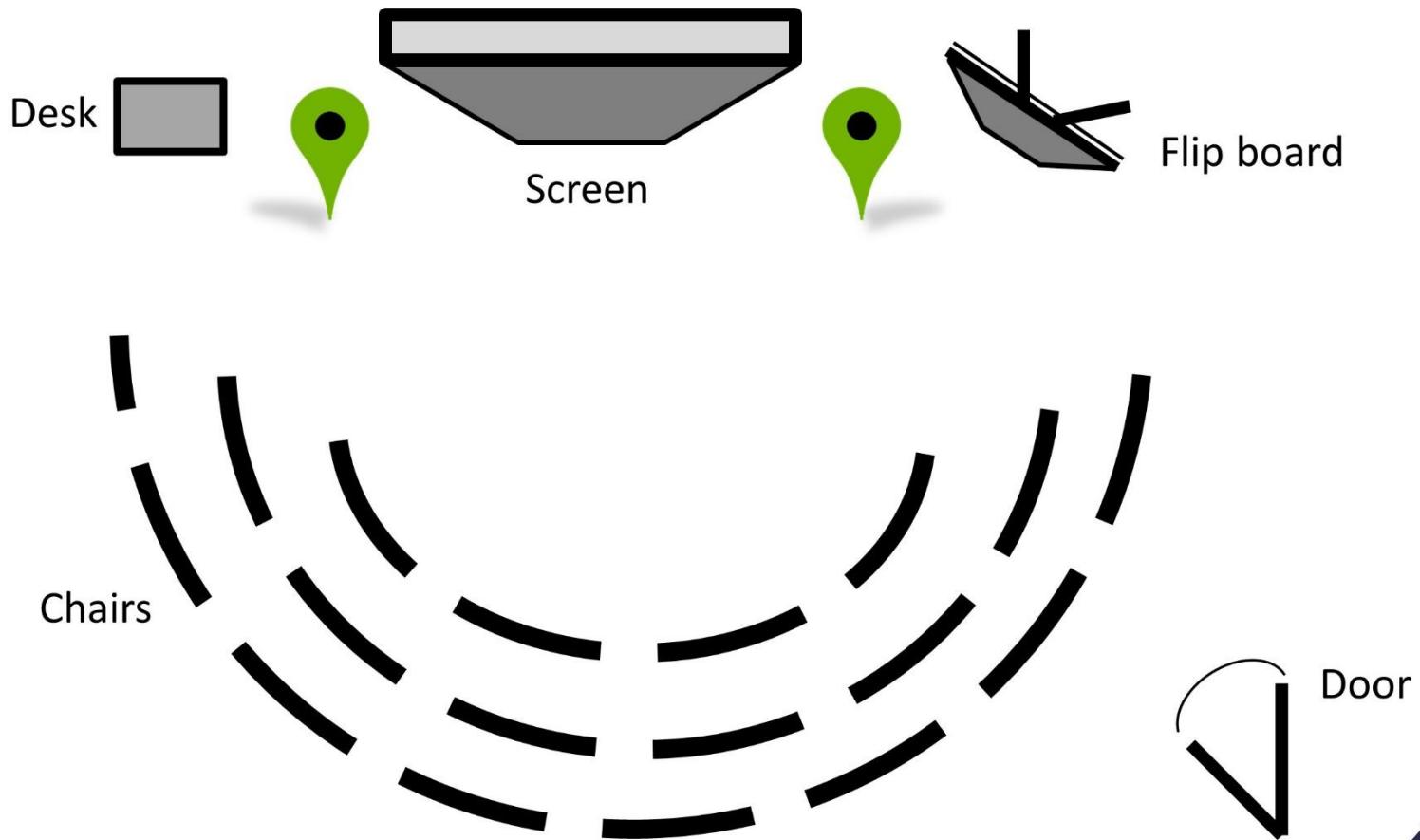
Tell them what you have told them

(A message needs to be reinforced six times, for a 90% recall a year later.)

Presentation Delivery

Cont'd

Room setup



Online Presentations



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Online Presentations

Tips for effective online presentations:

1. Find a quiet place, free from possible interruptions.
2. Well-lit place with plain background.
3. Check your internet connection, computer's audio and computer's camera.
4. Use high quality microphone. Make sure your audience can hear you and only you.
5. Ask your audience to mute their microphones when they are not speaking.



Online Presentations

Cont'd

Tips for effective online presentations:

6. Always keep your camera On even when you're sharing a screen.
7. Look at the camera all the time.
8. Practice using your online meeting software (Microsoft Teams, Zoom, Webex, Skype, etc.).
9. Use simple slides and with large font, as most of your audience are using laptop or mobile.
10. Have another laptop at the ready in case you encounter a problem.

Online Presentations

Cont'd

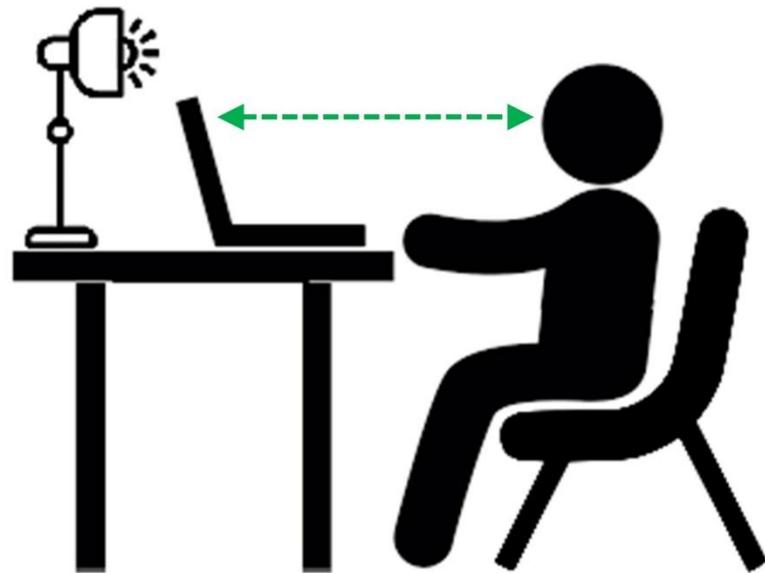
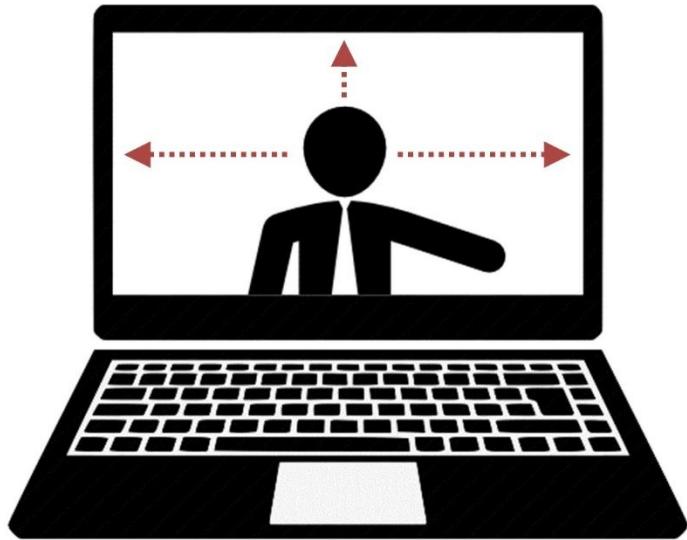
Tips for effective online presentations:

11. Close any unnecessary applications to ensure that they don't interfere with your online meeting software, especially applications that require a substantial amount of memory or bandwidth.
12. Create more slides, with less information, and switch between them more frequently.
13. Regularly re-engage your audience's attention.
14. Never neglect questions/comments in the chat or raised-hand signs.
15. Get used to talking to yourself.

Online Presentations

Cont'd

Tips for effective online presentations:



Camera Setup

Presenter's Characteristics



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Presenter's Characteristics

Body language

- Smile
- Eye contact
- Hand gestures
- Position
- Posture



Presenter's Characteristics

Cont'd

Body language

Nod when they are talking

Smile

Maintain good eye contact,
but don't stare

Relax your shoulders

Don't touch your face

Don't look at your watch

Don't put your hands in your pockets

Don't cross your arms or legs



Don't stand too close or too far

Presenter's Characteristics

Cont'd

Voice

Volume

How loud the voice is

Intonation

The rise and fall of your voice

Pitch

How high or low the tone is

Pace

The speed of your voice

Tone

The idea behind your voice



Presenter's Characteristics

Cont'd

Voice



- Speak loud enough as to be heard
- Enunciate & Intonate
- Let your voice show your passion



- Whisper
- Monotonic
- Foghorns and fillers

Presenter's Characteristics

Cont'd

Presenting while wearing a face mask



Presenter's Characteristics

Cont'd

Presenting while wearing a face mask

Studies show that face masks muffle sounds and cover facial expressions, which hinder interpersonal communication.



Presenter's Characteristics

Cont'd

Presenting while wearing a face mask

- Talk (20%) louder and (-20%) slower
- Pause and use different intonations.
- Increase level of your gesturing by (10%).
- Smile with your eyes
- Practice your "Mask Voice"



Presenter's Characteristics

Facilitating discussion - active listening

Whenever an attendee interrupts or responds emotionally during a presentation, he is probably overstating his feelings in order to justify the “outburst”. Use active listening, and never attempt to defend, counter, or argue. Specify the problem and suggest a solution.

Presenter's Characteristics

Mannerisms

- Don't be tempted by manual props (pens, pointers, glasses, etc.)
- Be aware of your verbal tics and work on eliminating them (ie: 'OK!' – 'You Know' – 'and so forth' – 'actually'.... etc.)
- Be careful of proximity! how close do you sit/stand to participants?

Presenter's Characteristics

Managing hostile audience

- Navigate hostile questions
- Never fight fire with fire
- Disarm the hostility with respected deep knowledge, cool and firm mood
- Use logical reasoning
- Focus on a win-win outcome

Stress Management For Presentations



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Stress Management For Presentations

Symptoms of a nervous speaker

- Shaky voice
- Rapid breathing
- Voice ruin
- Shaking hands
- Sweat
- Mind blank





Stress Management For Presentations

Cont'd

Causes of tension

- Lack of preparation.
- Any negative consequences if you don't do as well as you would like.
- How you will be compared with others.
- The reaction of others.



Stress Management For Presentations

Cont'd

Strategies to deal with tension

- Develop positive thinking and visualization skills.
- Prepare extensively.
- Plan and practice your presentation carefully.
- Map out your anxieties.
- Look after yourself.



Stress Management For Presentations

Cont'd

On the day of the presentation

- Expect that you will feel some nerves or anxiety.
- Try to relax yourself physically.
- Be careful about what you eat and drink.

Stress Management For Presentations

Cont'd

“

There are two types of speakers,
those that are nervous
and those that are liars.

”

Mark Twain, Author

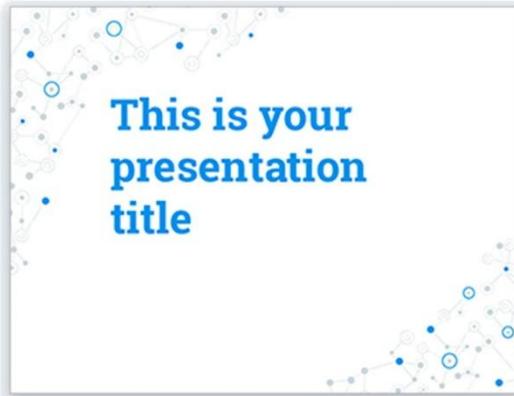
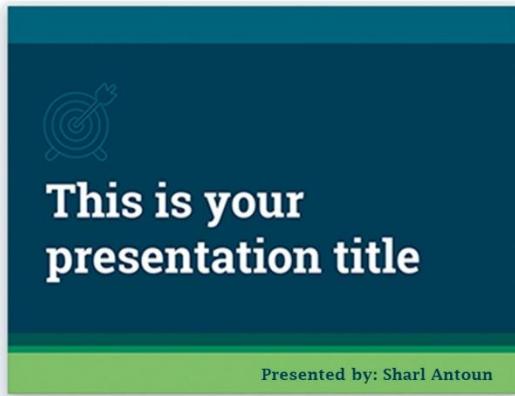
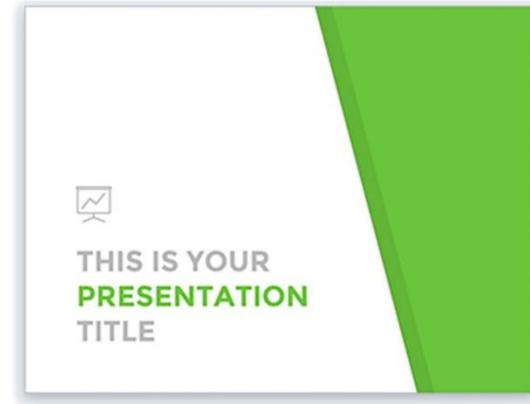
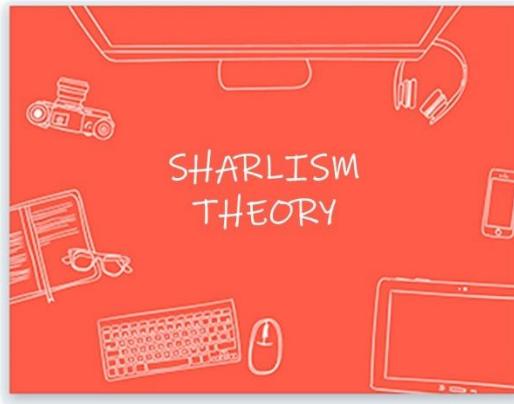
Tips For Effective Presentations



1- Dress To Impress



2- Keep Slides Simple



3- Slides Are Not Prompter



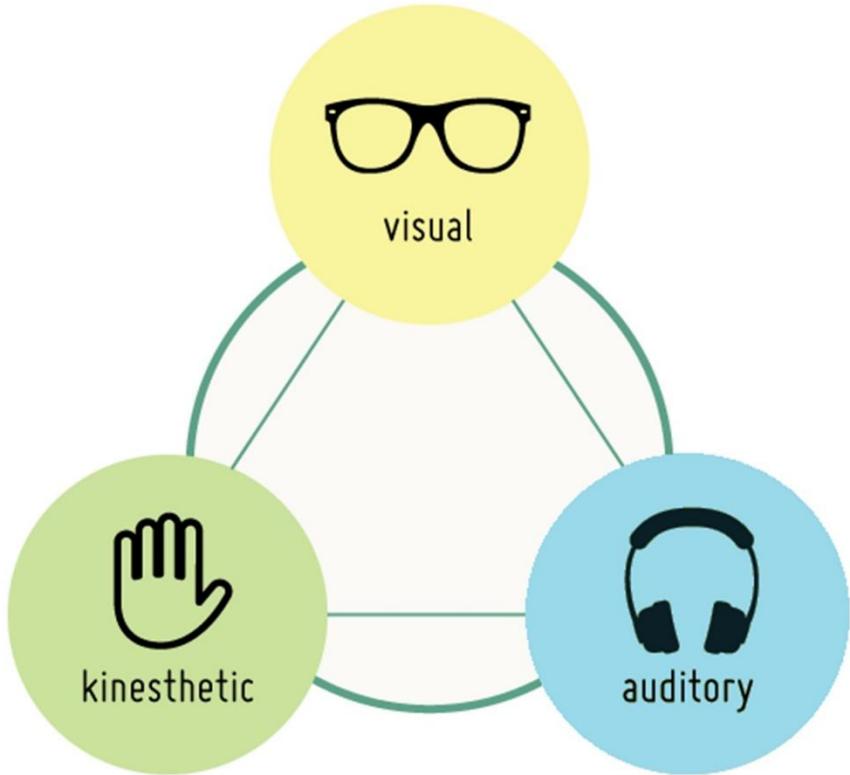
4- Welcome Questions And Answer Respectfully



5- Manage Time Efficiently



6- Consider How People Learn



Audience are different in terms of receiving messages...

Use **Multichannel**.

7- Don't Forget To Use “Continued”

Sharlism Theory

1 - Etymology
The origin of the word “Sharlism” is still unknown, however some historians claim that the term was coined by an Egyptian Engineer in 2010.

2 - Theory
Sharlism is a philosophical metaphysical theory, that has no precise definitions or dimensions till today, as the owner of the theory intended to keep it incomplete and mysterious.

3 - Criticism
There was no record of any criticism or rejection of the theory. Nevertheless, substantial number of questions rotate around the core of the theory every day.

Sharlism Theory

Cont'd

4 - Application
The theory has no specific application till now. Many scientists attempted to perform some real-life applications yet results were insignificant.

5 - Further Readings
Resources about Sharlism theory are extremely rare and almost impossible to find, therefore, we highly recommend that you forget about this theory and find something better to do.

8- Use Trustworthy Data Sources

Is the Science Content Compelling Enough to Read?



Infographic Source: The Best And Worst Science News Sites. By Alex Berezow — March 5, 2017.

9- Be Enthusiastic



10- Reflect

Excellent

Very good

Good

Average

Poor

Final Individual Presentations

- Individual Presentation
 - Prepare a presentation that is comprehensive and interesting, also informative enough to fill the time allocated by the instructor
 - You are allowed to choose the suitable topic, and time duration will be provided by the instructor
 - Use Slides/ Visuals, and must be in English
- Speaking language is bilingual
 - Topics of the initial team presentations are not allowed to be used for the final individual presentation
- Dress code is business formal (full suit)
 - Rehearse

Final Individual Presentations

Cont'd

Your final presentation will be evaluated based on:

Attire

Body Language

Visuals

Voice

Structure

Content, which must include:

1- Personal Experience

2- Part from Arabic podcast or Arabic book
Handling Audience & Dealing with questions

Self-confidence

Time Management

AI Tips for Presentations



A green window frame with a search bar containing '< > Q' and three control icons: a square, a square with a circle, and a cross.

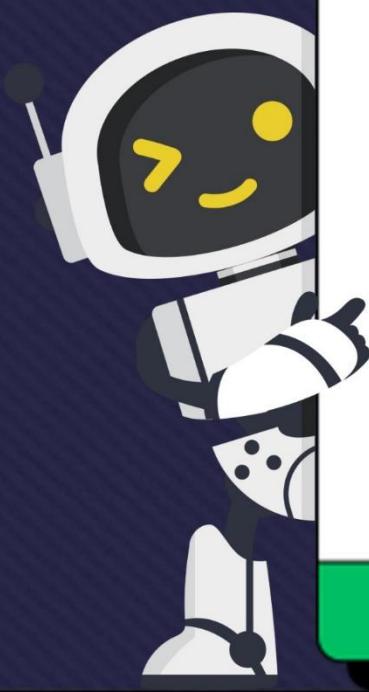
Brainstorming & Research

AI Tools: ChatGPT, Claude, Gemini, Perplexity.ai

Purpose: Generate ideas, topic outlines, storytelling structures, and summarize relevant research.

AI Tips for Presentations

Cont'd



A presentation slide with a green header bar featuring navigation icons (< > Q) and window control buttons (minimize, maximize, close). The main title is "Creating Visual Slides". Below it, the text lists "AI Tools: Beautiful.ai, Canva Magic Design, Gamma.app" and "Purpose: Generate professional slide layouts with text, icons, and images".

Creating Visual Slides

AI Tools: Beautiful.ai, Canva Magic Design, Gamma.app

Purpose: Generate professional slide layouts with text, icons, and images

Thank You