

Lecture 7

Giving effective presentation (P2)

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Alliance with  Education

- I. Planning and preparation (completed)
- II. Developing your presentations (completed)
- III. Effective delivery



III. Effective delivery

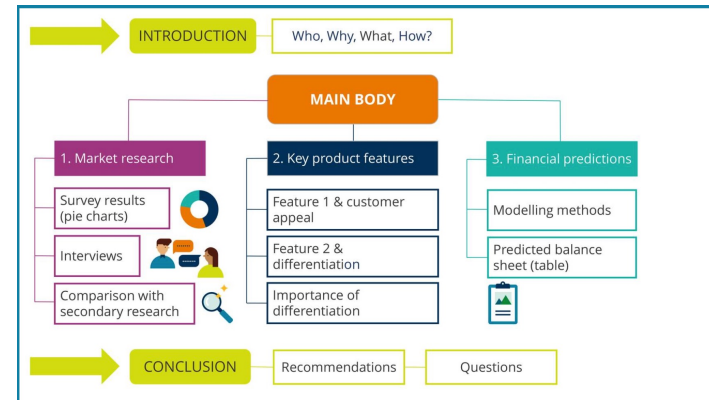
1. Using notes
2. Body language
3. Use your voice effectively
4. Overcoming nerves
5. Testing

1. Using notes

- When you present, your aim is to speak **clearly, firmly** and **confidently**.
- **Don't try to memorize** notes or a script. It is hard to speak with a **natural flow** if you are trying to remember something word for word.
- Use the outline of your main ideas (in the note form not full sentence) that you worked on in the planning and preparation stage, to guide your presentation.
- Keep the notes in the right order, otherwise you may get confused and seem unprofessional.

1. Using notes (cont.)

• Example note cue cards:



Market Research – Survey

3

- 100 surveyed – parks around London
- 70% – ‘no time to walk their dog’

***Important**

- Trust/personal relationship
- Reliability/short notice
- COST!!

Differentiation?

8

Underwood (2016)

‘differentiation is the key factor that drives growth’

Explain

1. Use students
2. personalised service
3. short notice service.

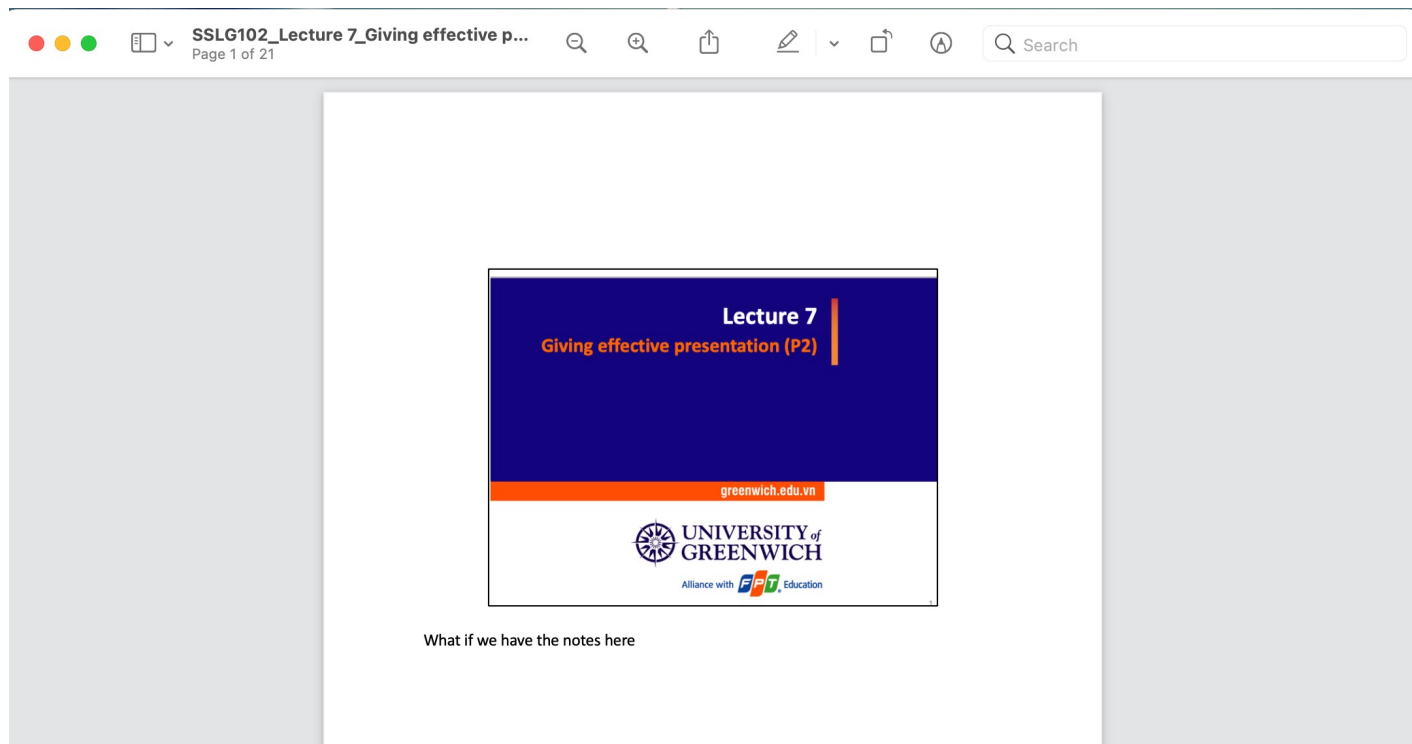
1. Using notes (cont.)

- Using a tablet or e-reader (e.g. iPad, Kindle, Nook, Kobo)

Step 1	Step 2	Step 3	Step 4	Step 5
<ul style="list-style-type: none">You can use Speaker Notes section of PowerPoint below each slide/ereaderWrite just key words, phrases or prompts.	<ul style="list-style-type: none">Format the notes in large font for easy reading on your device.	<ul style="list-style-type: none">Choose Print Notes in the Layout option and save PPT to PDF format This creates a document that shows your slide at the top of the page and your notes at the bottom.	<ul style="list-style-type: none">Make sure the device is fully charged before useOpen PDF file on your device and adjust the settings (brightness /contrast) and turn off AUTO SLEEP mode.	<ul style="list-style-type: none">Practice flipping pages confidently and smoothly

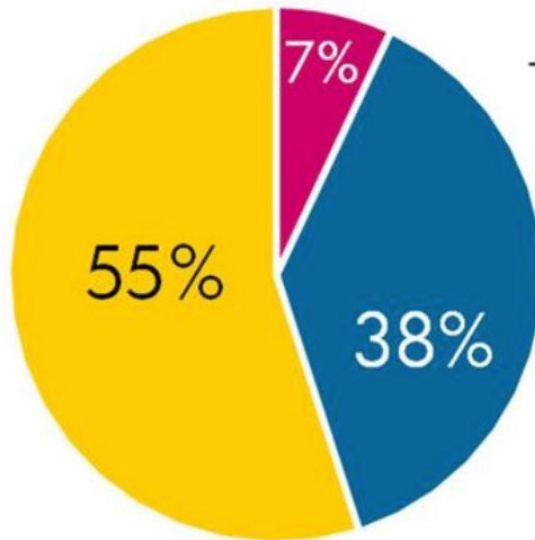
1. Using notes (cont.)

- Example of slides with notes in PDF version



2. Body language

- To be an effective presenter you need to be assertive, have confident posture, stage presence and use **positive and open body language** to welcome your audience and help them to understand and process what you are speaking about.



Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

2. Body language

- Watch this short video for some key pointers on effective body language.

Link: <https://www.youtube.com/watch?v=TmbQFWBvTtY>



Body Language for Presentations

2. Body language (cont.)

- Physical factors for considerations when presenting:

- Posture

- Posture is the position in which someone holds their body when standing or sitting.
- Two forms of posture: 'open' and 'closed' which may reflect an individual's degree of confidence, status or receptivity to another.



Open (V)



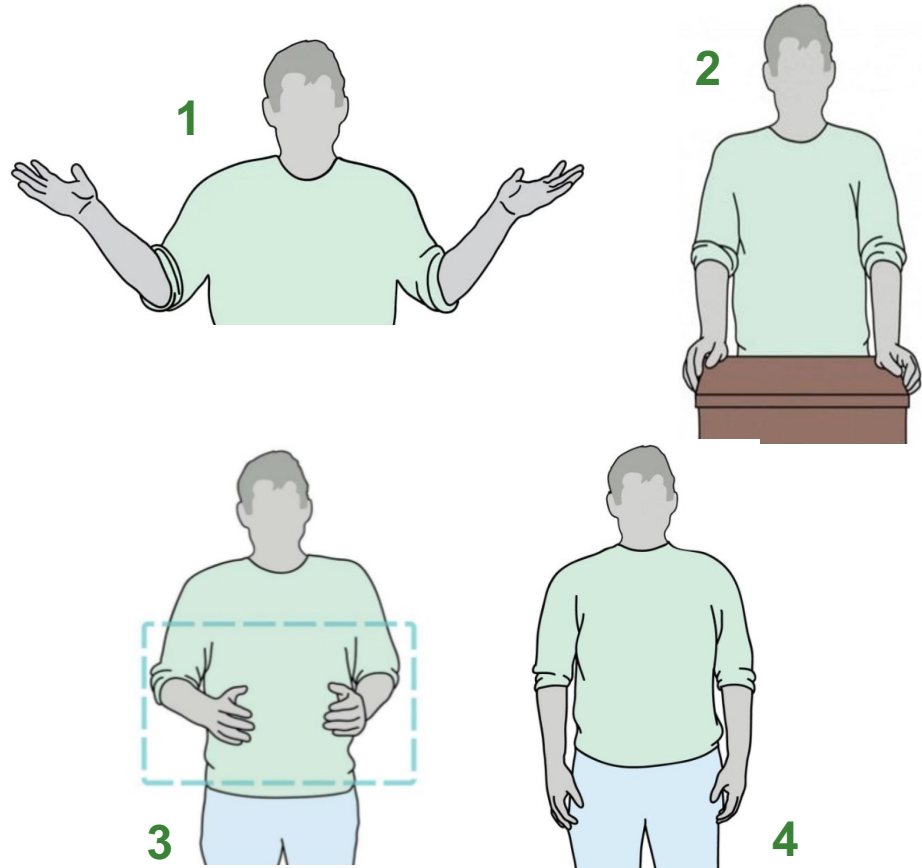
Closed (X)

2. Body language (cont.)

- Physical factors for considerations when presenting (cont.):
 - Hand movement

DOs:

1. Use open palm gestures to build the audience's trust.
2. If behind a lectern, show your hands.
3. Keep your hands in the strike zone when possible.
4. When you don't know what to do, drop your hands to your sides for a moment.



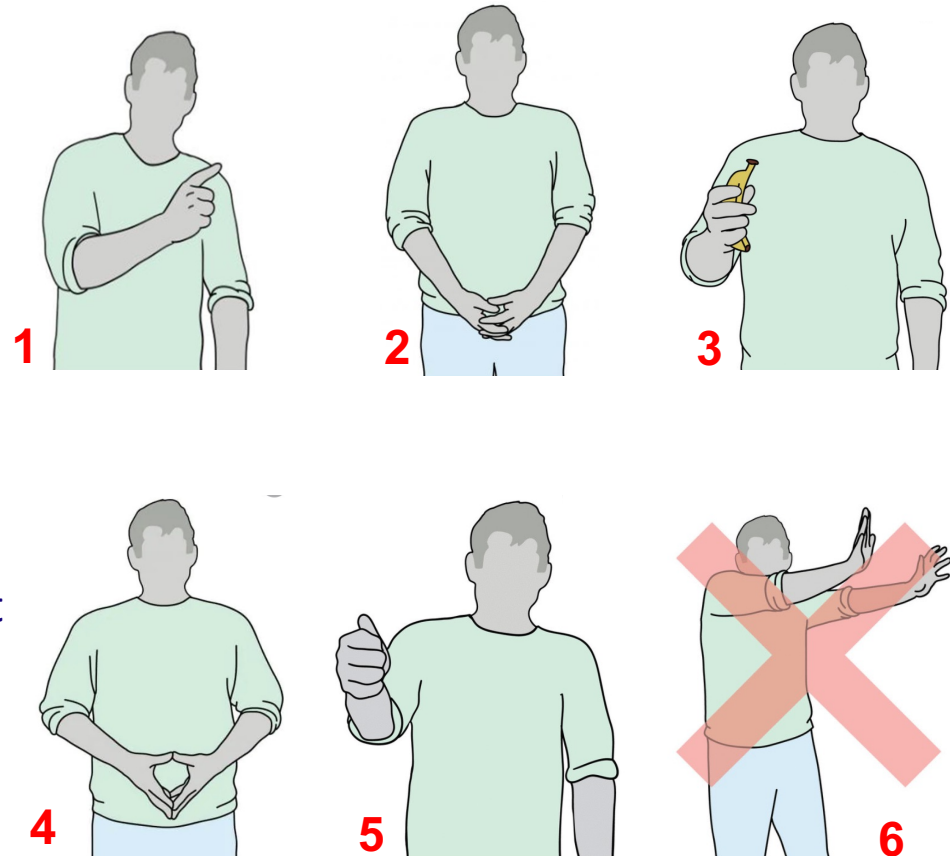
2. Body language (cont.)

- Physical factors for considerations when presenting (cont.):

- Hand movement (cont.)

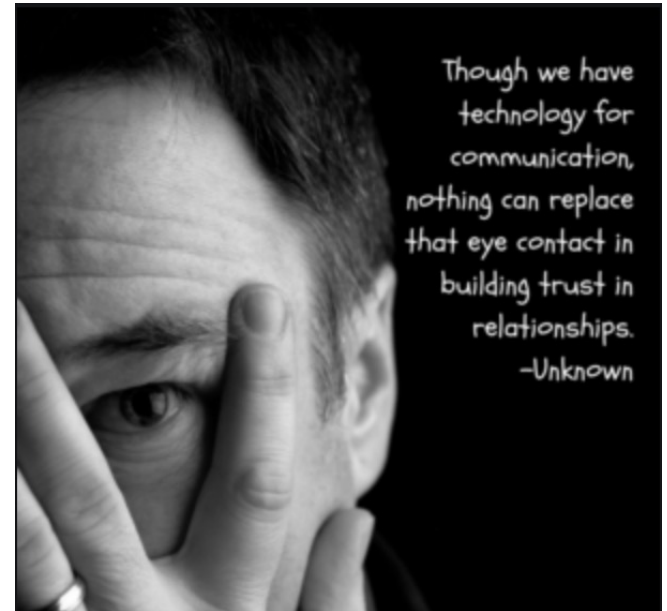
Don'ts

- Don't point
- Avoid drawing attention to the wrong places
- Keep objects out of your hands
- Avoid “spider hands”
- Politicians love to use the “Clinton thumb” but most people shouldn't
- Avoid making awkward hand movements when you don't know what to do with your hands (just drop your hands instead)



2. Body language (cont.)

- Physical factors for considerations when presenting (cont.):
 - Eye contact
 - Focus on friendly or interested looking people in different areas of the audience, ensuring you look them in the eye as you speak. Think of them as friends that you know well rather than a critical audience.
 - If you struggle with making eye contact, start with looking at people's foreheads rather than their eyes. They will see this as eye contact.
 - Remember, it is very important to involve the whole audience and not focus on your teacher. They are assessing your ability to present to a group, not a single person.



3. Using your voice effectively

- The way you use your voice can easily change the way your audience sees you, whether for the better or for the worse.
 - Be mindful of your intonation.
 - Watch your volume.
 - Place emphasis on the right words.
 - Speak clearly at all times when you are giving a speech.
 - Pause when appropriate.
 - Make sure you pace yourself accordingly.
 - Control your emotions

Your Voice Effectively in a Presentation

1. Intonation and rhythm
2. Volume
3. Emphasis
4. Clarity and enunciation
5. Pause
6. Pace
7. Emotion and expression



4. Overcoming nerves

- 7 super-fire tips to overcome presentation anxiety:
 1. Practice makes perfect
 2. Redirect your nervousness (e.g. be more expressive in gestures)
 3. Visualize (scan for friendly face in the crowd)
 4. Force yourself to act confidently
 5. Ask yourself: “What’s the worst thing that could happen?”
 6. Practice breathing techniques
 7. Prepare your audience (e.g. start with a joke/question)



5. Testing

Always rehearse your presentations.

- Timing:
 - Rehearsing your presentation will help you to know if you are within your time limit.
 - It will also highlight areas where you may be spending too much or not enough time on certain points.
 - When planning, try to leave a few minutes spare for the actual presentation.
 - Nerves and audience interaction can take up more time than you think, and you don't want to have to rush through your content in the latter part of the presentation.



5. Testing (cont.)

- **Demonstration:**
 - If you need to demonstrate a product, project or process, rehearsing will highlight where there may be potential problems. If you are aware of these in advance, you can rectify them before the final presentation.



5. Testing (cont.)

- **Video yourself**
 - It is very helpful to record your rehearsal sessions.
 - You can do this easily with a mobile phone or a tablet, then watch and listen to yourself, reflecting on where you might make improvements, e.g. eye contact, body language; and clarity, smoothness and speed of your speech.
 - If you are unable to video yourself, practice in front of a mirror.



5. Testing (cont.)

- Present to a friend:
 - Presenting to your learning companion, a friend or family member is a good opportunity to receive some constructive feedback on your performance, before the real thing.
 - Take note of the feedback and see where you can apply changes to make improvements.



Summary activity

- Watch the following video 'Presentation Good vs Bad' and note down as many point for Dos and Don'ts for presentations as possible.

Link: <https://www.youtube.com/watch?v=bjr3w6CbLSM>

- Share and discuss your findings with your learning companions.



- Assessment activity 4 – Presenting activity
 - Task:
 - Prepare and deliver a 3-minute presentation (in English or Vietnamese) on your chosen topic in last session.
 - Apply the strategies for effective delivery you learn in this session to deliver a successful one.
 - You may rehearse your presentation with your learning companion before your actual presentation in front of the class for individual assessment.
 - The assessment criteria: (/10)
 - Slides preparation
 - Structure: 1
 - Contents: 1
 - Layout (with use of visual aids): 2
 - Presentation delivery
 - Body language: 2
 - Voice: 2
 - Time limit: 1
 - Use of notes: 1

Detailed assessment criteria sheet can be found in the lecture folder.

Essential readings

- Online course 'Giving effective presentations' by HN Global.
 - You must sign in to access this course!
 - Link:
<https://hnglobal.highernationals.com/short-courses>

