

# Presentation Skills

By Kristina Tipps

# Think about...

- What makes a bad presentation?
- What makes a good presentation?
- What makes an outstanding presentation?

# The 4 Ps

1. Plan
2. Prepare
3. Practice
4. Present

# Presentation Skills

- Why do we need to know how to present information?
- Public speaking is commonly feared by many people.
- It can be a nerve-racking experience, but anxiety can be minimized.
- Skills to be a good presenter can be developed with preparation and practice.

\*Preparation is key\*

# Presentation Skills: Plan

- Preparation (planning) is the first step in giving a successful presentation.
- Aspects:
  - Purpose
  - Audience
  - Structure

# Presentation Skills: Plan

I want (who) to (what) (when, where, how) because (why)

- Ex: I want Macy's to purchase my company's sunglass line for the upcoming summer season because it is a high quality designer line and represents Macy's fashion trends.
- Gives your presentation a focus, the things to think about during preparation.

# Presentation Skills: Plan

- Ask yourself:
  - **Who** is your audience?
  - **What** do you want to present? (content, material)
  - **Why** do you want to present this? (purpose)
  - **Where** do you want to present? (place)
  - **How** do you want to present this? (ppt, other technology, etc.)

# Presentation Skills: Plan

- Audience Analysis
  - In what is the audience interested?
  - What does the audience want?
  - What does the audience already know?
  - What does the audience need to know?
  - What does the audience expect from this presentation?
  - How will the audience benefit from this presentation?





# Presentation Skills: Plan

- Structure:
  - Structure the content in line with the audience's needs
  - What is your objective?
  - Do your research
    - Gather material from different sources
  - Arrange points logically

# Presentation Skills: Plan

- Anticipate audience's questions and prepare possible answers
- Prepare handouts if desired and appropriate. Everyone benefits from visual/graphic documents.
- Don't forget to prepare with the allotted presentation time in mind. If you don't know how long you have, find out.

# Presentation Skills: Plan

- Example Structure for 20 minute presentation:
  - Opening: 2 minutes
  - Middle: 13 minutes
  - Ending: 2 minutes
  - Questions: 5 minutes

\*Always leave time for questions\*

# Presentation Skills: Prepare

- Opening: the first few minutes are critical for success
  - Carefully design and master this while practicing
    - Good first impression
    - Rehearse well, but use natural speech and no reading from notecards or computer
  - Get attention
    - Shock, humor, question, story, statistics
  - Be enthusiastic
    - Motivate audience to listen

# Presentation Skills: Prepare

- Middle:
  - Logical sequence
  - Understandable
  - Recaps (summaries) when appropriate
  - Visual aids (flip-charts, handouts)



# Presentation Skills: Prepare

- Ending: the last few minutes are just as critical for success as the first few minutes
  - Summarize important points
  - Suggest action
    - What should the audience do now?
    - When should they do it?
    - Why?
    - How?
- Proofread, proofread, proofread!
-

# Presentation Skills: Prepare Visual Aids

- Colors
  - Grey on white
  - Black on white
- Grammar
- Font size.
  - Small
  - Medium
  - Large

# Presentation Skills: Practice

## Nonverbal Communication

- Be active
  - Move around rather than stand stiffly in one spot
- Controlled gestures
  - Hand movements
  - Playing with hair
- Where to keep hands?
  - Not in pockets
  - Occupy hands with notes or a pointer. Nervousness tends to show in our hand gestures.
- Eye contact
  - Look around from person to person while glancing at notes or presentation
  - Don't stare
- Face audience



# Presentation Skills: Practice

## Verbal Communication

- Speak naturally, not too quickly or too slowly
  - Clear, audible
- Variations in tone and pitch of voice
- Talk to the audience, not just in front of them
- No jargon
- No ambiguous or complicated language
- Question your audience throughout to facilitate group involvement and garner attention

# Presentation Skills: Practice

## Audience

- Be aware of audience's nonverbal and verbal communications
  - If people are bored or confused, their body language will show it.
  - Adjust based on what you see.
- Engage audience
  - Questions, activities
- Handle questions to the best of your ability
  - You are not expected to know everything
  - Anticipate questions and have answers ready
  - Sometimes questions allow you to highlight a point you want to make

# Presentation Skills: Present

How to Channel Nervous Energy into Positivity

- Prepare thoroughly
- Breathe deeply and slowly (activity)
  - concentrate on delivering your message to your audience
- Use gestures and facial expressions as a way of converting nervous fear to positive enthusiasm.
  - Enthusiasm is a positive form of nervous energy.

# Presentation Skills: Present

- Don't get preoccupied thinking "I must remember"
- Commit yourself and it will flow naturally
- Know audience size
- Practice in the space where you are presenting
- Maneuver around room
- Check lighting and technology before starting



# Presentation Skills: Present

- Anxiety and stage fright
- Everyone has it to some degree, even the best public speakers
- Do not try to completely eliminate fear
- Instead, channel that fearful energy into an effective presentation
  - How?

# Presentation Skills

Question & Answer

# Presentation Skills

Thank you for coming!