

# *How to make an Effective Presentation?*

*By – N.G.Palit*



# *What is a Presentation?*

- ” A structured, prepared and speech-based means of communicating information, or ideas to a group of interested people, in order to inform or persuade them.”

# *Why Presentation Skills Training?*

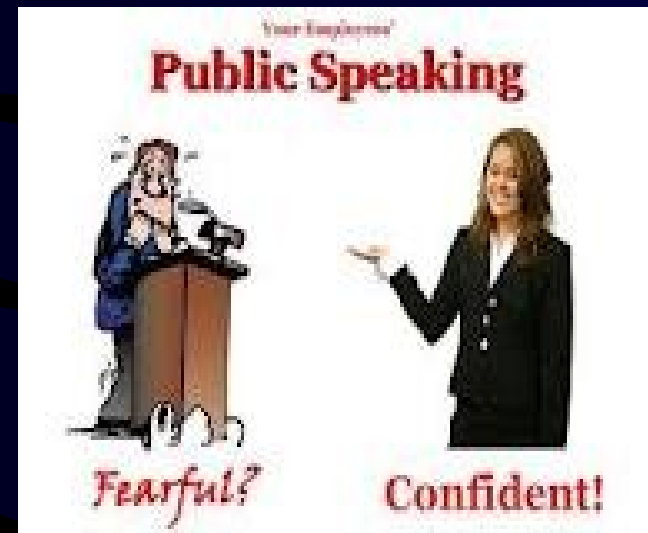
- **To properly structure your presentation.**
- **To overcome nervousness.**
- **To develop powerful Body Language.**
- **To deliver effective presentation.**
- **To learn what not to do during presentation**
- **To design and use visual aids effectively**

# *Boring Presentation*



# *Common cause of Ineffective Presentation*

- Failure to motivate the audience
- Confusing structure
- Excessive details
- Poorly designed slides



# *Steps needed to make an Effective Presentation*

- For delivering an effective presentation we need to take the following steps:
  - 1. Planning
  - 2. Preparation
  - 3. Delivery



# Speaking Tips for Professionals

- Speech Writing
- Delivery & Power of Rhetoric
- Adding Humour
- 4 Steps to Perfect Presentation
- Visual Aids



# *Planning*

- What is the purpose of your presentation?
- Who will be your audience?
- What are you trying to achieve through this presentation?



# *Planning (cont)*

- Design your message
- Organize your material
- Design the look of your presentation
- Create the slides.



# *Step -1: List your objectives*

- **Why are you making this presentation?**
- **What do you expect to accomplish?**

## *Step -2: Focus on the audience*

- Who are they?
- Focus on what your audience needs to know, NOT- what you know.
- Consider audience's level & interest
- Decide what you want the audience to do, as a result of your presentation

## *Step -3: Determine the message*

- Tailor the points to the audience's technical level: information needs and interest.
- Modify the presentation for each new audience

# *Preparation*

- **Fundamental rules for presentation are:**
  - 1. Subject of presentation:**
    - a) Decide your message in advance**
    - b) Have a strong conviction on what you want to talk.**

# *Preparation*

- **2. Organize your points logically:**
  - a) What to say at the beginning?**
  - b) What you deal in the middle?**
  - c) How to close?**  
( May be by summarizing entire presentation.)

# *Preparation*

## 3. Rehearse in private:

You need to practice delivery of presentation.

Because, 'Practice makes a person perfect'.



# *Preparation*

- **4. Keep notes to a minimum:**
  - If necessary, use Index Cards.
  - Jot down the main points



# *Conquer Nervousness*



# *9 Ps of how to overcome Fear of Public Speaking*

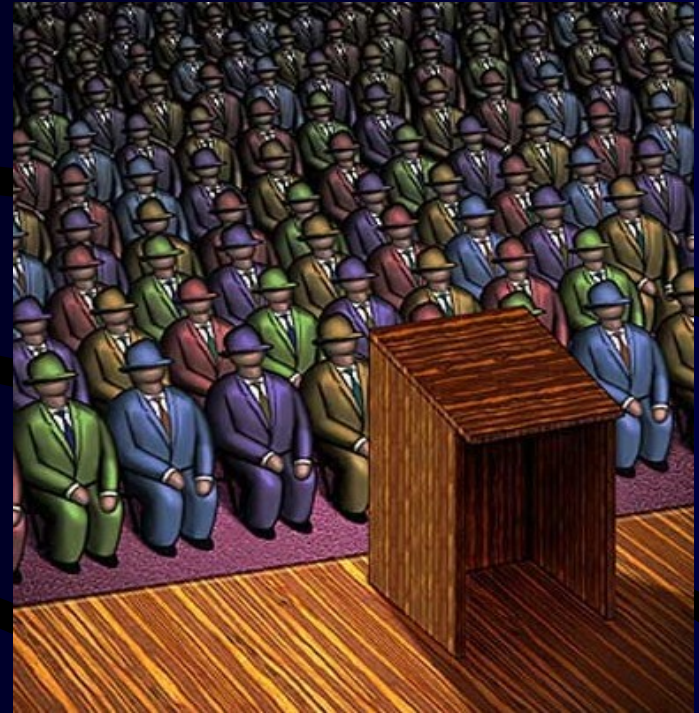
## **”Prior & Proper**

- **Preparation**
- **Prevents**
- **Poor**
- **Performance of the**
- **Person**
- **Putting on the**
- **Presentation”**



# *Don't Be Afraid*

- Sometimes an audience may seem intimidating
- But always remember they are also people like you.
- \* Imagine that you are addressing your friends



# *Preparation*

**Try to conquer  
nervousness:**

- \* Try to minimize your stage-fear.
- Take deep breath and try relax.
- If required, drink little water.



# *Preparation*

- Concentrate on topic & not the audience.
- Remember-” *Winners continue, losers stop.*”



# *Organizing your Delivery-* *General Tips*

- **Announce your topic clearly**
- **Give an outline of your presentation in your introduction**
- **State your objective upfront**

# *The Delivery*

- The Eyes
- The Voice
- Expression
- The Body



# *Organizing your Delivery-* *The Opener*

**”Tell them what you are  
going to tell them”**

- Set the tone
- Capture your audience’s attention
- Build rapport
- Tailor your opener to your audience





# *The Opener*

## **1. Introduction:**

- a) Start with a bang to get attention.

Start with an ice-breaker such as a story, joke or a quotation.

# *The Opener*

- Be warm and friendly
- Provide facts & figures
- Throw out a question



# *Organizing The Delivery*

## *(Middle)*

- "Say it"
  - Organize the presentation around main aspects of the subject.



# *Body of Presentation*

- 1. Cover the subject in logical order
- 2. Repeat important points
- 3. Use visuals wherever possible
- 4. The voice should not be too fast, too high or too slow.

# *Body Language during presentation*

## \* SMILE

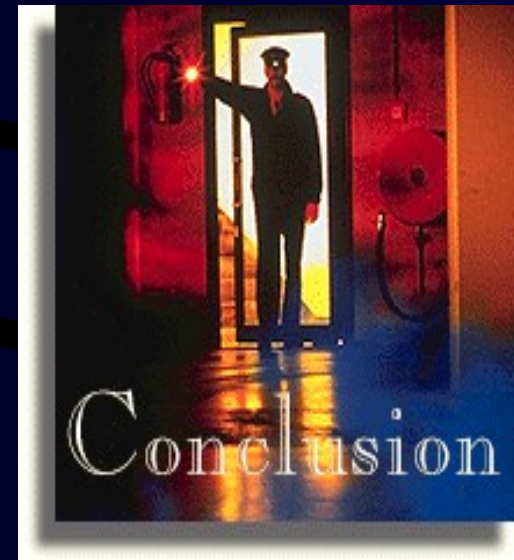
- Make Eye-Contact
- Do not lock your arms
- Knees unlocked, head up,
- Move
- Connect with the audience
- Breathe & Relax



# *Organizing- The Close*

**”Tell them what you have told them”**

- Reiterate the theme
- Summarize message
- Repeat key points
- Ask for action
- End on a positive note



# *Time yourself for Maximum Impact*



**Oops!  
I don't have much time left!**

# *The Three Presentation Essentials*

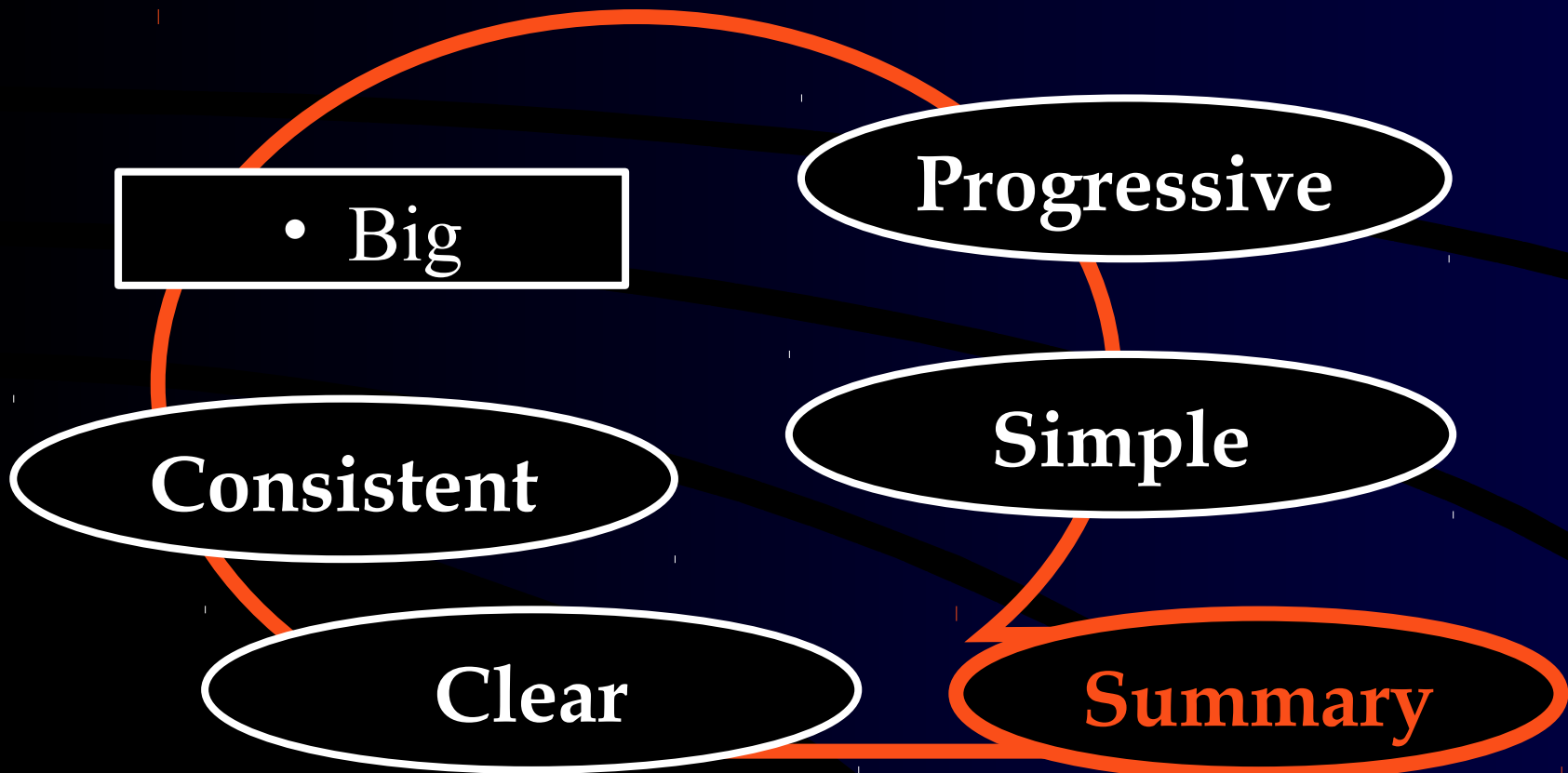
- 1. Use Visual Aids, wherever you can
- 2. Rehearse, Rehearse, & Rehearse

*”If you fail to prepare, you are prepared to fail”*

- Rehearse against clock
- 3. Memorize your script



# *Designing Effective Power Point Presentation*

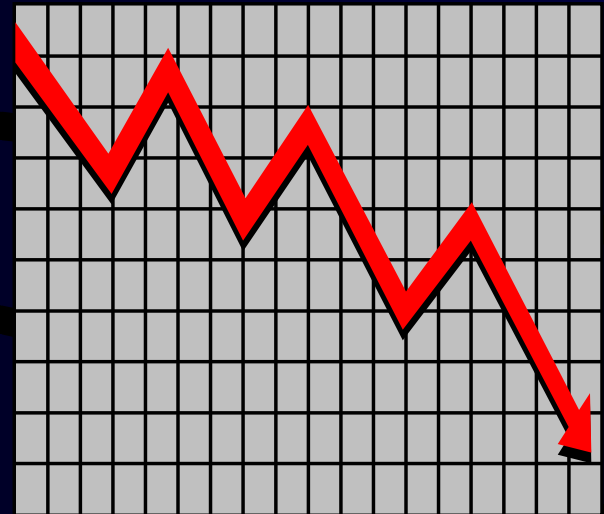


# *Design the "Look" of your Presentation*

- \* Follow the 'KISS' rule – Keep it Short and Simple
  - Use short words and short phrases
  - The 6 x 7 rules:
    - Not more than 7 words per line
    - no more than 6 lines per slide

# *Why Visuals?*

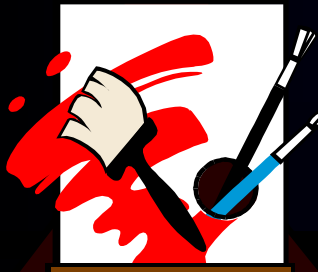
- **Visuals are powerful tools because they:**
  - increase understanding
  - Save time
  - Enhance attention
  - Help control nervousness



# *Make it clear*

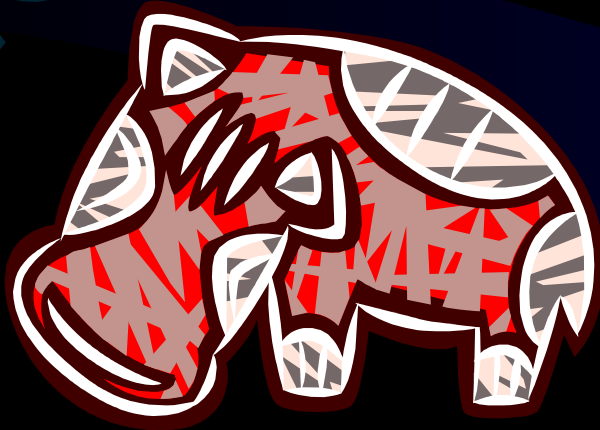


- *Size implies importance*



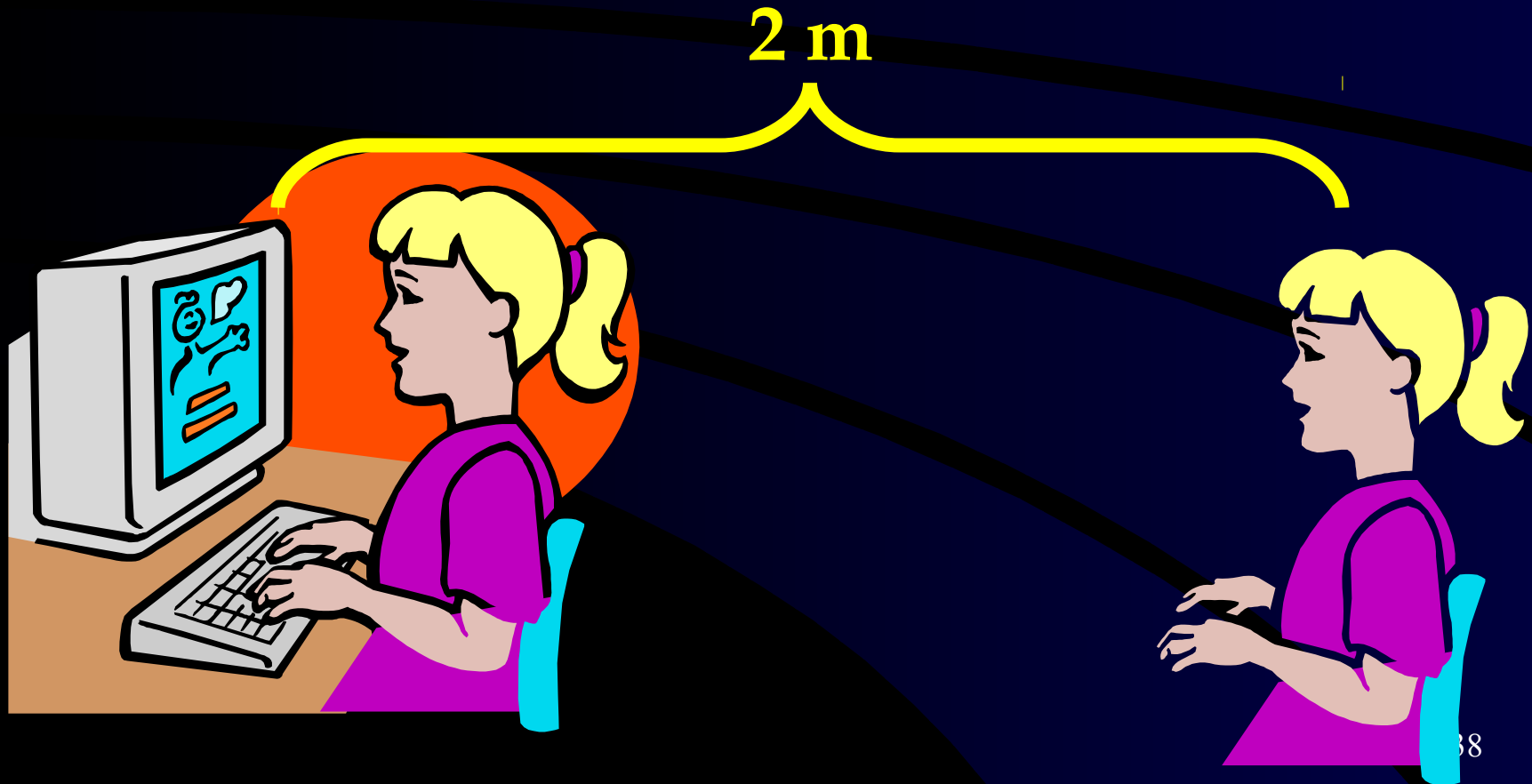
## *Keep it Simple (picture)*

**Art work may distract your audience**



# *Make it Big (How to estimate)*

- Look at it from 2 meters away



# *Tips & Techniques for Effective Presentation*

- **Maintain good eye contact**
- **Vary your speaking volume**
- **Use pauses**
- **Do not read your presentation**
- **Don't stand between the audience and the slides**
- **Use stories, questions, clips, examples etc**

# *Tips & Techniques for delivery*

- Do not put both hands in your pockets for long time
- Speak to the audience. Not to the visuals
- Speak clearly and loudly enough
- Circulate around the room as you speak
- Discuss your objectives at the beginning of the presentation



# *Tips on Visual Aids*

- Are the Visual Aids easy to read and easy to understand?
- Can they be easily seen from all areas of the room?



# *Some Final Words*

- Communication is the key
- Text to support the communication
- Pictures to simplify complex concepts
- Visuals to support, not to distract

# *Signs to detect that Audience is not Listening*

- **Start to look down**
- **Touch or rub the face, hand or hair**
- **Yawn**
- **Fidget**
- **Sigh heavily**
- **Whisper**
- **Tap their feet**



"Make sure you have finished speaking before your audience has finished listening."

-Dorothy Sarnoff



# QUESTIONS

**Thank You**

# *The End*

*By –N.G.Palit*



# *At The End*

- **If you liked this presentation, please feel free to send your valuable feed-back to [nandapalit@yahoo.co.in](mailto:nandapalit@yahoo.co.in)  
Or through face book @ nandapalit**