

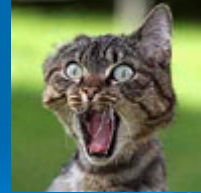
Presentation skills

Anu Kasmel

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Ten Worst Fears

1. Speaking before a group
2. Heights
3. Insects/bugs
4. Financial problems
5. Deep water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Dogs



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Aim of today's session

- The nature of today's session is to provide you with some important techniques that will assist you in everyday life and when giving a presentation

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Designing the presentation:

- Develop the introduction: state your purpose in a single sentence
- Narrowly focus the topic—2 to 5 key points
- Design the body:
 - Problem/opportunity
 - Solution or recommendation with evidence
- Add activities, visual aids, stories, and examples
- Plan the conclusion:
 - Focus on what the audience should get from the presentation
- End with a bang

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Preparation

- Begin your preparations in time
- Practice
 - Time
 - Auxiliary means
- Aim of presentation
- Material in use

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Problems with presentations

- Problems we may encounter with groups when presenting:
 - Large group (lack of intimacy)
 - Small group (lack of formality)
 - Group may not be interested
 - Group may be very diverse
 - Group may be hostile
 - Group may not have basic knowledge

How might you deal with these?

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Prevention

- Check the facility: visit the site if you can
- Check the room setup/lighting/sound: will you need help?
- Check your equipment: is everything working? Do you know how to use it?
- Check the materials: enough copies for everyone? Everything in order?
- Allow plenty of time for setup: give yourself ample room to handle the inevitable problems
- Develop Plan B: be ready for disaster recovery

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“Body language”

- Face: your expressions, head tilt, nodding
- Figure: your demeanor, dress, physical appearance
- Focus: if, when, how long you make eye contact
- Territory: how you use space; e.g., how close you stand next to someone
- Time: how you use time; e.g., the pace of your speech, walk

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➤ First impression!!!



It is not important **WHAT** you say, but **HOW** you say it !

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Vocal Energy



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The importance of Vocal Energy

- Releases tension in the body
- Words are spoken clearly and effortlessly
- Speech is understandable and interesting

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Vocal expression

- Speak at a pace suitable for your audience:
 - Complex - slower
 - Simple - faster
- Use pauses effectively, they give the audience time to think
- Use natural expression and inflection

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Voice

- Tone
- High pitch, particularly for women
- ★ Variety
- ★ Upspeak
- ★ Clear enunciation
- ★ Adequate volume

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Self-confidence



- Stage fright – how to reduce it?

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Magic Ingredient:

ENTHUSIASM

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- Know issue
- Know yourself
- Know auditorium

What?

Whom?

Where?

When?

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Mistakes in introduction

- Starting with “I” or “me”
- Apology
- Starting with negative issues
- Banalities
- Politeness
- Long start
- Indication to previous speaker

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What makes a talk poor?

- Little/no eye contact
 - No engagement with the audience
- Mumbling
 - Often because not engaging with audience
- Reading from a paper
 - Too fast, monotone
- Little/no structure
 - Lack of clarity
- Too much information
- Bad visual aids

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Decent start

- Originality
- Comprehension
- Questions
- Episodes and examples
- Quatations, proverbs, stories
- Audiovisualne start
- Short overview of the issue

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How to handle issue?

- Depends from the goal of your presentation
- Logical sequence
- In transition from one issue to another use questions
- Proposition – evidence, explanation – reasoning
- If you have many facts - do meanwhile summaries

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The first two minutes

- Prepare audience for content of presentation
- Clearly state purpose
- Relate topic to audience
- Personalize the information

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Opening a presentation: Attention getters

- Ask a provocative question
- Involve the audience
- Relevant quote
- State a startling fact or statistic
- Appeal to human nature
- Tell a story that relates to the topic
- Refer to a recent well-publicized event

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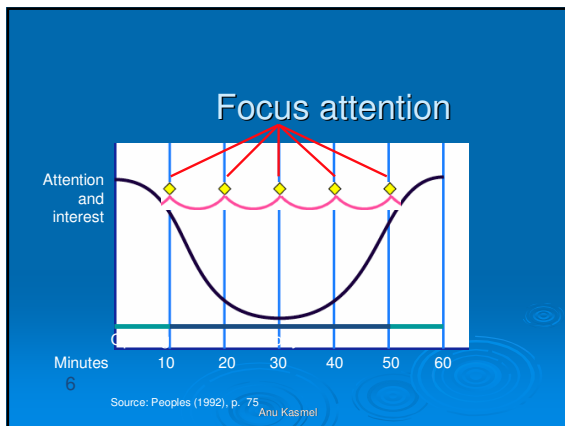
Don't start by

- Giving a dictionary definition
- Saying, "Thank you, Mr./Ms. Chairperson, I am honored to address..."
- Thinking small. Think big to capture the imagination of the audience

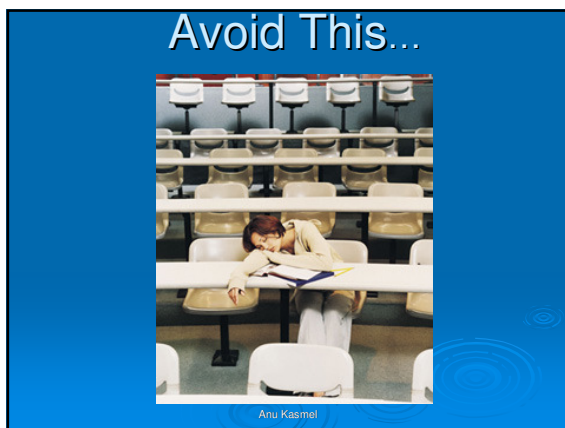
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An icebreaker





- ### Some ways to focus audience attention:
- Stories
 - Analogies
 - Jokes and humor if directly related
 - Eye contact
 - Volume
 - Enunciation
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- ### More ways to focus audience attention:
- Startling visuals
 - Planned questions
 - Testimonials
 - Demonstrations
 - Activities/exercises to involve the audience
 - Purposeful movement
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- ### Maintain eye contact
- When you look at one person in a large crowd, 15 will think you are looking at them
 - Spread eye contact randomly around the room
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Developing visuals

- KISS: keep it short, simple
- Illustrate *major* points only
- Beware of complicated charts/graphs
- Size does matter; bigger is better
- Consider room size and configuration:
can everyone see?

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Using visuals

- Talk to the *audience*
- Stand to the side
- Write LARGE
- Duplicate complicated visuals (charts and graphs) in your handout
- Post as appropriate for reinforcement

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Basic principles for preparing visuals:

- Large letters: 5 x 5 rule
- Use block letters
- Adequate contrast
- Images and graphics must be appropriate to the topic

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Basic principles for preparing visuals:

- Use charts and graphs instead of grids of numbers
- Keep diagrams as simple as possible
- Don't talk to slides
- Only use when needed

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Using PowerPoint: yes...

- Basic bullets
- Short sentences
- Few fonts
- Facile over fancy
- Match template to tone
- Allow reading of long quotes

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Using PowerPoint: no...

- Generic, overdone clip art
- Default backgrounds
- Bells, whistles, drums, gongs
- Excess transition
- Excess animation
- More than six bullets

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Developing handouts

- Less is more: excess paper isn't read
- Target *major* areas and ideas
- Follow your organizational outline
- Provide references to other resources
- Include samples of complicated forms
- Use branding and logos if you have them to identify your materials

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Using handouts

- Consider best distribution time for your purpose: beginning, during, after
- Do a walk through of your presentation with the handouts
- Encourage questions
- Reference handouts on PowerPoint slides to help orient your audience

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Selection of material

- Sensible
- Vital
- Trustworthy
- Control your data

Leave inadequate

Avoid repetitions

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Auxiliary means

- Always control!
- Not too many
- Pictures are always remembered
- Turn off projector, if you do not use it
- Do not demonstrate row after row in your transparent
- Do and speak in turn

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Begin your preparations in time

Write your introduction and conclusion part always

If possible, practice with somebody

Prepare your voice

If first minutes are hard, look to somebody's eyes

Smile – this improves your selfconfidence

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- Do not confuse your presentation
 - Do not use implicit, self-evident things
 - Do not use foreign words
 - Do not distribute materials during your presentation
 - Do not play with auxiliary means

■ NB! Parasite words!!!

- Do not let auditorium to confuse you!

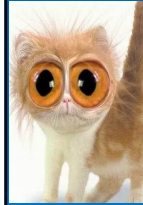
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Note cards

- Numbered, should contain a max. of 5 lines with 5 words per line
- Do not write everything you plan to say
- Include time checks

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Dealing with Nerves



- Be overly familiar with your material, never memorize
- Preplan the first three to five words for each key point
- Practice, practice, practice, and use note cards
- Arrive early and check out the room and equipment
- Have backup for all materials

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Check out the venue

- Know how the room will be arranged
- Know how the equipment works
- Test the equipment, then test it again
- Know where lighting controls are

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Movement

- Don't move anywhere without **deciding** to move there
- Move with **intention**
- Lock, Talk, and Pause
- Use movement to signal a change in topic
- Imagine your audience within a sphere and "fill" that entire space

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Gestures

38%

7%

55%



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Gestures

- Appropriate to what you are saying
- Appropriate for the audience
- Appropriate for the size of the audience and the space
- Match facial expression, body language, tone of voice with statement
- Above the waist, so audience can see them

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Gestures can be used to:

- Add emphasis
- Illustrate
- Express emotion
- Punctuate
- Help visualize ideas
- Create rapport with the audience
- Match the message to the style of the presentation

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Be Careful, gestures can also

- Be distracting
- Create confusion
- Reveal a speaker's nervousness
- Make the speaker seem insincere and less capable

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Distracting habits to avoid:

- Clutching, scratching, picking items or body parts
- Any repetitive gesture, word or phrase
- Empty words: "you know," "like," "whatever"
- Awkward, jerky movements
- Reading

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Dress

- At same level, or one level above audience.
- Clothes: are neat, clean and fit well
- Proper attire indicates professionalism and credibility
- No white socks with dark pants or shoes

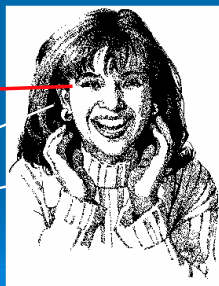
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How we gather information

75%

13%

12%



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Closure of your presentation

- Summarising main idea
- Figurative expression
- Action oriented incentive
- Do not push with your suggestions
- Prepare to objections

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Typical mistakes in the end of the presentation

- “I am sorry, I did not had time to “
- “Time do not allow me ...”
- “About current issue I could continue ...”
- “Thank you for allowing me ...”

Do not repeate, that you are going to finish soon.

Do not make long summaries.

Do not leave without conclusion.

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Conclusion

- Never say, “the end,” “I’m done,” etc.
- Summarize main points and lessons learned
- End strong:
 - Have a well prepared final statement

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