



Effective Presentation Skills



FOUNDED IN 1930

*Representing Maryland
information professionals
working in diverse organizations.*



Presented by:

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Introductory Exercise

Your Name and Position:

The Type(S) of Presentations You Make:

Your Perceived Presentation Strengths:

Perceived Audience Response to Your Presentations:

Create a Preliminary Plan

The *preliminary plan* is a conceptual guide. It includes an assessment of the direction of the presentation, selection of presentation content, and the flow of the content. The preliminary plan consists of:

- The objectives
- The audience analysis information
- The three to five main ideas you want to share
- The supporting factual information

Example:

Objective: To communicate problems with the schedule and get agreement on solution.

Audience: Client's project manager and related personnel. They are very familiar with the project.

Main Idea 1: Project is four weeks behind schedule.

Factual Supporting Information: Factors affecting schedule:
Data necessary for the analysis has not been provided by the client. As a result, delays have occurred in producing the analysis.

Main Idea 2: We can get back on schedule by one of two options:

Factual Supporting Information: Send ABC personnel on site to collect data. Additional costs to client will be \$10,000. Or, client personnel must submit data by 2/25 deadline.

Main Idea 3: We can complete this project on time and meet all key performance measurements.

Factual Supporting Information: New schedule created, assuming decision is reached today on data collection. We can still meet the project completion date if decision is made today on data collection.

Create Your Presentation Plan

Your Objective:

(What do you hope happens as a result of your presentation?)

Key Characteristics of Your Audience:

(Why are they listening to you? Level of knowledge of subject? Attitude towards subject? How do they like to receive information?)

Main Idea 1:

Factual Supporting Information:

Main Idea 2:

Factual Supporting Information:

Main Idea 3:

Factual Supporting Information:

PowerPoint Presentation Short Cuts

PowerPoint Action	Keystroke
Advance to the next slide	N, Enter, Page Down, Right Arrow, Down Arrow or Spacebar
Return to the previous slide	P, Page Up, Left Arrow or Backspace
Go to a specific slide	Number + Enter (1 + Enter returns to the first slide)
Go to the last slide	End key (this is a function "Fn" keystroke)
Go to the first slide	Home key (this is a function "Fn" keystroke)
End the slide show	Esc, Ctrl + Break
Show a list of all the keyboard commands	F1
Display the shortcut commands	Shift F10 (or right click)
Display a black screen or return to the slide show from a black screen	B or period
Display a white screen, or return to the slide show from a white screen	W or Comma
Alternate between PowerPoint and another open application	Alt + Tab

Presentation Resources

Adamy, David L. *Preparing and Delivering Effective Technical Presentations*. Artech House Technology Management and Professional Development.

Antion, Thomas S. *Wake 'em Up: How to Use Humor and Other Professional Techniques to Create Alarmingly Good Business Presentations*. Anchor Publishing.

Booher, Dianna. *67 Presentation Secrets to Wow Any Audience: Your Guide to Clear, Concise, Persuasive Presentations*. Lakewood Books.

_____. *Speak with Confidence. Powerful Presentations that Inform, Inspire and Persuade*. Mc Graw-Hill.

Frank, Milo. *How to Get Your Point Across in 30 Seconds or Less*. Simon Schuster.

Glickstein, Lee. *Be Heard Now! How to Compel Rapt Attention Every Time You Speak*. Leeway Press.

Koegel, Timothy J. *The Exceptional Presenter: A Proven Formula to Open Up and Own the Room*. Greenleaf Book Group. Austin, Tx.

Morrisey, George J, Thomas Sechrest and Wendy Warman. *Loud and Clear: How to Deliver Effective Business and Technical Presentations*. Addison Wesley Longman Publisher.

Slutsky, Jeff, and Michael Aun. *The Toastmasters International Guide to Successful Speaking*. Dearborn Financial Publishing. (This resource has sections on using humor and how to make a good presentation great.)

Walter, Lilly. *What to Say When...You're Dying on the Platform*. Mc-Graw-Hill. (Ideas for dealing with every conceivable situation)

Wilder, Claudyne and Rotondo, Jennifer. *Point, Click and WOW! A Quick Guide to Brilliant Laptop Presentations*.

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Objectives

This presentation will address how to:

- Prepare a presentation effectively.
- Connect with your audience.

What is a Presentation?



A presentation is the preparation and delivery of essential information in a logical, succinct manner leading to productive results.

Types of Presentations

- Persuasive
- Informative
- Briefing
- Instructional

The Six Step Presentation Process*

1. Establish objectives
2. Analyze the audience
3. Create a preliminary plan
4. Select resource material
5. Organize and develop material
6. Practice and evaluate

*From: "Loud and Clear" by Morrisey, Sechrist and Warman, p. 10

1. Establish Objectives

- Objectives provide the focus for the presentation and address the questions:
 - Why are you making this presentation?
 - What reaction do you want from the audience?
 - What do you want to happen as a result of your presentation?

2. Analyze the Audience

An audience analysis answers the questions:

- Who is in the audience?
- Why are they listening to you?
- What is their level of knowledge of the subject?
- How do they like to receive information?



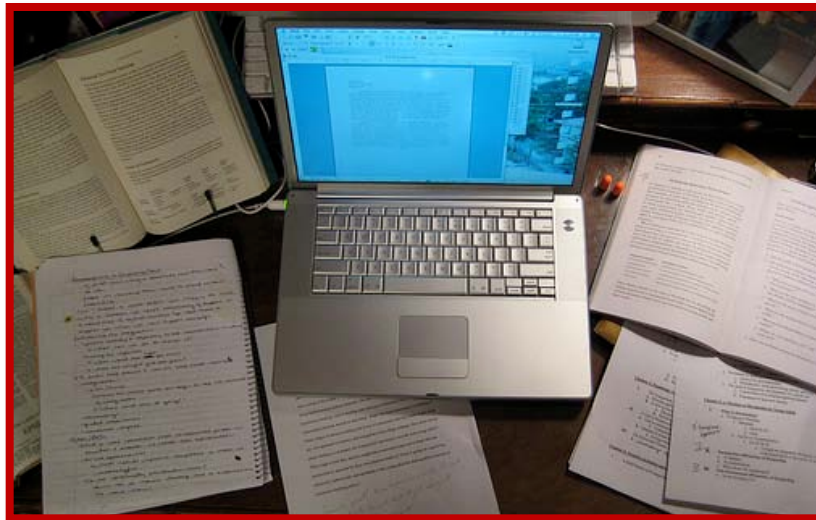
3. Create a Preliminary Plan



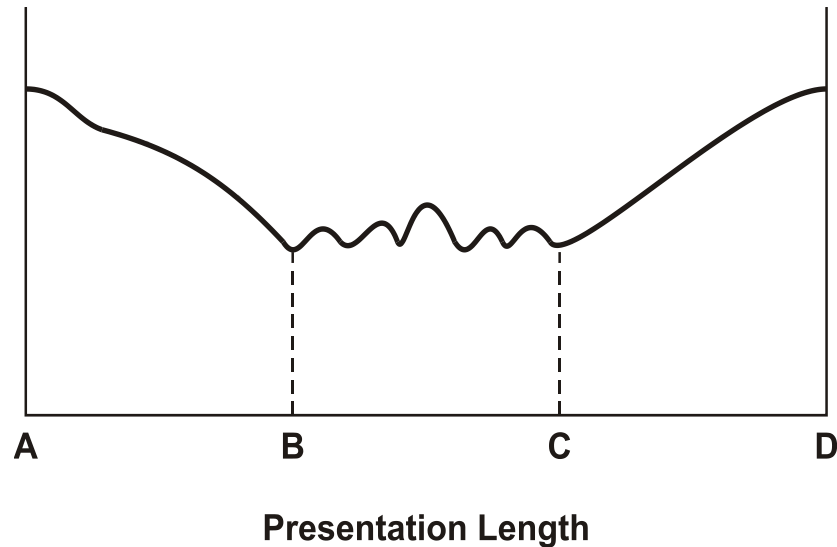
- The preliminary plan is a conceptual guide that includes:
 - Objectives
 - Audience information
 - Three to five main ideas you want to share
 - Supporting factual information

4. Select Resource Materials

- Resource materials are the stories, charts, graphics, pictures, videos, and other specific pieces of information that support your main ideas.



5. Organize and Develop Material



Audience Retention Graph*

- Section A-B: Introduction
- Section B-C: Body
- Section C-D: Conclusion

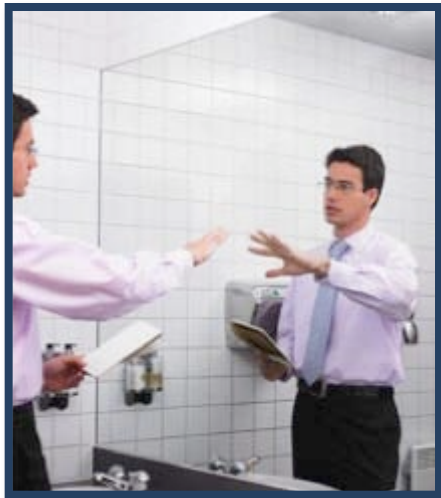
*From: "Loud and Clear" by Morrissey, Sechrist and Warman, p. 48

5. Organize and Develop Material

- Recommended PowerPoint format: 6 by 6
 - 6 major bullets per slide
 - 6 words per line.
- Present only one idea per visual.
- Use sans serif fonts instead of Scripts.
- Font size should be 24 points or higher.

6. Practice and Evaluate

- Practicing and self-evaluation are key!
- Practice out loud.
- If you use “um”, “ah” or “er” sounds, repeat them 3-4 times during practice.



- Practice in front of a mirror or with a partner.

Connecting with Your Audience

Essentials of communication*:

- Do they like you?
- Do they trust you?
- Will they remember you?
- Will they want to work with you?

*Quote by Bill Graham, Graham Communications



Connecting with Your Audience

- Manage your expression:
 - Open, Smiling, or Closed Face?
- Using effective gestures:
 - Arms at side or used to illustrate your points.
 - Avoid: Fig Leaf, Parade Rest, Arms Across Chest and T-Rex.

Connecting with Your Audience

- Managing your voice:
 - Tone
 - Pitch
 - Articulation
 - Pronunciation
- Word choice: Tentative or confident?

It might...

In my opinion...

I feel that...

It will...

In my experience...

The data shows...



Questions?

Summary

We've covered:

- The six steps in preparing an effective presentation.
- Techniques to connect with your audience.