Powerful Presentations

Road Map To The Total Oral Presentation

Road Map

- Analyze Audience
- Determine Purpose
- Structure Presentation
- Prepare Visuals
- Anticipate Questions
- Do Follow-Up

Anatomy Of A Presentation

- Opening
  - Capture Interest
  - Introduce Topic
- Body
  - Main Point
  - Support
- Closing
  - Summarize
  - Call To Action

Organization of a 10-min Talk

- 1 Minute - Introduction
- 8 Minutes - Body
  - Main Points
    - Sub Pt. 1
    - Sub Pt. 2
    - Sub Pt. 3
- 1 Minute Closing

Opening Objectives

- Arouse Interest
- Orient Audience
- Direct Attention
- Reveal Yourself

Effective Opening

- Statement: “My Topic Today Is”
- Picture
- Statistics
- Questions

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Hierarchy of Believability

- Working Device (IT)
- Video of IT
- Computer Simulation of IT
- Photo of IT
- Drawing of IT
- Sketch of IT
- Verbal Description of IT

Effective Closing

- Summary Statement
- Action Request
- Memory Jogger

Six Commandments for Preparing Visual Aids

- Unity
- Simplicity
- Legibility
- Consistency
- Clarity
- Quality

Factors Influencing Visual Aids

- Time Available
- Subject Matter
- Cost Limitations
- Availability of Equipment
- Type of Audience
- Ability of Presenter

Choices

- Computer Projector – Big audience, but complex, with many ways to fail
- Laptop Screen – Small audience
- Transparencies – Flexible
- Paper copies – Safe backup for small audience

Effective Visuals

- Clarify
- Stimulate Interest
- Emphasize and Reinforce
- Support and Expand
- Use Color
- Use Pictures and Graphs
**Rules For Making Visuals**
- Include 1 Idea Per Chart
- Keep It Simple
- Title All Visuals
- Use 7 Words x 7 Lines Maximum
- Use Key Phrases - Not Sentences
- Use Pictures And Graphs

**Preparing Visuals**
- Make Landscape, not Portrait
- Use Big, Bold Letters
- Avoid Abbreviations

**PowerPoint Issues**
- Consider reducing animation
- Beware of slow-loading graphics
- Have paper backups
- Print Handouts 6/page

**Working With Visuals**
- Stand Near Screen
- Keep Hands Free for Gestures
- Speak to Back Row
- Point With Words
- Show When Ready : Not Before
- Plan to Spend < 1 Minute Each
- Clear Before Continuing

**Fielding Questions**
- Concede The Right To Question
- Relax And Listen
- Repeat Question
- Clarify And Pinpoint Concern
- Answer Question, then Stop
- Continue With Next Question

**Rating A Presentation**
- Appearance
  - Gestures And Posture
  - Eye Contact & Facial Expressions
- Voice
  - Enunciation
  - Speed, Pace, And Tone
  - Diction
- Contact
  - Rapport
Importance of Practice

- Defines timing, handoffs, rough spots, charts/words to improve
- How?
  - To yourself (Role-play audience)
  - To tape recorder or video camera
  - To teammates
  - To test audience

Summary

- Organize Talk
- Plan Visuals
- Be Aware Of Delivery Skills
- Practice, Practice, Practice