Powerful Presentations
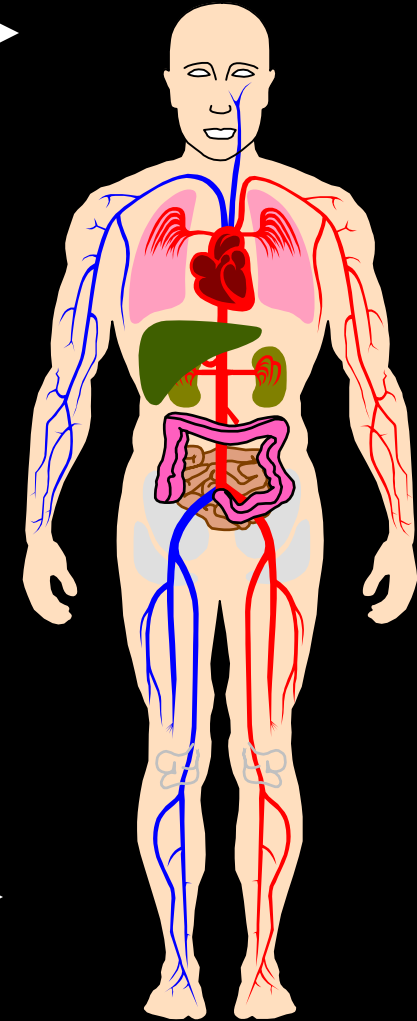
◆ *Road Map To The Total Oral Presentation*

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 15-min Talk

- *1 Minute - Introduction*
- *13 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*

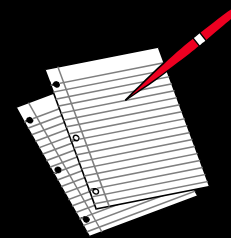# Effective Opening

◆ *Statement*   *"My Topic Today Is"*
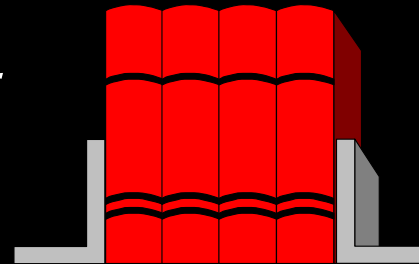
◆ *Picture*

◆ *Statistics*

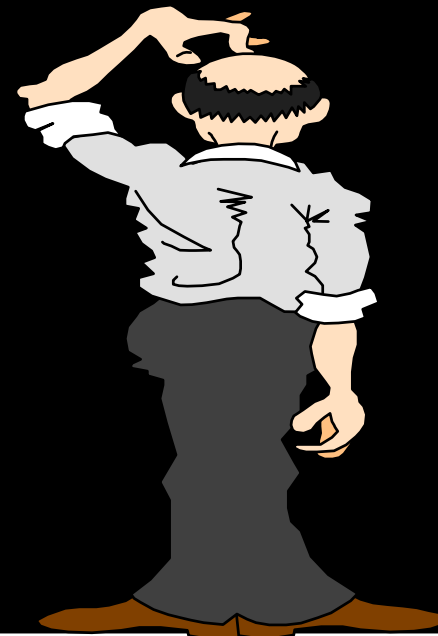◆ *Questions*   *???????????*

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*

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 Phrases - Not Sentences*
- *Use Pictures And Graphs*

Working With Visuals

◆ *Show When Ready : Not Before*

◆ *Plan to Spend < 1 Minute Each*

◆ *Clear Before Continuing*

◆ *Touch - Turn - Talk*

Why Overhead Projection?

- *Fully-Lighted Room*
- *Facing Your Audience*
- *Personal Presentation Tool*
- *Anybody Can Operate It*
- *Visuals Prepared In Seconds*

Preparing Transparencies

- *Make Landscape, not Portrait*
- *Design For Lights On*
- *Use Big, Bold Letters*
- *Avoid Abbreviations*
- *Use Negatives Without Color*
- *Use Clear With Color*
- *Use Opaque Frames when appropriate*

Tips On Using Transparencies
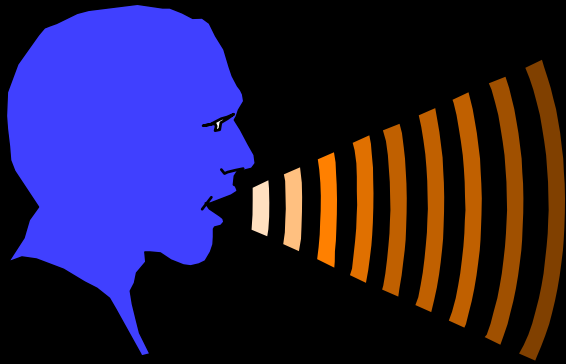
◆ *Check Set-Up*

  – *Room Lights On*

  – *Screen Angle*

◆ *Rehearse*

  – *On/Off Switch To Control Attention*
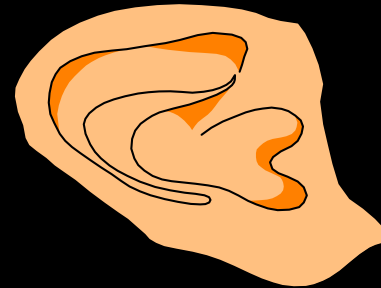
  – *Revealing Technique*

  – *Overlays*

  – *Write-On*

Why Eye Contact?

◆ *Reduces Fright*

◆ *Looks Natural*

◆ *Allows For 2 Way Communications*

Speaker

Listener

Eye Contact How?

◆ *Divide Room Into Sections*

◆ *"Lock In" Visually With 1 Person In A Section*

◆ *Talk To That Person For 5 Seconds Or A Complete Thought*

◆ *Move To Another Section And Repeat Process*

Fielding Questions

- *Concede The Right To Question*
- *Relax And Listen*
- *Repeat Question*
- *Clarify And Pinpoint Concern*
- *Answer Question*
- *Continue With Next Question*

Rating A Presentation

- *Appearance*
  - *Gestures And Posture*
  - *Eye Contact And 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*

  – *To tape recorder or video camera*

  – *To teammates*

  – *To test audience*

Summary

- *Organize Talk*

- *Plan Visuals*

- *Be Aware Of Delivery Skills*

- *Practice, Practice, Practice*

Technology Transfer Poem

So tell me quick and tell me true
Or else, my friend, to hell with you
Less, how this product came to be
More, what the damn thing does for me

–Martin Walker, Cray Research