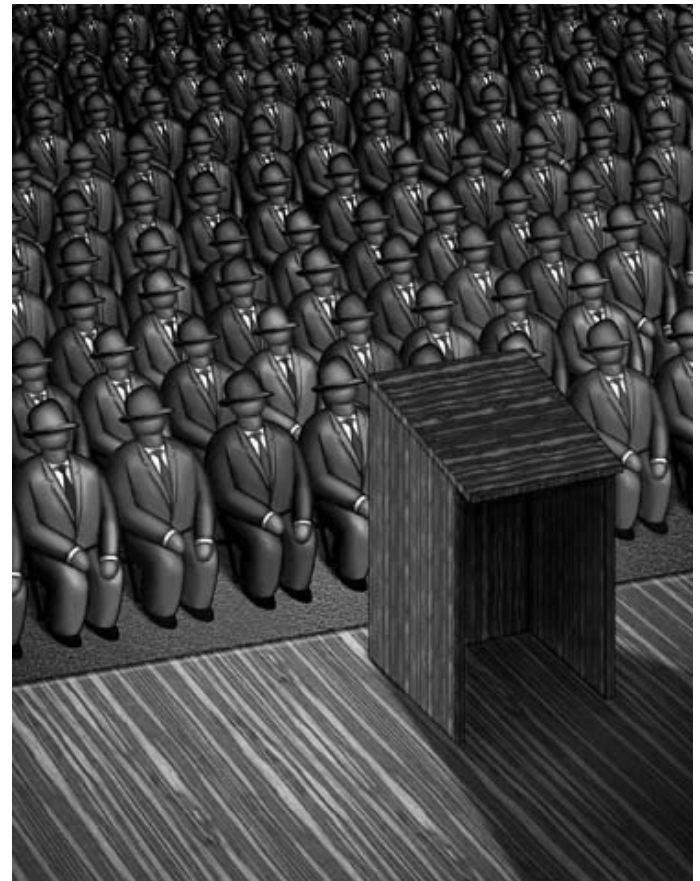


Welcome to: Presentation Skills



Learning Objectives

- Build credibility and confidence as a speaker
- Use presentation technology effectively
- Prepare and deliver a presentation well

Agenda

Introduction	30 min
Module 1: Getting Ready	45 min
Break	10 min
Module 2: Planning Your Presentation, Steps 1-4	85 min
Lunch	30 min
Module 3: Planning Your Presentation, Steps 5-8	65 min
Break	10 min
Module 4: Ready, Set, Deliver!	30 min
Module 5: Skill Practice	60 min
Conclusion	20 min

Appearance Tips for Women

- Properly fitting, businesslike clothes
- Flattering colors and styles for clothes and hair
- Subtle accessories
- Simple makeup
- Simple hairstyle

Appearance Tips for Men

- Classic, well-tailored clothes
- Well-fitting, subtle shirts
- Complementary ties
- Appropriate, comfortable shoes and matching socks
- Well-groomed hairstyle and facial hair

Eight Steps for Effective Presentations

- **Step 1: Analyze Your Audience**
- **Step 2: Develop Position-Action-Benefit**
- **Step 3: Brainstorm Main Ideas**
- **Step 4: State the Subpoints**
- **Step 5: Develop the Introduction and Conclusion**
- **Step 6: Formulate the Main Idea
Preview/Review Sentences**
- **Step 7: Develop Slides or Other Visual Aids**
- **Step 8: Develop Handouts**

Position-Action-Benefit

- **Position**

What you think about the topic—your stance, opinion, thesis, belief. Must be clear and succinct.

- **Action**

What you would like your audience to do, to believe, or to understand.

- **Benefit**

What is in it for the audience if they do what you ask.

Steps 1-4

- **Step 1: Analyze Your Audience – 3 minutes**
- **Step 2: Develop Position-Action-Benefit Statements – 5 minutes**
- **Step 3: Brainstorm Main Points – 5 minutes**
- **Step 4: Create Subpoints – 5 minutes**

Use of Visual Aids and Handouts

- Use visual aids (such as slides, illustrations, or charts) to:
 - Focus audience attention
 - Reinforce your verbal or spoken message
 - Stimulate interest
 - Illustrate ideas that are difficult to describe in words
- Use handouts to:
 - Reinforce important points
 - Summarize action items
 - Supply data that are too detailed for visual aids

Tips for Successful Visual Aids

#1: Make them legible

- Legible from the back of the room
- Use color sparingly
- Use capital letters sparingly

Tips for Successful Visual Aids

#2: Summarize for more impact

- One key point per visual aid
- Numbers: show the “bottom line” only
- Text: use the 5 x 5 rule
- A picture is worth a thousand words
- Write assertive titles

Tips for Successful Visual Aids

#3: Don't get carried away

- Visual aids support (not replace) your presentation
- Too many “bells and whistles” are distracting
- Choose only your most effective visual aids
- Allow 2 minutes to discuss each visual aid

Distribution of Handouts

Timing	Advantages	Disadvantages
Before		
During		
After		

Steps 5-8

- **Step 5: Develop Introductions/Conclusions – 3 minutes**
- **Step 6: Formulate the Main Idea Preview/ Review Sentences – 5 minutes**
- **Step 7: Develop Slides or Other Visual Aids – 5 minutes**
- **Step 8: Develop Handouts – 5 minutes**
Use pages 33–57 for help with visual aids

Presentation Delivery

- Natural movement puts you and your audience at ease
- Eye contact helps establish and build rapport
- Your voice is your most powerful tool:
 - Remember to breathe
 - Volume
 - Pace

Q&A Techniques

- **Get off to a good start:**
 - Practice fielding questions
 - Pay attention to the questioner's words and body language
- **Involve the entire audience:**
 - Repeat a question if you suspect others could not hear it
 - Restate lengthy, complex questions
 - Use the 25% / 75% rule for eye contact
- **Keep answers short and simple**

Three-Step Response for Hostile Questions

- Acknowledge feelings, facts, or both
- Respond with information
- Maintain position

Presentation Criteria

- Make presentations 8 minutes in length
- Divide speaking responsibilities equally
- Cover each of the 8 planning steps
- Follow the presentation delivery sequence on page 26