

*Effective Presentation Skills:
Becoming the Exceptional
Presenter*

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Agenda

- Icebreaker/Introductions
- The Presenter: Traits, Strategies and Purpose
 - Presentation Etiquette
 - Rules of Engagement
 - Practice makes Perfect!
- The Presentation: Essential Components and Content
- The Mediums to Presenting
- Wrap-Up
- Q/A

The Presenter



- *A good speech is like a pencil; it has to have a point.*
- ~ Unknown

The Need for Good Presentation Skills

- Public speaking is an art and is the primary mode of communication within and among organizations and its members.
- To be an effective leader requires the ability to communicate and inspire.
- Public speaking skills are a big part of being able to communicate effectively.
- Builds confidence and self-esteem
- Every time you open your mouth to speak in public, you are a public speaker.

“The orator is the embodiment of the passions of the multitude. Before he can inspire the with any emotion he must be swayed by it himself. Before he can move their tears his own must flow. To convince them he must himself believe”

Sir Winston Churchill

Demystifying Public Speaking

- Public speaking is the number one fear among people across all age groups, races, gender, occupations, organizations, etc...
- Nervousness is a healthy reaction to pressure and our desire to perform to the best of our ability.
- Why do we get so nervous prior to public speaking?
- If you make a mistake while presenting the chances are the audience will never notice.
- It's not about you; it's about the message!
- Remember you are the expert; so breathe, relax and do your best!

Traits of a Good Presenter

- Jot down the names of two exceptional presenters, living or dead.
- This category could constitute people who are famous, ordinary, etc...
- What are the top two-three characteristics of each?

Traits of a Good Presenter

- Passion, conviction and enthusiasm; they speak from their heart.
- Organized- take charge; look polished and sound prepared
- Engaging- work to engage each audience member; build rapport and involve the audience early and often
- Natural- the delivery has a conversational feel; they are comfortable with any audience.

Traits of a Good Presenter

- Flexible/Adaptable- anything can and sometimes will go wrong
- Knowledgeable- know the facts; leave nothing to chance
- An Active Listener- to participant responses but also listening when maybe information is not clear or irrelevant
- Prepared- you never get a second chance to make a first impression

The Power of Non-Verbal Communication

- Body Language conveys a message to the audience that either you believe what you are presenting or you don't
 - Eye Contact, appearance, facial expressions, gestures
- First impressions are lasting ones...
- The tone of the presentation is set before the presentation begins

The Power of Non-Verbal Communication



Five Tips to Appear Relaxed, Confident and Professional

- Stand tall- don't sway, rock, shuffle or lean
- Keep your head and eyes up. Connect with the audience
- Smile. A sincere smile warms up the coldest situation
- Never retreat
- Move with purpose, energy and enthusiasm

The Dynamics of Voice

- People associate a strong voice with confidence; and a weak voice with a lack of confidence
- Remember to speak, pause, breathe, speak....
- One way to develop the full use of your voice is to tape yourself..
- The Power of Words ... some words can dilute your impact
 - I think we need to move on this vs. We need to move on this
 - I guess its time to begin vs. It's time to begin
- Build your vocabulary but make needed adjustments based on your audience

Engaging the Audience

- Great Presenters connect with their audiences and do so quickly
- Five surefire ways to alienate yourself from the audience
 - Talk about yourself
 - Avoid eye contact
 - Don't smile
 - Read your entire speech
 - Use inappropriate or sarcastic humor

Rules of Engagement

- Speak to the interests of your audience
- Use stories, examples and anecdotes
- Eye contact is an essential engagement tool
- Don't waste time talking to Objects: computer, ppt, flip chart, etc.
- Smile
- Use names early and often
- Get to your feet- own the room
- Use current events and periodicals
- Use Humor (appropriately)
- Read your audience
- Get your audience involved

Practice

- Aristotle, *“We are what we repeatedly do. Excellence, then is not an act, but a habit” ...*
- *“Every great shot you hit, you’ve already hit a bunch of times in practice”* Martina Navratilova, winner 167 single tennis titles, 9 Wimbledon
- *Those who practice improve, those who don’t, don’t*



The Presentation

Great speakers listen to the audience with their eyes.

~ *Unknown*

Pre-Presentation Preparation

- Keep it short, focused and relevant- 15- 30 seconds
- There are two essential facets of organizing a presentation:
 - Develop a structure that allows you to frame your objective, cover all relevant information, transition smoothly from topic to topic and finish strong!
 - Look organized; if you don't look organized the perception is that you didn't care enough to prepare.

Components of a Good Presentation

- A simple Presentation structure:
 - Tell them what you're going to tell them (opening)
 - 60 seconds: objective, position, end result, next step, situation
 - Great opening: a quote, statistic, a question, a story, humor, prediction.
 - Tell them (the body)
 - Objective, position, end result, next step, situation in greater detail
 - Tell the what you just told them (close)
 - Summarize what has been presented; end with a purpose statement

The Five Components of a Good Presentation

- #1 Begin with a Purpose
 - “ *A speech without a purpose is like a journey without a destination*”- Ralph C. Smedley
 - If you remember just one thing as you leave here today, remember this...
 - The purpose statement helps to keep the audience focused on your key points.
 - The more the purpose is defined; the easier it is to frame the message.

The Five Components of a Good Presentation

- #2 Objective/Purpose/Mission/Goal
 - Once the key points are clearly identified they use the objective/purpose/mission/goal to frame the agenda.
 - My objective today is to help you understand the key characteristics of a good presenter and the key components of a good presentation....
 - My mission is to encourage you that despite your current presentation capabilities, that you too can be an exceptional presenter!
 - Defining the objectives/agenda you send a clear message to the audience that you are competent, organized, prepared and focused.

The Five Components of a Good Presentation

- #3 Positions/Situation/Issues
- Outline the issues, concerns, fears, expectations, successes or obstacles as you understand them.
- Do your homework!
- Begin with your analysis and hypothesis; but then consult the audience to determine if the hypothesis is accurate and if there are other important issues that are relevant to the issue but not currently included.
- The earlier the presenter engages the audience the easier it becomes to adjust the presentation.

The Five Components of a Good Presentation

- #4 End Results/Benefits/Consequences
 - What are the benefits, ramifications, consequences and implications of taking or not taking action?
 - As a result of not incorporating sound presentation skills into work related presentations could mean diminished opportunities for the organization and most importantly for the individual who lacks good presentation skills.
 - The benefit of incorporating sound presentation skills into job duties/responsibilities could lead to improved communication, confidence, self-esteem and possibly a promotion.

The Five Components of a Good Presentation

- #5 Next Step/Action Plan/Time Line
 - What are the next steps?
 - What are the expectations?
 - Where do we go from here?
 - The next step is your call to action; helps to prepare the audience for what you expect of them and what they can expect of you..
 - In 60 days I would like for you to reevaluate your presentation skills to determine what if any progress has been made post the workshop.

Conducting Q & A

- The credibility of a presenter can rise or fall during the Q & A.
- Most significant segment of the presentation: as this is the time for feedback on the information presented
- Tips to facilitate a successful Q & A session
 - Composure- maintain it at all times, remember you are the expert
 - Read the audience- watch the body language and voice projection of the person asking the question.
 - Rehearse- conduct a mock Q & A
 - Encourage participation among the audience members
 - Be sure that you fully understand the question prior to responding
 - Don't be so quick to respond

Modes of Delivery



Modes of Delivery

- What equipment one uses to present should be first determined by the location, audience and availability of resources
- Take into consideration the various learning styles
- A PowerPoint presentation is always useful
- Handouts, contingent upon content, resources and the number of participants
- Flip chart, white board, etc... should be determined by the type of information presented

Putting the Skills into Practice

- Your group will develop a 5 minute presentation utilizing the 5 components of an effective presentation
- The presentation should be focused on the following topical areas:
 - Strategies to negotiate a raise/promotion
 - Increasing professional development opportunities both within and outside of the organization
 - Doing more with less: How to ensure organizational effectiveness
 - How to manage group dynamics in the workplace
 - How to make sound personnel decisions in the midst of a fiscal crisis
 - How to resolve conflict in the workplace

Q & A

Concluding Thoughts

- Public speaking is an art and requires consistent monitoring and development
- Nervousness is a healthy response to presentations but should be managed effectively
- Don't embrace mediocre presentation skills; dare to be exceptional
- Practice makes perfect
- Every presentation is important and can either help advance your career opportunities or can simultaneously hinder them
- No matter what your current skill level is today or what your presentation comfort level is... you can become exceptional!

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