

Preparing and Presenting Powerful Presentations

A Program by
Randall Dean Consulting & Training

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Fun vs. Fear

- Physiologically, it is the same
- It all depends on how you label it

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Our Agenda

- Goals of Program
- Building an Effective Presentation
- Practicing for Performance
- Suggestions for Presentation Day
- Presentation Tools & PowerPoint
- Giving a Great Speech

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Primary Goal

- To help you become a competent and effective speaker/presenter

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Secondary Goals

- As a speaker, we want you to –
 - Be better prepared
 - Be more comfortable
 - Deliver better speeches & presentations
- As a presentation designer –
 - Build strong presentations
 - Understand key technology tools
 - Manage the technology well

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A BIG Disclaimer

- Only works if you practice
- This is "Step One" of many
- Use your graduate studies to better your skills – take advantage!

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Presentation Basics

- Must define and understand the main goal of the presentation
 - Will you:
 - Entertain?
 - Inform?
 - Teach?
 - Challenge?
 - Motivate?
 - Or a combination of the above?

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Key Tip

- Goal of nearly every presentation:
 - Give the audience something new:
 - Something they don't know
 - Something they already know, but presented in a different way
 - ***If they already know it, why are you presenting it to them?***

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Steps to Building a Speech

- Define Topic
- Brainstorm Possible Content
- Build Presentation Outline
- Do a "Common Sense" Time Check
- Build the Presentation
- Practice, Practice, Practice
- Cut, Edit, Add, Change
- Practice Again!

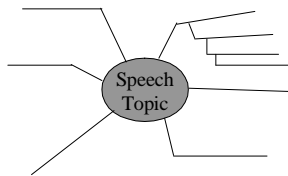
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Define the Topic

- Less is More! (K.I.S.S.)
- Remember the Goal – Why are you giving the presentation in the first place?
 - What does the audience need to know?
 - Entertain, Inform, Educate, Challenge, Motivate
 - What is the best way to get it to them?

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A Great Storyboarding Tool: Brainstorm to Outline



Topic Outline

1. Point One
 - a. Sub task 1
 - b. Sub task 2
 - c. Sub task 3
2. Point Two
3. Point Three
 - a. Sub task 1
 - b. Sub task 2
 - c. Sub task 3

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A "Common Sense" Time Check

- Can it all fit?
- Identify most important and least important content
- Put most important content first (and possibly last!)
- "*The Rule of Three*"

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The Rule of Three

1. Tell them what you'll tell them
(*agenda*)
2. Tell them
3. Tell them what you've told them

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Build the Presentation

- Outline to Index Cards or PowerPoint
- Try not to do more than 4 lines per slide or card
- Practice your timing – average is 1-2 minutes per card/slide, but varies!
- Begin playing with your timing/delivery/cadence/motions/visuals/words

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Build a **Strong** Opening

- Story
- Statistic
- Question
- Quote
- Tie in
- Relevant & Recent News
- Joke

Source:
Paul Evan's
Instant Speaking Success©

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Plan for a Memorable Close

- Restate
- Recite
- Spur Desired Emotion
- Motivate
- Challenge

Source:
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Instant Speaking Success©

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The Iterative Process

- Practice, Practice, Practice
- Cut, Add, Edit, Change
- Practice, Practice, Practice
- Cut, Add, Edit, Change
- Practice, Practice, Practice

Keep Going Until It "Feels Right"

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Practice to "Perfection"

- Perfect does not mean "Memorized"
- Instead, it means "Comfortable, Capable and Confident" with the material ...
- And "Comfortable, Capable, and Confident" with the delivery of the material
- Remember this:

A "perfect" speech is never perfect, but it is "perfect" for its audience.

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How to Practice

- "Nail" Your First Five-Ten Minutes
- Practice on Several Levels
 - Timing/Cadence/Pace
 - Word Choice (and Word Watch-outs)
 - Stance
 - Voice Projection/Microphone Tips
 - Gestures/Movements
 - Eye Contact
 - "No Brainers"

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Timing/Cadence/Pace

- Want to practice per your given time
- Time markers on your cards/masters
- Have a clock/watch handy
- Personal Pacing Issues
 - Fast talker?
 - Slow talker?
 - Consider dramatic pause for dramatic effect
 - Do you have a plan for interruptions/questions/changes in schedule?

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Word Choice

- Practice is "Golden"
- Use best words to convey your desired point or message
- As well as word placement
 - Make notes on your presenter slides
- Watch out for "filler" words
- Good time to consider a practice "audience"
- Don't "overpractice" – remember:

Nobody knows what you were going to say, they only know what you DID say.

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Stance

- Comfortable, natural
- Don't lock your legs!
- Arms loose at sides, hands open
 - No pockets, clam hands, power cross, usher stance, twiddling, biting nails
- Podium suggestions
 - Practice with a podium if speaking with a podium (hands, notes, microphone)

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Voice Projection

- Great to get into the room
- Learn the acoustics, then adjust your voice
- Vary your voice for dramatic effect
 - Pace
 - Volume
 - Even Silence

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Using a Microphone

- Try not to if you can avoid it
- But larger audiences deserve it
- Can amplify any personal "tics"
- ALWAYS test and adjust volume
- Test again at beginning of actual speech
- Don't forget to turn off before presentation, on breaks, and after presentation

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Gestures/Movements

- Greatly depends on audience size
- Grand and dramatic for large audiences
- Smaller and more subdued for small group (but avoid alligator arms)
- Identify your "mark" – use as your base
- I like a little movement, especially in a longer program

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Final Practice Points

- Old standby: the mirror
- Consider audio and/or videotaping for self-improvement
- Get a live practice audience – nothing beats the real thing
 - Especially useful for political or contentious material
 - Be careful they cannot "scoop" you

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Most Important: Eye Contact

- Creates a bond between you and audience
- Critical for believability; likeability
- Try to look at each part of the audience a minimum of two-three times
- Find "Friendlys"; avoid "Scowlers"
- Two tricks: the "space stare" and "underwear"

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Time to Practice!

Let's do a quick mini-presentation

- Goal time – 2-3 minutes per person
- 5 minutes total prep
- Who you are and where from
- Topic: What is the value of presentations?

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An Important Point

Don't lose YOU in your practice

- Practice diligently
- Trust yourself!

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Dressing the Part

- Best to dress to audience standards
- If unsure, overdressed is always the safest bet
- Most important: audience judges your words/presentation, not clothes!
- Can dress appropriate for topic
 - Jimmy Buffett example
 - Work-life balance guru

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30 Minutes Prior

- Do a room check (*maybe even further in advance?*)
 - "Make the Room Yours"
 - Layout
 - Lighting (with and without AV)
 - Seating
 - Displays
 - AV Set Up/Charts/etc.
- Make it easy for your audience

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"No Brainers"

- Turn OFF your smart phone
- Empty your pockets
- Go to the bathroom 10-15 minutes prior
 - Do a hair, face and tooth check
 - Tie your shoes
 - Of course, check your zipper
- Avoid caffeinated beverages
- Consider bringing back-up clothing??

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Time to Shine

- If fully prepared, you should be eager to give presentation
- Calm, Confident, Comfortable, Capable
- If you miss or stumble:
 - take a brief pause & deep breath
 - possibly make it funny
 - just keep going

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A Formula for Success

Practice + Passion = Power

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A Formula for Success

Practice + Passion = Performance

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Using Presentation Technology

- Blackboards
- Whiteboards
- Flip Charts
- Overhead/Slide Projectors
- PowerPoint
- Multimedia

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*Really good technology is
seemingly nothing short of
magic.*

- Arthur C. Clarke

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Building Effective PowerPoint Presentations

- ALWAYS remember the goal of the presentation
- PowerPoint has the power to overwhelm message
- Sometimes better to do without
- Never do "word for word" – you must add content

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Slide Layout Basics

- Best: 3-5 lines per page
- Seven or less words per line
 - *You fill in the rest!*
- One or maybe two images per page
 - Graphs, charts, photos, clip art
 - Be judicious – involvement vs. overuse

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Design Templates

- Standard vs. Custom?
- Check corporate/organizational standards
- Nice custom layout can help stand out
 - Working knowledge of PhotoShop/other design programs
 - Or outsource to design team

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Other Options?

- Prezi is the next big thing
- Clear Slide is another tool getting attention
- Something different can also stand out
 - BUT, make sure the presentation room can handle the new software/technology
 - Might have to bring own equipment

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Slide Timing

- Generally, plan for 1-2 minutes per slide
- Can vary widely
- Take longer at beginning
- Go faster in "heart" of the program
- Demonstrations and "interactives" also take longer
- Plan time for Q&A

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Using Animations

- Best to use one or two most often
- Personal favorite is "Appear"
- I like "Fly" for Photo Images
- For professional presentations, avoid "hokey" or "gimmicky" animations
 - *Box, Checkerboard, Spiral*
- Disable sounds (unless for specific purpose)
- Best way to learn is to play

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Incorporating Excel

- Useful for sharing complex data
- Recommend keeping worksheet small so it looks large on screen
- Good for graphs and charts too
- Consider using laser pointer

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Insert a Worksheet

XYZ Company Financial Data

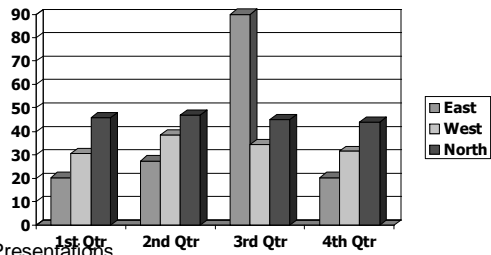
Fiscal Year 2005

	Revenues	Profits	Advertising Expense	Market Share
Quarter 1	1365000	38500	125000	12.20%
Quarter 2	985000	-5500	100000	10.90%
Quarter 3	1549000	56500	125000	14.40%
Quarter 4	1688000	74900	100000	15.60%
Full Year	5587000	164400	450000	14.20%

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Insert a Graph

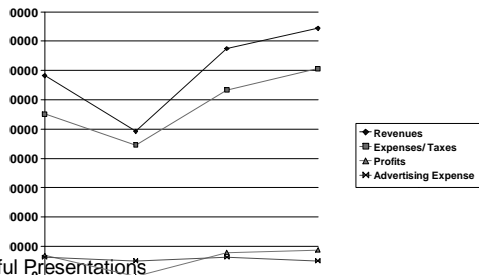
XYZ Company By Quarter/Division



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Insert a Chart

XYZ Company Sales/Expenses/Advertising/Profits



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Slide Handouts

- Confidential information?
- Do you want it remembered?
- If yes, handouts great retention tools
 - 3 handouts/page w/notes
 - 6 per page saves paper
 - Charts/graphs? 1-2 per page

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Slide Handouts

- *Watch out:* People will charge ahead
 - Consider multiple sets?
- Consider "Print Only" version
- **REMEMBER: Want the focus on you – not your handouts**

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Remember This Guy?



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Special Effects/Audio/Video

- *Will it enhance or detract from the delivery of your desired message?*
- Appropriate use can greatly enhance a presentation
 - Copyright Law presentation
 - Detroit CVB presentation
 - Advertising firm presentations
- *But often it is just "bells & whistles"*

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Copyright Issues



- Use care when using copyrighted images/material
 - Note my use of copyrighted materials
- Be cautious with logos, photos, sounds, music, other intellectual property
- Use common sense
- Give credit where credit is due

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Technology Backups

- If available, know location of backup laptop and AV projector
- Have presentation on disk/CD/Internet
- Have handouts ready
- Make sure laptop is charged
- Arrive early/test early
- Be nice to your tech support


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Going from Good to GREAT!




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Back to the Goal

- Give audience information they need
- In accessible, appropriate manner
 - Entertain
 - Inform
 - Teach
 - Challenge
 - Motivate
- Do what is necessary to get them there

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People are BUSY!

- Avoid too much "fluff"
 - Even less if time is short
 - Maybe a little more in longer/more casual settings
- Understand your audience
 - Hard-driving Type-A's?
 - "Touchy Feelies"

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Adult Learning Theory

- Retention Order:
 - First, last, middle
- Build retention through:
 - Frequent breaks
 - "Interactives"
 - Physical movement (you and them!)
 - Audience/group involvement
 - Multiple speakers

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Team Presentations

- Have an assigned "leader"
- Have other "players":
 - Greeter
 - Timekeeper/Manager
 - Analyst
 - Idea Person
 - Humorist
 - Closer

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Team Presentations

- Give a part to each member or just strongest members?
- When not speaking, watch audience/agenda/timing
- Pick up important missed points later
- Pitching in – pros and cons

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Auditory

- Your voice quality
- Pace/cadence
- Word quality/choice
- Volume/variance
- Audience/room noise

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Kinesthetic

- Comfort
 - Topic
 - Temperature
 - Spacing
 - Seats

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Kinesthetic

- Emotions/Feelings
 - Humor
 - Anger/Fear
 - Sadness
 - Passion
 - Compassion

- Give Closure

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"Never Close – REOPEN" – Paul Evans

- Restate
- Recite
- Spur Desired Emotion
- Motivate
- Challenge

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In Closing

- Speaking really can be fun
- It most definitely can help you achieve your goals
- Use this guide to better prepare, and also alleviate your fears and worries
- Use it to your own success

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A Final Challenge

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Post Script

What doesn't kill you makes you stronger!

-Friedrich Nietzsche

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Additional Resources

- Paul Evans – www.instantspeakingsuccess.com
- Patricia Fripp – www.fripp.com
- Lee Glickstein – www.speakingcircles.com

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We're Done!!

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