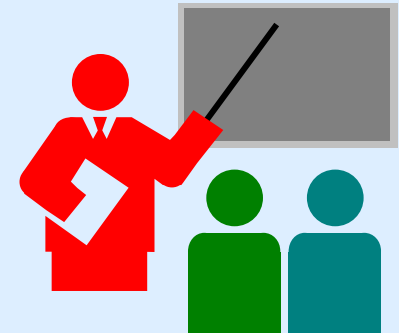


# Presentation Skills

## Hints and Tips



# Purpose

To provide an overview on presentation skills useful in educational, training, or other presentational format.

The purpose of a presentation varies – examples include to inform, to entertain, to decide, to call for action, to justify, to persuade, to explain ....

The Purpose slide is a good way to remind the audience why they are here.

# Contents

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# Format of Presentation

- Title Page (Slide 1)
- Purpose (Slide 2)
- Table of Contents (Slide 3)
- Body of Presentation (Slides 4+)
  - Conclusions / recommendations
  - Background information
  - Supporting arguments and data
- Summary / Conclusions (Slide n-1)
- Q&A (Slide n)

Note 1: This format follows the guidelines of (1) tell them why you are talking to them; (2) what you are going to tell them; (3) tell them; and (4) tell them what you just told them.

Note 2: Document the source of information on each slide. Keep it simple. Use client language. Use visual language. Ask for “buy-in.”

# Slides

- Title each slide
- Keep clutter under control
  - Use no more than 7 or 8 lines of text
- Use graphics (pictures, cartoons, images) for emphasis and to explain complex material
- Use color for emphasis
- Avoid abbreviations and acronyms
- Date and number each slide
- Document source information on each slide

# Presenting

- Face the audience, smile, and maintain eye contact
- Don't hold papers, pens, or other objects and wave them around
- Repeat key ideas for emphasis
- Speak to the audience, not to the slides, floor, ceiling, or other objects
- Don't lean against door jams, podiums, or tables – that sort of thing.
- Use words such as “first” and “second” to delineate multiple points of a subject
- Presenting as a performance art!
  - The seven E's: Educate, Entertain, Evaluate, Energy, Emotion, Engage, and Encourage

# Openings

- CATCH their attention!
- Relate to the audience
- Use humor if appropriate
- Quotes may be helpful
- Reference to some key geographic factor may help
- Use analogies
- Compliment your audience
- “Piggy back” or refer to a previous speaker

# Speak to People

Look directly at the audience

Hold your gaze for a complete thought

Engage people from all parts of the room



# Use of Voice

- Speak loud enough so everyone can hear
- Use client language -- minimize unnecessary jargon or slang
- Speak clearly and normally
- Repeat to emphasize key ideas
- Pause at times to let the audience “catch up”

# Communication Cues

- Visual (55%)
  - Body movement
  - Posture
  - Gestures
  - Eye movement and contact
  - Facial expressions
  - Clothes
  - Jewelry
  - Weight
  - Height
  - Hair (length, color, style)

- Vocal (35%)
  - Rate
  - Pitch
  - Volume
  - Timbre
  - Inflection
  - Pronunciation
  - Enunciation
  - Pausing
- Verbal (9%)
  - Words
  - Sequencing

+ some percentage for touch and smell.

# Handling Questions

- Ask for questions while raising your hand
- Select and listen for the question within the question
- Restate the question, so everyone can hear it
- Answer the question
- Ask for another question
  - Don't ask if you are not ready for another question

# Summary

A set of hints and tips that may be helpful when making presentations.

A good place for closure – ask the audience to make a decision, take action, or just close as no action is necessary.

