"There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave."

-- Dale Carnegie

Dynamic Presentation Skills
Session Focus

By the end of this session, you will be able to:

• Develop an effective presentation
  – Understand how to lay the foundation for your presentation
  – Determine what to say within your presentation
  – Organize your presentation
  – Understand when and how to use visuals
• Use rehearsal to help overcome your fear of presenting
• Manage your presentation delivery
• Understand how to keep your audience engaged
• Handle questions
• Understand how to deliver group presentations
Laying the Foundation

Define the objective

• Your objective drives how you develop your presentation
  – What is the purpose of the presentation
  – What do I want my audience to do as a result
• Include examples and details that help achieve your objective
  – Omit anything extraneous, distracting, or interfering
Laying the Foundation cont’d

Know your audience

• A presentation is an interactive dialogue between you and your audience
• The better you understand your listeners, the more you can customize your presentation
  – Who are they and what is their relationship to your topic?
  – How well informed are they about the subject? What do they need to know about it?
  – What do they expect from your presentation?
Laying the Foundation cont’d

Select a strategy that matches your objective

• Match your presentation to your audience
Laying the Foundation cont’d

The context

• The context of your presentation plays a major role in how it will be received
  – Is the situation formal or informal?
  – Will the audience be tired or alert?
  – Are you expected to take questions or leave copies of your presentation?
  – How much time do you have for the presentation?
  – Physical setting of the presentation
Deciding What to Say

Stages of preparation

• Stage One
  – Define your key message – flows directly from your objective

• Stage Two
  – Identify the arguments that support your message

• Stage Three
  – Identify when it is important to get audience participation, reactions, agreement or buy-in
Deciding What to Say cont’d

Deciding what to say

• After you have generated your initial set of ideas on content, you are ready to review and refine them

• Simplicity in communication is key
  – Be aware that people can interpret the same words differently, so keep communication concise to avoid the potential for misunderstanding
Organizing Your Presentation

1. Opening
   - Use a "hook" to get your audience's interest and attention

2. Need or problem statement

3. Solution

4. Closing
   - Call to action
Organizing Your Presentation cont’d

Using Visuals

• Most people respond better to visuals than to the spoken word alone

Using Animation

• Sparingly – Animate your audience not your slides
Steps for Creating a Presentation

1. Brainstorm ideas
2. Identify your message and supporting facts
3. Select the # of points that will make the case to your audience within the given time
4. Organize your points
5. Prepare a list of possible questions and objections & decide how you will address them if they arise
6. Prepare your visuals and support materials
Rehearsal

- Rehearsing is the key to delivering a successful presentation
  - Rehearse with the equipment and visuals you will actually use at the event
  - Rehearse the entire presentation each time you practice
  - Rehearse out loud and, if possible, in front of a friend or colleague. Otherwise, practice with a tape or video recorder
  - Rehearse until the presentation does not sound memorized
  - Concentrate on the subject and your desire to communicate, not on your notes
Overcoming Your Fear

Tactics to help you overcome your fears

• Rehearse your presentation and know it well
• Get to know audience members individually, by telephone before the presentation, or in person as they come into the room
• Anticipate the questions and objections that are most likely to arise
• Prepare physically and mentally
  – Visualize yourself giving a successful presentation.
  – Use breathing techniques and tension-relieving exercises to reduce stress.
  – Ask yourself, "What's the worst that can happen?" and then be prepared for that possibility
  – Accept nervousness as natural
Managing Your Delivery

I COULD HAVE E-MAILED YOU MY POWERPOINT DECK, AND YOU COULD HAVE READ IT IN FIVE MINUTES.

BUT I PREFER MAKING YOU SIT HERE FOR AN HOUR WHILE I READ EACH BULLET POINT IN SLOW MOTION.

P-O-I-N-T N-U-M-B-E-R O-N-E...

YANK THIS AS HARD AS YOU CAN.
Managing Your Delivery cont’d

Effective speaking

- Make your presentation conversational
- Do not talk from a script
- Avoid the use of jargon
- Face your audience and make eye contact
- Walk around
- Watch the audience for nonverbal clues about their response
- Gesture in a relaxed, natural way
- Breathe
Keeping the Audience Engaged

I hope you won’t mind my pillow and blanket at your presentation.

The last time you presented, I lost consciousness and broke my nose on the table.

Whatever happened to good manners?
Keeping the Audience Engaged cont’d

- Change what you're doing
- Ask for a show of hands
- Add humor
- Provide analogies and vivid examples
- Introduce personal stories
- Employ compelling statistics and expert testimony
- Use visuals to good effect
- Ask a question
Handling Questions

• Anticipate questions by focusing on your listeners' concerns and how your presentation might strike them

• Questions at the end of the presentation

• Questions during the presentation

• Questions at specific points during the presentation
Handling Questions cont’d

• Before your presentation, anticipate possible questions and arguments that might arise

• Do not deny or gloss over them

• When you know the answer, keep it clear and brief

• When you don’t know the answer – improvise

• Ending the question and answer session

• Try to take questions from people seated in all sections of the audience
Group Presentations

• Assign presenters
  – Allocate speakers either by their areas of expertise with the topic or by their presentation strengths and weaknesses
  – Arrange for a group rehearsal prior to the presentation so that each person is aware of what others are presenting
Group Presentations cont’d

• Structure the flow
  – The first speaker introduces the other speakers briefly and introduces the topic.
  – Each subsequent speaker provides a transition to the next one with a sentence: "Now June will cover . . ."
  – The last speaker summarizes the whole presentation.
  – A facilitator handles all transitions.
  – You should also plan in advance how the group will handle questions.
  – Each speaker should be prepared to answer questions in a particular area and to follow up if another speaker needs help.
Golden Rule

Make sure you have finished speaking before your audience has finished listening.

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Thank you for participating today.