

Presentation Skills



Presentations communicate ideas

The greatest ideas are (literally) worthless if you keep them to yourself.

“Credit goes to the man who convinces the world, not the man to who the idea first occurred”

Sir Francis Darwin.



Overview

- Knowing your audience
- Planning
- Delivery
- Body language
- Aids aid

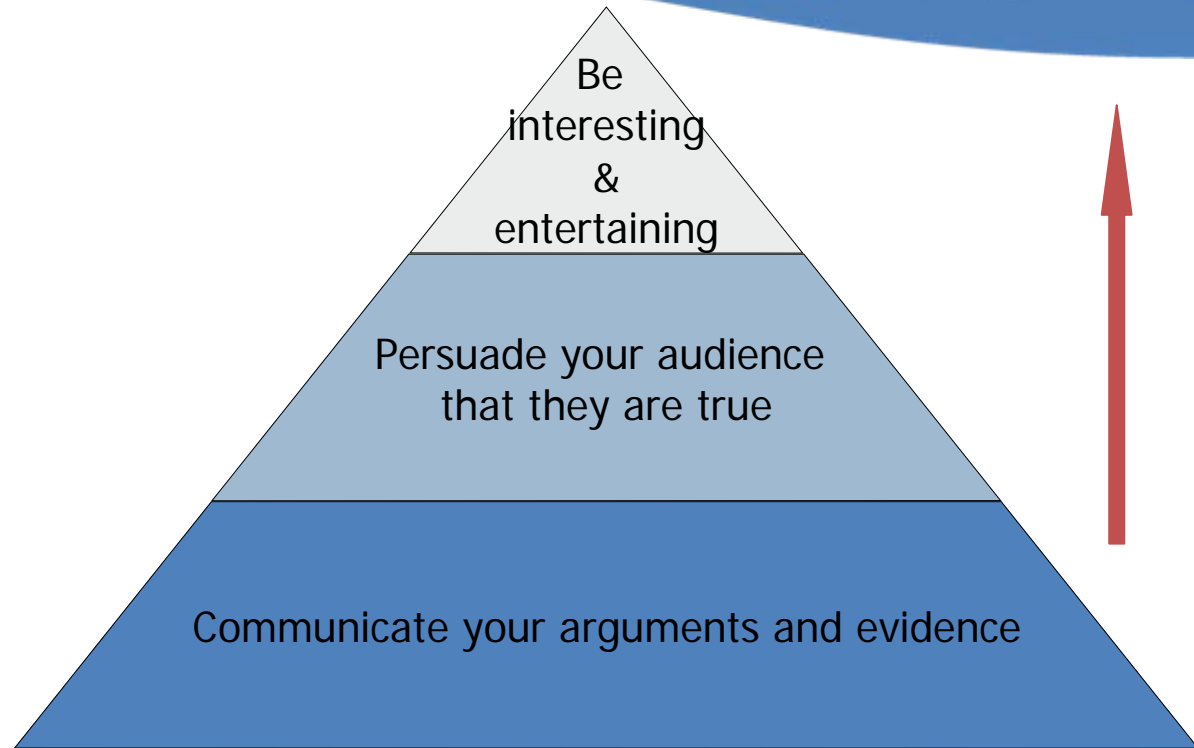
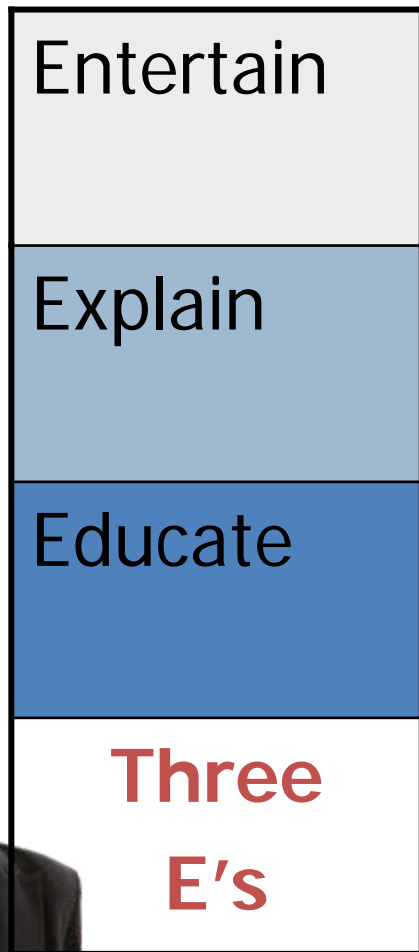


Presentations

- Opportunity to tell and show
- Interactive experience
- Present yourself as well as the talk
- Depth and scope determined by audience



Principles of effective presentations



(Paul N. Edwards, University of Michigan 1998-2004)

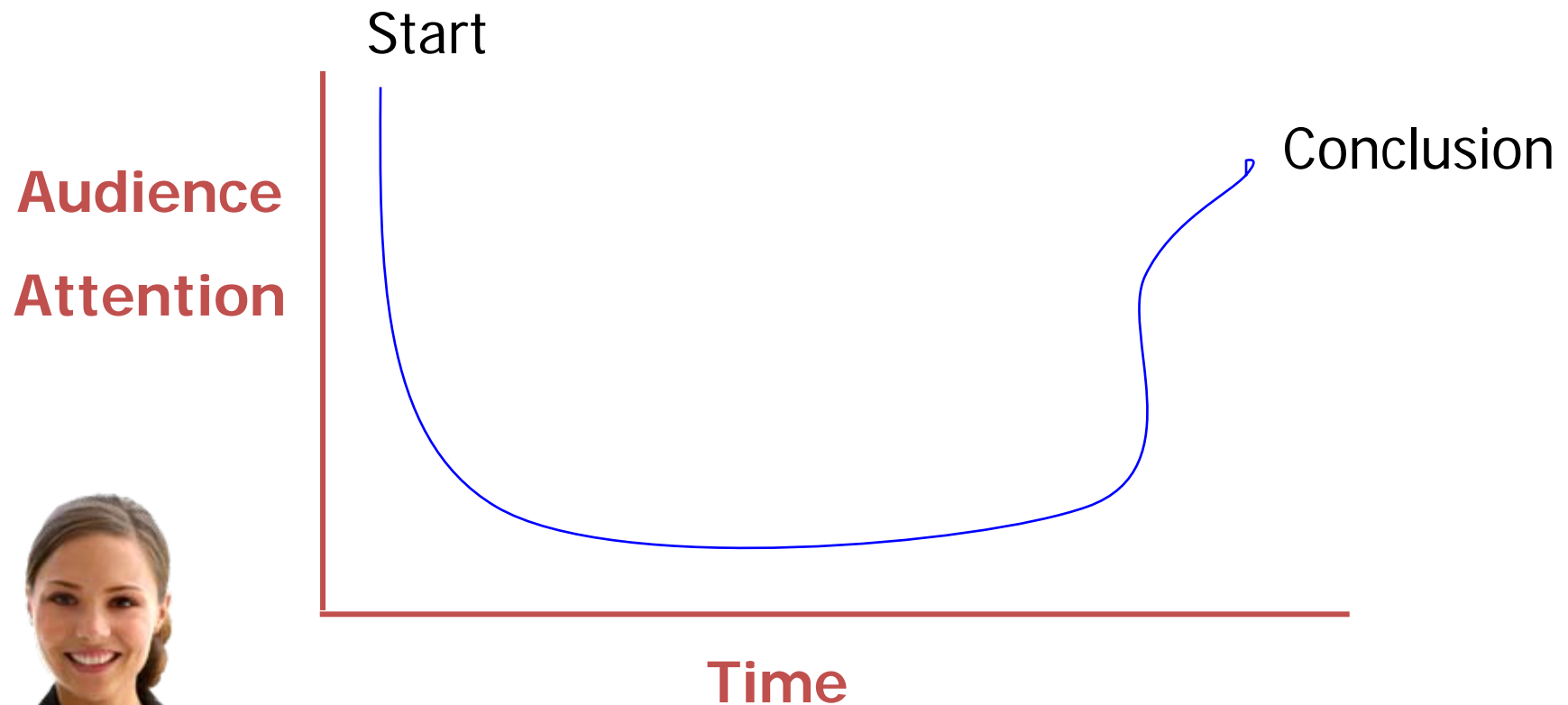
Think of your listeners

- “Listeners” listen between 25%-50% of time
- Short term memory holds 5-7 points
- People remember 10% of what they hear v's 50% of what they read



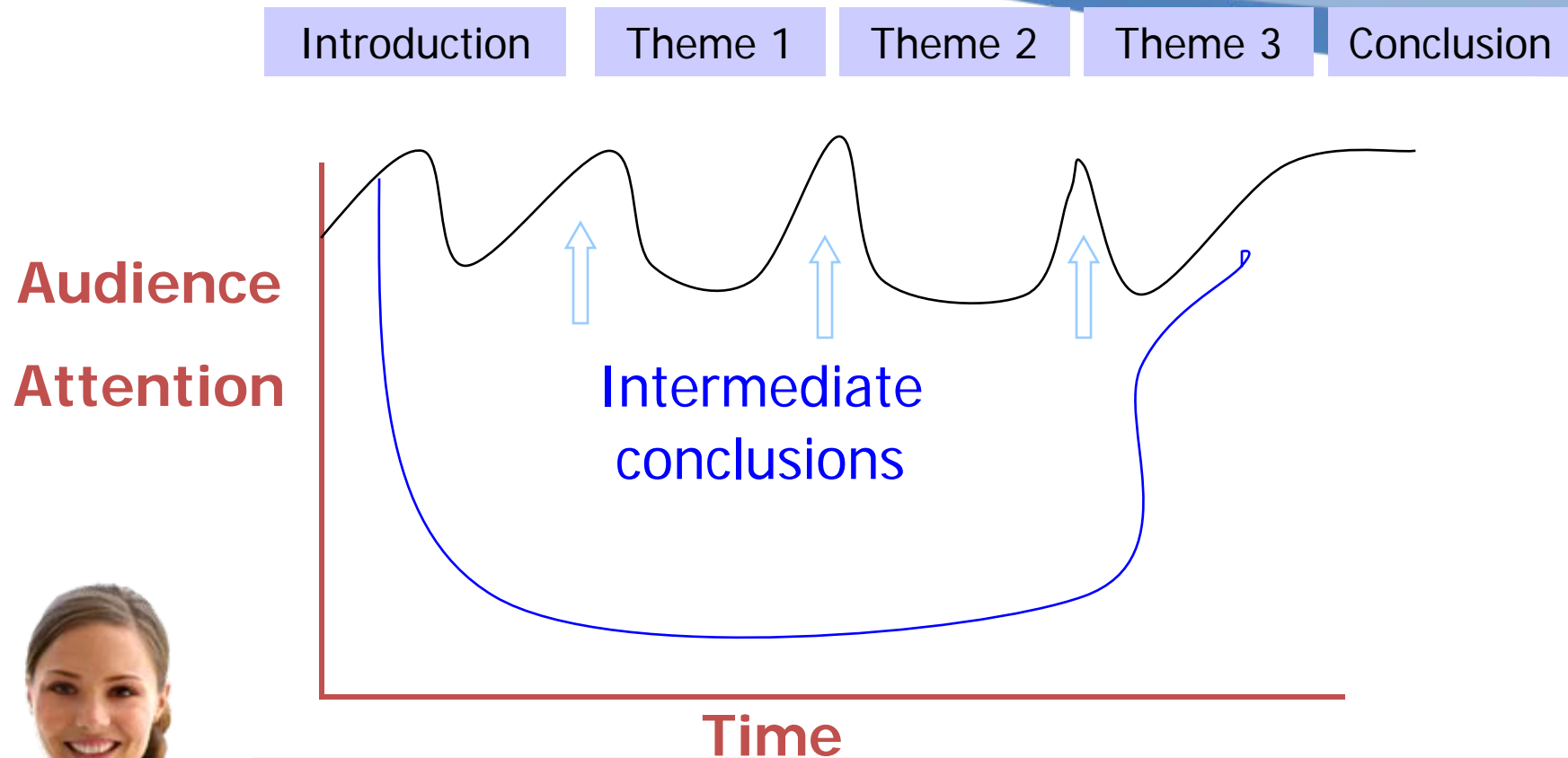
Window of communication = 2.5 - 5.0% of
your total presentation time

The attention curve



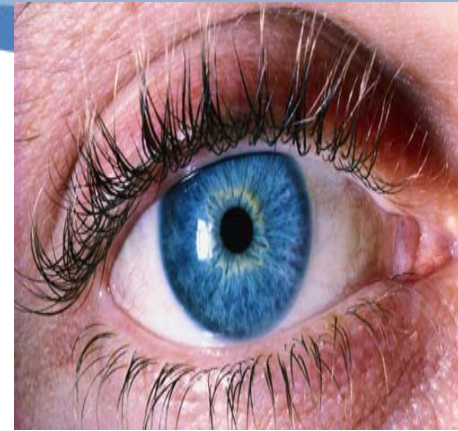
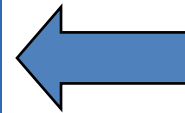
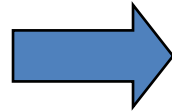
Typical attention an audience pays to an average presentation

Ideal attention curve



Ideal attention of an audience when the speaker divides the talk in recognisable parts, each summarised by intermediate conclusions

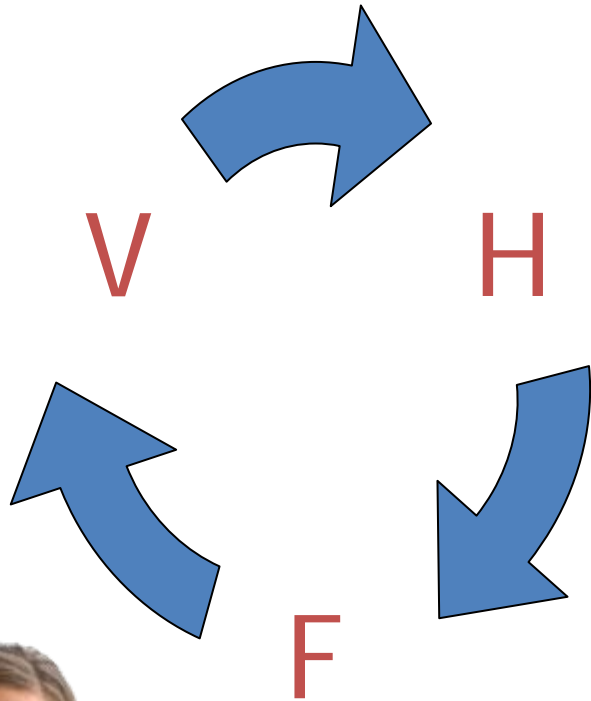
Engage the Brain



People learn better from words and pictures than from words alone

(Mayer and Anderson, 1991)

Different Learning Styles



- Visuals
- Statistics
- Analogies
- Demonstrations
- Testimonials
- Artefacts
- Exhibits



The Four P's

- Plan
- Prepare
- Practice
- Present



Make it work

- PRESENT



**Live,
visuals**

- PRACTICE



Delivery styles

- PREPARE



Organisation/structure

- PLAN



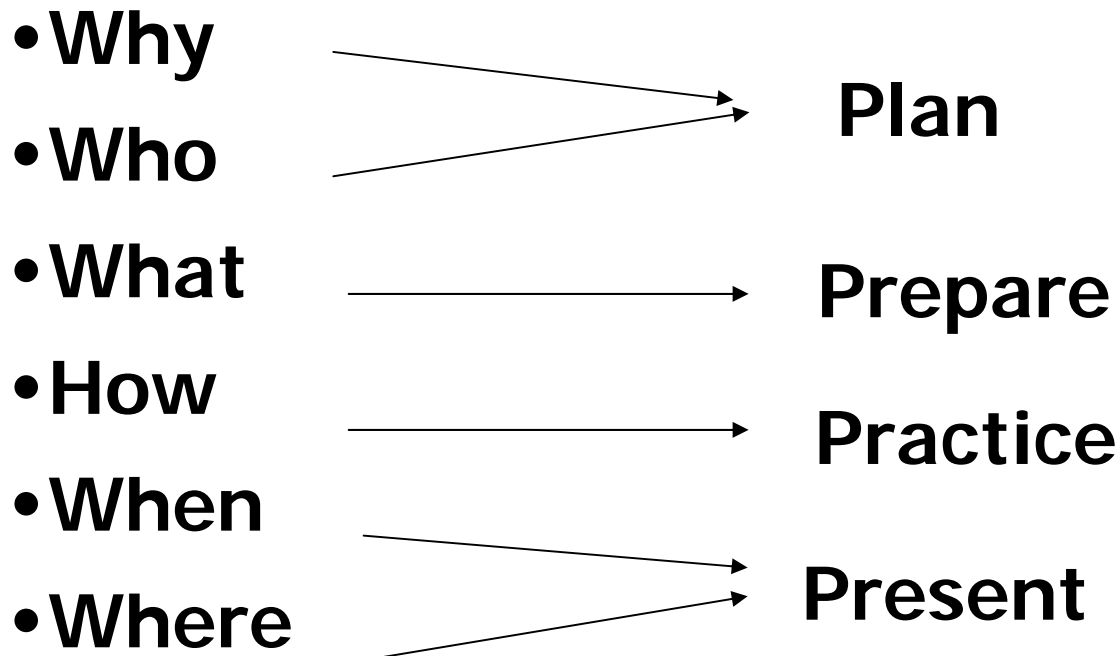
Content

(Lisa b. Marshall)



Where to Start

Brainstorm for



Plan – The Core Message

**Define Objective of talk
based on:**

Why?

- *Reason for presentation*
- *Impact on Audience*
- *What action*



Who

- Pitch to audience
 - size
 - age/gender
 - knowledge of subject
(ratio of experts to non experts)
 - bias
 - cultural make-up

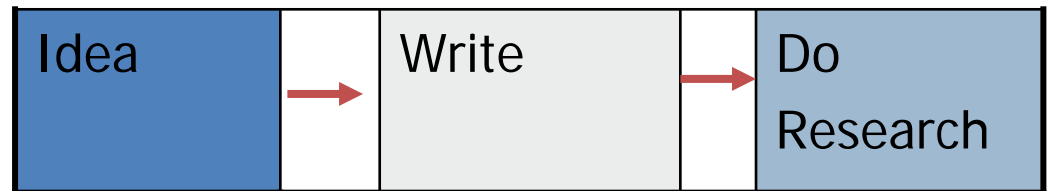
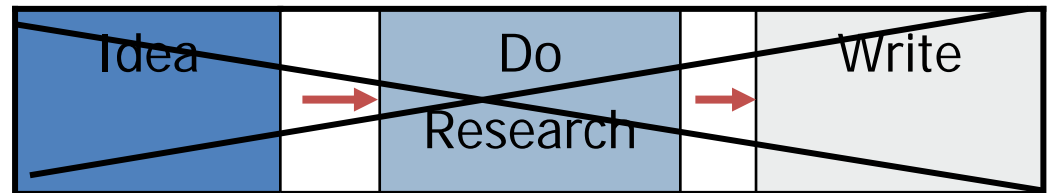


Talk to your audience rather than at them

Prepare - Research

(What?)

- Experts
- Literature Reviews
- Web
- Body of research
- Competitors
- Professional Bodies



Structure – Shape the Talk

Introduction

Tell'em what you're gonna tell'em

Body

Tell'em

Summary

Tell'em what you told'em



Scaffolding of presentation

Introduction

- Grab attention
- State objective
- Highlight ideas

Body

- Persuade
- Inform
- Entertain

Summary

- Restate Points
- Point the way forward



Introduction

Something dramatic
Why they should listen?
Range of talk

Body

- 3-5 main themes
- Introductions and summaries

Summary

- No new material
- Memorable as opening
- Incite to action

Practice makes perfect

Plan

- What you say
- The story line
- The context
- The surprises
- The performance

Performance

- Do run-throughs
- Simplify
- Rehearse
- Helps judge timing
- Reduces nerves
- Get familiar with aids

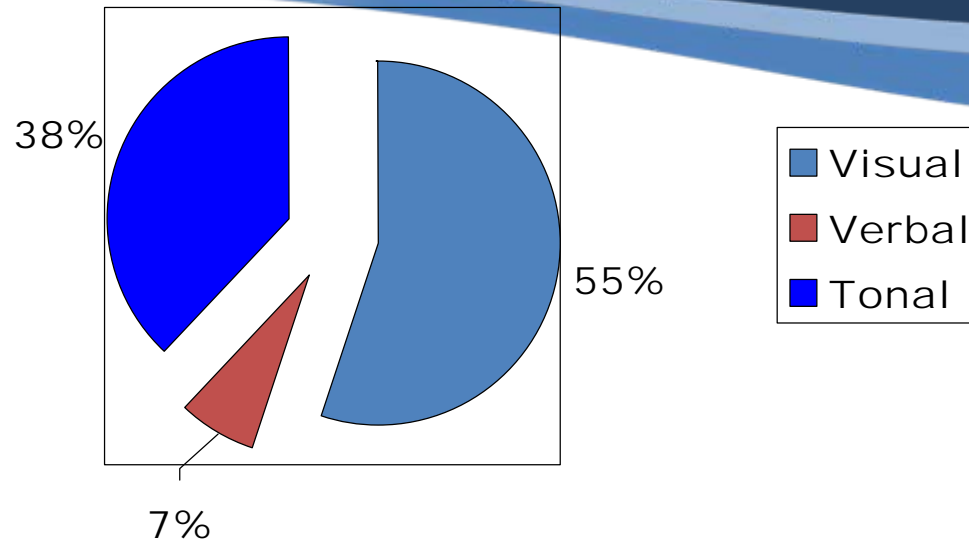


Delivery

- **Watch your body posture**
- **Use a conversational tone**
- **Eye contact – 90% of speaking time**
- **Smile**
- **Vary the pace, pause**



Body Language



- 93% of communication is non verbal
- Prepare for the ear
- Three dimensional



AIDS AID

- Flip Charts and White Boards
- Overhead Projector
- Slide Projector
- PC & Data Projector
- Video/Multimedia
- Handouts



Tips for Effective Slides

- Keep it simple (6X6 rule)
- One idea per slide
- Good visuals are visible
- 10% of men: red/green colour blind
- No advance information
- “Life span” of each visual



The art of science communication:
using PowerPoint effectively.

http://ian.umces.edu/pdfs/science_comm_powerpoint.pdf

Tips for Effective Slides

- Use landscape format preferably
- Use large lettering
- Use pictures, figures, titles, or short, clear caption
- Avoid data in tables or in text
- Avoid complete sentences, use "headlines"
- Remove all information from figures that is not absolutely necessary



Tips for Effective Slides

- Combine left & right brain sensory channels
- *Left brain:* words, sentences,
- *Right brain:* graphs, charts, symbols, pictures
- Change sequence of eye scanning
horizontal, vertical, diagonal



Logistics

(**When & Where** of the Presentation)

- Attendance
- Check out room
- Test equipment
- Adapt layout
- Arrive early



Q&A Pointers

- “What questions do you have?” vs “Any questions?”
- Most *interactive* part
- Eliminate barriers
- Repeat or restate
- Respond simply and directly
- Don't lose your cool



The stuff that gets forgotten

Before

- Agendas are like menus
- Things on seats set expectations
- Know your audience

After

- Networking time
- E-mail presentation
- Keep their cards
- Answer their questions



Final Pointers

- One main idea
- The 'rule of three'
- Big start
- Bigger finish

Checklist

- Simple
- Less is more
- Seize attention
- Be memorable
- Demand action



How well you present your material
directly impacts on how well it is
received.

"A speech is a solemn responsibility. The man who makes a bad thirty-minute speech to two hundred people wastes only half an hour of his own time. But he wastes one hundred hours of the audience's time-more than four days-which should be a hanging offence"

Jenkin Lloyd Jones

