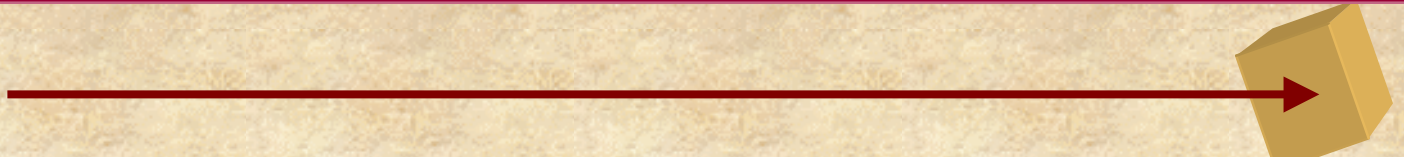


# Welcome to

Presenting

Like A Pro!



# Presented by Suzanna Laurent

**Digital Communications of America**

Online and HTML Help Facilities

Software/Hardware Documentation

Self-Instructional Courses

Web Site Development

Workshops



# Honors Received

- ✓ **Distinguished Chapter Achievement Award 1996**
- ✓ **Distinguished Chapter Service Award 1997**
- ✓ **1997 Top Ten Business Woman of America for the American Business Women's Association (ABWA)**



# Today's discussion

- ✦ **Six Principles to Making Great Presentations**
- ✦ **Building and Delivering Effective Presentations**
- ✦ **Plan, Prepare, Practice, and Present**



# Principle #1

**People are overwhelmed  
by information.**



## **Principle #2**

**People have short  
attention and  
retention spans.**



## Principle #3

**Skillful presenting is  
not the same  
as public speaking.**



## Principle #4

**The purpose of every  
presentation  
is to persuade.**



## Principle #5

**The audience's perception  
of the presenter is  
more important than the  
presenter's perception.**

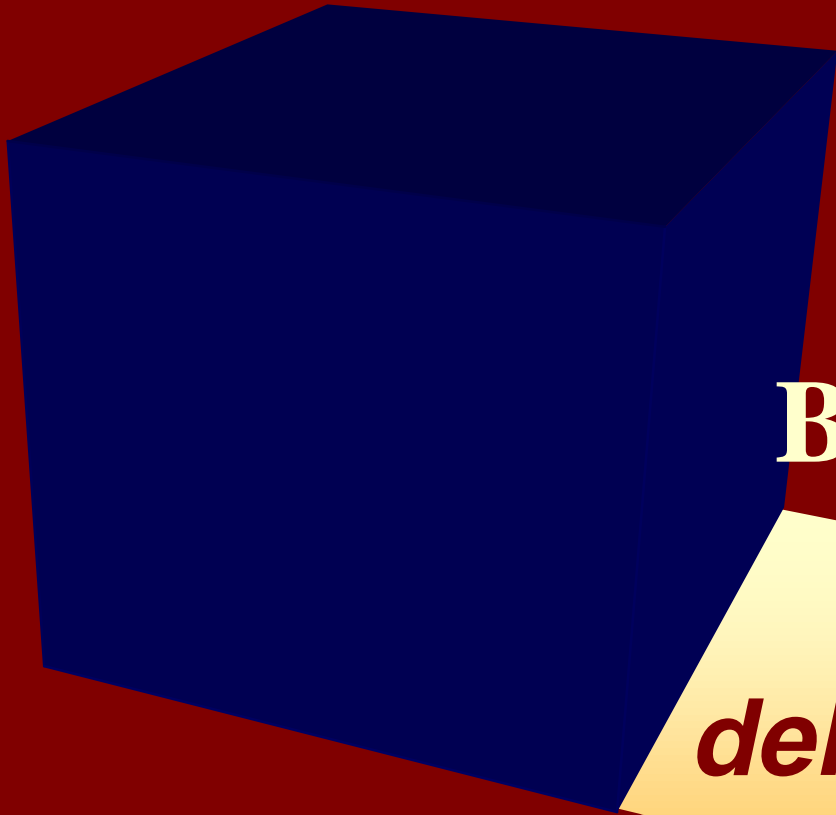


# Principle #6

**Every presentation must satisfy four criteria:**

- ➔ **Attention getting**
- ➔ **Meaningful**
- ➔ **Memorable**
- ➔ **Activating**

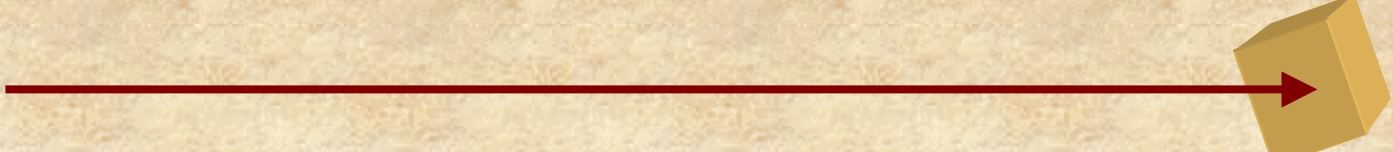




**Building** *and*

*delivering*

**an effective presentation.**



# Plan, then get started. . .

## *10 Minutes of brainstorming*

- ➔ Purpose
- ➔ 80% off the top of your head in the first draft
- ➔ Don't dismiss any idea!



**Writing is the hardest part ...**

**Writing to be heard  
is different from  
writing to be read!**



**It's different because...**

**when people read, they can reread.  
They don't have this advantage  
if they are listening.**



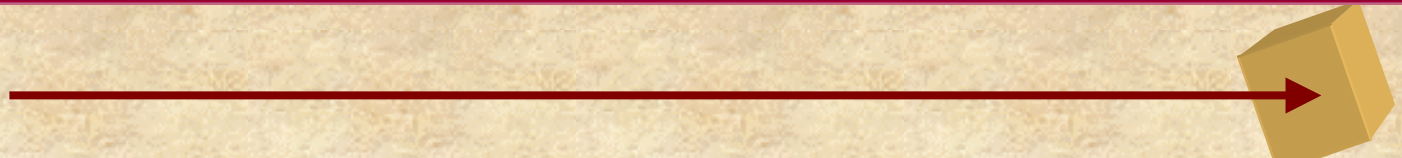
# Prepare by researching

- ➔ **Check quotations/statistics for accuracy**
- ➔ **Read the newest material on your topic**
- ➔ **Reread resource material**
- ➔ **Spend 20% of your time on research**



Now, let's discuss an

effective 9-step process  
for developing *a knockout  
presentation.*



# ① Setting objectives

- ◆ Inform?
- ◆ Gather ideas and explore them?
- ◆ Make recommendations?
- ◆ Evaluate, interpret or clarify?
- ◆ Instruct?
- ◆ Sell?



## ② Know your Audience



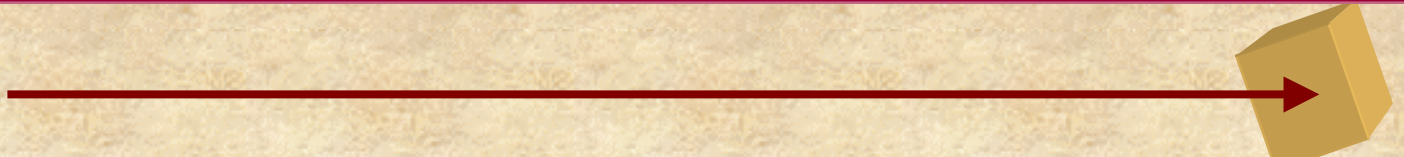
Evaluate your listeners



Who are they?



What are their needs?



## ③ State the main ideas

**The average person absorbs  
only three concepts  
in a 40 to 55 minute  
presentation.**



## **④ Choose supporting information**

**Identify the information  
that will communicate  
and support these ideas.**



## **⑤ Create an opener**

**Objectives you must accomplish:**

- ◆ **Sell your audience on listening**
- ◆ **Introduce the subject**
- ◆ **Establish your credibility**



## **⑥ Essential ingredients of an opener**

- ◆ Attention-getting statement**
- ◆ Main ideas you will cover**
- ◆ Benefits to your audience of listening**
- ◆ Appropriate words and body language**



# ⑦ Develop transitions

- ◆ Keep them short
- ◆ Use attention-getting statements
- ◆ Play up relevant statistics
- ◆ Pause, use hand and body movements
- ◆ Restate or summarize main points



## ⑧ Structure the main body

What are the most logical sequences?

- ◆ Chronological order
- ◆ Priority
- ◆ Spatial arrangement
- ◆ Topical approach
- ◆ Problem and solution



## ⑨ Prepare the close

- ◆ Provide a summary of main ideas and objectives
- ◆ Review the purpose of the entire presentation
- ◆ Make an appeal for action



**What are the**

**key  
ingredients**

**of a closing?**



# Key ingredients

1. A bridging statement that announces the closing
2. A restatement of the key points
3. Benefit statement where appropriate
4. Brief and memorable statement



**Keep these tips in mind  
when creating your slides:**



# Creating dynamite slides

- Use a landscape orientation
- Information outside the safe area may be cut off
- Limit visuals to one per slide to avoid confusion



# Dynamite slides, continued

- Use a sans-serif font, such as Arial or Helvetica, to avoid fuzzy letters
- Don't use fonts smaller than 24 points
- Use italics sparingly
- Clearly title each screen with a different size and color text



# Dynamite slides, continued

- ▶ **Always use high-contrast colors**
  - ▶ **White or light colored text on a navy blue or black background**
  - ▶ **Never use a white background in a dark room**
  - ▶ **Use color to emphasize points**



# Dynamite slides, continued

- **Use no more than six lines per slide**
- **Limit visuals to one concept per slide**
- **Use graphics only when needed**
- **Keep graphs simple**
- **Watch your spelling!**



# Dynamite slides, continued

- **Don't mix vertical and horizontal slides**
- **Add simple animation and sound effects, but don't overuse them**
- **Minimize text when projecting charts or graphs**



# Dynamite slides, continued

- **Preview before you present**
- **Aim for simplicity in all you do**
- **No more than 6 to 8 words per line**
- **Use graphics, animation, or sounds only when they are effective**



**Keep these tips in mind  
when practicing:**



# Preparation

is at  
least 50%

rehearsal!



# When you rehearse

- ➔ **Speak loudly and clearly**
- ➔ **Memorize opening/closing remarks**
- ➔ **Rehearse entire speech**
- ➔ **Rehearse with your props if any**
- ➔ **Rehearse in front of a mirror**
- ➔ **Rehearse into a tape recorder**



**Keep these tips in mind  
when delivering  
your presentation:**



**It's ridiculous to  
worry about your clothes  
at a time like this,  
so plan ahead for what you  
are going to wear!**



# What's the #1 phobia?

It is still  
the fear of  
*public*

*speaking!*



**Every time you open your  
mouth, you are  
making a speech!**



# What's involved in making a speech?

- ◆ **Body language**
- ◆ **Word choice**
- ◆ **Voice quality**
- ◆ **Emotional tone**
- ◆ **Personal audience interaction**



# How do you watch body language?

- ◆ Stand up straight, don't slouch
- ◆ Look people right in the eye
- ◆ Hold your head up straight
- ◆ Watch your hand actions



# **Make eye contact**

**By looking someone directly  
in the eye, you make real  
contact and invite a response.**



# Modulate your voice

- ◆ **Proper breathing is important**
- ◆ **Eat a light meal if at a dinner**
- ◆ **Do not drink liquor or caffeine before speaking**



# Vary pace, pitch, and volume

- ◆ Pace (speed)
- ◆ Pitch (how high or low)
- ◆ Volume (how loud or soft)



# Fundamental goals

- ◆ **Stand up straight**
- ◆ **Look people right in the eye**
- ◆ **Talk loudly**
- ◆ **Be authentic**



# The final steps

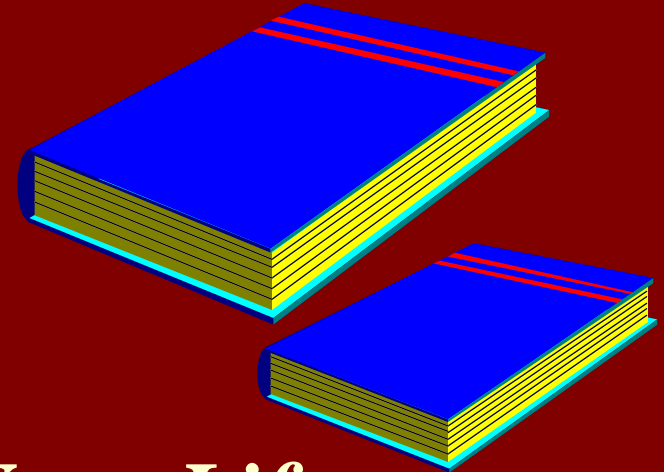
- ◆ Remember that you are “on” before you start speaking
- ◆ Concentrate on your ideas and audience
- ◆ Breathe regularly
- ◆ Walk briskly to the platform



# Recommended reading

*Speaking Up*

by Janet Stone and  
Jane Bachner

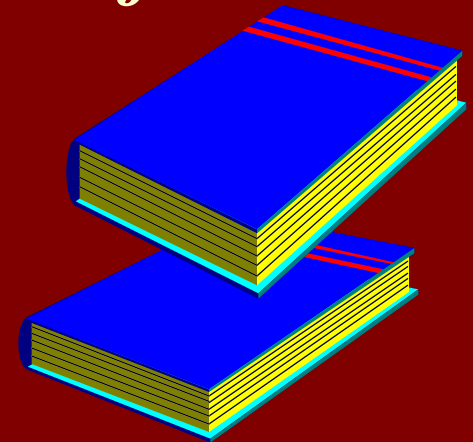


*Speech Can Change Your Life*

by Dorothy Sarnoff

*Body Politics*

by Nancy Henley



**In closing, I want you to  
remember these four “Ps”**

**Plan**

**Prepare**

**Practice**

**Present**



Once you plan,  
prepare, and  
*practice,*

*you'll  
present*

*like  
a pro!*

