



Presentation Skills

Delegate Manual - SAMPLE PAGES



COURSE OUTLINE

- 9.00 Welcome and Setting the Scene
Knowledge/Skill Checklist
Introductions Exercise
Ice Breaker: Thinking on your Feet
- Areas of Control - the A.R.M.Y.
Handling Nerves
- 10.45 BREAK**
- Planning - 6 Key Questions before Design
Planning the Contents to Structure Ideas
Structuring the Presentation
- Making a Good Start
The I.N.T.R.O.
'Identifying the Elements' Exercise
Professional Ending to Presentation
- Role of Body Language
'Impact of Body Language in Presentations' exercise
- 12.45 LUNCH**
- Using your Voice
The 5 P's of Voice
- The Things People Do!
Dealing with Habits
- Visual Aids
Adding Interest
Popular Function Keys in PowerPoint
- Dealing with Questions
- Practice Presentations: Preparation
- 3.00 WORKING BREAK**
- Practice Presentations: Delivery & Feedback
Summary of the Day
Knowledge/ Skill Checklist and Review of Learning
- 5.00 CLOSE**

KNOWLEDGE / SKILL CHECKLIST

In order to ensure that learning objectives are met by the course:

BEFORE THE COURSE: Rate your ability on a competence scale of 1-5 as follows:

- 1= No knowledge/skill
- 2= A little knowledge/skill but considerable development required
- 3= Some knowledge/skill but development required
- 4= Good level of knowledge/skill displayed, with a little development required
- 5= Highly competent - no/very little development required

WRITE your numerical rating in the 1st column. **AFTER THE COURSE:** Repeat the exercise, writing your new rating, in the 2nd column.

COMPETENCE	PRE. (1-5)	POST (1-5)
1. Appreciate the reasons why people feel apprehensive about delivering a presentation and understand ways of coping		
2. Can define coping strategies to deal with nerves		
3. Can effectively structure a presentation using a 4 stage process		
4. Understands how to start a professional presentation using the I.N.T.R.O. mnemonic		
5. Understands the importance of body language in delivering an effective presentation		
6. Knows at least 6 'body language' indicators which promote good presentation technique		
7. Understands the importance of vocal delivery in giving presentations		
8. Can recall 5 aspects of voice which can affect quality of presentation		
9. Designs impactful PowerPoint slides that add value to the presentation		
10. Effectively deals with habits and comfort words during the presentation		
11. Handles difficult questions from the audience with confidence		
12. Feels confident about designing and delivering an effective presentation		
OVERALL COMPETENCE		
PERCENTAGE CHANGE (2 nd column total minus 1 st ; divide answer by 1 st column total; Multiply answer by 100): %		

AREAS OF CONTROL

Inevitably things can go wrong in a presentation. However it happens rarely if we are **in control**. It's all about managing the:

- **A**

- **R**

- **M**

- **Y**

**"If you're not nervous, you should start worrying."
HEAD OF PEOPLE DEVELOPMENT – ASDA**



GETTING YOUR STORY RIGHT

- Getting your story right is the critical factor in making your presentation powerful; far more so than your delivery skills. When the story is right, the delivery tends to fall into place. The reverse is never true. The most polished speaker on earth, who has an unclear and unfocused story, will fail in delivering their message
- Simply getting the story right helps to transform a hesitant and uncertain speaker into a dynamic and confident one
- All the vocal pyrotechnics and animated body language in the world can't improve a confusing story, while a clear and concise story can give a presenter the clarity of mind to present with poise
- The good presenter:
 - Grabs their audience's minds at the beginning of the presentation
 - Navigates them through all the various parts, themes and ideas
 - Never lets go
 - Deposits them exactly where the presenter wants them to be
 - Charges them with what they want them to do now
- The effective presenter makes it easy for the audience to grasp ideas without having to work. The effective presentation story leads the audience to an irrefutable conclusion. The journey gives the audience a psychological comfort level that makes it easy for them to say "yes" to whatever the presenter is proposing

Presenting, therefore, is essentially selling.

- The person who is able to tell an effective business story is perceived as being in command, and deserves the confidence of others

"The surest way of gaining success is believe you can succeed."

ANON

PLANNING THE CONTENTS

STEP 1 Identify possible topic areas - brainstorming



STEP 2 Identify related topic - Select the most appropriate.



STEP 3 Flesh out the topic areas



STEP 4 Create a logical structure/sequence - put key stages in order



"You don't get a second chance to make a first impression."

ANON



IDENTIFYING THE ELEMENTS

In the following introduction to a presentation, highlight where you see examples of each of the 5 themes to INTRO:

Good am/pm everyone. For those of you that don't know me my name is Bryan Edwards. No doubt you are all intrigued as to what we're doing here today, well as this first slide shows we really are reaching A New Era in the success story that is ABC Company Ltd and I wanted to introduce to you some very exciting developments.

May I introduce Joe Bloggs who will be co-presenting with me today. It will be in your best interests to make notes, as there is a lot of important information to take in, and pass on to your staff.

As of Friday the 12th January 2001 we shall, once again be market leaders in launching a whole new concept of purchasing p.c.s.

Today's 40 minute session will not only give you the information about the product, the way it works and how to sell it, but also the confidence to be clear about sharing this message with your teams.

There will be a fully comprehensive information pack for each sector to assist you in getting the message across to your staff. This support will be followed up with a video that will reach you by the 8th January.

So what is this exciting new product

"Image is only what other people see of you. And if you're going to rely on what other people's opinions of you are to make you happy, you are never going to be happy."

LILY ALLEN



IMPACT OF BODY LANGUAGE EXERCISE

Positive Body Language to Display	Negative Body Language to Avoid

"I know that you understand what you think I said, but I am not sure you realize that what you heard is not what I meant."

RICHARD NIXON

VISUAL AIDS

People take on board information through their senses - the more senses we involve, the better the retention of the message. Visual aids are an important tool in helping us get the message across.

In presentations, the most popular tools to use are the data (PowerPoint) projector.

Tips on Use

1. Before the presentation:

- Walk around the audience seating area. Can they all see the screen from where they are sitting?
- Walk around your 'presentation space'. Can every member of your audience see the whole screen?
- Go to the back of the room. Can you read the print?

2. Familiarise yourself with the equipment:

If data projector:

- Where is the slide change button?
- Try the clicker out - how do you get back to a previous slide if you click too far?
- Focus image
- Centre image onto screen
- Write bullet points to emphasise the main messages you deliver. Put too much text on, then what's the point of you being there?

1. Use the bullet points as your aid to memoir

2. Face the audience, not the screen

3. Use the animation function to reveal one point at a time - otherwise your audience are too busy reading the rest of the screen, rather than listening to your point.

5. Use graphics/cartoon if they add value to your presentation - not a distracter

"I see myself hitting all my routines, doing everything perfectly. I imagine all the moves and go through them in my mind."

MARY LOU RETTON (Olympic Gold Medallist)

OBSERVER CHECKLIST

As an Observer, your role is crucial in helping the Presenter understand what they did/ said, and how they might change their behaviour as a result of your feedback.

The checklist attached is designed for you to capture what you observe. Try to capture the exact words used or the exact behaviour observed.

Example 1:

Used very positive phrases to sell the message e.g. “What this will enable you to do is.... ”

Example 2:

Aggressive body language - stands with hand on hips; feet apart; points a lot with finger; frowns; no smiles looks very serious.

If one person says that you are a horse, smile at them.
If two people say that you are a horse, give it some thought.
If three people say you are a horse, go out and buy a saddle.

PROVERB

PRE-COURSE WORK TEMPLATE

Wednesday 31st August 2011: 9.00 - 5.00pm

Dear Participants

Hope you're looking forward to the course!

During the day we will cover a range of tips and techniques to help 'get the message across'. We have also built in a specific presentation (see below) for you to gain practice, and receive feedback, in delivering a presentation.

The topic requires a degree of preparation beforehand so that we can maximise our theory time during the course. **Please don't worry if the practice presentation is not finished when you arrive at the course** however if you could prepare some basic slides, and have some idea of what you want to say in your presentation, that will help enormously.

Practice Presentation

In the afternoon, you will be asked to deliver a 10-minute (max.) presentation. The presentation should be on a business or non-business topic of your choosing. For example:

- An area of your technical expertise that fellow delegates might learn from
- 'My Role and Department at XXXX'. Assume your audience is a group of potential employees with no understanding of your company and its work. The company have charged you with 'enthusing' them to join you, to fill vacancies within your work area
- A hobby, interest or sport you would like to persuade people to take up
- An unusual holiday destination you would like to promote
- An issue that you feel really passionate about that you would like people to agree with

There will be a PowerPoint projector available to project your visuals. I will have my laptop hooked up to the projector, so it could be useful to bring along slides on a memory stick. Alternatively, bring along your laptop.

There will be some preparation time in the afternoon to 'tweak' your presentations, based on the theory that we cover, however you should do everything you can to prepare beforehand.

If you have any queries, don't hesitate to ring me via <<Sponsor of course>>.

Look forward to meeting you at the course!

BRYAN EDWARDS
ABC TRAINING SOLUTIONS LTD