Presentation Skills

Some Tips

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UTAR
• While hard work and good ideas are essential to success, your ability to express those ideas and get others to join you is just as important.

• Much of this verbal expression will be one on one or in small groups, but periodically you will be involved in more formal and public speaking in front of larger numbers. If this thought makes you nervous, you are not alone.
• Many speakers lack the skills and confidence to make effective presentations.

• We have all been victims of speakers who put us to sleep.

• Despite knowing how ineffective many speakers are, many of us have found that, despite the best intentions, we haven’t fared much better.
• We knew the topic and the ideas were written down, but the presentation still didn’t go well.
• Was it the way you delivered the presentation?
• Was it because the audience didn’t seem interested?
Objectives for Today

- By the end of the session, participants will be able to...
  - utilize eye contact, body language and voice to their advantage in a presentation,
  - apply the 3 A’s in preparing content for a presentation,
  - develop visual aids that reflect good instructional design properties, and
  - respond to questions in an effective manner.
General Competencies

- Interpersonal Communication
- Professionalism
- Practice-Based Learning & Improvement
Podium Panic

For some people, the thought of giving a presentation is frightening......
Dealing with Podium Panic

- Audiences are forgiving
- Nervousness is usually invisible
- Be yourself
- Practice deep breathing/visualization techniques
- Begin in your comfort zone
- Check out the room in advance
- Concentrate on the message
- Begin with a slow, well prepared intro; have a confident and clear conclusion
- Be prepared and practice
Eye Contact

- Never let them out of your sight.
- Looking them in the eye makes them feel that they are influencing what you say.
- Eye contact allows the presentation to approximate conversation—the audience feels much more involved.
Body Language

NO-NO’s

- Lean on or grip the podium
- Rock or sway in place
- Stand immobile
- Use a single gesture repeatedly
- Examine or bite your fingernails
Body Language

NO-NO’s

- Cross your arms in front of your chest
- Use obviously practised or stilted gestures
- Chew gum or eat candy
- Click or tap your pen, pencil or pointer
Body Language

NO-NO’s

- Lean into the microphone
- Shuffle your notes unnecessarily
- Tighten your tie or otherwise play with your clothing
- Crack your knuckles
- Jangle change or key in your pocket
Voice

- Voice Intelligibility
  - Articulation
  - Pronunciation
  - Vocalized pauses
  - Overuse of stock expressions
  - Substandard grammar

- Voice Variability
  - Rate of speech
  - Volume
  - Pitch or tone
  - Emphasis
Preparing Content

3 A’s

- Analyze your AUDIENCE.
- Define what ACTION you want them to take.
- Arrange your ARGUMENT to move them.
Analyze Your **Audience**

- What are their names, titles, backgrounds, reasons for attending, etc...?
- What are their big concerns?
- What are their objectives, fears, hot buttons, and attitudes?
Analyze Your Audience

- What is their perception of you and your institution?
- What are their questions likely to be?
- What is personally at stake for them?
- How much detail do they need?
Define What Action

What action do you want the audience to take?

Define it in terms of the audience.

What will they feel, believe, and do after hearing your talk?
Arranging Your Argument

1. Shake hands with the audience.
2. Get to the point.
3. Present your theme.
4. Develop your agenda point by point.
5. Summarize and recommend.
Visual Aids
Visual Aids
(not the stars of the show)
Design Concepts

• Big
• Simple
• Clear
Big

• Should be able to read everything from the back row
• At least 28 pt, preferably 36
• Use the floor test
Simple

• No more than 6 lines
• No more than 7 words per line
Clear

- Arial or Helvetica
- Dark background with yellow text
- Avoid overuse of red, shadows, animation and transitions
- Beware of busy backgrounds
Clear

• Clip art should add to the content
• Use a different background only to emphasize one slide
Questions & Answers

“Does anyone have any questions for my answers?”

-Henry Kissinger
Questions & Answers

- Beginning of a whole new interactive presentation
- Opportunity to make a point
- Most presentations are won or lost here
Questions & Answers

- Anticipate lines of questioning
- Rehearse
- Don’t rank questions
- Keep answers brief
- Be honest—don’t BS
- Avoid negative words

- Don’t repeat negative questions
- Clarify question
- Defer to experts
- Move your eyes off questioner
- If negative, end your response focused on somebody else
NEVER argue with a member of the audience.

THE RULE
Instead...

- Look at the questioner.
- Remain neutral and attentive.
- Listen to the whole question.
- Pause before you respond.
- Address the questioner, then move your eyes to others.
Easy as A B C

“I can’t Answer that question Because ..., but I Can tell you...”
“Better to keep your mouth shut and appear ignorant than open it and remove all doubt.”

-Mark Twain