

Better Presentations

Better Presentations - 2

- Based on a seminar by Presentations Magazine
- Robert W, Pike, CSP
- 1994

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Openers - 1

- 3 tests

- Does it break _____?
- Does it facilitate _____?
- Is it _____ to the program?

Openers – 2

- Story
- Pay a compliment
- Quotation
- Significant statement
- Absurd statement
- Challenge an accepted belief
- Establish credibility

Style

- Focus on audience
 - WII-FM
- Eye contact
- Create interest
 - Questions

Closings – 1

- Allows for conclusion
- Allow action planning
- Brings things together

Closings – 2

- Summary
- Recap
- Call for action
- Ask a question
- Statement
- Like beginning
- Allow action planning
- Brings things together

Attention Span

- 10 - 30 seconds maximum

9 numbers between 1, 20

Sequence

- Tell the audience what they are about to hear
- Tell them
- Tell them what you told them

13 TIPS – 1

1. Choose your words carefully
2. Be Visual.
3. Use, but don't overuse COLOR
4. Single Idea
5. Use highlighting or other font attributes
6. New visual every 30 seconds
7. Avoid Vertical Lettering

13 TIPS – 2

8. Maximum of 2 typefaces ((TR easier on the eye, Ariel generally too stark), 3 colors/slide (2X3 rule). Use shading to improve contrast.
9. Non-sequential items – use bullets not numbers. Numbers imply priority
10. Apply the 6-foot rule (arm's length for slides).
11. Use symbols, figures

Icons/Symbols/Graphics



13 TIPS – 3

12. User overlays

13. User upper and lower case

6 X 6 Rule

- No more than 6 words per line
- No more than 6 lines of text

Technophobia – 1

- One university study showed that, of the things we fear
 - 40% never happen
 - 30% are past
 - 12% are needless
 - 10% are petty or small
 - 8% ARE REAL FEARS, and can be divided into those that we can do something about and those that we cannot do something about

Technophobia – 2

What are the top 3 fears?

Technophobia – 3

- Death
- Marriage
- Public Speaking

Presentation Tools

- Poster
- Flip Chart
- Overhead (overlays)
- PowerPoint
- Video

Overhead Transparency Tips

Don't

- Walk or stand in front of screen
- Leave projector on while
- rambling
- Turn projector on/off
- Allow light leaks
- Put too much info on foils
- Use black and white only
- Use finger to point
- Turn off house lights
- Be afraid to write
- Only use words
- Allow keystoneing, if possible
- Show dirty foils

Do

- Stand to side so others can see
- Turn off projector (pause/finish)
- Frame foils
- 6X6 rule
- Use color
- Talk to audience
- Use pen or letter opener
- Keep house lights up except
- those aimed at screen
- Use spontaneous lists
- Tilt top of screen forward

Presentation Tips

- Be sure to have remote control so that you are not tied to podium
- Talk to the audience, not the screen
- Avoid reading the slide text - fill in
- Have someone else use the laser pointer - do not overuse
- Rehearse your presentation
- Check out all equipment prior to talk
- Avoid distracting visuals

Gradient Fills

- Reading is accomplished from left to right, top to bottom.
 - Use gradient fill to enhance that function
- Gradient fill to center
 - use to highlight a specific word or phrase

Deadly Sins of Presenters – 1

- Appearing unprepared
- Improper handling of questions
- Apologizing for yourself or the organization
- Unfamiliar with knowable information
- Unprofessional use of visuals

Deadly Sins of Presenters – 2

- Seeming to be off schedule
- Failing to involve participants
- Not establishing rapport
- Appearing disorganized, not previewing, or
- summarizing
- Not starting off quickly establishing the image
- you want

80/20/5 Rule

- Numbers Game
 - 80% of the audience will remember the first 5% of the presentation
 - 20% of the audience will remember the last 5% of the presentation
 - Only 5% of the audience will remember some of the details of the middle of the presentation

5/90/5 Rule

- Clearly distinguish the start of the presentation (first 5%) and the end of the presentation (last 5%) from the bulk (middle 90%)
- Be clear to provide emphasis during the first and last 5%

Handouts

- Other than published proceedings audience walks away with nothing
 - use for both poster and oral presentations
- Color has impact (Wharton School of Business)
 - Accelerates learning retention and recall by 55% to 78%
 - Improves and increases comprehension up to 73%
 - Increases willingness to read up to 80%
 - Sells products and ideas more effectively by 50% to 85%
- Provide doodle space
- Provide graphics to color

Motivators

- Outline an incident
- Ask for a show of hands
- Ask a question
- Make a promise
- Get them laughing
- Piggyback introduction
- Make an outrageous statement
- Use an unusual statistic
- Use a visual aid or prop

Asking Questions - 1

- Plan ahead
- Two kinds: to get information; to get opinions
- Relate to background
- Go from general to specific
- Keep short and clear

Asking Questions - 2

- Confine to one thing at a time
- Make transitions with questions whenever possible
- Avoid “yes” or “no”, answer implied, etc.
- In discussion speak to the group first and then individuals
- Don't interrupt - let the other person talk

How to Answer Questions Effectively

- Listen for both the content (what is asked) and the intent(what is meant) of the question
- Repeat the question
- Answer the question
- Verify that the question was answered
- Avoid:
 - Showing your negative feelings
 - Being unresponsive
 - Diverting the question
 - Treating two questions as one
 - Going off on a tangent

Transitions

- Questions and Answers
- Movement
- Use of Media
- Change of Media
- Mini-Summary
- Refocus
- Pause/Silence

Video Tips

- Always preview the entire video before showing it to your participants
- Look for logical breaks or pauses in the video where you can stop and process the information
- Give participants an “individual viewing assignment” for them to look out for
- Have specific exercises or learning materials to enhance the video
- Always give your full attention to the video

How does this help me for my honors Co-Op presentation? - 1

- Tell your story
- Provide images of work that you created
- Plan on entertaining the listeners (within reason)
- Thank your sponsor, the faculty, and the college
- Show that you learned something of value
- Provide suggestions as to how the program can be improved for those that follow in your footsteps

How does this help me for my honors Co-Op presentation? - 2

- Rehearse your presentation
- Ask others to critically review your presentation
- Arrive early
 - Check equipment
 - Chat with attendees
- Dress professionally
- Support your fellow students