

Presentation Skills

Welcome!



YOUR FACILITATOR...

Neal Cooper

The AT&T/Stanford Research

20-yr study:

The top predictor of professional success and upward mobility is how much you enjoy public speaking and how effective you are at it.

Presentation Competency

Negative Behavioural Indicators

Presentations unclear, lacking in structure or interest and leave the audience feeling disengaged or confused. May need to develop the skill of using visual or non-visual presentational aids effectively or of presenting to a wide range of different audiences in different settings.

Presentation Competency

Positive Behavioural Indicators

Makes exciting, compelling presentations that project the core message in a clear, informative and interesting way. Is able to captivate the attention of the audience and use visual and non-visual presentational aids to great effect. Can present effectively to a wide range of different audiences in varying settings.

Dealing with nerves...

- Why do we get so nervous?
- Impact of nerves on performance
- Techniques to overcome nerves

Public speaking has been listed as the number one fear in the United States, ahead of death in fifth place and loneliness in seventh place...

Self-conscious?



Mature speaker?



| LEVEL ON WHICH MIND IS WORKING | IMMATURE SPEAKER | MATURE SPEAKER |
|--------------------------------|---|-----------------------------------|
| Conscious | ME “I’m on stage...” | MY AUDIENCE “Hello...” |
| Semi-conscious | MY MESSAGE “I feel uncomfortable.” | MY MESSAGE “for you...” |
| Reflex | MY AUDIENCE “Oh yes, the audience...” | ME “Thank you!” |

The six steps to a successful presentation

1 Objective

2 Core message

3 Content: data, examples, stories etc.

4 Structure

5 Opening

6 Closing

Define your core message...

“ When you have completed your presentation or speech, what will people remember? What will they take away with them, to apply and change their ways, and one day perhaps even thank you for? What one sentence will correctly sum up your entire presentation?

That's your **Core Message.**”

LIGHT MY FIRE!



FRESH, INFORMATIVE, RELEVANT,
ENTHUSIASTIC, **STORY!**

Structuring your presentation

AIDA – Attention Interest Desire Action

SPINFAB – Situation Problem Implications Solution Features and Benefits

Tell, Tell, Tell – News at 10 structure

Past / Present / Future - Timeline

PREP – Position Reason Example Position

Problem / Cause / Solution

Story-telling – key components

- Protagonist, antagonist
- Intriguing premise – set the scene
- Plot: adversity, challenges
- Turning point
- Resolution and Lesson Learned

HOOKS

1. Opinion statement
2. Create curiosity
3. Shock
4. Question
5. Problem
6. Story / anecdote
7. WIIFM – why should they listen

CLOSING

- Take questions and *then* CLOSE
- Summary, core message, key takeaways
- Close the loop
- No new material
- Call to action
- Final thought?
- Quotation?

Non-verbal Communication

INEFFECTIVE

- Insufficient eye contact
- Static
- Repetitive movements
- Nervous
- Monotone
- No animation
- Poor/no use of gesture

HIGH PERFORMANCE

- Connection
- Calm but energised
- Eye contact
- Gesture
- Stillness & movement
- Use of space
- Posture
- Animation

Vocal variety

PACE
POWER
PITCH
PAUSE

The Yale study words: 12 most persuasive words in the English language

- You
- Money
- Save
- New
- Results
- Easy
- Health
- Safety
- Love
- Discovery
- Proven
- Guarantee

Key rhetorical devices

- Repetition
- Rule of three
- Dramatic contrast
- Analogy
- Rhetorical question
- Alliteration
- Metaphor
- Other?

Dealing with questions

Thank individual

Repeat question for
audience

Answer for audience

Check you have
answered

Thank and move on

Presenting via ZOOM etc...

- What are the challenges?
- Nerves?
- Body language?
- Equipment
- Pitfalls?
- Presence?
- Connection?
- Feedback?

Thank you for your participation!

“Good luck”

Public speaking is an acquired skill. Keep practising!