

No matter how great your **idea** is, if you can't **execute** it, you are not different from someone without an idea.

How to Effectively Present?

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“Great speakers aren’t **born**,
they are **trained**.”

Presenting is a **Skill**...

Developed through **training** and **experience**

The largest software vendors in the world

Apple & Google

Don't write the apps

Topics

1. Introduction
2. Planning your presentation
3. The presentation sequence
4. Creating effective visual aids
5. Effective presentation techniques

1. Introduction

Why Give a Presentation?

Three Main Purposes

1. Inform
2. Persuade
3. Educate

Definitions

Presentation

- “Something set forth to an audience for the attention of the mind “

Effective

- “...producing a **desired result**”

Fear

- Feared more than death!
- THE FACTS: Shaky hands, blushing cheeks, memory loss, nausea, and knocking knees
- NORMAL!

Causes of the Anxiety

- Fear of the unknown OR loss of control
- Fight or flight mode
- No backup plan
- No enthusiasm for subject
- Focus of attention

Effective Presentations

- Control anxiety – Don't fight it
- Audience centered
- Accomplishes objective
- Fun for audience
- Fun for you
- Conducted within time frame

2. Planning Your Presentation

Planning Your Presentation

1. Determine **purpose**
 - What do you want to accomplish?
2. Know your **audience !!!**
 - Success depends on your ability to reach your audience
 - Size
 - Demographics
 - Knowledge level
 - Motivation
 - Why are they attending?
 - What do *THEY* expect?

More Planning

3. Plan **Space**

- Number of attendees and seats
- Seating arrangement
- Lighting, and lighting controls
- Audio/Visual equipment
- Distracters

More Planning

4. What **Day and Time**?

- Morning
- Afternoon
- Evening
- Work day versus weekend
- Any day!

Still More Planning

5. Organization

- Determine main points (1-5)
- Evidence
- Transitions
- Prepare outline
- Prepare a Storyboard

Still More Planning

5. Rehearse...Rehearse...Rehearse!!

- In the actual room if possible
- Work to a script and time your presentation
- Practice Q & A
- Check equipment – load your slides in advance
- Make contingency plans

Organizing Your Presentation

Organizational patterns

- Topical
- Chronological
- Problem/Solution
- Cause/Effect

Presentation Outline

- Keyword reminders
- Conversational flow
- Flexibility
- More responsive to audience

3. The Presentation Sequence

#1: Build Rapport

- ... relation marked by harmony or affinity
 - Audience members need to **trust** you and feel that you care about them
- Start before you begin
 - Mingle; learn **names**
 - Opportunity to reinforce or correct audience assessment
 - Good **first impression**
- People listen to people they like

#2: Opening Your Presentation

- Introduce **yourself**
 - Why should they listen
- Get **attention**, build more rapport, introduce topic
 - Humor
 - Short story
 - Startling statistic
 - Make audience think
 - Invite participation
- Get audience **response**

#2...Completing the Opening

- Clearly **defining topic**
- If informative...
 - Clear parameters for content within time
- If persuasive...
 - What's the problem
 - Who cares
 - What's the solution
- Overview

#3: Presenting Main Points

- Make **point-transition**,...make point-transition,...make point-transition, etc...
- Supporting **evidence**
- **Examples**
- Feedback & questions from audience
- Attention to, and focus on, audience... are they listening?

#4: Concluding Your Presentation

Goal

- Inform audience that you're about to close
- Summarize main points
 - “Tell 'em What You Told 'em.”
- Something to remember, or call-to-action
- Answer questions

4. Creating Effective Visual Aids

Designing Good Slides

- **Content**
 - If it doesn't add value, don't say/use it
- **Unveiling**
 - Is drama useful or necessary?
- **Color**
 - Know your room and lighting
 - Dark room – use light font on dark background
 - Bright room – use dark font on light background
- **Subliminal messages**
 - Consider your audience and use carefully

Content

- Purpose

- Complement speaker
- Talk \neq technical report

- Density

- 7-10 lines/page
- 4-8 words/line
- Test: Project a sample in the room, or in a room of approximately the same size as will be used in the real presentation

Visual Aids

- To make, explain or identify a point
- To emphasize, clarify or reinforce a point
- To remind, summarize or review a point
- We remember –
 - 10% of what we read
 - 20% of what we hear
 - 30% of what we see
 - 50% of what we see and hear

Visual Aids

- Enhance understanding
- Add variety
- Support claims
- Lasting impact
- Used poorly, however, they can be a distraction and lead to an ineffective presentation

Visual Aids

- PowerPoint slides
- Overhead transparencies
- Graphs/charts
- Pictures
- Web links (<http://www.ictcoe.org.et/5thictcompetition.html>)
- Films/video
- Flip charts
- Sketches
- Chalk or white board

Visual Aids Should...

- Outline, explain, support main points
- Serve audience's needs, not speaker's
- Be simple and clear
- Supplement and support...
NOT DOMINATE!...
the presentation

Be Visible

- Use Sans Serif fonts (fonts without feet)
 - e.g. Arial, Tahoma, Trebuchet, Verdana, etc.
- Titles should be 32-44 pt. font size, **BOLD**
- Text should be as large as possible
 - First level 24-32 pt font size
 - Second level 20-28 pt font size
 - Etc.
- Use color wisely
 - Contrasting colors

Red/Blue Conflict

Red letters on blue background
creates "flicker effect"

Blue letters on red background
just as bad

Low Contrast

White on yellow

Yellow on white

Black on blue

Blue on black

“Fly-In” vs “Wipe”

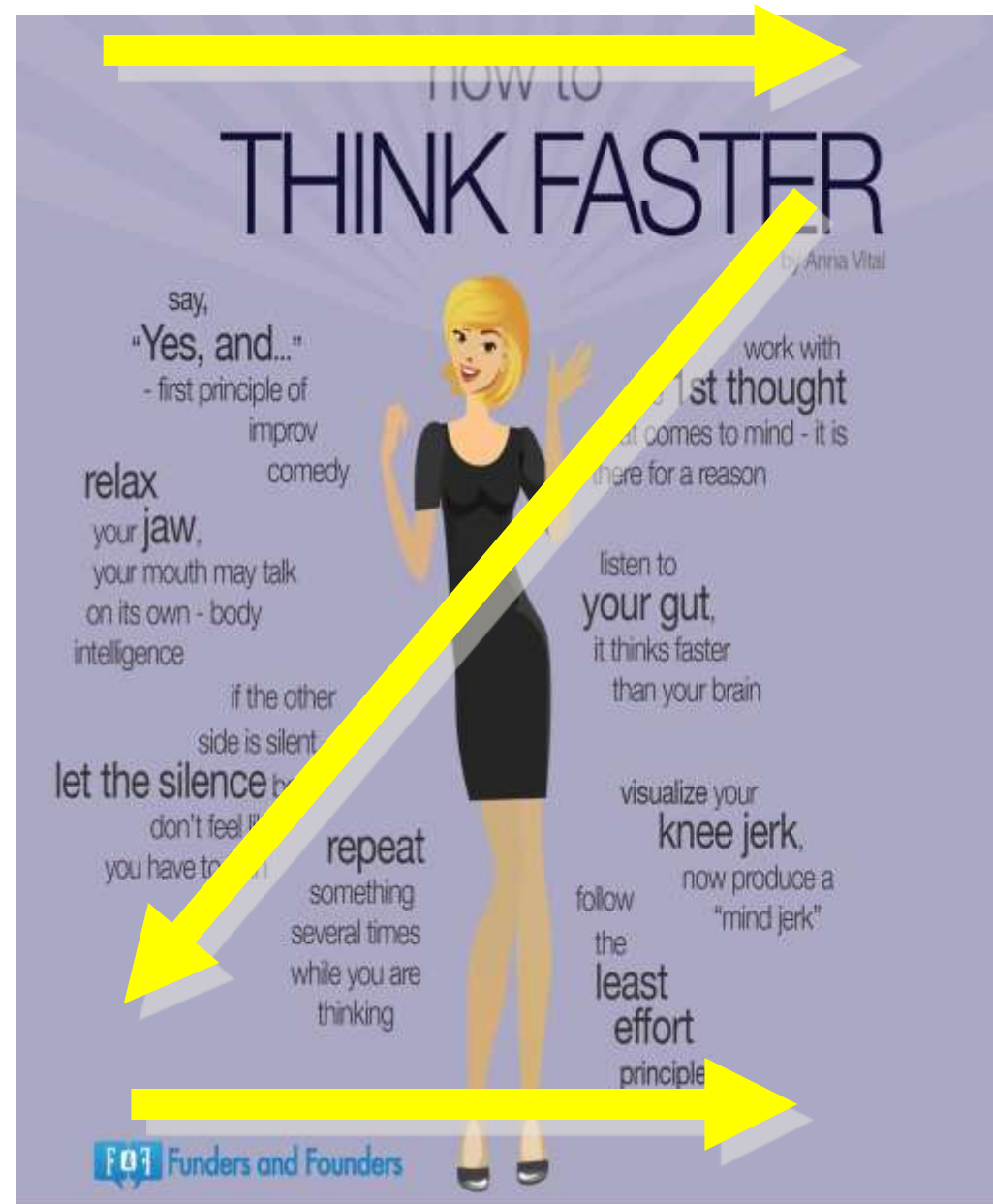
- Less distracting
- Reduces eye movement
- Increases readability
- Could you read this?
- How about this one?
- Maybe the third time is the charm!

Be CONSISTENT throughout presentation!

Eye Movement

The “Z” Rule

- Upper left
- Upper right
- Lower left
- Lower right



5. Effective Presentation Techniques

What Makes an Effective Speaker?

- Control of information
- The voice used
- The right words
- Use of body language
- Prompts, scripts and notes
- The right location
- Useful and meaningful visual aids

Vocal Techniques

- Loudness
 - Will you be using a microphone?
- Pitch
 - Vary to make points
- Rate
 - Watch your audience
- Pause for effect
 - Allow time for message to “sink in”
- Deviate from the norm for emphasis

The Voice

- C:** **Clear** – the use of simple, easily understood words and phrases
- L:** **Loud** (enough) – it is important that everyone can hear you
- A:** **Assertive** – a bright and confident air born of knowledge of the subject and good preparation
- P:** **Pause** – it is essential to allow the listeners time to digest what you have said

Use the Rights Words

What you say, and *how you say it*, is the key to a successful presentation:

P – state your position or point

R – explain your ideas

E – use examples

P – restate your position or point

Use of Body Language

- Make eye contact
- Use your hands, but don't go crazy
- If possible move around, but slowly!
- DON'T speak with your back to the audience

Body Language

- Make **eye contact**,...but move focus around the audience
- Use your hands,...but don't go crazy
- If possible move around,...but slowly!
- Maintain good posture
- Make sure everyone can see you
- DON'T speak with your back to the audience

Scripts and Notes

- Learn and use a script for formal presentations to large groups
- Small note cards, or PPT notes page, can be used, but FIRST write a script
- Underline key words that will best remind you what you want to say
- Use one card for each slide or topic
- If possible, have someone else advance slides for you

Speaker Reads Slides

- A speaker may put his entire presentation on his slides. He turns his back to the audience and reads the slides aloud. Perhaps he feels this approach guarantees all the information will get to the audience.
- This may be the most annoying way to give a presentation. Audience members feel insulted: they already know how to read! They wonder why the lecturer doesn't simply hand out a copy of the slides.
- The visual presentation dominates the presenter. The presenter is not adding any value to what is on the slides.

Attn! This slide is way too busy!

Common Problems

- Verbal fillers
 - “Um”, “uh”, “like”, “you guys”
 - Any unrelated word or phrase
- Swaying, rocking, and pacing
- Hands in pockets
- Lip smacking
- Fidgeting
- Failure to be audience-centered

Pauses

- Useful
 - Awaiting thought
 - Switching gaze
 - Reading slide
 - Reinforcing point
- Powerful
- Difficult

Control of Information

- Know your subject well
- Know what you are talking about
- Practice
- More practice
- More rehearsals
 - in front of the mirror
 - in front of colleagues or friends
 - in front of family members
- Believe in yourself
- Know your opening by heart

Closing Summary

- Audience is always **attentive at the beginning**
- Somewhat less attentive in the middle
- Generally **more attentive at the end**
- Tell them what you are going to say
- Then say it
- At the end, say it again
- Allow time for questions

Questions and Answers

Opportunities

- Welcoming gestures
- Focusing gaze
- Body language
- Getting point
- Reinforcing message
- Including audience

Pitfalls

- Hostile gestures
- Wandering gaze
- Body language
- Missing point
- Seeking approval
- Excluding audience

Handling Questions

- **You say:** That's a very interesting question.

You mean: You obviously didn't listen properly.

- **You say:** I'm glad you raised that point.

You mean: I'll say it again, so listen this time!

Handling Questions...

- **You say:** I'm afraid I don't know the answer to that one.

You mean: Why did you have to ask that? It's irrelevant here

- **You say:** Yes, the additional experiments you suggest are very appropriate.

You mean: I don't care about running more experiments.

5 Presentation Tips

1. Smile
2. Breathe
3. Water
4. Notes
5. Finish on, or under time

Summary

- Guide audience gently
- Design slides carefully
- Use pauses effectively
- Answer questions inclusively

Questions?



Thank You!

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