



Effective Presentations

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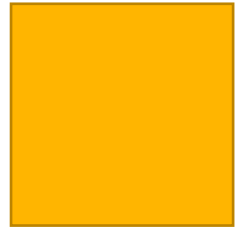
A TRADITION OF
INDEPENDENT
THINKING



UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Overview of Session



1. What makes an effective presentation?
2. Preparation
3. Design
4. Communication and delivery
5. Handling questions
6. Evaluation

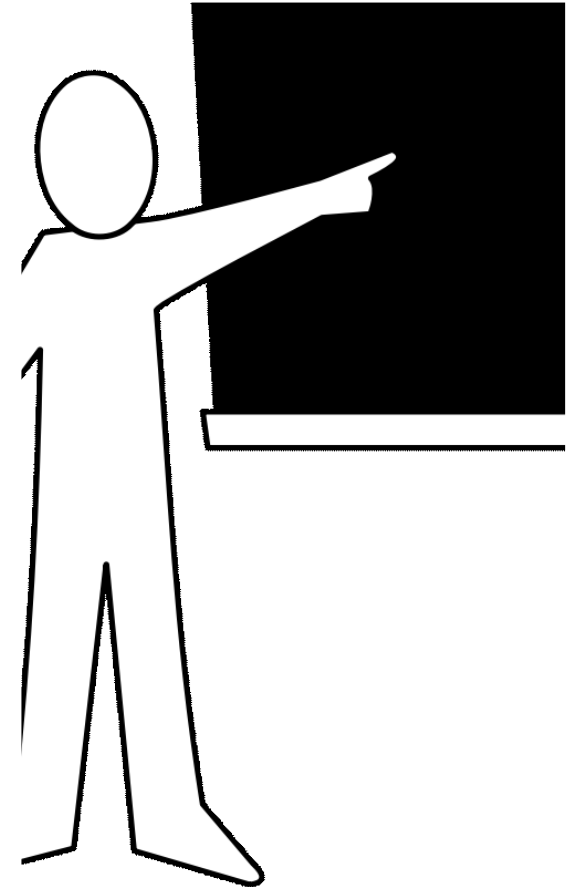


How to perfect your presentation skills



You cannot learn to be an excellent presenter by doing a course about presentation. This is a myth.

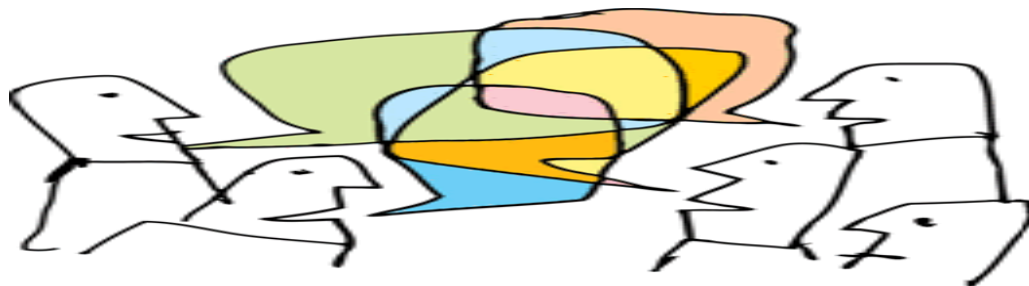
The only way to improve your presentation skills is by practicing them.



Presentation Perfection



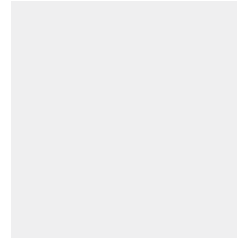
- What is the **best** presentation in terms of **design and content** that you have seen given?
- What made it such a great presentation?



What makes a strong presentation?

- Audience centred
- Achieves its objectives
- Enjoyable for you as the presenter
- Satisfying for your audience
- Provides a sufficient level of content at the appropriate level for your audience
- Keeps to time

Any others.....?



Preparation

In giving a presentation, it's important that your **message is clear**, your ideas are **transparent**, your delivery is **confident**, and the overall impression is **professional**. And that all takes work



Presentation Preparation

You have been asked to give a presentation. What initial factors do you have to consider before you even start to put together the presentation itself?



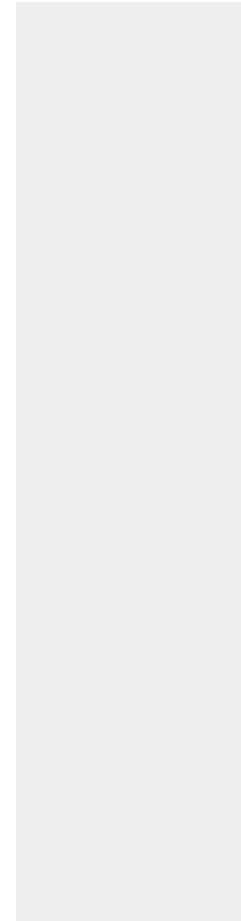
Preparation – what do you need to consider?

- Who is your **audience**?
- What **time** do you have available?
- What is the **purpose** of your presentation?
- What is the **key information/message/argument** you wish to present?
- Who do you need to **consult** with?
- Have you sufficient **research** gathered?
- What potential **questions** may arise?
- Can you frame your presentation in a **logical and structured** way?
- What **visuals** will you include that are straightforward and create impact ?
- What **presentation aids** might you use to assist you?

Five ways to create a presentation with impact



Purpose	A clear purpose with a focus on the outcomes
Benefit	A clear benefit for the audience
Flow	A clear flow of supportive ideas
Belief	A clear belief demonstrated by the presenter
End	A clear need that provokes thought



Presentation Design: Consider the rule of 3

1. Have one key theme or message and divide your message into 3 chunks
2. Structure your presentation using the rule of 3
 - i) Tell your audience what you are going to say
 - ii) Say it.....then,
 - iii) Tell them what you just said.
3. Tell your story or narrative in a structured way using the rule of three (this aids memory and recollection).

This also includes the sequential order of a beginning, middle, and end.



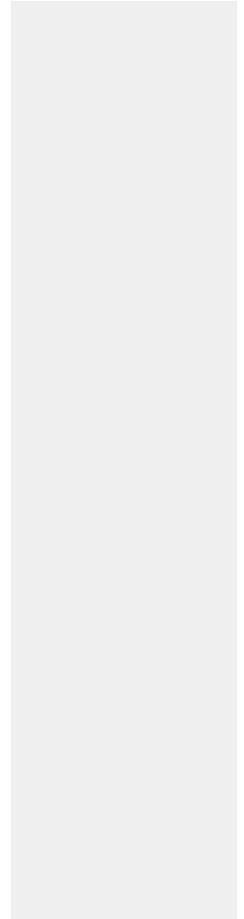
Attention Capacity Considerations



The average attention span of an average listener is between five and ten minutes for any single unbroken subject (Alan Chapman).

So,

- Break up the content
- Inject diversions and variety (in terms of content, media and activities)



Ideal attention curve



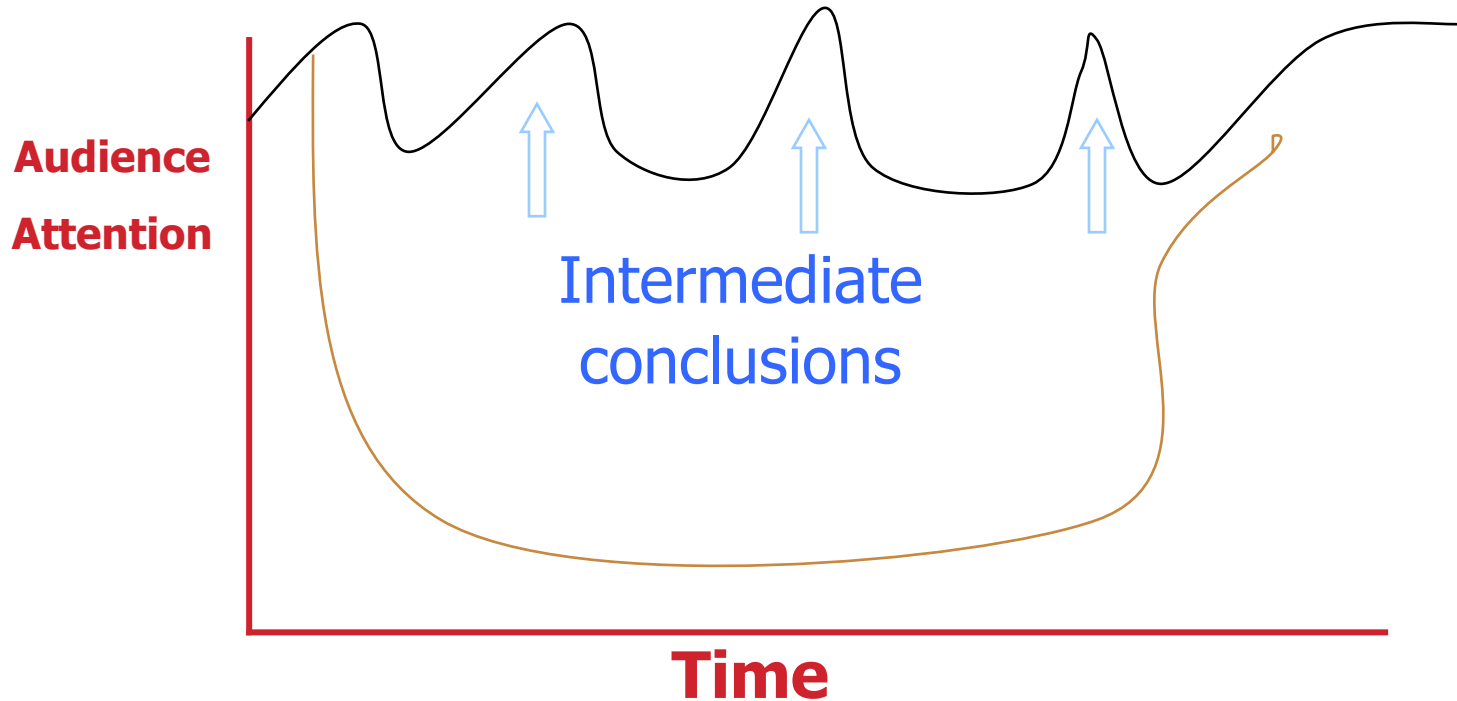
Introduction

Theme 1

Theme 2

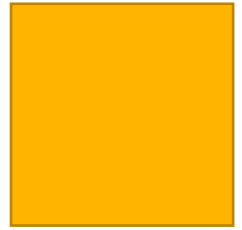
Theme 3

Conclusion

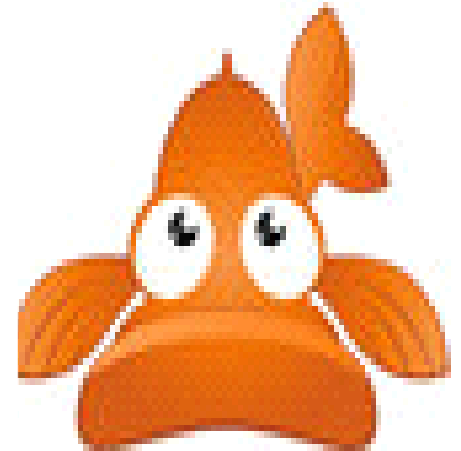
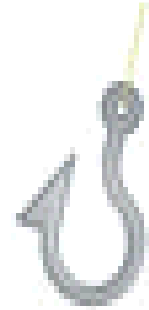


Ideal attention of an audience when the speaker divides the talk in recognisable parts, each summarised by intermediate conclusions

What is your hook?...ways of bringing your presentation to life and keeping your audience attentive



- Surprising statistics
- Thought provoking images
- Survey results
- News Headlines
- Comments and sound bites
- Case-study references
- Evidence – clear facts



Presentation tools



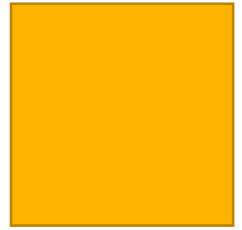
The Do's

- The 10-20-30 Rule for PowerPoint:
- 10 slides are the optimal number to use for a presentation.
- 20 minutes is the longest amount of time you should speak.
- 30 point font is the smallest font size you should use on your slides when in a conference room.
- Use photos / illustrations to bring the topic to life

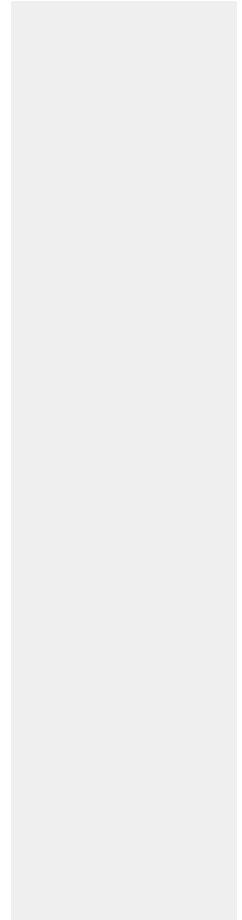
The Don't's

- Use slides as substitute for your notes
- Recite the slides
- Use video for longer than about 3-4 minutes

How do we communicate?



- the words used 7%
- the tone used 25%
- body language 68%



Body language – what is it?

- gestures
- facial expressions
- posture/stance
- eye-contact



Body Language



Positive Body Language

- Easy eye-contact
- Relaxed posture
- Facing audience
- Arms hanging comfortably and naturally by person's sides
- Open gestures with hands/arms
- Smile/friendly expression

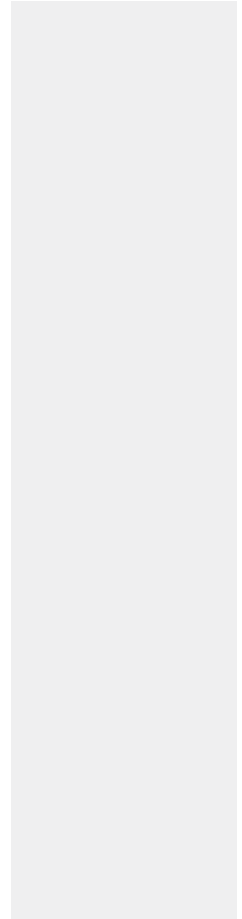
Negative Body Language

- No eye-contact or staring
- Slouched posture
- Arms across the body/ fists clenched
- Hands covering the mouth/face
- Hands on hips
- Sullen/uncomfortable expression
- Pointing gestures

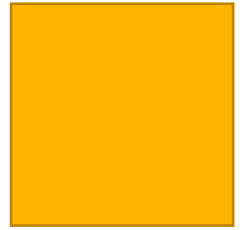
Becoming aware of your own body language



- Ask a trusted friend to observe and give you **feedback**
- Ask peers to give you feedback from real presentations that you deliver
- Observe the approach and **body language of others**, especially those people you admire. Make notes and consider adopting aspects of their style for yourself



It is still very important to get the words that you use right!



- Check for over-use of **jargon**
- Make sure you explain **new terms**
- Use the fewest possible words to say what you mean in slides
- Avoid long, confusing sentences



The power of your voice



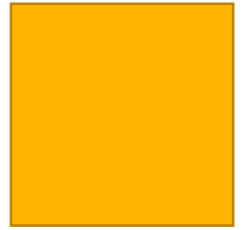
- Your voice needs to be **projected** and **interesting** enough to keep the audience attention
- Change the volume, slow the pace and increase emphasis on the main points
- Keep your head up and pause occasionally



Rehearse...Rehearse...

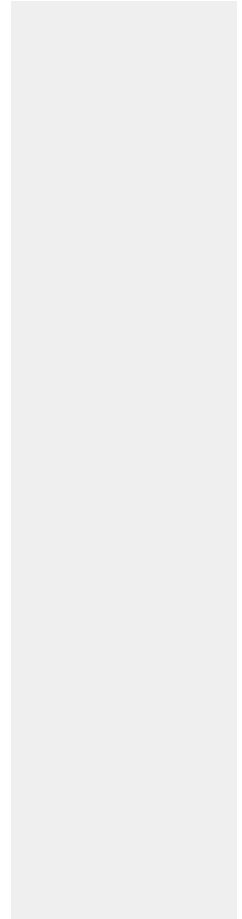
- Rehearse mentally: See yourself being successful
- Practice out loud – get used to the sound of your voice
- Make an outline of your main and supporting points
- Write out your transitions
- Time your presentation
- Practice Q & A
- Rehearse on site if this is possible

Warm up



Remember your voice is an
instrument

- Practice deep breathing exercises
– inhale through the nose and
exhale through your mouth
- Make sure you are well hydrated
- Tongue twisters can help
- Before your presentation, warm up
your voice by talking to audience
members as they come into the
room



Effective Delivery

Only a small proportion comes from what you say

- Confident Posture
- Command the space
- Positive facial expressions
- Physical presentation
- Make eye contact
- Be natural – smile
- Be direct – talk to your audience not just in front of them
- Speak slowly and clearly and vary your tone

First impressions are important



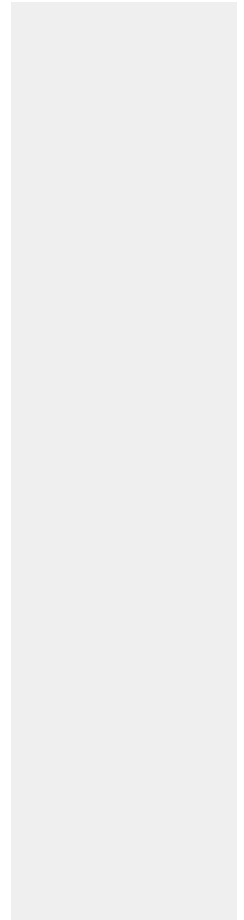
You have 4-7 seconds in which to make a positive impact and good opening impression so make sure you have a good strong solid introduction and rehearse it to death (Alan Chapman)



A Strong Introduction



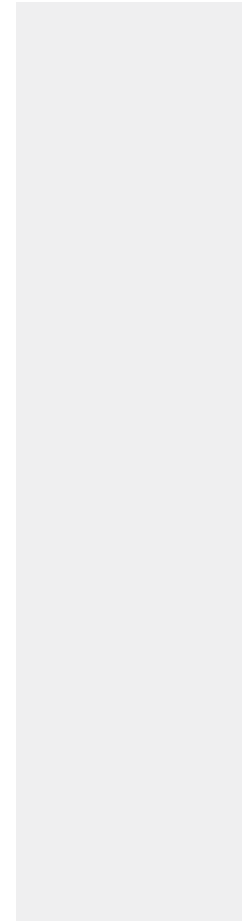
- Introduce yourself and tell the audience
 - What you are going to tell them
 - Why you are telling them that (context)
 - Why it is important and why it is you that's telling them
 - How long you are going to take
 - When they can ask questions (all at the end is ok)



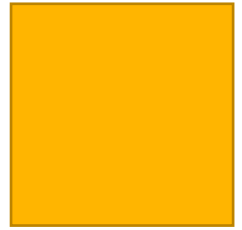
The importance of good preparation

Good preparation is the key to confidence, which is the key to you being relaxed and this settles the butterflies

Good preparation and rehearsal will reduce your nerves by 75% and increase the likelihood of avoiding errors to 95% (Fred Pryor Organisation)



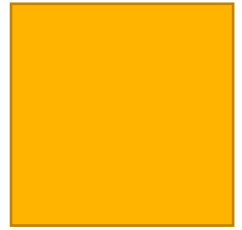
Presentation Delivery



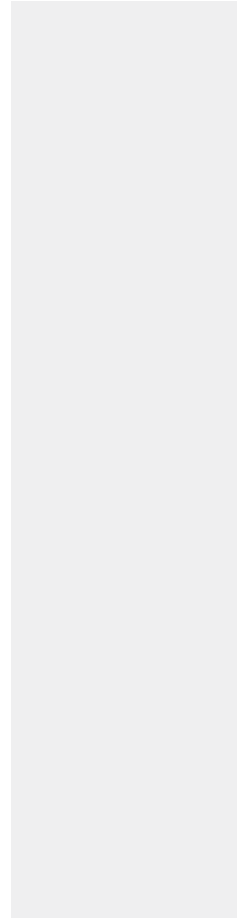
- Arrive in good time at your venue or online at your PC
- Manage your nerves using deep breathing techniques
- Warm up your vocal chords
- Have water to hand
- Project your voice and speak slowly and clearly
- Keep your voice interesting and varied
- Don't read from a script and look to make eye contact occasionally with your audience



Dealing with Questions



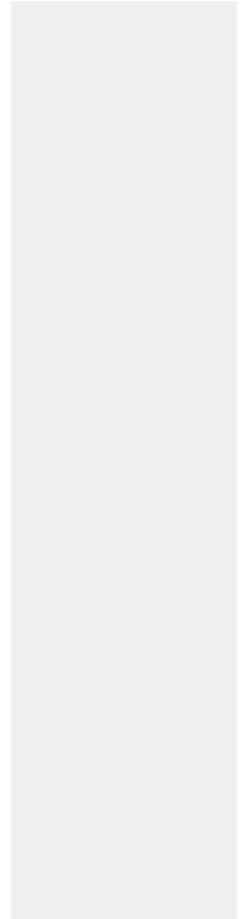
- Give time for questions and decide when to answer them
- Questions show people are **listening!**
- Try and anticipate questions that will arise
- Don't be afraid to **stop and think**
- Remember you are not supposed to know everything
- Expect the unexpected or undesirable Q!
Plan your response.
- Buy time – “That’s a good Q”, “I’m glad you asked me that...”



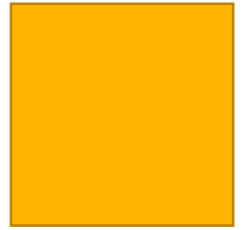
What if I don't know the answer?



- Stay calm
- **Be honest** - you may not have the right answer, but you know where to find it!
- **Remember** - you are not the only person in the room who can answer an audience member's Q! - Open it to the floor
- **Take details** and answer later
- Repeat the question back if you don't understand it – seek clarification

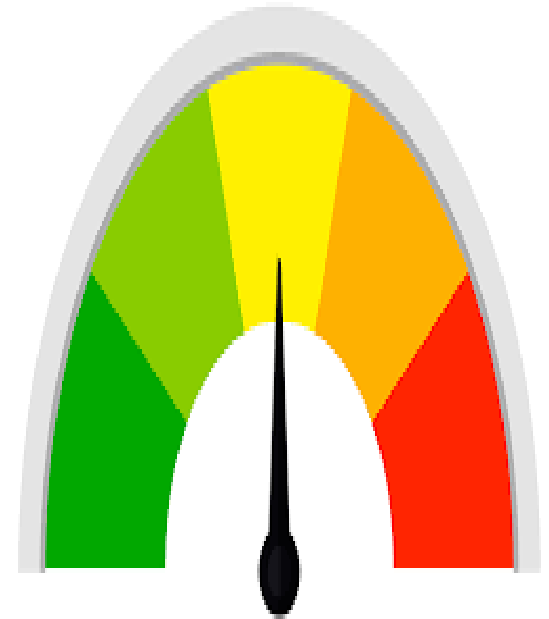


Presentation Evaluation



In seeking to improve and develop your presentation skills

- Review your presentation
what went well?
what would you do differently?
- Ask for feedback from audience members
- Consider audience engagement –
i.e. the questions you were asked



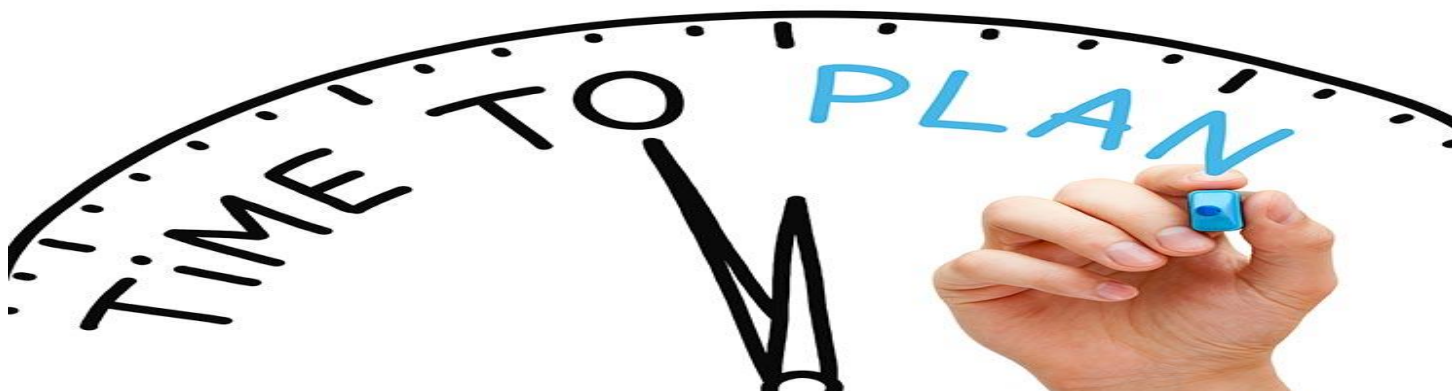
Originality and authenticity

Presentations rise or fall on the quality of the idea, the narrative, and the passion of the speaker.

- Remember the most memorable talks offer something fresh.
- The worst ones are those that feel formulaic.
- Make the talk your own. You know what's distinctive about you and your idea. Play to your strengths and give a talk that is truly authentic to you

Next steps

What one thing will you do differently as a result of attending today's talk?



Additional resources

Ted's Secret to Great Public Speaking

https://www.ted.com/talks/chris_anderson_ted_s_secret_to_great_public_speaking?language=en

Giving Presentations that are worth listening to

<https://www.youtube.com/watch?v=NUXkThfQx6A>

Nancy Duarte uncovers common structure of greatest communicators

<https://www.youtube.com/watch?v=1nYFpuc2Umk> from 5.45 – 8.45

The 7 secrets of the greatest speakers in history Richard Greene | TEDxOrangeCoast

<https://www.youtube.com/watch?v=i0a61wFaF8A...> 1.55-7.55

