PRESENTATION SKILLS

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In Aristotle's "__The Rhetoric__", he says the 3 most important aspects of public speaking *in order of importance* are

- ▶ 1. **Ethos** –
- ▶ Credibility, Likeability, Believability
- ▶ 2. **Pathos** –
- ▶ Arguments that appeal to the heart and emotions
- ▶ 3. **Logos** –
- ▶ Arguments that appeal to the mind and intellect

Skills of a good speaker

- **1. Verbal Communication**

- The ability to communicate in a clear, concise and concrete way in front of an audience is the key skill required of public speakers.

- **2. Delivery**

- Delivery is how you connect with your audience. It includes techniques such as body language and pauses that give your words punch.

- **3. Leadership**

- The ability to establish yourself as the leader of your audience.

Skills of a good speaker

- *4. Selling / Persuasion*
- *A presentation is all about selling your ideas using persuasion techniques.*
- *5. Humor*
- *Lighthearted presentations are almost always best. You don't have to be a stand-up comedian but the ability to deliver light humor works wonders on an audience.*
- *6. Storytelling*
- *The ability to tell a griping story.*

Skills of a good speaker

- *7. Written and Visual Communication*

- *Your visual elements such as slides should be brief, clear and visually effective.*

- *8. Self Awareness*

- *Know your strengths and weaknesses and lead with your strengths.*

- *9. Emotion Management*

- *Presentations can be emotional experiences. For one thing, 3 out of 4 people are have a fear of public speaking. The ability to control emotions is also important to handle unexpected events such as rejection*

Skills of a good speaker

▶ *10. Adaptability*

▶ *No matter how much you prepare it's possible for your presentation to go off in an unexpected direction — especially if you involve your audience. The ability to adapt is an important presentation survival skill.*

▶ *11. Listening*

▶ *Active listening is key to leading audience participation.*

▶ *12. Facilitating*

▶ *The ability to lead workshops, conversations and issue resolution activities*

Skills of a good speaker

- *13. Networking Skills*

- *If you're speaking at a conference it's important to network before your presentation. Incorporate what you learn from networking into your talk.*

- *14. Interpersonal Relationships*

- *The ability to establish rapport with an audience is closely related to your ability to establish and manage relationships with people. Legendary orators (e.g. Bill Clinton) have the ability to make each member of the audience feel as if they are speaking directly to them.*

- *15. Dealing with Difficult Personalities*

- *The ability to deal with audience participation challenges.*

Don't allow a audience member to get on their soapbox. Answer one question and move on to questions from other audience members.

*Transitions such as — does anyone **else** have a question? — can be effective.*

Skills of a good speaker

- *16. Stress Management*

- *Many people find presentations to be a stressful experience. Even if you're comfortable with presentations, a stressful experience can always pop up when you're in front of an audience. The ability to manage stress and deliver under pressure is important.*

- *17. Taking Criticism / Resilience*

- *The ability to bounce back from criticism and failure is common amongst accomplished public speakers.*

- *18. Problem Solving*

- *The best presentations solve problems for the audience. You may also be asked to solve a problem as part of audience participation.*

Skills of a good speaker

▶ *19. Research*

▶ *The ability to find statistics, facts, examples and stories that support your message.*

▶ *20. Organization and Time Management*

▶ *Giving your presentation an organized flow that fits into time constraints.*

▶ *21. Gestures / Using 3d Space*

▶ *Physical communication including effective use of the stage and gestures.*

Skills of a good speaker

► **22. Showmanship**

► *Good public speakers do more than inform — they entertain.*

Good presentation

- ▶ A Rule of Thumb -

- ▶ **A good presentation will probably be remembered.**

- ▶ **A bad one will always be remembered**

Good presentation

1. Start with a bang

- *The last thing you want to do is to put your audience to sleep in the first 2 minutes of your presentation.*

Good presentation

2. Have a Message

- *He only made three errors, firstly, he read the speech from a prepared manuscript, secondly, he read it poorly and finally, it wasn't worth reading. ~ Winston Churchill, critiquing the speech of a political colleague*

- *Don't leave your audience wondering — so what?*

Good presentation

3. Solve problems for your audience

▶ *Men are moved by two levers only: fear and self interest.*
~ Napoleon Bonaparte

▶ *If your message doesn't solve problems for your audience — why are you speaking to them? Make it clear how your message solves relevant problems.*

Good presentation

4. Vary your delivery

▶ *Include an amusing anecdote, some interesting facts, questions to the audience and a few jokes. Keep things moving in new directions.*

Good presentation

5. Keep it short

▶ *No one ever complains about a speech being too short.*
~ Ira Hayes

Not only can a long speech take your life, it can bore your audience. Even great public speakers can't keep an audience fully engaged for any longer than 30 minutes.

Keep your presentation a length that's appropriate for it's content. It's always safer to keep it brief

Good presentation

6. Use direct, candid language

▶ *Industry buzz words and flowery adjectives will put your audience to sleep.*

It's important to come off as professional. However, presentations aren't about showing off your vocabulary, they're about communicating.

Direct speech with an honest intent to communicate works best. .

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Good presentation

7. Deliver, repeat and repeat again

▶ If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.
~ Winston Churchill

▶ Repetition gives your presentation structure and rhythm. It's the surest way to drive home your core message. By varying your delivery, you ensure that repetition isn't obvious or annoying.

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Good presentation-Repetition

▶ **Tell them what you're going to tell them**

▶ **Tell them**

▶ **Tell them what you told them**

Good presentation

8. Prepare

▶ *It usually takes me more than three weeks to prepare a good impromptu speech.*
~ Mark Twain

▶ *The more preparation you do for each presentation the better it will go. Try your jokes on your husband or wife. Visualize the presentation and practice it time and time again.*

The common mistakes

▶ *1. Focusing on your slides*

▶ *The value of your presentation isn't your slides.*

The visual elements of your presentation are important. However, the true value of a presentation is you.

After all, you can send your powerpoint by email. .

The common mistakes

- *2. Being boring*

- *The best way to be boring is to leave nothing out.*
  ~ Voltaire

- *It's easy to overestimate what your audience will find interesting.*

  The first rule of not boring your audience is to get to the point.

  The second rule of not boring your audience is to focus your message on satisfying an urgent need for your audience. People are interested in things that impact them.

The common mistakes

▶ *3. Starting out on the wrong foot*

The first 2 minutes of your presentation is critical.

When you begin with something less than interesting (such as a long self introduction or the history of your company) your presentation is doomed.

The common mistakes

- **4. Confusing your audience**

- *I had nothing to offer anybody except my own confusion.*
  ~ Jack Kerouac

- *A clear, consistent message driven home with repetition is best.*

  If you state seemingly contradictory facts and recommendations your audience will get completely lost.

  It's better to leave your audience with a simple, consistent message than to give them a complex message that leaves them wondering — what was the point?

The common mistakes

- *5. You're not believable*

- *The role of an actor is to make every character believable.*
  ~ Orlando Bloom

- *It's difficult to balance the need to give your presentation a wow-factor with the need to make it believable.*

The common mistakes

- *6. You're not being creative*

- *You can't wait for inspiration. You have to go after it with a club.*
  ~ Jack London

- *Traditional public speaking advice makes for boring, ineffective presentations. For example, ending your presentation with questions is the worst thing you can do. It's better to end with something memorable and high energy that leaves a lasting impression.*

  There's no set format for a good presentation. What sets great public speakers apart is creativity.

The common mistakes

- *7. Being too serious*

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  Lighthearted presentations are almost always best. Entertaining your audience is just as important as informing them. It's impossible to inform an audience that has drifted off.

- *8. Letting your fear guide you*

Virtually everyone is a little nervous when they give a presentation. In fact, fear of public speaking consistently ranks amongst the most common fears.
The key to overcoming your fear is not to focus on it.

My advise

- *Know your audience*
- *Your message has to be relevant, personal and energetic*
- *What do you want to leave with your audience?*
- *Establish a contact with the audience*
- *Avoid Jargon, don't lecture, use personal examples*
- *Rehearse in front of a mirror*

My advise

▶ *Control the environment: check the size of the room, acoustics, temperature, program equipment, other speakers*

▶ *If you use an interpreter- slow down, allow extra time*

▶ *Remember about non verbal communication:*

▶ *Words are remembered by 7 % only , intonation, volume by 38%,*

body language by 55 %

▶ *Use of humor, examples, etc, should be appropriate for the audience*