

Presentation Pointers

Overview of Presentation Goals

Communication of ideas is critical in the change process. Make sure you can answer the following:

1. Why are you giving this presentation? What is the presentation about? Who are you presenting to?
2. presenting to?
3. What three ideas do you want the audience to take away from this presentation?
4. How have you adapted your presentation to the expected audience? Find a “hook.”

Setting the Stage

1. What must I do/bring to pre-arrange the presentation/facility/equipment so that it flows?
2. What “first impression” do I want to create through the selection of my clothing, my movements, my assessors, and my actions?
3. “Believe in yourself and your audience will believe in you.”

Procedures

1. Create a clear presentation plan with a clear message.
2. Remember “less is more.” The audience will only remember three messages.
3. Adhere to time limits.
4. The audience will absorb 7 % of the text, 55% of the visuals, and 38% of the audio. Hence presenter questions should either add more information or interact with the presenter’s reaction to the visuals.
5. Obtaining audience participation increases presentation impact. How will you involve the audience?
6. Rehearsal is critical. It provides you with skills to handle nervousness, questioning participants, and add humor into the message. (Advertisers get their message across in 30 seconds!)
7. Be sensitive to the cues from the audience.
8. The presentation should have a beginning, a middle and the end.
9. The conclusion should relate to the purpose of the presentation.

Some major detractors:

- No leaning on tables and chairs unless you are in a cast.
- No single focus eye contact.
- No fidgeting with belts, scarves, rings, bracelets, or scripts.
- Be especially careful of your voice volume, speed, and clarity.
- Be especially careful not to exclude half of your audience by limiting where you look.
- If you are bored, they will be bored.
- If using technology, practice it. No surprises.
- Make sure the tech volume is adjusted and your Power Points reflect clear audio and video imaging.
- No eating or drinking---with exception of a glass of water---and be careful with that glass.
- Use gesture to your advantage---not to your disadvantage.
- No slang.
- No ums, yaknows, and likes to take up time.
- The minute you look at the clock---they will and from then on, will be counting the minutes till you finish.

S - smile

O - open arms/open hands

F - forward lean

T - touch/ tonality

E - eye contact

N - nod