

Enhance presentations with the use of organization and platform techniques.

"Ideas have a short shelf life. You must act on them before the expiration date".
- John Maxwell

Agenda

- Anatomy of a Presentation
- Relationship
- Structure
- Delivery
- Your Capstone Presentations

What kind of presentations do you make?

What do you like and dislike about presenting?

What do you admire in other presenters?

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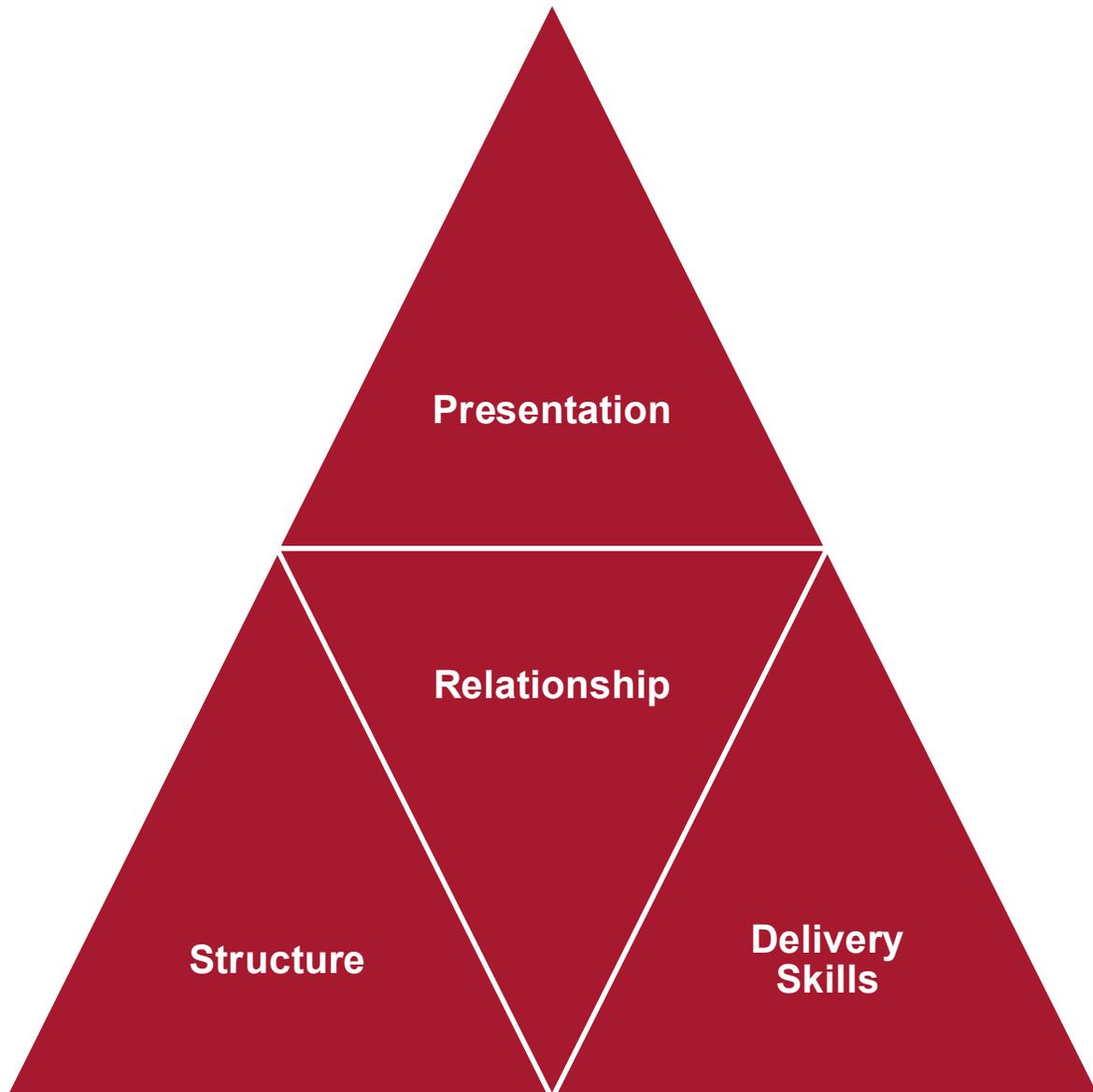
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**The Exceptional Presenter: A Proven
Formula to Open Up and Own the
Room
By Timothy Koegel
Greenleaf Book Group Press 2007**

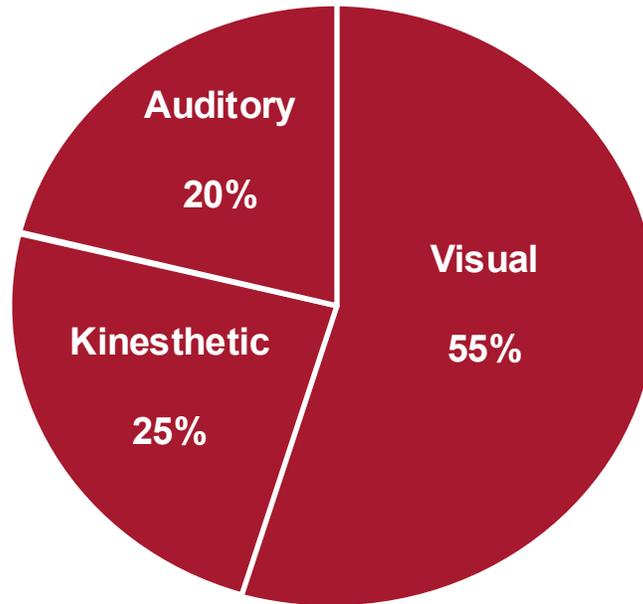


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2. What do they want or need from me?
3. Why should they trust me and listen to me?
4. What do I want them to know, feel or do?

Placing yourself in the shoes of the listener will help to establish rapport and credibility

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Visual Learners	How to Engage
<ul style="list-style-type: none"> • Need to see it to understand it. • May have trouble following lectures. • May say “Show me” • May say “It looks good to me.” 	<ul style="list-style-type: none"> • Use graphics to reinforce key concepts. • Provide written information incorporating charts and diagrams. • Encourage audience to imagine / see concepts in their heads.
Auditory Learners	How to Engage
<ul style="list-style-type: none"> • Need to hear it to understand it. • May have difficulty connecting with written information. • May prefer to “Talk through it” • May say, “It sounds good to me.” 	<ul style="list-style-type: none"> • Explain information orally rather than relying on participants to read information. • Allow time for questions. • Encourage open discussion and interactions.
Kinesthetic Learners	How to Engage
<ul style="list-style-type: none"> • Need to do it to understand it. • Prefer hands-on / physically active. • May have difficulty being still. • May say “Can I try” or “Walk me through it”. 	<ul style="list-style-type: none"> • Engage in activities requiring participation. • Leverage hands on demonstrations. • Provide opportunities to write things down. • Incorporate activity to demonstrate abilities.

What visual aids are most effective?

General guidelines for use of Visual Aids:

- Should supplement rather than replace words.
- Be sure all punctuation and spelling is perfect.
- Be sure all details can easily be seen from the back of the room.
- Always speak with your back to the visual aid and your eyes on the audience.
- Practice with visual aid so you are used to it.
- Balance words with graphics and images.
- Keep it simple and avoid too much and too busy.

“You’ve got to see it to believe it.”

- Anonymous

Type of Presentation	Description
1. Instructional	Demonstrates a process
2. Informative	Explains concepts and details
3. Decision-making	Select the next step; determine direction
4. Persuasive	Get audience to do something
5. Reporting	Update on progress
6. Problem-solving	Identify options and solutions

Three Considerations

What do I want them to....

- ✓ **KNOW** – Information I want them to remember.
- ✓ **FEEL** – Emotional connection or response to information.
- ✓ **DO** – Commitment to actions or new behaviors.

- ✓ Tell them what you're going to tell them.
- ✓ Tell them.
- ✓ Tell them what you told them.

The Motivated Sequence states that by following the normal processes of human thinking it motivates an audience to respond affirmatively to the speaker's purpose.

1

The _____ Step: first, you need to gain the attention of your audience.

Techniques: Relating to audience; Show importance of topic; Make startling statement; Raise curiosity or suspense; Use relevant quote; Humorous anecdote; Tell dramatic story; Pose a question; Use visual aids for illustration; Benefits statement.

2

The _____ Step: must make them feel the need for a change – state the need.

Techniques: Give a clear concise statement or description of the need; Provide one or more detailed examples to illustrate the need; Statistical data (don't overwhelm, relate); Use testimonies or other form of support.

3

The _____ Step: present a plan or solution – show how it works.

Techniques: Briefly state desired action or change; Complete concise explanation of plan; Show how action supports the need; Provide example of where plan has worked effectively; Use facts, figures, and testimony of experts to support plan.

4

The _____ Step: project audience into the future to see potential benefits.

Techniques:

The Positive Method – describe conditions as they will be in the future – be vivid with concrete examples of plan being effectively implemented.

The Negative Method – Provide picture if the plan is not implemented.

The Contrast Method – combine positive and negative approaches using negative first and then positive.

5

The _____ Step: make a call for action - what can be done **now** and how.

Techniques: A challenge or appeal; Provide summary; Quotation; Illustration; Statement of personal intentions.

What have you seen work well to open or close a presentation?

What openings will be most effective for starting your capstone?

Storytelling Tips

Have a learning point in the story.

Know culture, don't offend anyone.

Make story and learning point interactive with audience.

Give proper credit for where story originated.

Limit stories to about three minutes.

Enunciate words and use pace, use emotion, voice tone, use inflection

Tips From "Crash & Learn" by Jim Smith, Jr.

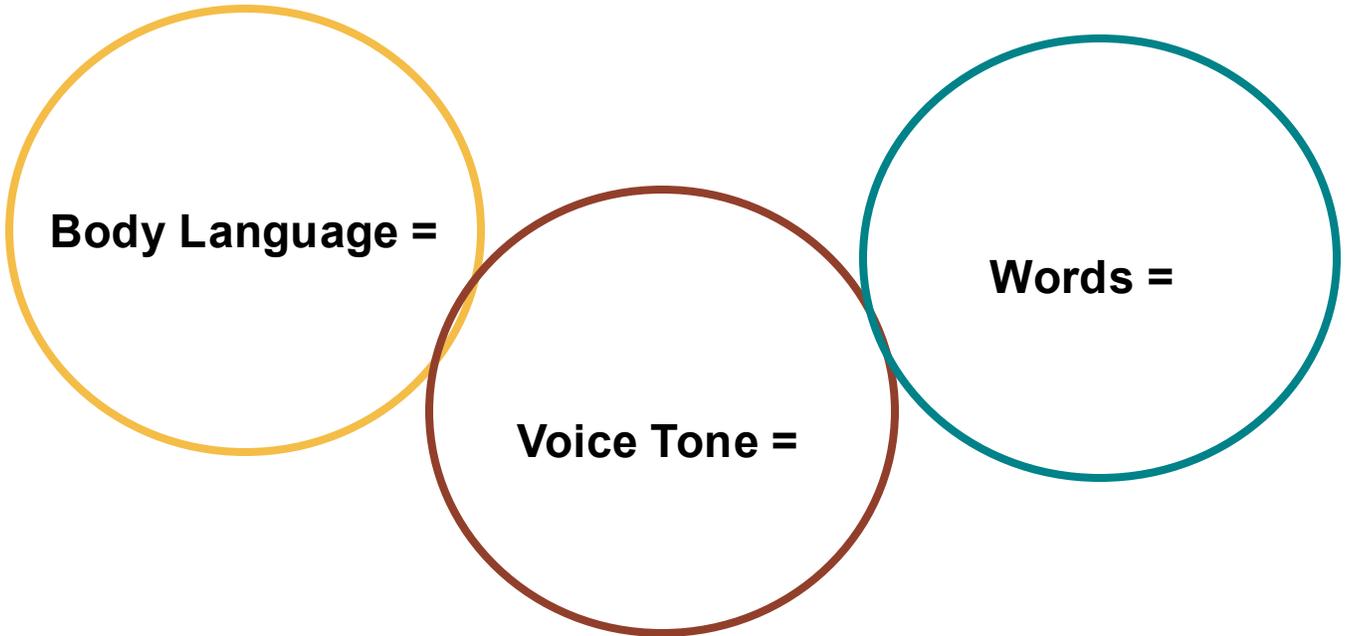
How will you structure your capstone presentation?

What are the key points?

What visual aids will you use for your Capstone?

Who is doing what and when?

What influence does each carry on your message?



- Eye Contact
- Use of Space
- Hands & Gestures
- Vocal Variety
- Verbal Graffiti & Fillers

Skill	Do	Don't
Eye Contact		
Use of Space		
Hands & Gestures		
Voice		
Filler		

Map out your capstone presentation.

Prepare to present your opening and 1 person's personal application for feedback.

“There are two types of speakers: those that are nervous and those that are liars.”

- Mark Twain

What are ideas for managing nervous energy?

