

Developing Winning Presentation Skills



Donald E. Moore, MBA, BSc, BEd, PMP

Project Manager, J.D. Irving, Limited

President, PMI New Brunswick

January 30, 2015

Topics of Discussion



1. What Not to do in a Presentation...
2. Guidelines for Effective Presentations
3. Strategies for using Visual Aids
4. Developing a Process for Preparing and Creating Presentations
5. Delivering Successful Presentations with Meaning

1. What Not to do in a Presentation... (from the class)

1. Unorganized Content or Content not representing the title of the presentation
2. Print too small to read
3. Monotone Speaker
4. Too many slides / Not presented clearly, Especially financial data
5. Reading slides with back turned to audience
6. Presenter reads from slides instead of presenting

1. What Not to do in a Presentation... (from the class)

7. Stands still and presents with no change in volume, tone, or Boring
8. Hands in pocket and making noise with his change
9. Awkward Question & Answer period
10. Poor introduction of topics
11. Excel spreadsheet in PPT that is not readable
12. Saying Ummmm & Ahhhh
13. Presenter not prepared

1. What Not to do in a Presentation... (from the class)

14. Too many slides
15. PC Formatting issues
16. Too many paragraphs per slide / Too much information
17. Black Slides
18. Presenter not knowledgeable
19. Lack of interaction with audience
20. Improper / Bad / Poor Jokes
21. No eye contact

1. What Not to do in a Presentation... (from the class)

- 22. Presenter not knowing what to say and getting stuck
- 23. Not understanding the audience
- 24. Presenter not moving around the room
- 25. Unprepared speaker
- 26. Leaving no room for group discussion
- 27. Inappropriate body language

1. What Not to do in a Presentation...



BAD PRESENTATION
BINGO





"OK, I'm now going to read out loud every single slide to you, word for word, until you all wish you'd just die."

2. Guidelines for Effective Presentations

1. Preparation & Knowledge
2. Passion
3. Entertaining with Enjoyment & Humour
4. Make a Good Opening Impression
5. Build Credibility with the Audience
6. Create a Safe & Comfortable Environment
7. Smile and be Relaxed
8. Take a few slow, deep breaths
9. Be Careful with Jokes



2. Guidelines for Effective Presentations

10. Avoid Apologies to the Audience

11. Start on Time, End on Time

12. Be conscience of Attention Spans

13. Break up the Content: MEGO (My Eyes Glaze Over)

14. Use Activities when Appropriate

- Stand Up / Sit Down
- Blink your Eyes / Snap your Fingers



2. Guidelines for Effective Presentations

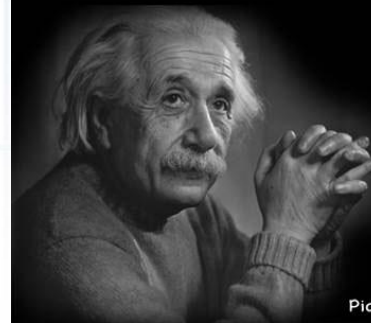
15. Use Quotes to Illustrate Concepts or Ideas

16. Attribute the Quote

"If you only have a hammer, you tend to see every problem as a nail."

- Abraham Maslow

Insanity: doing the same thing over and over again and expecting different results.



Albert Einstein

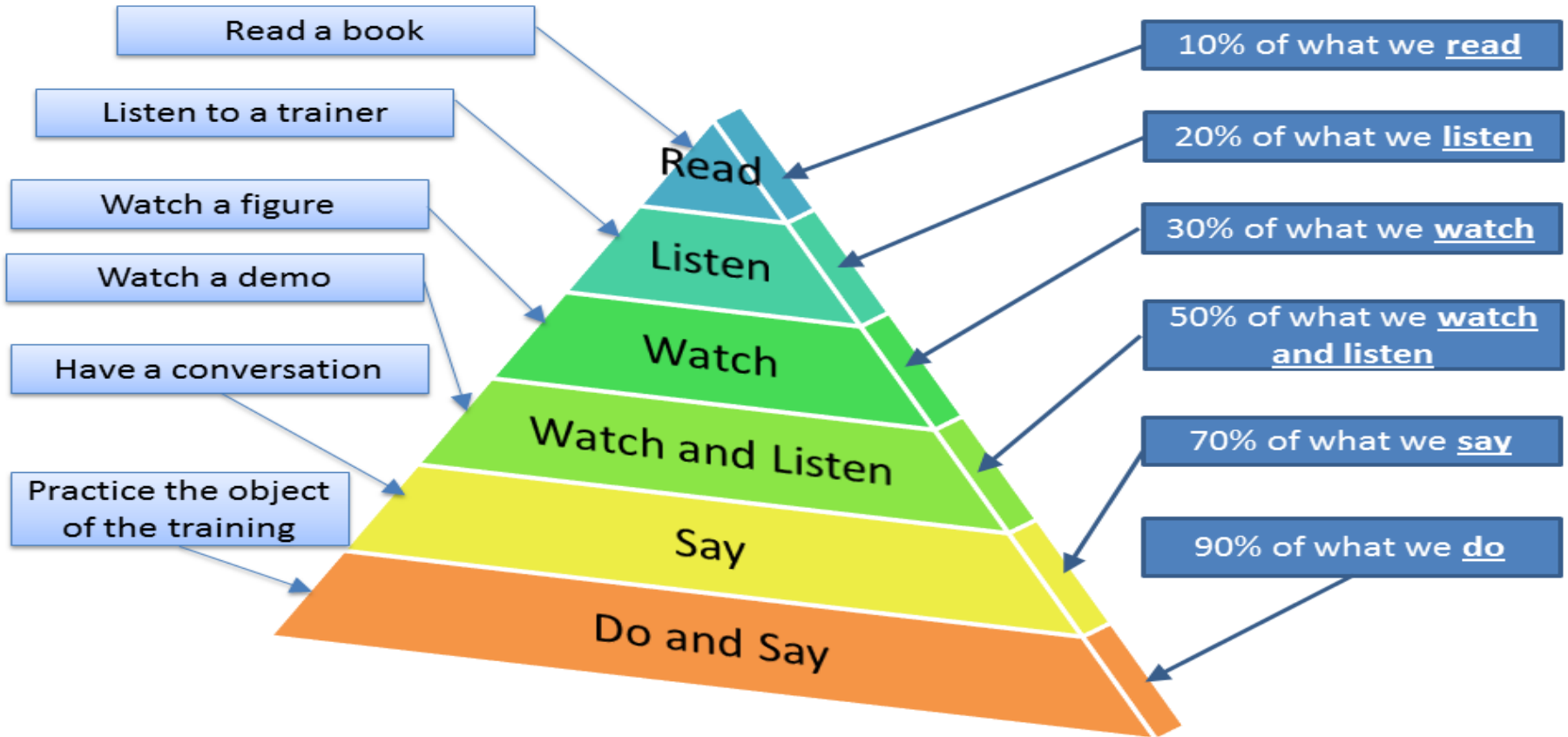
PictureQuotes.com

2. Guidelines for Effective Presentations

17. Use a Variety of Delivery Methods
18. Be Daring & Bold, and have Fun
19. Use Props when Appropriate
20. Use Analogies and Themes (Upper Story vs. Lower Story)
21. Use Diagrams / Video Clips / Surveys / Statistics
22. Gather Feedback through Participation
23. For Long Presentations – Take Breaks
24. Edgar Dale's Cone of Experience – Next Slide...



2. Guidelines for Effective Presentations



3. Strategies for using Visual Aids

1. Printed Materials: **Use Serif Fonts (Times New Roman)**
2. LCD Projectors: **Use Sans Serif Fonts (Arial)**
3. Use no more than 2 different Fonts
4. Use no more than 2 different Size / Bold / Italic variants
5. Use what fits your Medium and Purpose
6. Use Common Sizes for Headings
7. Use Common Sizes for Body Text
8. Videos: make sure the Technology works



4. Developing a Process for Preparing and Creating Presentations

1. Think about the Environment
2. What is the Goal of the Presentation?
3. How do you want the audience to React?
4. Identify the Subject and Purpose...
5. How can this be conveyed Interestingly?
6. Brainstorm and Mind-Map
7. Organize Ideas and Thoughts...



4. Developing a Process for Preparing and Creating Presentations

8. Rule of Three
9. Be prepared for a longer delivery than planned
10. Practice in Rough form
11. Create a Strong Introduction with a Strong Close
12. Tell the audience what you are going to speak about...
13. Summarize what you spoke about...
14. Practice in Full form
15. Take nothing for granted... check and double check...



5. Delivering Successful Presentations with Meaning

1. Go over your notes for the presentation
2. Relax!
3. Smile and Enjoy!
4. Be Firm / Be Confident / and Be In Control
5. Introduce Yourself and the Presentation
6. Set Expectations with the Audience
7. Determine Question Period



5. Delivering Successful Presentations with Meaning

8. Be aware of body language
9. Address ground rules...
10. If change is required, then do it...
11. Pause when necessary – take a break!
12. Keep control of the room
13. How do you deal with a question that you do not know the answer? Address Later...



Structure

Have a logical order: introduction, middle with your main points & a conclusion

Practice

Practice beforehand in front of a mirror, with a recorder or in front of a friend

Body Language

Smile, make eye contact, stand up straight & move around a bit.
Don't hide behind the podium!

Notes & Handouts

Have brief notes on postcard sized cards. Have a handout that the audience can take away afterwards

PRESENTATION SKILLS

Bruce Woodcock, bw@kent.ac.uk
University of Kent Careers

Speech

Speak clearly, confidently, concisely & not too fast. Use everyday language rather than jargon

PowerPoint

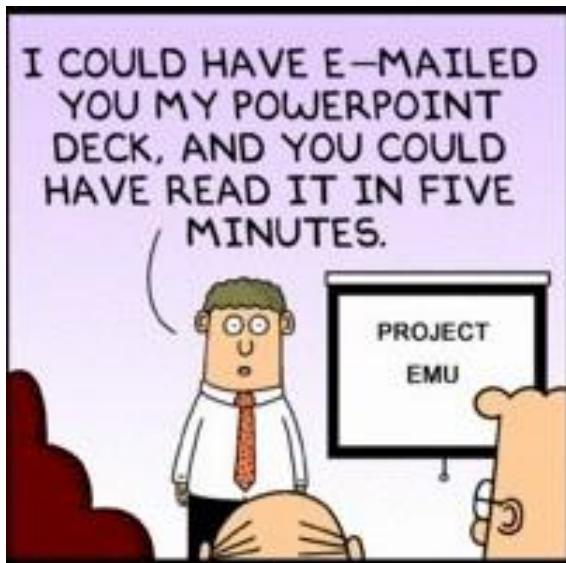
Keep slides clean & simple. Don't have lots of text on each slide. Use charts, diagrams & pictures

Interaction

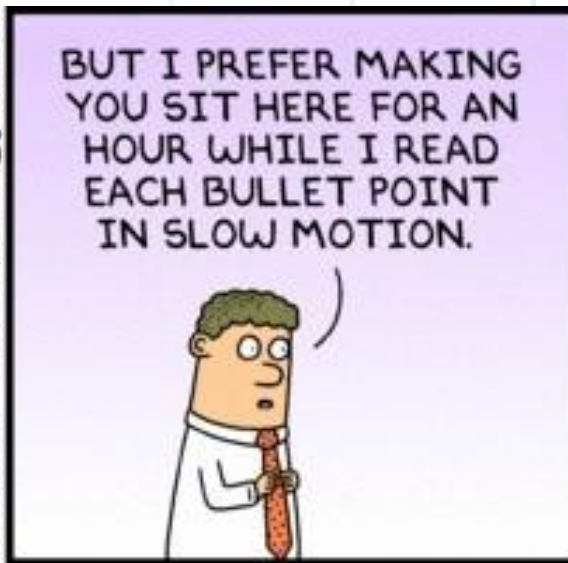
Build a rapport with your audience. Get them involved by asking & encouraging questions. Use humour if appropriate

Nervousness

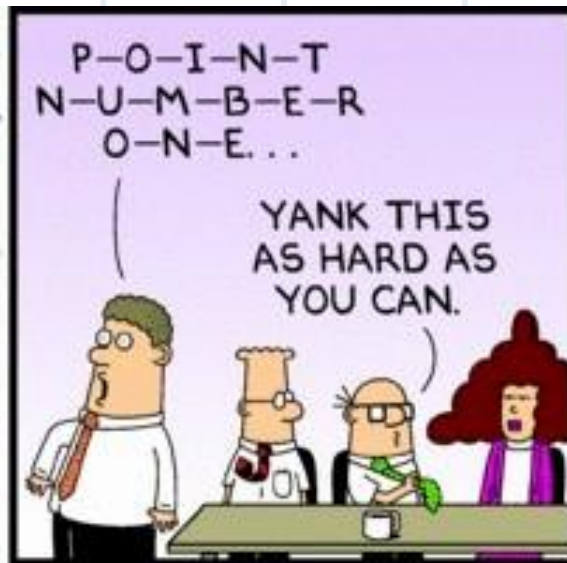
It's normal to be a bit nervous: this helps make you more energised. Preparation & practice will reduce nerves!



Dilbert.com DilbertCartoonist@gmail.com



2/2/10 © 2010 Scott Adams, Inc./Dist. by UFS, Inc.



www.dilbert.com scottadams@aol.com



8/4/06 © 2006 Scott Adams, Inc./Dist. by UFS, Inc.



Review & Questions

1. Tell Them what you are going to Tell Them
2. Tell Them
3. Tell Them what you Told Them



Donald E. Moore, MBA, BSc, BEd, PMP
Project Manager, J.D. Irving, Limited
President, PMI New Brunswick

January 30, 2015

Don.Moore@hotmail.ca

www.linkedin.com/in/donaldemoore