The Sergay Group, Ltd.

Presentations for a Positive Impact

So many individuals have the potential to excel, but so few really make it – only because they forget what they are really made of.

With thanks to

FCSI

FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
THE AMERICAS

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Strategy, Organization, Leadership, Human Resources, & Development Specialists

Welcome

Thank you for your interest in the Presentations for a Positive Impact development session. You are sure to find it informative, challenging and enjoyable.

This booklet has been produced in conjunction with the DVD[1], to assist you in making the best impact you can when presenting to different audiences. The ideas and tools are essential elements to help you construct and deliver powerful presentations that will inform, persuade, provoke, motivate, or even move people to decisions or action.

The booklet concentrates on three main areas:

- ► Preparation
- ► Delivery
- ► Impact

You will obtain the best results by watching the DVD and consulting this booklet when indicated for the practical tools you need.

A presentation competency checklist is provided for you to conduct a self-assessment. A feedback sheet is also included, so that you can gain the perspective of how others may be viewing your image when you give presentations. Ultimately though, the best way any of us can enhance our presentation skills is to apply the techniques learned and then practice, practice, and then practice some more.

Wishing you every success!

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[1] The DVD is no longer provided.
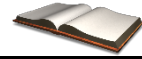
Presentations for a Positive Impact
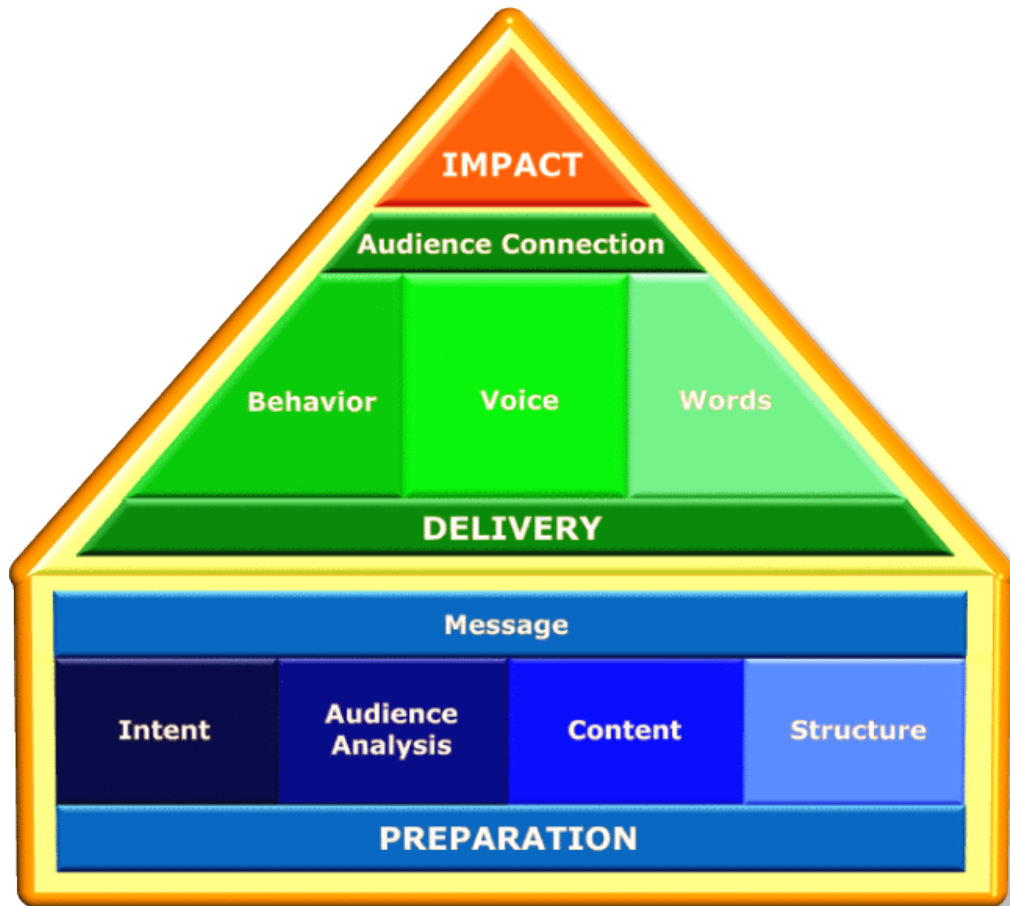
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The following table shows the <insert target language> translation of the English words in the graphic:

ENGLISH	<TARGET LANGUAGE>
IMPACT	
Audience Connection	
Behavior	
Voice	
Words	
DELIVERY	
Message	
Intent	
Audience Analysis	
Content	
Structure	
PREPARATION	

Overall Objective

The Presentation Skills learning experience aims to equip you with the knowledge and skills to present ideas and yourself so as to make a positive lasting impression and to make effective presentations that have the desired impact on the target audience.

Outcomes

By the end of the intervention, you will be able to:

- ► Assess and monitor your strengths and weaknesses, as well as the reactions you trigger in other people when giving presentations
- ► Assess personal impact in terms of verbal and vocal skills, as well as behavior, body language, and appearance during presentations
- ► Identify the objective for a presentation and structure it to meet its intent
- ► Understand and make use of tools and approaches to improve presentations
- ► Use the appropriate visual media to best effect
- ► Plan a focused, well structured presentation
- ► Read an audience and engage them
- ► Cope with "glitches" and questions
- ► Make a positive impact

Competency

Presentation Skills
The ability to prepare and design the content suitable for a particular audience and then to deliver the presentation with the desired impact, utilizing the verbal, vocal and behavioral skills required

Index

Glossary of Icons

= Information / Reading   = Tool to use

1.1 What Makes Up Image During a Presentation?
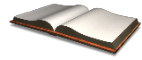
First Impressions

How you dress, stand, sit, walk or talk - all these add up to what type of first impression you make. First impressions are vital to success. First impressions can often be lasting ones. Sometimes you can enjoy the benefits of what is termed by sociologists as the "halo effect". This means that, if you are viewed positively within the critical first three minutes, the audience will probably assume everything you do is positive.

Three minutes are what studies indicate as the crucial period in which impressions are formed by people we have just met. Within ten seconds, people will begin to make judgments about our professionalism, social class, morals and intelligence.

People tend to focus on what they see (silhouette, mouth, dress, eye contact, movement), on what they hear (our rate, tone quality, tone amount), and on our actual words.

Although we are all encouraged to value what is inside each person, research indicates that physically attractive people are generally perceived by people as being more intelligent, likeable and credible.

1.2 Intent

Subject

What is the central focus of the talk?	

This focus is either a
   • theme
   • issue
   • concept
   • concern
   • challenge
   • decision
   • learning area	

▶ **Remember**
- Tackle something you are passionate about.
- Don't do other people's topics
- Know your subject
- Establish a focus
- Be well prepared

Objective

What is the purpose of your talk?	To ………………. (complete the sentence)

Actions to be taken

What do you want your audience to • think, • feel, or • do after hearing your talk?	

▶ **Remember**
   • Make sure it is clearly represented in what you say.

Your Perspective

What is your viewpoint about the subject?	
Your viewpoint will be based on • feelings you have • information you know • assumptions you hold • experiences you have been through	

▶ **Remember**
   • Test your argument, assumptions, or proposals beforehand
   • Base information on detailed research
   • Be sure of what you want to say
   • Know your standpoint
   • Be focused

1.3 Audience Analysis

Benefits for the Audience

What is the need that you will have fulfilled in the audience?	

Will the audience
 	
 • be enlightened through
     • clarity?
     • new information?
     • different perspectives?
     • exposure to original ideas?
 • be entertained?
 • be motivated?
 • have own ideas endorsed?
 • have sufficient information to make a decision?	

Complete the Preparation Analysis Sheet

1.4 Preparation Analysis Sheet

Presentation Focus	
Subject	
Objective	
Actions to be taken by Audience	
My Perspective	
Benefits for the Audience	

Audience Details			
Size		Gender mix	
Education levels		Work areas	
Hierarchical levels		Age profile	
Decision making powers		Influencers	

Logistics Details			
Location		Room size	
Seating layout		Equipment	
Time and its impact on mood		Time to set up equipment	
Screen visibility		Audience visibility	
Lighting on presenter		Podium or free-standing	
Stationary or lapel microphone		Roving microphone	

1.5 Content

1.5.1 Using Categorizing then Brainstorming

To make a presentation your own, you need to construct it in such a way as to easily remember it. One way to do this is by structuring a diagram that will look something like a spider's web. You write down the presentation in a format that consists of a template of **key words.** In this way you create structure and meaning for yourself with regards to the presentation.

▶ **Instructions**

1. Starting from the center, build out main categories that need to be addressed in your presentation. These categories must relate to concepts that are associated with your subject area and presentation objective. Each category segment must be done in a different color. This will help your brain to visually distinguish each category from each other.

2. Brainstorm ideas that fit within each category that may need to be addressed in the presentation. These ideas need to be represented in a radial, graphical and non-linear manner. No censuring of thinking must be done up to this point. Each idea must be represented.

3. Looking at the entire graphic, is there a category or a sub-idea that would pack a punch as the start to your talk? Indicate START next to it.

4. Taking an overview perspective of the entire drawing, is there a memorable piece for the ending? Indicate END next to it.

5. Rank order the remaining categories for the body of your talk. Indicate 1, 2, 3 respectively.

6. Rank order items within each category for a logical flow. Indicate A, B, C, etc. within each category.

7. Use the space provided on the following page to record the diagram of your thoughts. Different color fine line marker pens may be used.

Overview Diagram of the Presentation
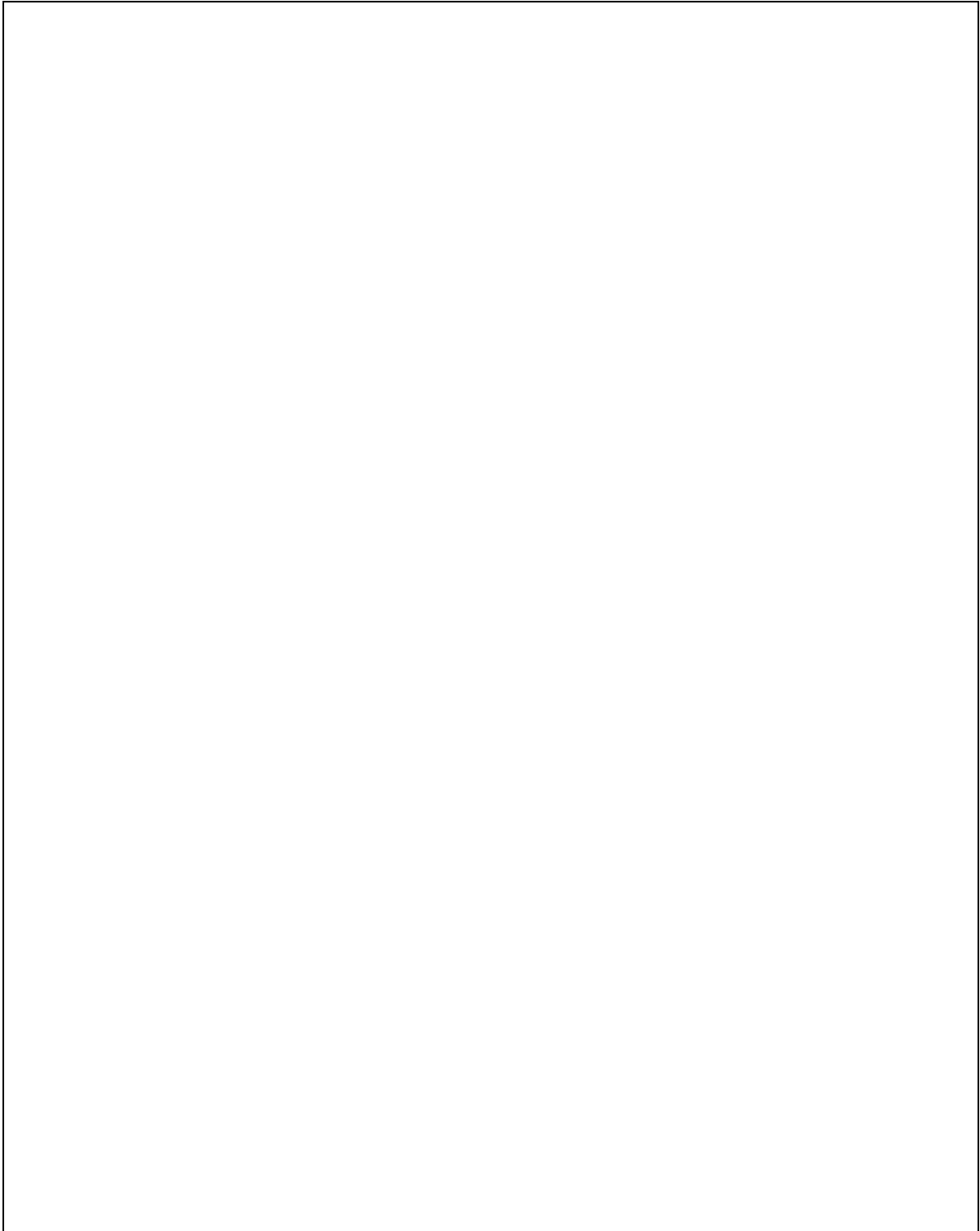
Conceptual mapping is evident as early as the 3rd Century from Porphyry of Tyros, then used by Allan Collins and M. Ross Quillian during the early 1960's, and popularized by Tony Buzan in "The Mind Map Book" (1996, Penguin Books).

1.5.2 Using Brainstorming then Categorizing

▶ **Instructions**

- Brainstorm the issues, write each issue up on a separate post-it, place the post-its on the wall
- Form groups with the post-its from issues that logically fit together
- Give each group a category name (if you are struggling to come up with a category title, then the group of issues should likely not be put together and needs to be split up)
- Record each group on a specially prepared piece of paper with a table on it, similar to the one provided below. Each square represents a post-it

1.6 Structure

Once you have determined all the elements that should be included in the presentation and ordered them, you need to bring the structure together.

The context of the presentation needs to be established for the audience. A connection to the audience's needs or interests will help to draw them in. Bringing in personal aspects to the topic tends to make the subject matter and you, as the presenter, far more accessible and approachable.

Ensure there is a logical flow to the talk and that there are easy transitions between points. Inspire your audience to action.

In order to do this, the speech must:

- ► be simple
- ► be memorable
- ► stimulate thinking
- ► convey what is important.

The best talks follow the principles of a story – it must have

- ► a beginning
- ► a middle
- ► an end

Overview of the Presentation Structure

Beginning • Make an impression • Draw people in • Focus your topic and your audience • Give intent • Audience must know why they are there	
Middle • 3 to 5 main points • Expand on key points • Use examples, anecdotes, statistics, personal experiences, etc. • Have a logical flow • Create the build up to a solution or conclusion • Keep to the topic • Plan with the duration in mind	
End • Leave with an impact (provoke, persuade, move to action) • Prepare two endings – a spare one for after questions just in case you need it	

1.7 Message

All your preparation, from

- ► determining your intent,
- ► establishing your objective,
- ► analyzing your audience,
- ► determining your content, and
- ► structuring the content

needs to ultimately lead to the message that you want to convey.

This message needs to be front and center in your mind throughout the delivery of your presentation. In order to reinforce it for you, write down the very core of your message several times on this page. To not make it feel as if you have to repeatedly write lines for punishment, be as creative as possible.
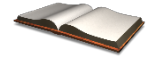
2.1 Presenter Do's and Don'ts

▶ **Instructions**

- Think of presenters who you have experienced and the characteristics, or behaviors that they displayed that helped or hindered the experience. What did they do or not do?

Helped	Hindered

2.2 Behavior

2.2.1 What Do I Look Like?

"Nothing succeeds like the appearance of success"   **(C. Lasch)**

Some helpful tips to dress for success:

Do's	Don'ts
✓ Choose shades which complement your skin tone and eye color. For example, some people look much better in cream or beige, than they do in white.	➤ Avoid wearing light colored suits for important business situations.
✓ You should wear your clothes; the clothes should not wear you. So, they must be comfortable at all times.	➤ Very few men wear brown or green suits well. These colors are not always taken seriously.
✓ Wear quality fabrics like wool, silk, cotton and poly-cotton blends.	➤ Women are not always taken seriously wearing pastels, busy floral material or lots of frills in a business context. Power colors like charcoal, black, blue, and deep greens are viewed positively. However, women are more and more successfully experimenting with color in the workplace.
✓ Short people look better in a dark pin or chalk-stripe suite rather than broad bold stripes or checks.	
✓ Blouses for women with a definite neckline evoke an authoritative look.	
✓ Make allowances in your suit to rectify a dropped shoulder (many men have one shoulder lower than the other), slight stoop, or corpulence.	➤ Loose earrings that dangle or loads of jewellery do not project professionalism.
✓ Hang suit jackets up inside out to air.	➤ Never wear a suit two days running - give it a brush after a few days' respite.
✓ A high armhole will create a longer line, thus hiding a multitude of sins - makes the short look tall and slims down the fuller figure.	➤ Double-breasted suits make a short, round person even more so.
✓ Trousers cut high in the body sit naturally on the hip.	➤ No suit jacket should pull across the back. There should be sufficient room, that is, a pinch of cloth towards each shoulder, to allow for ease of movement.
✓ Forward pleats make the crease sit flush on the knee.	➤ Plunging necklines for women and see-through tops do not portray a corporate business intention.
✓ Ideally, allow for no more than half an inch (1.25 cm) of cuff to show from the sleeve edge.	➤ Be careful about mixing stripes with stripes, for example, both a shirt and tie with stripes. The coloring of your jacket, shirt and tie should pull together so that focus is not detracted from your face.

Do's	Don'ts
✓ Men's socks should be one shade darker than the trousers they are wearing and should blend with their shoes. ✓ Make sure the length of your pants go to the shoe-heel seam at the back for men and allow for a long silhouette for women. ✓ Good, well cared for shoes always help to make a good impression. The most authoritative shoe is the one that is closed all around. ✓ Complement your image with the right accessories. ✓ Use quality pens and briefcases that project a look of success. ✓ Dress one level up from your audience	➢ Ties that end above, or below, one's belt, do not look right. ➢ Turn-ups are not always viewed as formal business wear. If you are short, avoid turn-ups. ➢ Men should not wear socks that are short enough to expose their ankles or calves when they cross them. ➢ Open toes and sandals for women are not always appropriate. White shoes make feet look much larger and draw attention away from your face or overall silhouette from a distance. ➢ Slip-on shoes for men are not business-like. ➢ White, tan or grey shoes on men do not anchor the body to the ground adequately.

Take note

► Your clothes should suit your personality, preferences, lifestyle, body shape and size, coloring and pocket, as well as be fit-for-purpose and appropriate to a situation.

► Then look good, feel good and project a positive image.
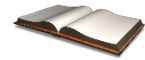
Internal Image

Although first impressions depend mainly on external image, it is ultimately one's internal image that sustains or damages one's credibility.

Internal image is dependent on such factors as,

> ► personal charm

> ► sincerity and integrity

> ► reliability and credibility

Take a good, hard look at yourself. Do you really package yourself to ensure your long-term success?
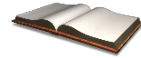
2.2.2 Behavior Do's And Don'ts

Do's	Don'ts
Gesture ✓ Make gestures from the shoulder, not the wrist or elbow ✓ Time your gestures well, they need to be meaningful ✓ Be familiar with the equipment ✓ Use relaxed gesture ✓ Talk while writing on flipcharts, whiteboards or overhead transparencies ✓ If no visual aids, stand front and center ✓ Make sure there is nothing in your hands	➢ Rely heavily on your notes ➢ Fidget and fiddle ➢ Lack confidence and assertiveness in your gestures ➢ Flick your wrists stiffly by the side of your body ➢ Scratch any part of the body ➢ Rigidly keep hands in pockets ➢ Have too much repetitive movement with no purpose ➢ Be over the top
Facial Expression ✓ Smile when appropriate ✓ Use expressions as a means of emphasis and improving the understanding of your message and ensuring congruence in the messages you are sending to your audience	➢ Keep a blank face ➢ Close yourself off from the audience ➢ Give a nervous smile when saying something serious ➢ Exaggerate blinking of eyes
Eye Contact ✓ Use facial expressions ✓ Keep good eye contact ✓ Include everyone in your audience ✓ Go back to including eye contact with the whole audience when answering one person's question **Concentrate on your message and your audience**	➢ Keep eyes exclusively on the projector or computer screen during the presentation, rather than facing the audience ➢ Read your slides ➢ Look for information on your screen that is not there ➢ Look down or above the heads of the audience

Do's	Don'ts
Posture ✓ Maintain a relaxed body posture ✓ Use appropriate body language ✓ Relax your body ✓ Be comfortable with the placement of your hands ✓ Anchor your body while speaking ✓ Keep your body open to the audience ✓ Stay steady	➢ Don't slouch apologetically ➢ Keep your body rigid ➢ Stand with your hands in your pocket if you are going to keep your arms rigid or if your fingers fiddle
Movement ✓ Relax while talking ✓ Move for a purpose ✓ Refer to laptop instead of the large screen behind you ✓ Walk purposefully to the front	➢ Remain behind a table or equipment when possible ➢ Speak with your back to the audience unless writing on the board and even then try angling your body to still keep it open to the audience ➢ Stand in front of the screen ➢ Tap your feet, wave your body around, or dance on the balls of your feet ➢ Make rapid fidgety hand movements ➢ Fiddle with your equipment
Appearance ✓ Dress appropriately – know your audience – suitability is key ✓ Exude confidence and charisma ✓ Work within your personality and have fun ✓ Work on a physical presence	➢ Keep paraphernalia in your pockets ➢ Adjust clothing while walking up to the front ➢ Keep cell phones on

2.2.3 Visual Aids Do's And Don'ts

Do's	Don'ts
Overhead Transparencies (OHP) ✓ Switch off OHP when changing transparencies ✓ Move the projector to an appropriate position so as not to obscure the audience's vision ✓ Make first slide visible, in focus, and straight ✓ Be brief with text – expand on the points yourself ✓ Apply a strong color, but non-distracting background behind text ✓ Use visual pictures or graphics to get ideas across where appropriate instead of too much text - remember representativeness though ✓ Apply either the strip (one item at a time) or flash (all together) method to display bullets ✓ Use a solid, firm cover sheet and place behind the transparency on the overhead projector ✓ Make transparencies in landscape instead of portrait ✓ Use legible writing when not typing ✓ Use captions with high impact	➤ Obscure the screen behind you ➤ Have too much information on a slide - 3 points are ideal, 7 is maximum ➤ Have spelling, punctuation or grammatical errors on transparencies ➤ Let overheads be too busy ➤ Clutter your page with too much text ➤ Move to a second section before finishing the previous one ➤ Put transparencies on skew ➤ Fiddle with putting transparencies into a file while up front ➤ Switch on the projector while standing in front of it ➤ Let the transparency light flash in your face ➤ Use scratched or dirty transparencies ➤ Use a white or transparent background ➤ Use flimsy paper that flaps ➤ Talk to the white screen ➤ Fiddle with your notes or transparencies

2. DELIVERY

Presentation Skills

Do's	Don'ts
Power Point (as per OHP) ✓ Ensure a constant look ✓ Provide a few concise bullet points ✓ Use tables and charts to simplify figures ✓ Use graphics and diagrams for added effect ✓ Know the equipment ✓ Use big, clean font size for easy reading -Ariel or Tahoma, font size ≥16 ✓ Avoid using cue cards as you get more proficient ✓ PowerPoint slides should be used strictly to support your presentation - not to replace it!	➤ Have too much information ➤ Use colors that reflect poorly in bad light ➤ Use shadow effects where possible ➤ Use too many slides – they should augment, not replace, you ➤ Let the slide show control you – avoid the timer ➤ Bring up all the bullets at once if you are talking around them, rather include one at a time ➤ Walk in front of the beam of light; use the letter B on the computer to mute the screen, or make use of a presentation mouse that has a mute function button
Flipchart / Whiteboard ✓ Use the option of writing while presenting for a more active relaxed approach ✓ Prepare flipchart papers prior to the talk if writing is difficult for you ✓ Use different colors for added effect ✓ Information can be saved and posted as a reference throughout the session	➤ Use a flipchart if the room is too large, rather opt for an overhead projector for writing on, or the laptops with writing tablets ➤ Use if you don't have neat clear writing ➤ Make the title and the rest of the information indistinguishable
General Comments ✓ Have appropriate background colors ✓ Make sure you brand your look ✓ Use visual aids appropriate to your personal style and the content ✓ Ask for assistance with equipment, if required ✓ Conduct physical demonstrations if you need to make a point; they can be most effective	➤ Have distinct breaks or long silences when setting up the equipment or between slides, keep a rapport going with your audience at all times ➤ Turn your back on your audience when referring to something on your visual aid

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2.2.4 Accompanying Documentation
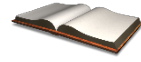
Timing

▶ For a difficult topic, make pre-reading available in a timely manner

▶ Hand it out on leaving or when need to look at something in detail rather than just prior to speaking – people will tend to page through, read ahead, and disturb you

Layout

▶ Ensure it is in a user-friendly format

▶ Do not give the whole presentation on paper so that it is text heavy

▶ Facilitate speed reading of salient points

▶ Title and date the documentation

Style

▶ Brand the look to reinforce the company, your work area, or your image

▶ Ensure consistency of appearance

▶ Keep it professional, yet simple

Language

▶ Apply commensurate language level to client understanding and subject matter

▶ Use written material that is to the point; clear and concise

▶ Check for spelling errors

Content

▶ Ensure accuracy

▶ Ensure error free

▶ Ensure focused

▶ Be succinct

▶ Provide contact details

Note: Have sufficient copies available

2.3 Voice

2.3.1 What Do I Sound Like?

Together with how you look, behave, and the words you use, voice is another important component in the image you are projecting during presentations.

A technique for utilizing the voice effectively is called **modulation**. Modulation of the voice means *"change or variation"* by means of the voice. A well-modulated voice can convey numerous messages.

Variations that are important for adequate modulation are:

▶ **Pitch** - the height or depth of the voice

By changing your pitch, you avoid monotony, emphasize effectively and indicate a change in either emotion or subject matter. Remember, a lower pitch is taken more seriously.

▶ **Pace** - the speed and rhythm of the voice

The nature of what is being said, as well as the capabilities of the speaker should determine how fast or slow a talk, or parts of it, are uttered. At all times it should be easy to hear what you say clearly. Vary the rhythm for a natural pace.

▶ **Pause** - it can create magic and help you **breathe**

▶ **Volume** - the whole range of soft and loud tones

Volume can be altered to suit the physical location in which the presentation takes place, the nature of the subject, the established mood, and the particular emphasis wanting to be made.

▶ **Inflection** - the gentle rise and fall of the voice within the pitch

Inflections can denote questions, pleading, definite statements, conclusion of a point, doubt or hesitation, pensiveness, or irony.

▶ **Emphasis** - the extra stress you place on a word, or a group of words, to highlight them or make the meaning clearer

▶ **Tone quality** - the hardness *(unsympathetic)* or softness *(sympathetic)* of the tone

The level of tension that you want to project can be done with tone quality.

2.3.2 Hindrances to Effective Use of the Voice

Do you have a problem with your voice? **Place a checkmark next to those that apply to you.**	
• Breathy (often as a result of shallow breathing)	
• Loud inhaling or exhaling	
• Dropping ends of sentences, so inaudible or mumbling	
• Swallowing of words	
• No pausing (no stopping of the voice where it makes sense to stop)	
• Pausing in the middle of a sentence where it breaks the meaning	
• Using "uh" or "um" while speaking, instead of pausing and breathing	
• Air passage up into nose blocked when speaking (a feeling that there is a bubble of air caught in the back of the throat)	
• A narrow (not rounded or melodious) sounding voice	
• A scratchy/gravelly sounding voice	
• A reedy sounding voice	
• A high-pitched voice	
• A deep sounding voice (like the bottom of a barrel sound)	
• A monotonous voice *(pitch does not vary, no rise and fall of the voice)*	
• The voice does not carry well or easily to others	
• Voice sounding as if coming out through the nose (a blocked nose)	
• Swallowing globules of mucous	
• Consonants (e.g. p, b, d, t) lack clarity and crispness (mumble)	
• Too slow	
• Too fast	
• Speed does not vary	
• A sing-song rhythm (lyrical)	
• A constant rhythm	
• Very quiet	
• Too loud (neither adjusting to distance of the audience nor the size of the room)	
• Volume remaining the same	
• Voice rising consistently on the last syllable of each sentence	
• Important points not emphasized (e.g. said harder, slowed down, a pause before)	

2.3.3 Exercising My Voice

▶ **Relaxation**

Without a relaxed body, none of the organs of speech can be optimally utilized.
5 minutes of exercise each day is all that is required. At a minimum though to have
the best voice possible during a presentation, do the relaxation and breathing
exercises before presenting. Check with your doctor or physical caregiver before
attempting these relaxation exercises.

- Lie down on the floor. Make sure belt, and shirt or blouse collar are
  loosened. Take off high heels.

- Without lifting your head off the floor or opening your mouth, bring your chin
  down towards your chest – feel the stretch along the back of you neck.

- Put your arms out above your head flat along the floor. Now stretch out your
  entire body from your toes to your fingers pulling out along the floor away
  from your body like a piece of elastic so that <u>only</u> your buttocks is lifted off
  the floor. Hold this stretch until the count of three, then relax the body.
  Do this three times.

- Starting from your toes, progressively tense each part of your entire body
  until you are completely tensed up. Then from the head down, progressively
  relax each part of the entire body. This works off the simple physics principle
  that without complete tension, you cannot achieve complete relaxation.

▶ **Breathing**

The beginning of all good voice is controlled breathing.

The correct placement of the breath can be felt when the palms of your hands are
laid flat against your ribs, with the fingers facing towards each other and your little
finger in line with your lowest rib. If possible, lie down to do this exercise for the best
results, as then clavicular (shoulder level, shallow) and diaphragmatic (pushing the
diaphragm down too low) breathing can be avoided. Instead, the optimum capacity
of your lungs will be utilized. Now breathe in through your nose and out through
your mouth. Feel the palms of your hands rise and fall with each breath.

- Breathe in through your nose and out through your mouth. Once you are
  satisfied that your breath is positioned well, you may place your arms so that
  they feel relaxed.

- Breathe in through your nose and hold your breath for as long as is
  comfortable. Release the breath in an audible slow fashion through your
  mouth, without any strain being felt.

► **Projection**

- Breathe in and breathe out while counting aloud very fast and still clearly being heard. Stop before you feel, or hear, any strain in the voice.

- Breathe in and breathe out while counting numbers slowly and eloquently so that your voice bounces off the ceilings or walls.

- Breathe in and breathe out, making the sound "m". You should feel a tingle in your lips. This means you are positioning your voice for optimum projection, with minimum strain.

- Breathe in and breathe out starting with "m" and then lowering your lower jaw comfortably wide to make the sound "aaah." Do three repetitions in rapid succession: m – ah – m – ah – m – ah. You should feel a tingle in your lips each time you come back to the sound "m."

► **Clarity**

Precise diction assists in ensuring clarity of speech. The articulation of consonants needs to be crisp and clear. The enunciation of vowels needs to be well rounded.

Clarity of speech goes a long way to assist in the audience's comprehension of what is being said. It just makes it so much easier for them to hear what you are saying.

- Using your index fingers, slowly bring your lower jaw down by moving your fingers along just above the jaw line towards your chin. This will encourage a more relaxed jaw and allow others to view how you are forming words. This helps with people's listening skills and will allow for greater resonance from the mouth cavity, ensuring better projection.

- Move your tongue tip towards your nose and then down to your chin.

- Move your tongue in a circular motion as if you are licking around an ice cream cone.

- Speak ditties aloud to increase your dexterity with sounds.

> Peter's picking pebbles, pretty polished pebbles.
> Peter's picking pebbles in the pool.
>
> Bees are buzzing about the bower
> Buzz, buzz, buzz.
> Gaily buzzing from flower to flower
> Buzz, buzz, buzz.

2.4 Words
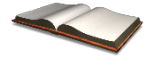
*"Everything would be simpler if words did not
come between what we mean and what we say"*

2.4.1 What Do I Say?

A wide and sensitive range in your vocabulary offers you more options and will enable you to have great precision and impact in your speech. Words, chosen carefully and wisely, can be used to clarify rather than to obscure the meaning of the messages you send. However, when speaking, don't concentrate too hard on the words and forget the audience or the message.

You need to analyze the audience carefully in order for you to use the appropriate language. You need to consider simplicity versus complexity. The use of jargon (specialized vocabulary of a specialized group) or colloquialisms should be used only if the audience is familiar with it. An occasional use of a colloquialism can endear you to the audience, as you may then be viewed on a more human or personal level.

Language can very easily color the message in a patronizing tone. Another danger is to put across a concept in such a way that it makes it difficult for a person in the audience to ask for clarification or explanation without appearing stupid in front of you or others. For example, "As you probably know…" or "It obviously is clear to you…"

What can prove very ineffective in communicating is the use of imprecise or inexact words, such as "thing", "sort of", "over there", "etc". If you intentionally use an uncommon word, perhaps you ought to paraphrase or exemplify it (give an example) or clarify it.

2.4.2 Words Do's and Don'ts

| Do's	Don'ts
Vocabulary ✓ Keep your style consistent ✓ Adapt to the audience's level of vocabulary ✓ Rephrase what you have said if the audience did not understand ✓ Use repetition for emphasis ✓ Use rhetorical questions when it may be effective. ✓ Choose a title that can draw your audience ✓ Use keywords on slides ✓ Articulate and enunciate clearly ✓ Be clear and logical ✓ Focus on the message **Acronyms / buzz words** ✓ Give definitions of certain terminology ✓ Clarify the jargon **Language** ✓ Use simple direct language appropriate to the audience ✓ Use shorter sentences where ever possible ✓ Keep sentence construction intact ✓ Focus on being to the point ✓ Use quotes, if they are relevant ✓ Make appropriate jokes ✓ Ensure a flow of conversation between you and the audience especially during question time	➢ Use slang ➢ Swallow your words ➢ Use bombastic words just because you think you will impress people ➢ Talk down to the audience ➢ Make your audio visuals' text heavy: use graphs, charts or pictures ➢ Overuse rhetorical questions ➢ Overuse certain phrases ➢ Use words you have problems pronouncing ➢ Apologize or say sorry ➢ Struggle to find the right words ➢ Put down people or issues, in case it is close to an audience member's heart ➢ Use many acronyms ➢ Keep repeating yourself, unless for impact ➢ Use language that is best read rather than spoken ➢ Use jokes when the audience is serious and it is inappropriate for the atmosphere ➢ Compare your company to a competitor if it could be seen as bad form, or if it places attention on them unnecessarily

2.5 Audience Connection
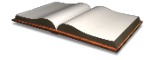
2.5.1 How Well Do I Listen?

In any interaction, it is the person who is able to listen well who will best be able to influence the communication, any actions that may result, and the feelings of both the sender and the audience. This means not just listening well during question and answer sessions but also doing your homework to "listen" to your audience beforehand so as to use the information during the preparation for your presentation.

When a question is posed to you, you need to give your attention to the speaker in a particular way. Face the speaker, maintain an open body posture, lean forward slightly or move closer to the person while he or she is speaking, and look at the speaker portraying that you are relaxed in this position. This type of behavior is called physical attending behavior. Then, when responding, don't do so only to that speaker, but move to a position that will be inclusive of all your audience. Every audience member must still feel as if you are speaking to them.

There is also a listening component when delivering your presentation. If you are listening attentively to your audience's non-verbal behaviors while you are talking, you are more likely to be able to appropriately adapt your presentation mid-stream so that you keep your message on track.

Three aspects of behavior that are essential to effective listening are as follows:

▶   **Empathy**

The empathetic listener understands the words and thoughts, inner experiences and feelings, and non-verbal communications of members of the audience. By reflecting these back to the audience in what you say, your audience can feel really understood by you.

As a good listener, your responses will show that you are trying to understand the audiences' experiences, that you respect and accept them and are willing to be yourself with the audience; that is, to be open and sincere.

▶ **Warmth**

Warmth is an attitude rather than a skill. It is based on your value system and your belief that people deserve your warmth, respect and acceptance, not because of who they are or what they do, but simply because the people are human beings. This value - of respecting and accepting people - will be apparent from your behavior.

▶ **Genuineness**

When you are genuine with an audience, it means that you are allowing them to see and relate to you, as yourself, rather than you as your role. You will feel comfortable being yourself in all your interactions. Genuine people behave with great spontaneity, non-defensiveness and consistency and they feel free to disclose themselves to others, when it is appropriate to do so.

2.5.2 Answering Questions
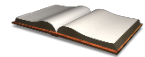
▶ Thank person for asking question or show empathy (optional)

▶ Repeat the question to the audience in a summarized format
   - This not only ensures everyone hears and understands the question, plus building interest, but gives you more time to think of the best answer and ensures you have understood the question correctly

▶ Answer question
   - Include contact with the whole audience to avoid alienation

▶ Confirm the question has been answered (to the satisfaction of the person asking the question)

▶ Thank the questioner again (optional - don't overdo this).

2.5.3 Involving the Audience

Work on talking **with** your audience, rather than talking **at** your audience. The aim is to get the majority of people to feel a connection with you. Making eye contact through the room will go a long way to achieving this. Use anecdotes that your audience can relate to from their personal experiences. The stories should resonate with them. Pose questions to the audience. If you call on someone specifically, using the person's name helps. Do make sure though that you don't set someone up to fail. It is best to call someone by name and mention that you will be asking a question, and then only do so. If you ask a question that is open to the entire audience, do make sure that you have an answer to use if absolute silence is the response you get. Moving between the audience members and engaging people at the back of the room can certainly assist in keeping the audience's attention on you. You can get the audience to participate in interactive exercises to emphasize the learning. Make sure the instructions are simple and build one on top of the other so that you are directing the activity. Use appropriate humor whenever possible.

Win the audience over early on in your talk and you will be on your way to a successful presentation.

An integral part to presenting well and transmitting the desired message is the inclusion of the following.

Do you:	
• Consider where the people in the audience may be coming from (their paradigms or possible assumptions)?	
• Position yourself well in relation to the audience you are talking to at all times?	
• Make eye contact with all the people you are talking to so they feel included?	
• Have an open and relaxed body posture?	
• Use congruent facial expressions?	
• Emphasize with gesture?	
• Evoke enthusiasm?	
• Sound convincing?	
• Project sincerity?	
• Involve your feelings and your thoughts when speaking?	

2.6 Team Presentations
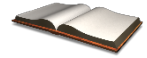
- One person is assigned the role of leader of the team.

- At the first meeting, the leader sees that the objectives are set for the presentation, that everyone on the team clearly understands and agrees. In addition, each member of the team is clear about his/her individual role in helping to achieve the objectives.

- Remember to answer the question: What is the objective? e.g., to persuade Mr/s_____ to _____

- These three questions also help:

- What is the subject as the audience wants to see it?

- What do you want the audience to remember?

- What do you want the audience to act upon?

- Planning and preparation schedules are set up

- The leader sees that each person understands the sequence in which he/she will present, and why that is the sequence.

- Use brainstorming techniques to highlight issues to cover (use either technique presented).

- Now, a meeting is held, in which each person describes what will be talked about – in some detail, including viewpoints to be expressed. Unnecessary duplication or conflict among team members is to be eliminated. Suggestions for improvements may be made.

- The leader calls a practice session. This is a must for a team presentation. It is the opportunity to tighten up the presentation, make cuts, establish smooth transitions, clear up misunderstandings that may not have been evident (previously), and make sure that the separate elements unite into an effective whole. Watch timing.

- A dress rehearsal is held in the actual presentation room if possible. If someone not on the presentation team is going to make an introduction, it is important that they, too, should participate in this Dress Rehearsal.

During the presentation, each presenter is in charge while they are presenting. While not presenting, they should withdraw completely from the limelight. No presenter, in the course of their presentation should make a sudden change in the content or delivery of any section of the presentation that might throw off another team member who follows, and perhaps discredit what has preceded.

▶ The team leader should ensure linkages are made between team members and that at no time is the relationship severed with the audience.

▶ A typical business presentation can often be split across two or three speakers to hold interest and build credibility, but don't rotate too much.

Roles could be:

▶ Subjective / objective

▶ Solution / benefit

▶ Considerations / support details

▶ Conclusion / action

OR

▶ Problem statement

▶ Options

▶ Overview of company

▶ Solution, etc.

▶ Concentrate on the logical flow throughout the team presentation. Team members need to be selected not just for their competence, but also for the personality mix and this will also affect the decision about the order in which they will speak.

▶ Interact as a team to show evidence of cohesion. Avoid detracting attention away from the speaking team member.

▶ Conclude the entire team presentation.

▶ Apply all techniques of good speaking.

3.1 Top Ten Strategies for Presentation Success
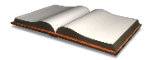
1.	Hone your skills

2.	Know your audience

3.	Focus your message

4.	Prepare your presentation

5.	Ensure you make an initial impact

6.	Develop your argument, story, or intent

7.	End with a lasting impression; call to action

8.	Employ techniques for words, voice, and behavior

9.	Connect with the audience and think on your feet

10.	Know that no one in the audience wishes you to fail

3.2 Making an Impact – Time After Time
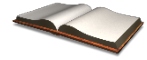
Giving a presentation is an exciting opportunity to make a difference. It can also be demanding and stressful.

You have a very short period in which to make a positive impression when you first start a presentation. You don't have time for any self-doubt, feelings of insecurity, or succumbing to increased stress. Instead, build your confidence by preparing your presentation very carefully – be very sure about your objective, determine the content, build the structure, design the visuals, match to the audience, feel the cadence, and ensure a solid flow. Make sure you have done your voice exercises frequently. Then, dress for success, be sure to be there early to check all the equipment, and have your opening and closing statements well rehearsed.

Now your attention must move away from you. You need to focus rather on your message and reaching the audience members. Take the opportunity to connect. People will certainly focus on

- ► what you say,
- ► what you sound like,
- ► what you look like, and
- ► the overall impression you make,

but all of this needs to underpin the ultimate message and intent of your talk.

With all the information you have been exposed to in the Presentation Skills learning experience, you have the tools with which to develop and deliver presentations that will fulfill your original intent.

Then, you need to keep in mind that, "**you cannot NOT behave"**. So, you might as well project that which will enhance your image and ensure that your message is received.

Remember, **you sell yourself** before you sell anything else, so do so with integrity, persuasiveness, genuineness and enjoyment.

Now you are in a position to replicate this positive experience with every presentation you need to give. Always prepare and keep practicing.

Success is truly about the personal journey you take.

3.3 Presentation Skills
Competency Checklist

▶ **Instructions**

Please make a checkmark in the appropriate column next to each competency listed. This will give you direction for your personal development efforts.

Name: Date:				
Competence	Excellent Skills	Competent	Need Some Improvement	Unskilled
▪ I am able to prepare and design the content suitable for a particular audience				
▪ I am able to deliver a presentation with the desired impact; utilizing the verbal, vocal, and behavioral skills required.				
▪ I am able to understand and make use of tools and approaches available to improve my presentations.				
▪ I am able to assess and monitor my strengths and weaknesses, as well as the reactions they trigger in other people when giving presentations.				
▪ I am able to motivate and inspire others regarding ideas, concepts, and actions.				
▪ I am able to respond to people with different levels of support or resistance.				
▪ I am able to prepare adequately for a presentation.				
▪ I am able to cope with "glitches".				
▪ I am able to handle questions from the audience				
▪ I am able to select the appropriate media for the content, situation, and my personal style.				
▪ I am able to handle visual and electronic aids.				

Competence	Excellent Skills	Competent	Need Some Improvement	Unskilled
▪ I am able to breath sufficiently to have an audible voice to the end of my sentences.				
▪ I am able to project my voice so that I can easily be heard throughout the room.				
▪ I am bale to modulate my voice so that the volume, pace, pitch, inflection, tone quality and emphasis makes it pleasurable for people to listen to me.				
▪ I am able to articulate my consonants so that I can be clearly heard.				
▪ I am able to persuade through telling a story.				
▪ I am able to suitably engage an audience.				
▪ I am able to draw on own strengths.				
▪ I am able to make a positive impact.				
▪ I am able to read an audience and suitably engage them				
▪ I am able to think on my feet.				
▪ I am able to build rapport.				
▪ I am able to make good eye contact with the whole group.				
▪ I am able to positively draw people's attention right from the outset				
▪ I am able to develop a presentation that has a logical flow that is clear and concise.				
▪ I am able to end a presentation with a memorable conclusion.				
▪ I am able to give a presentation that meets the objective set.				

3.4 Personal Development Action Plan

Personal Development Action Plan					
Date compiled: **Date for Review:**		**Signed:** (Employee) (Manager)			
Short-term development goals:		**Long-term development goals:**			
Identified challenges:					
Identified root causes:					
Goals	**Actions**	**Resources**	**Obstacles**	**By When**	**How to Measure Success**

3.4 My Presentation Skills Commitments

1	
2	
3	
4	
5	

3.5 Presentation Feedback Sheet

Delivery	Comments
Behavior	
Voice	
Words	
Audience Connection	

Content	Comments
Beginning	
Middle	
End	
Overall Impact	