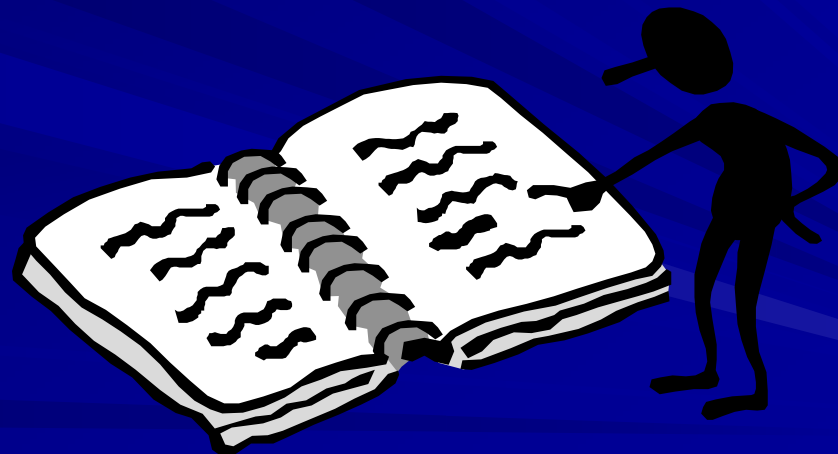


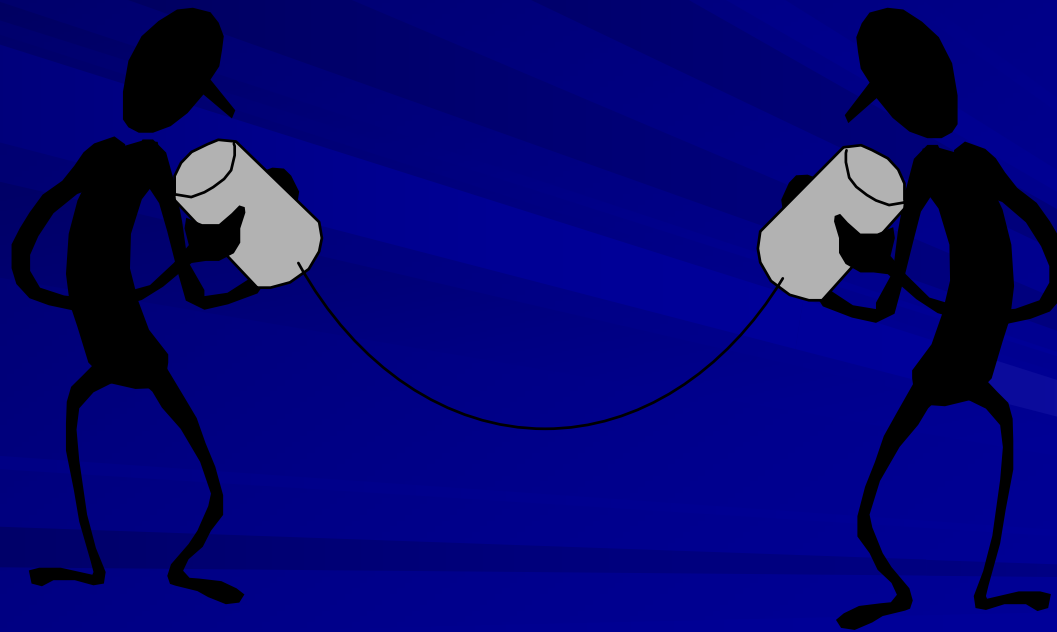
Public Speaking and Presentations

Outline for Today

- Need to communicate effectively
- Modes of communication
- Preparing for your talk
- Delivery
 - Voice
 - Visual aids
- Getting better



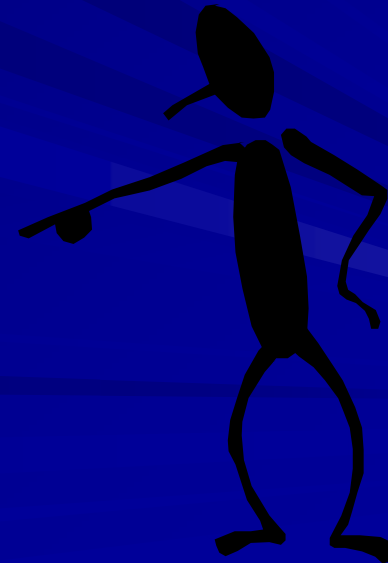
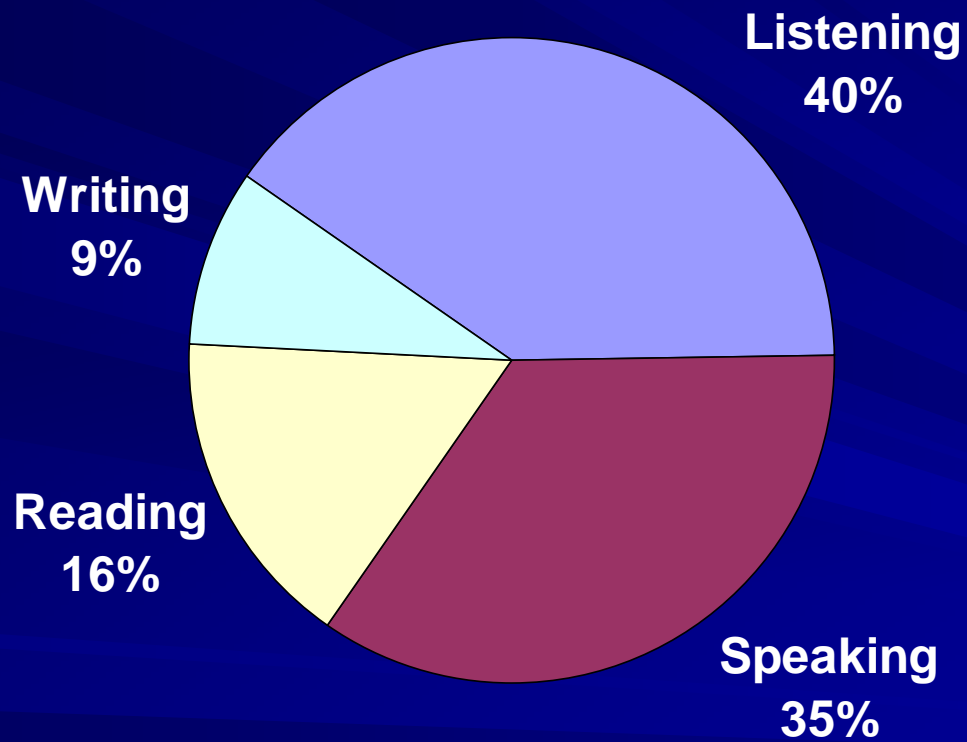
Communicating



Communication Basics

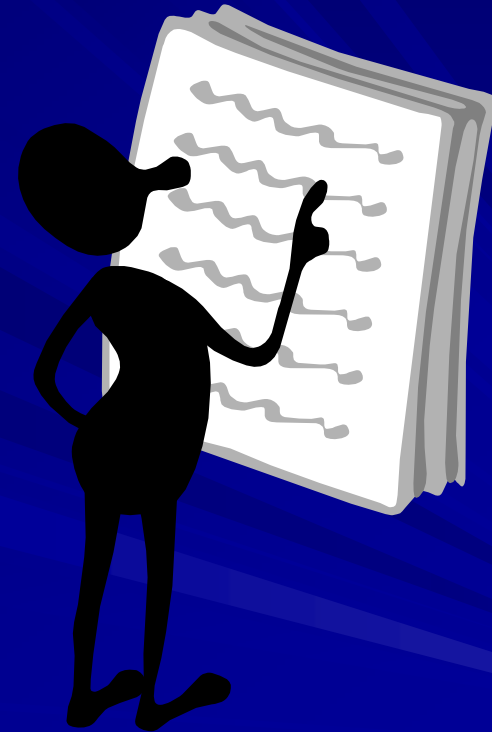
- By some estimates, as much as 30% of a professional's time is involved in preparing and giving presentations!
- Since so much of your time is devoted to giving presentations
 - you need to learn how to do them well
 - and to be comfortable doing them

Communication Basics



Communication Basics

- Proposals
 - Selling your ideas
- Progress or status reports
 - For your supervisor, team members or customer
- Organizational descriptions
 - Who we are, what we do
- Final reports
 - At project completion



Communication Basics

- An effective presentation is essential to:
 - Getting your ideas across to the intended audience
 - Getting feedback on your ideas
 - Getting approval for your (proposed) work
- Your presentation is just one part of the communications process

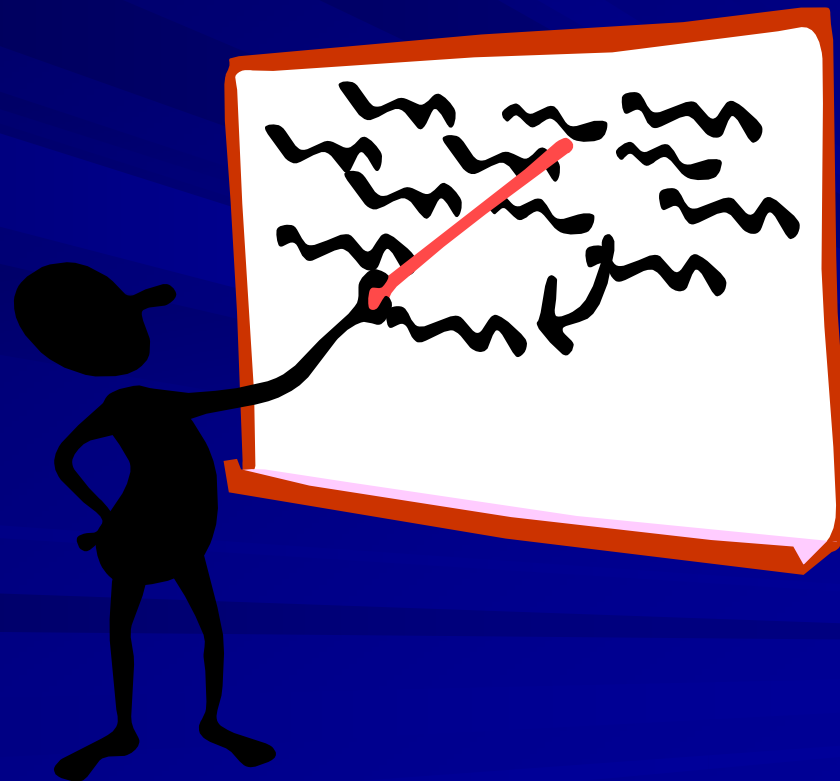
Communication Basics

- Communication is relationship between equal partners
- Your message is conveyed:
 - 10% through **words**
 - 55% through **body language**
 - 35% through **voice**
- Use all modes effectively

Communication Basics

- Your listener retains:
 - 10% of what is **READ**
 - 20% of what is **HEARD**
 - 30% of what is **SEEN**
 - 50% of what is **SEEN** and **HEARD**
- Design your presentation accordingly

Presenting



Components of a Presentation

- All presentations must have:
 - An introduction
 - Tell them what you are going to tell them
 - A body
 - Tell them
 - A conclusion
 - Tell them what you told them
- Often, you will also need to include time for questions and answers at the end

Organize Your Message Effectively

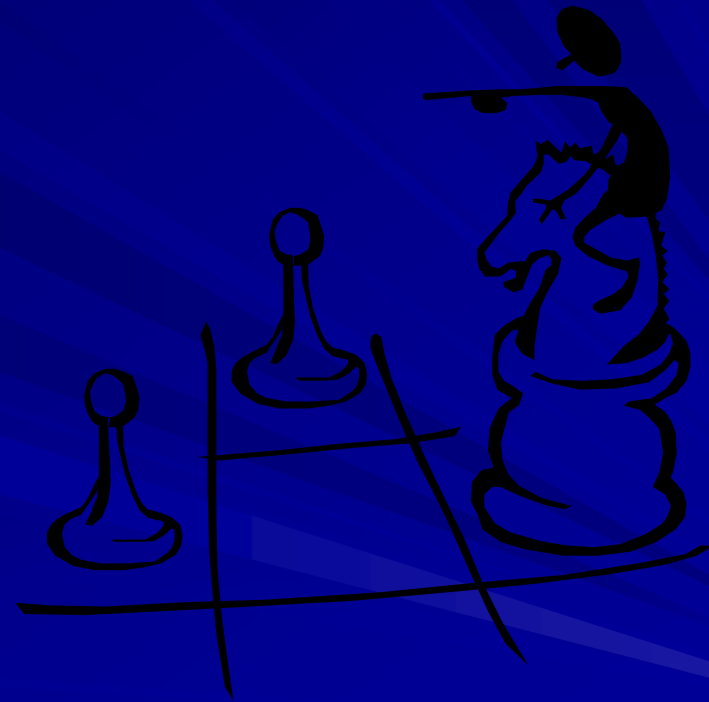
- Determine your topic, and what you will cover
- Brainstorm and organize all your ideas
- Research the topic
 - make sure you are well informed on your topic
- Classify and order your ideas
 - logical flow
- Emphasize the important elements

Planning Your Presentation

- Have a definite theme for your talk
 - what do you want the audience to remember
- Plan (outline) your talk first, then create your slides
 - reorder as you practice the talk and establish a logical flow
- Organization is critical
 - As we said ... all presentations must have a clear introduction, body, and conclusion

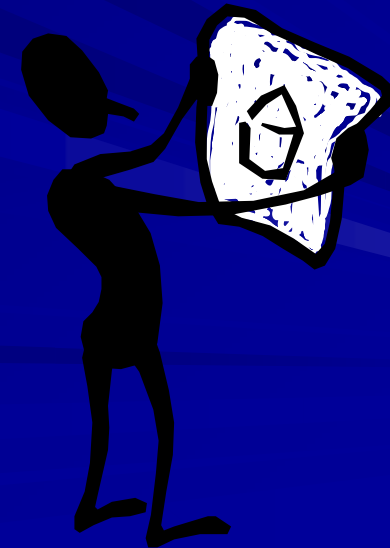
Write an Effective Conclusion

- Summarize the key points of the presentation
- Summarize how to implement proposed solutions
- Summarize your recommendations for next steps



Advantages of Visual Aids

- Enhance understanding of the topic
- Help your speech be more impressive, and improve your image
- Maintain the audience's attention and increase their interest
- Help build credibility
- Add variety



Variety of Audiovisual Aids

- Sketches and Maps
- Graphs and Charts
- Photographs or Graphics
- Objects or Models
- Posters and Books
- PowerPoint Presentations
- Audiovisual Equipment
 - Overhead Projectors
 - Slides and Transparencies
- Handouts, pamphlets, brochures
- Films, videotapes, audio tapes, music, CD-ROMs and iPods

Variety of Audiovisual Aids

- Most often you will be using PowerPoint
- But there is a danger ...



Top Ten Mistakes

- No preparation
- No presentation objectives
- Mediocre first impression
- Lack good visuals
- Ineffective closing
- No eye contact
- Lack of enthusiasm
- Lack of facial expression
- Staying in one place
- No audience involvement

Preparing Your Slides

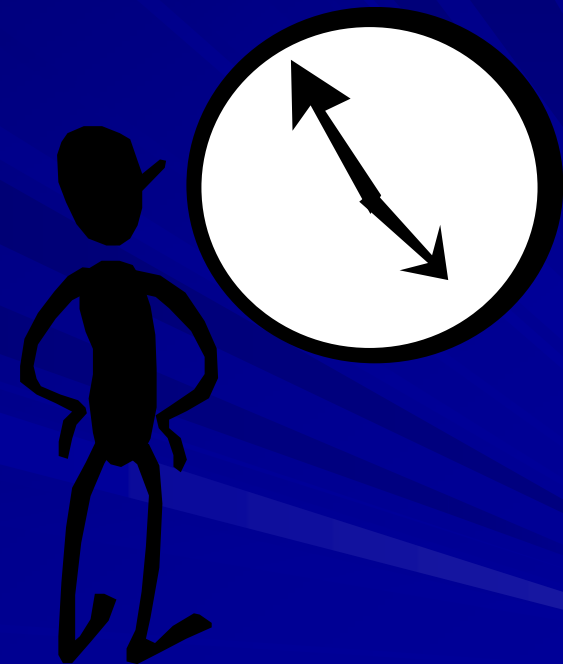
- General rule: one slide per minute
 - e.g., 8-10 slides maximum for an 8 minute talk
- Slides should be used as prompts, not as a script of your talk
- Show only slides that you will talk about

Preparaing Yourself

- Prepare your visuals in advance
- Always make back-up copies
- Rehearse a lot ... practice builds confidence
 - avoid the use of papers or note cards
- Know how to use the technical equipment
- Preview the room, and select the layout that is best for your presentation

During the Presentation

- Be punctual, start on time
- Dress neatly and professionally
- Stand up, or sit straight
- Keep hands out of pockets and in front of you
- Maintain eye contact with the audience in all parts of the room
- Start the presentation with a smile
- Use a conversational tone



Presentation Tips

- Anticipate possible criticisms or opposing views
 - understand your audience
- Leave some slack time in the materials
 - you're always going to go faster when you're alone
- Understand what material can be skipped or hurried if you are running long
 - It's better to finish a little short than run too long
 - Keep an eye on time as you speak and plan ahead

Use Your Voice Effectively

- Speak loud enough to be heard, and be confident
- Don't speak in a monotone ... variety is best
 - Alternate the rate, volume and tone of your voice
- Slow down when emphasizing important points
- Pauses can also be used to add emphasis
- Avoid vocalized pauses, filler
 - ah ... um ... ya know
- Drink water to prevent voice problems

Things to Avoid

- Swinging and moving excessively
- Chewing gum
- Clicking a pen
- Playing with hair
- Playing with jewelry
- Playing with change in your pocket
- Leaning against something for support



Reduce Your Anxiety

- Know the room
 - Arrive early
 - Walk around the room
- Know the audience
- Know, practice, and revise your material
- Learn how to relax
- Visualize yourself speaking
- Realize people want you to succeed
- Don't apologize for being nervous
- Concentrate on your message
- Turn nervousness into positive energy
- Gain experience

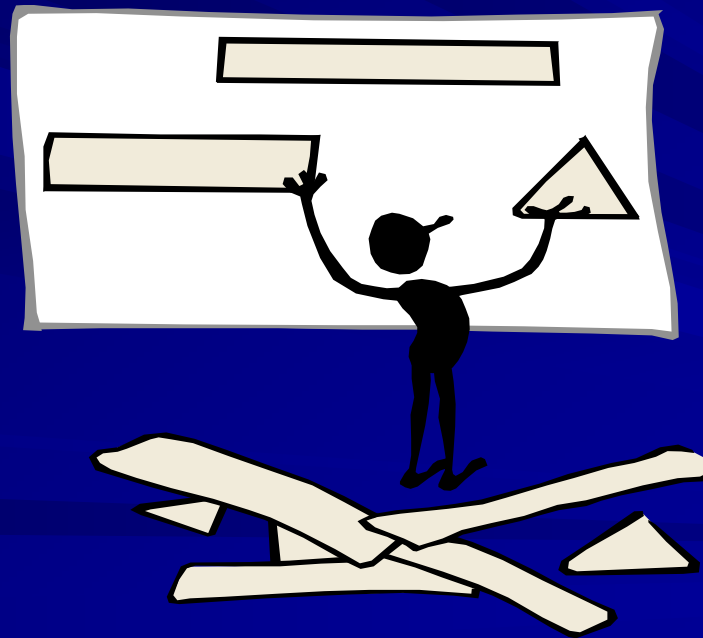
Discussion and Questions

- If you leave questions until the end, be prepared to answer them out of context
- Know how your slides are organized so you can find one to back up your comments
- If you don't understand the question, ask the questioner to repeat or paraphrase

Discussion and Questions

- If you think you understand the question, make sure you do before you answer
 - Repeat the question to make sure you understand it and give yourself a little time to think
 - “So you are asking why we didn’t ...”
- If all else fails, ask someone for help!
 - Supervisor, co-worker, audience

PowerPoint Tips and Techniques



Creating the Presentation

- Make it BIG

- If it looks too big on the computer, it's probably the right size



Make it Big (Text)

- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44
- This is Arial 54

Make it Big (Text)

■ This is Arial 12

■ This is Arial 18

■ This is Arial 24

■ This is Arial 32

■ This is Arial 36

■ This is Arial 44

■ This is Arial 54



Creating the Presentation

- Keep it SIMPLE

- Present the main idea of each concept

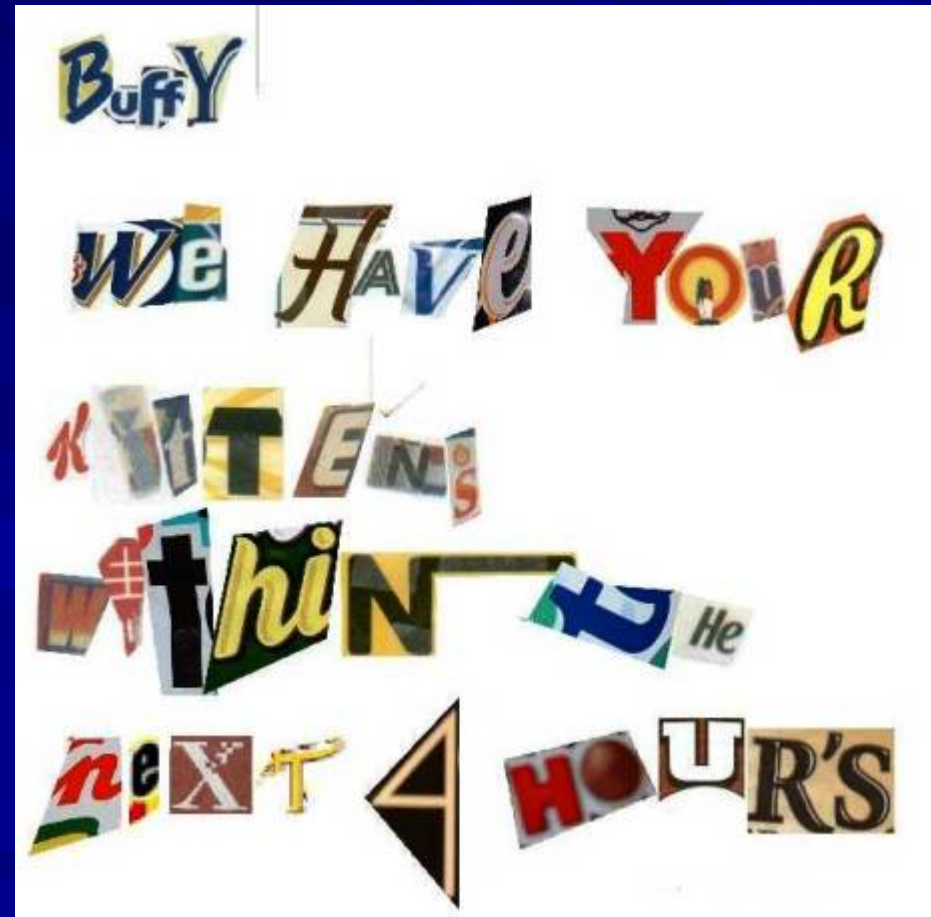
Sometimes known as the K.I.S.S. method ... **K**ep **I**t **S**imple **S**tupid!

Keep It Simple (Text)

- Too many colors
- Too *Many* Fonts and Styles
- Settle on a small set of font styles and colors and use them consistently from slide-to-slide.
- Use the “Master Slide” effectively

Keep It Simple (Text)

- Avoid the “ransom note effect”
- Too many font changes and color changes can make your slides look like a ransom note!



Keep It Simple (Text)

- The 6 x 6 rule
 - No more than 6 lines per slide
 - No more than 6 words per line
- Some recommend the 7 x 7 rule
 - The exact number isn't as important as the basic idea

Keep It Simple (Text)

Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing systems in situations that are complex, dynamic, and controlled

Too detailed !

Keep It Simple (Text)

Instructional Technology:

A process

involving people, procedures & tools

for solving

Much Simpler

to problems in learning

Falling Leaves Observed

	Christchurch	Dunedin	Wellington
January	11,532,234	14,123,654	3,034,564
February	1,078,456	12,345,567	16,128,234
March	17,234,778	6,567,123	16,034,786
April	16,098,897	10,870,954	7,940,096
May			6,456
June			3,656
July			5,786
August	8,674,234	18,107,110	17,230,095
September	4,032,045	18,923,239	9,950,498
October	2,608,096	9,945,890	5,596,096
November	5,864,034	478,023	6,678,125
December	12,234,123	9,532,111	3,045,654

Too detailed !

Falling Leaves in Millions

In 10 ⁶	Christchurch	Dunedin	Wellington
January	11	14	3
February	1	12	16
March	17	6	16
April	16	10	7
May			14
June			4
July	8	15	18
August	8	18	17
September	4	18	9
October	2	9	5
November	5	0	6
December	12	9	3

Much Simpler

Falling Leaves



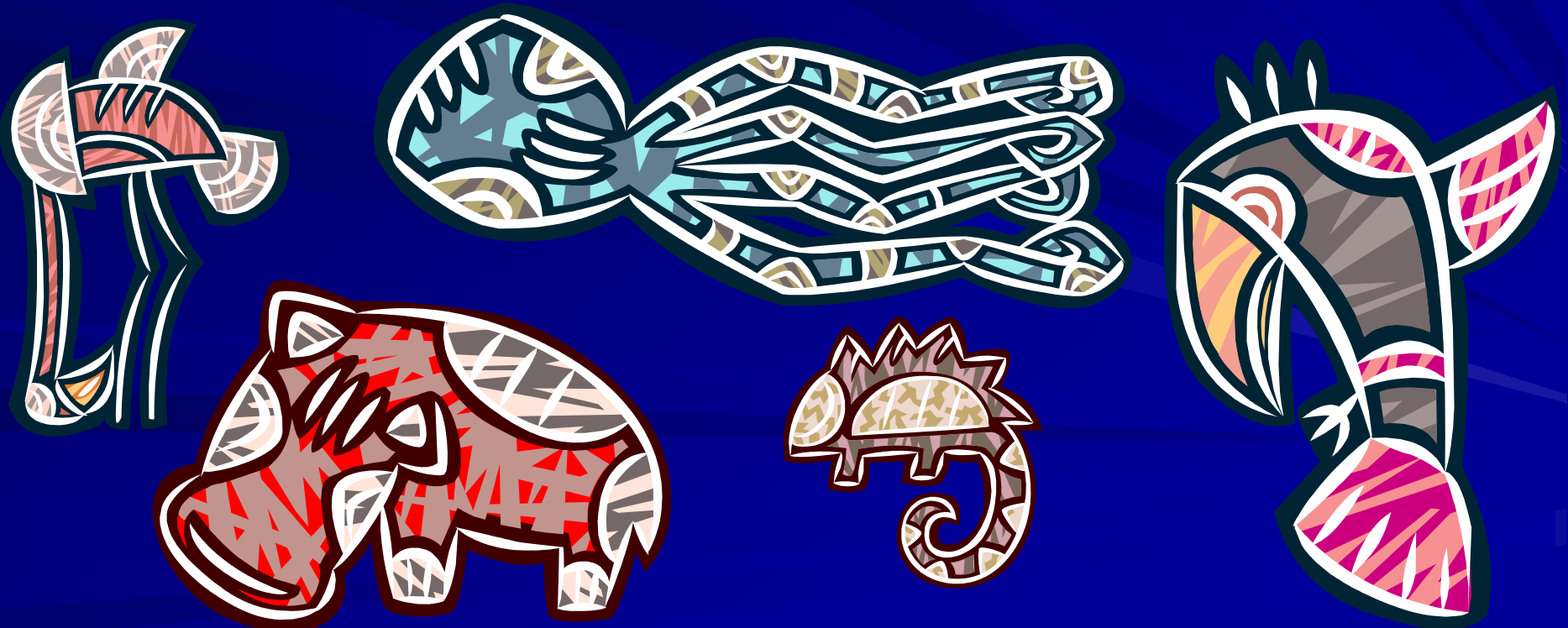
Falling Leaves





Keep It Simple (Graphics)

- Art work may distract your audience
- Artistry does not substitute for content



Keep It Simple (Sound)

- Sound effects are often distracting
 - e.g., sounds associated with text animations
- Use sound only when absolutely necessary

Transitions

- Transitions affect an entire slide
- Use them with a **single** slide for emphasis...
- Or with an **entire presentation** for “polish”

Keep It Simple (Transition)

- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better

Animation

- Do not use distracting animation
- Do not go overboard with the animation
- Be consistent with the animation that you use

Creating the Presentation

■ Make it CLEAR

- Choose an appropriate font, font size, and color
- Use color carefully
- Use graphics to focus attention



Make It Clear (Capitalization)

- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
- Upper and lower case letters are easier

Make It Clear (Fonts)

Sanserif



clear

Serif



busy

Make It Clear (Fonts)

- Serif fonts may be difficult to read on screen
- Sanserif fonts are clearer
- *Italics are difficult to read on screen*
- Normal or **bold** fonts are clearer
- Underlines may signify hyperlinks
- Instead, use **colors** to emphasise

Make It Clear (Numbers)

Use numbers for lists **with** sequence

For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
2. Put the elephant in
3. Close the door

Make It Clear (Numbers)

How to put a giraffe into a fridge?

1. Open the door of the fridge
2. Take out the elephant
3. Put the giraffe in
4. Close the door

Make It Clear (Bullets)

Use bullets to show a list **without**

- Priority
- Sequence
- Hierarchy
- etc.

However, do pay attention to order and flow ...

Make It Clear (Colors)

- Use contrasting colors
- Use complementary colors
- Light on dark versus dark on light

Make It Clear (Contrast)

- Use contrasting colors



high contrast

- Use complementary colors



low contrast

- Light on dark versus dark on light

Make It Clear (Contrast)

- Use contrasting colors
- Use complementary colors
- Light on dark versus dark on light

This is light on dark

Make It Clear (Contrast)

- Use contrasting colors
- Use complementary colors
- Light on dark versus dark on light

This is dark on light

Make It Clear (Complement)

■ Use contrasting colors

- Light on dark vs dark on light
- Use complementary colors

These colors do not complement

Make It Clear (Complement)

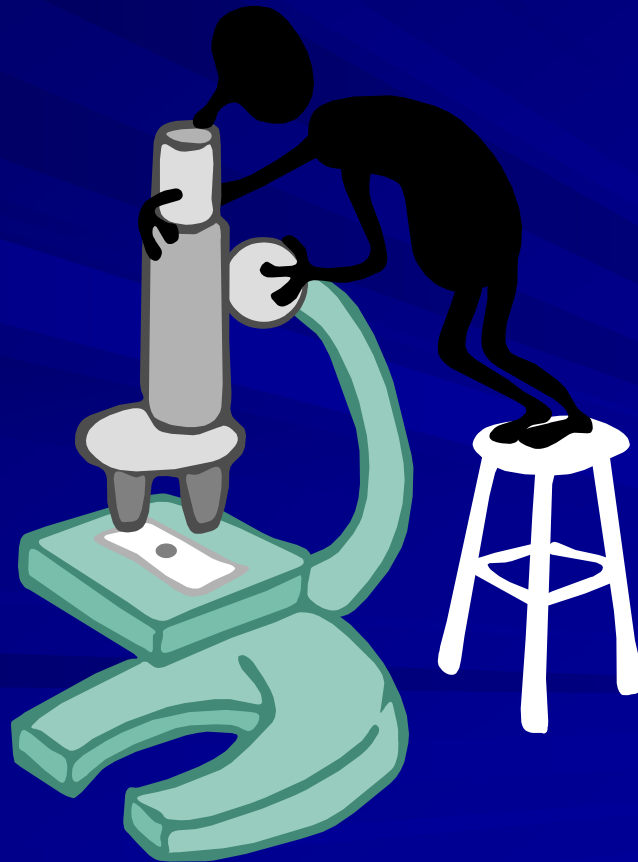
■ Use contrasting colors

- Light on dark vs dark on light
- Use complementary colors

These colors complement

Make It Clear (Size)

- Size implies importance



Make It Clear (Size)

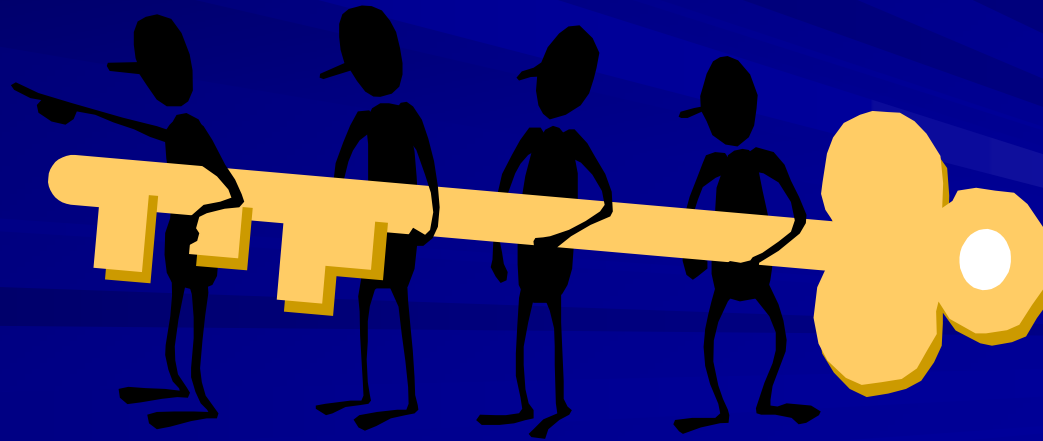
- Size implies importance



Creating the Presentation

■ Be CONSISTENT

- Use a logical sequence and one format
- Be careful about differences in format
- Use emphasis effects sparingly



Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

Be Consistent

- ✓ Differences draw attention
 - Differences may imply importance
 - Use surprises to attract not distract
- This checkmark draws attention

Be Consistent

- ✓ Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These bullet differences distract!

Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

This implies importance



Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

↑ ↑ ↑
Confusing differences!

Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



This surprise attracts

Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



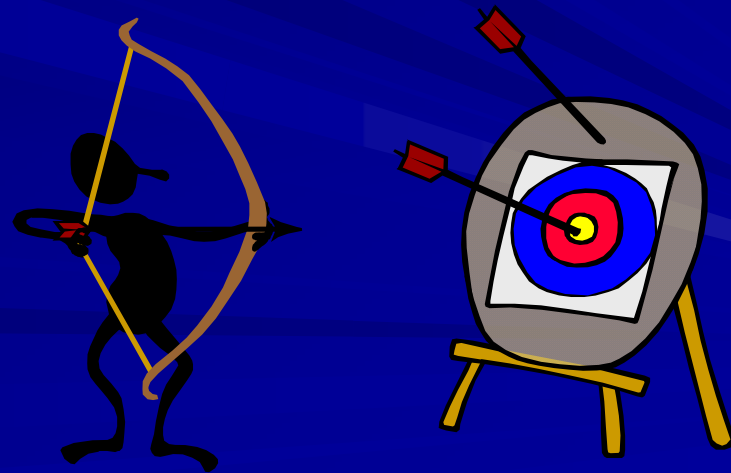
These distract!

PowerPoint Summary

- Generally, no more than **six (6)** words per line and no more than **six (6)** lines per slide
- One or two (1 or 2) concepts per slide
- Keep text fonts and effects simple, clean
- Avoid background patterns that can make slides hard to read ... think contrast
- Limit use of animation and special effects
- ALWAYS include an “end slide”

A Final Thought

- It is possible to overuse visual aids
 - PowerPoint or others
- Attention of audience will be divided
- Audience may pay more attention to visuals than to you



Questions

■ Your questions are welcome

