July 23, 2024

PRESENTATION SKILLS

DEVELOPING PUBLIC SPEAKING - CLASSROOM

LEARNING OBJECTIVES

By then end of this module you will be able to:

- List the key principles for designing and delivering an effective presentation

- Explain how to collect and structure relevant information for designing a presentation

- Explain how to use body language effectively when presenting

- Design and deliver a 5-minute presentation on a topic of your choice

USING PRESENTATION SKILLS

For example....

- To present or make a speech at a conference or event
- To deliver a speech at a wedding
- To publicly thank someone
- On behalf of a team, to say goodbye to a colleague who is leaving
- To seek investment or a loan to help you set up a new business.

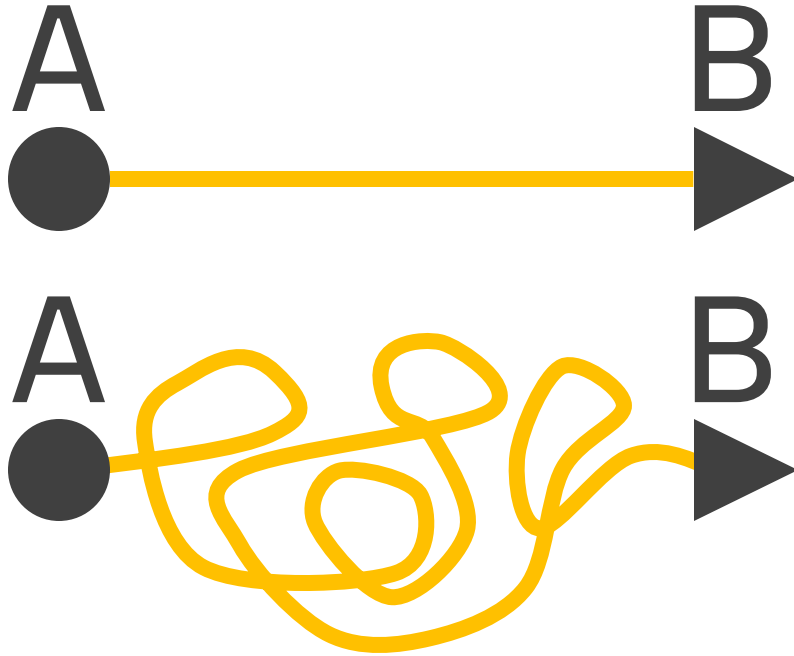# THE IMPORTANCE OF PRESENTATION SKILLS

By presenting well and communicating effectively, you can:

- Develop a competitive advantage during a job/internship search
- Gain the respect of your peers
- Express your ideas, views and needs better
- Build your morale
- Increase your self-confidence
- Help building your career

KEY PRINCIPLES OF GOOD PRESENTATIONS

KISS ... Keep It Short & Simple

LESS is MORE

A GOOD STRUCTURE … SIMPLE AS ABC

Introduction to draw 'ATTENTION' and raise interest

BODY to deliver the messages clearly, short and to the point (KISS)

CONCLUSION to make a Professional and memorable ending

ATTENTION: WINOUT

What	The topic of the presentation
Interest	Raise the audience's interest
Need	The reason for the audience to join your presentation. Why is it beneficial for them?
Objectives	What is the presentation aiming for?
Outline	How will the presentation run (agenda)
Timing	The duration of the presentation

RAISING INTEREST

- Ask a question
- Use nice images
- Tell a story or anecdote
- Use statements or quotes
- Statistics and graphs
- Humor (!!!)

BODY: HOW TO GET THERE

- Brainstorm
- Mind map
- Leave out the unimportant bits
- Bite size chunks of information
- Logical order

CONCLUSION: SOS

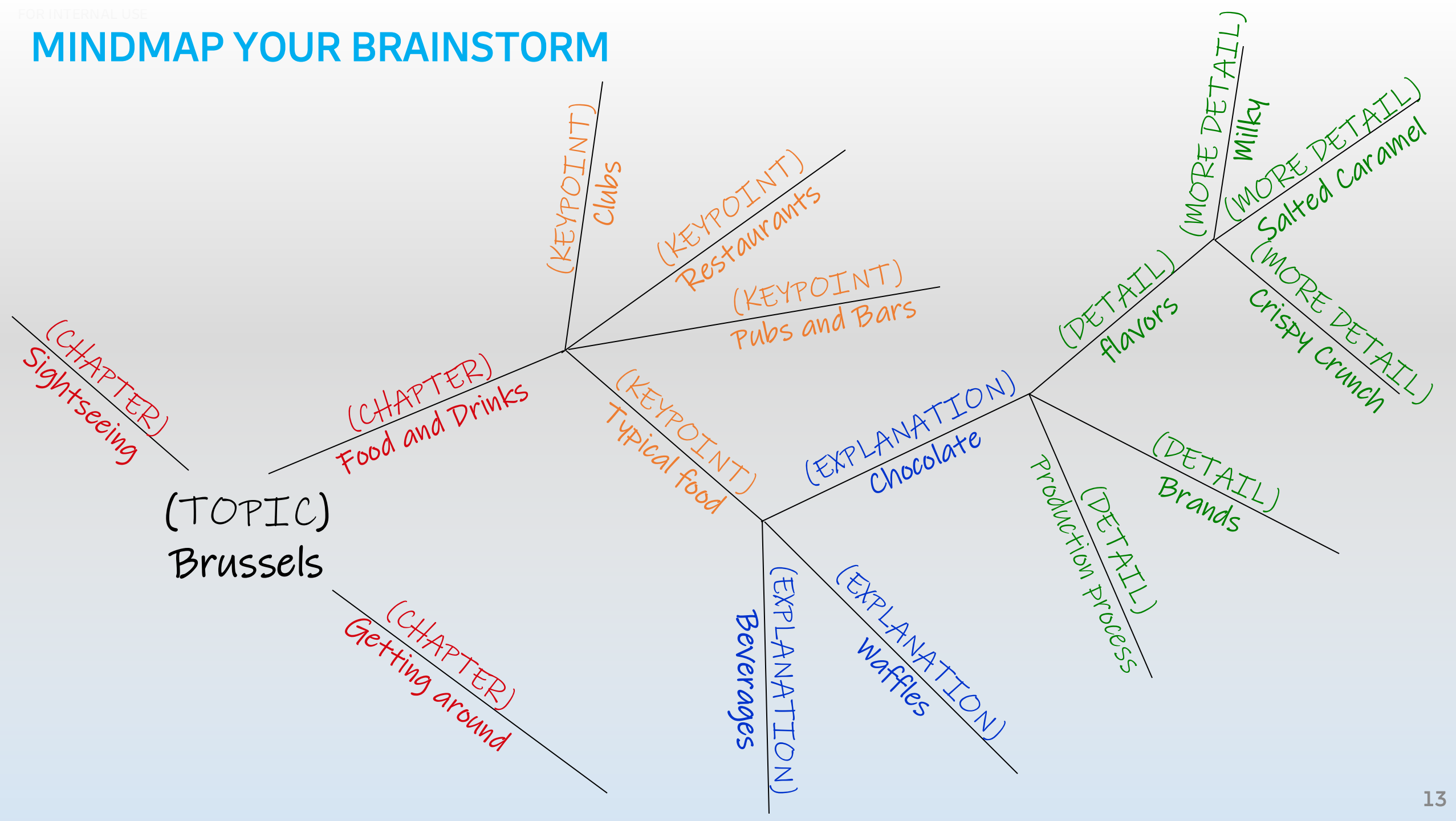|	
Summary	Make sure the audience remembers the key points (memorable ending)
Offer positive expectation	Ensure they leave the meeting with a positive feeling
Say thank you, stay available ... and stop	Leave contact details in case of further questions and ... stop!

BRAINSTORM: A CAPITAL CITY

Chinese food
United Nations
DHL
Grand Place
Manneke Pis
Janneke Pis
Taxis
Airport
Weather
Royal Palace
Chocolate
Music museum

Public transportation
Atomium
Restaurants
Museums
European Union
DHL Express HUB
Languages
Politics
History
Medieval Center
Mini Europe
Public transportation

Mussels
Museum natural history
Auto world
Museum of comic books
Dining
Pubs and bars
Trains
Music concerts
Environment
Summertime
Winter
Concert venues
Etcetera ...

MINDMAP YOUR BRAINSTORM

(TOPIC) Brussels

(CHAPTER) Sightseeing

(CHAPTER) Food and Drinks

(CHAPTER) Getting around

(KEYPOINT) Clubs

(KEYPOINT) Restaurants

(KEYPOINT) Pubs and Bars

(KEYPOINT) Typical food

(EXPLANATION) Beverages

(EXPLANATION) Waffles

(EXPLANATION) Chocolate

(DETAIL) Production process

(DETAIL) Brands

(DETAIL) flavors

(MORE DETAIL) Milky

(MORE DETAIL) Salted Caramel

(MORE DETAIL) Crispy Crunch

PREPARING FOR PRESENTATION DESIGN

- Choice of topic
- Gathering all the facts (brainstorm)
- Structure the content (mind-map)
- Adapt to your audience (relevance / unimportant bits)
- Consider which materials and methods to use
- Set aside time to prepare!

PREPARING FOR PRESENTATION DELIVERY

- **Content development**
- Ensure a date, time and location are set and agreed
- Know the audience
- Review the content: still up to date
- **Practice**, **practice** ... and did I say ... **practice**?
- Get a good night's sleep
- Check material and equipment: all there, does everything work?
- Visualize the first minutes and then ... **relax and enjoy**.

STOP LISTENING … AND HOW TO DEAL WITH IT

Boring	Ensure it is interesting
Not interested	Engaging design
Wrong communication	**Mind your body language**
Not fluent speech	Practice, practice, Practice
Wrong message	Know the audience

"Don't want to be here!"	Interact when possible
Too much	Less = More
Too fast	Slow down
Too long	KISS
Too difficult (or too easy)	Level with the audience

HOW WE COMMUNICATE

93%

Non-verbal: music and dance

100%
90%
80 %
70%
60 %
50 %
40 %
30 %
20 %
10 %
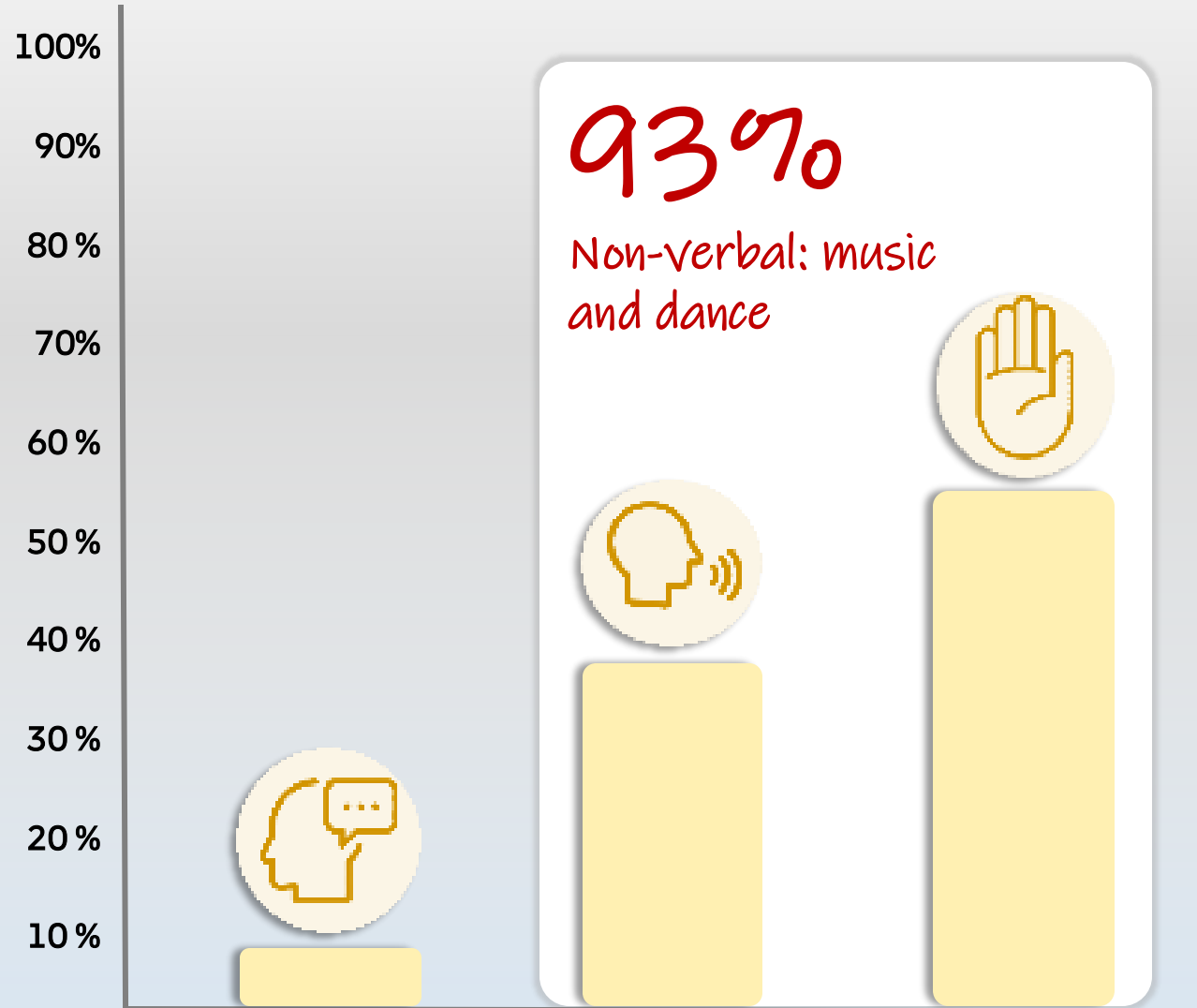
Verbal (words)
7%

Vocal / tone (music)
38%

Body language (dance)
55%

POSTURE

- Stand in front of projector / screen

- Balance from one leg to the other

- Stand too close to people

- Stand up-right (relaxed)

- Respect personal space

- Face your audience

HANDS AND ARMS

- Scratch, pull pants, tap fingers, play with pen, rub/touch your face
- Point fingers

- Motion to correlate to your words
- Open hand gestures

MOVEMENT

- Walk up and down nervously
- Move back and forward on camera
- Be 'all over the place'

- Move with a purpose
- Calm and smooth movement only

FACE (EYES / MOUTH)

- Chew, drink or eat
- Look at the ceiling or the floor
- Roll your eyes
- Watch at the clock (or cell phone)
- Stare at one person or one place only

- Drink, when needed, during a natural break
- Keep in contact with the entire audience
- Use your eyes to invite the audience and show enthusiasm

DEALING WITH ANXIETY

Know your topic and practice (practice makes perfect)

Take your time

Stress is normal and can even be helpful

Control your breathing, control your voice

Envision the first few minutes of your presentation

ACTIVITY – YOUR PRESENTATIONS

Individual activity

- Choose your topic
- Prepare a 5-minute presentation applying what you learned
- Deliver your presentation
- Round of feedback

Preparation: 30 minutes
Presentation delivery: 5 minutes per person

YOUR TOPIC AND BRAINSTORM

My presentation topic is: _____

Brainstorm area …

YOUR MINDMAP

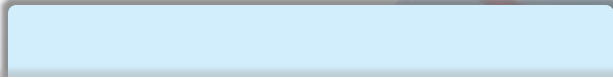Mindmapping area ...

YOUR STRUCTURE

ATTENTION

BODY

CONCLUSION

YOUR NOTES …
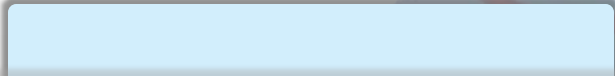
YOUR NOTES …

YOUR ADDITIONAL NOTES
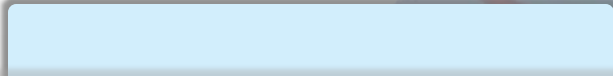
ARTWORK

MY KEY TAKEAWAYS …

1

2

3

YOUR REFLECTION – YOUR LEARNING

What did you learn from this session? How was it useful?

How do you plan to put in practice whay you learned?

How do you think this learning will be useful for you in the future?

THANK YOU FOR YOUR TIME AND ATTENTION