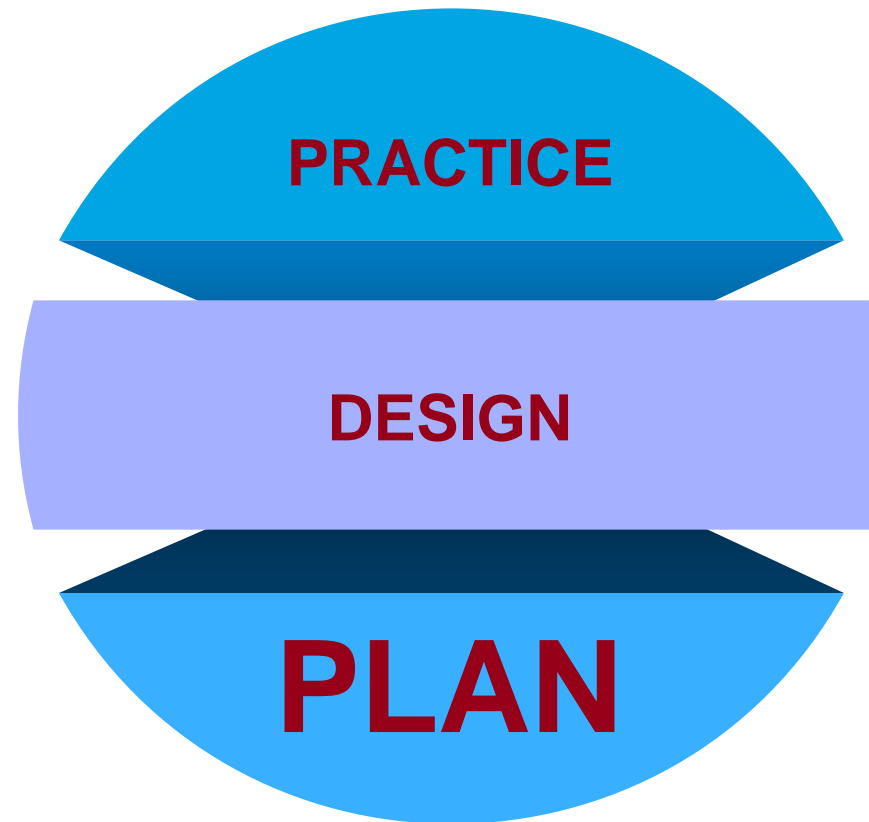# Advanced Presentation Skills: Content

Agenda

- **AUDIENCE**

- **CONTENT**

- **VISUALS**

- **QUESTIONS**

Objective

- **The objectives of this session is to improve your speaking skills by implementing:**

  - A simple process that gets effective results

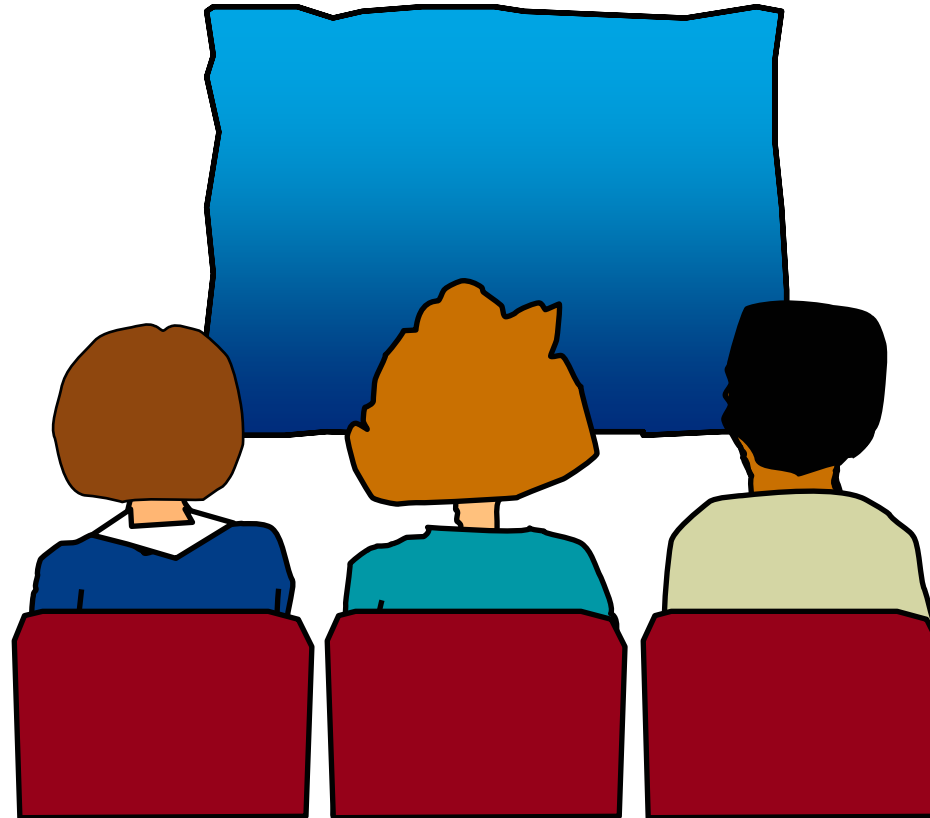 - Standards that underlie good speaking and writing skills

The Process

PRACTICE

DESIGN

PLAN

<u>**Skillful:**</u>

Using a simple process to help you implement quality standards for presenting

Analysis Your Audience

**Think of your audience as clients and focus
on their interests, needs and priorities**

Listening Skills

Ignoring

Attentive

Pretending

Empathic
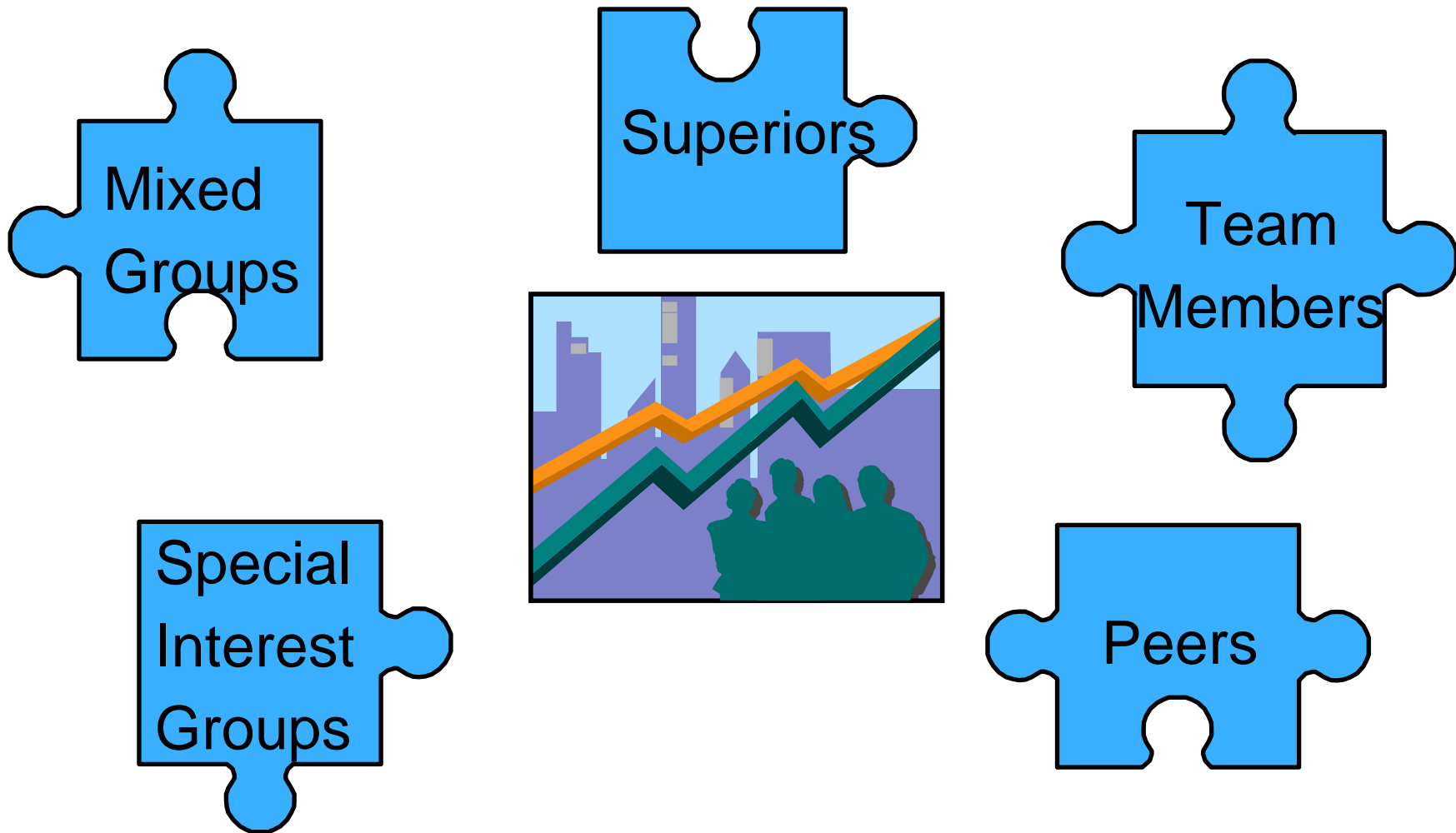
Selective

Your audience listens at different levels

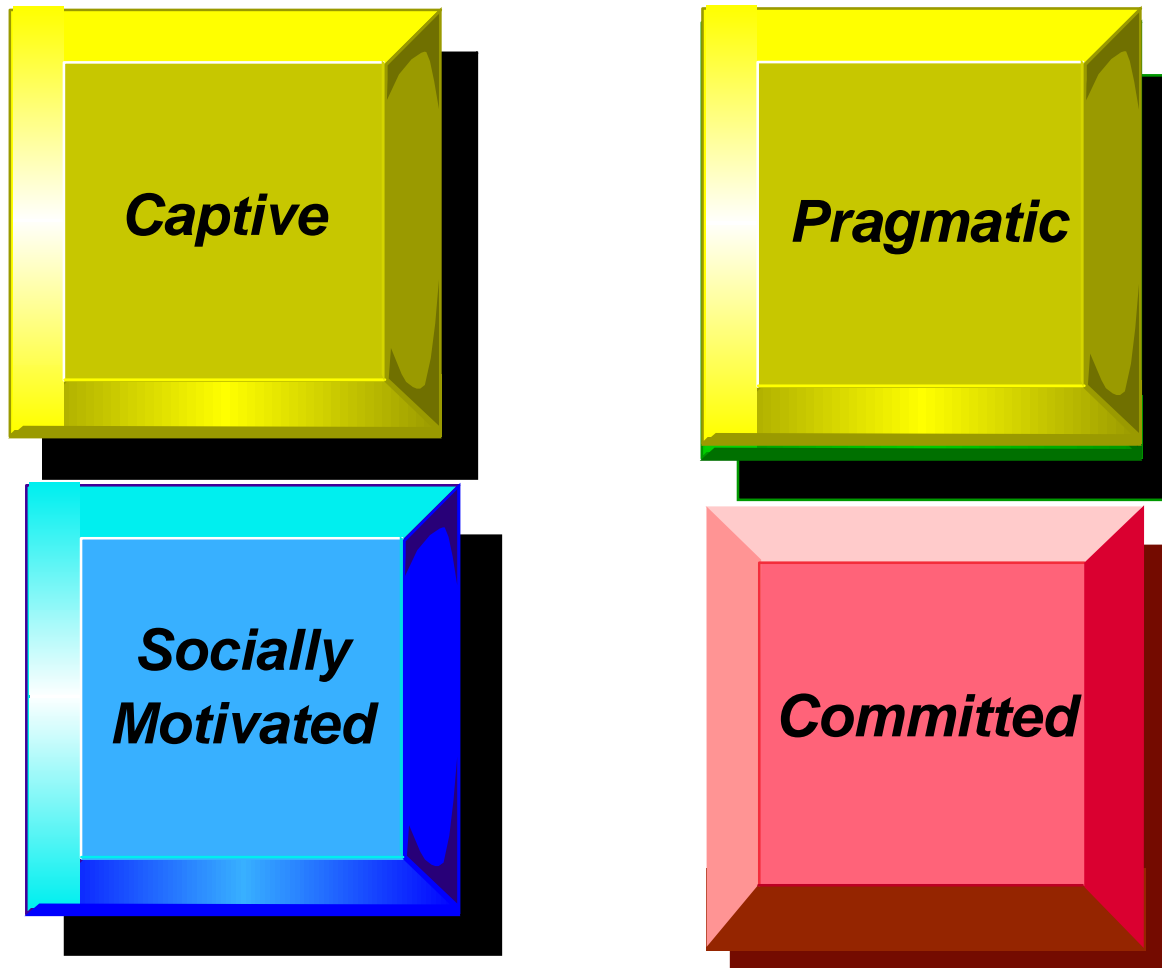# Audience Expectations

☞Purpose

☞Main points

☞Validation

☞Application

☞Value

The speaker should present material in a
way that makes it easy for the listener to listen

The Audience as a Group

Mixed Groups

Superiors

Team Members

Special Interest Groups

Peers

Some audiences have "herd mentalities"

Audience Categories

Captive

Pragmatic

Socially Motivated

Committed

Source: Daria P. Bowman, *Presentations, Proven Techniques For Creating Presentations That Get Results*

SPEECH PLANNER

Today's Date_____

Company/Customer_____ Due Date_____

Type of Talk:

_____Presentation   ____Speech (Keynote Address, Guest Speaker, etc.)

Purpose: to

__Request   __Recommend   __Inform   __Other_____
__Report   __Announce   __Warn

Title or Subject: _____

Duration: _____

What do I want my audience to...

Know: _____

_____

Do: _____

_____

Feel: _____

_____

References/Resources
__Computer   __Projector   __Screen   __Flip charts
__Handouts   __Room setup   __Transparencies

AUDIENCE
Type
__Technical   __Executive   __Staff/Admin
__Management   __Decision Makers   __Other_____

Audience Challenges: _____

_____

Audience Concerns: _____

_____

Effective Presentations

Tell 'em what you told'em!

Tell 'em!

Tell 'em what you're gonna tell 'em!

Establishing Your Purpose

- Instruction   - Informing or teaching
- Inspiration   - Stirring or motivating
- Advocacy   - Convincing or selling
- Stimulation - Stimulating discussion or debate
- Gratification - Entertaining or amusing

Most presentations are really persuasive in nature.

Source: Michael Campbell, Bullet Proof Presentations

Defining the Overriding Theme

What do you want them to remember

if they don't remember anything else?

Source: Michael Campbell, Bullet Proof Presentations

Choosing a Strategy

- Chronological
- Topical
- Problem/solution
- Most critical to least critical
- Big picture/small picture
- Procedural
- Compare/contrast
- Motivated sequence

Use a strategy
to develop your ideas

Source: Michael Campbell, Bullet Proof Presentations

Design Content

Today's audiences have short attention spans and demand stimulation. Structure your talk for high retention.
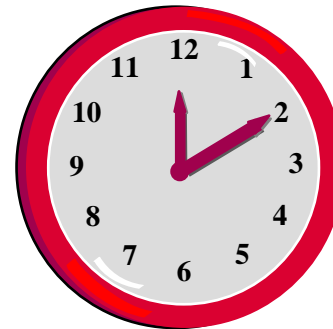
Classic Method

- Open
- Body
- Close

A, B, CP Method

- A = Attention
- B = Background
- CP = Central Point

Presentation Content

The Open
 Building Rapport
 Stating the IBS
 Previewing the Topic
 Outlining the Roadmap

The Body
 Organization
 Supporting Material
 Anecdotes and Stories

The Close
 Summarize MainPoints
 Restate the IBS
 Recommendations

PRESENTATION DESIGN: 3 BOX APPROACH

OPENING ==
      Greeting: _____

      Name/Title: _____

      Preview:_____

      IBS: _____

      Main Points:
                    1. _____
                    2. _____
                    3. _____

BODY==
      Main Point #1. _____

             A. Sub-point _____

                    1. Sub-sub point _____

             B. Sub-point _____

                    1. Sub-sub point _____
                    2. Sub-sub point _____

      Main Point #2. _____

             A. Sub-point _____

                    1. Sub-sub point _____

             B. Sub-point _____

                    1. Sub-sub point _____

      Main Point #3. _____

             A. Sub-point _____
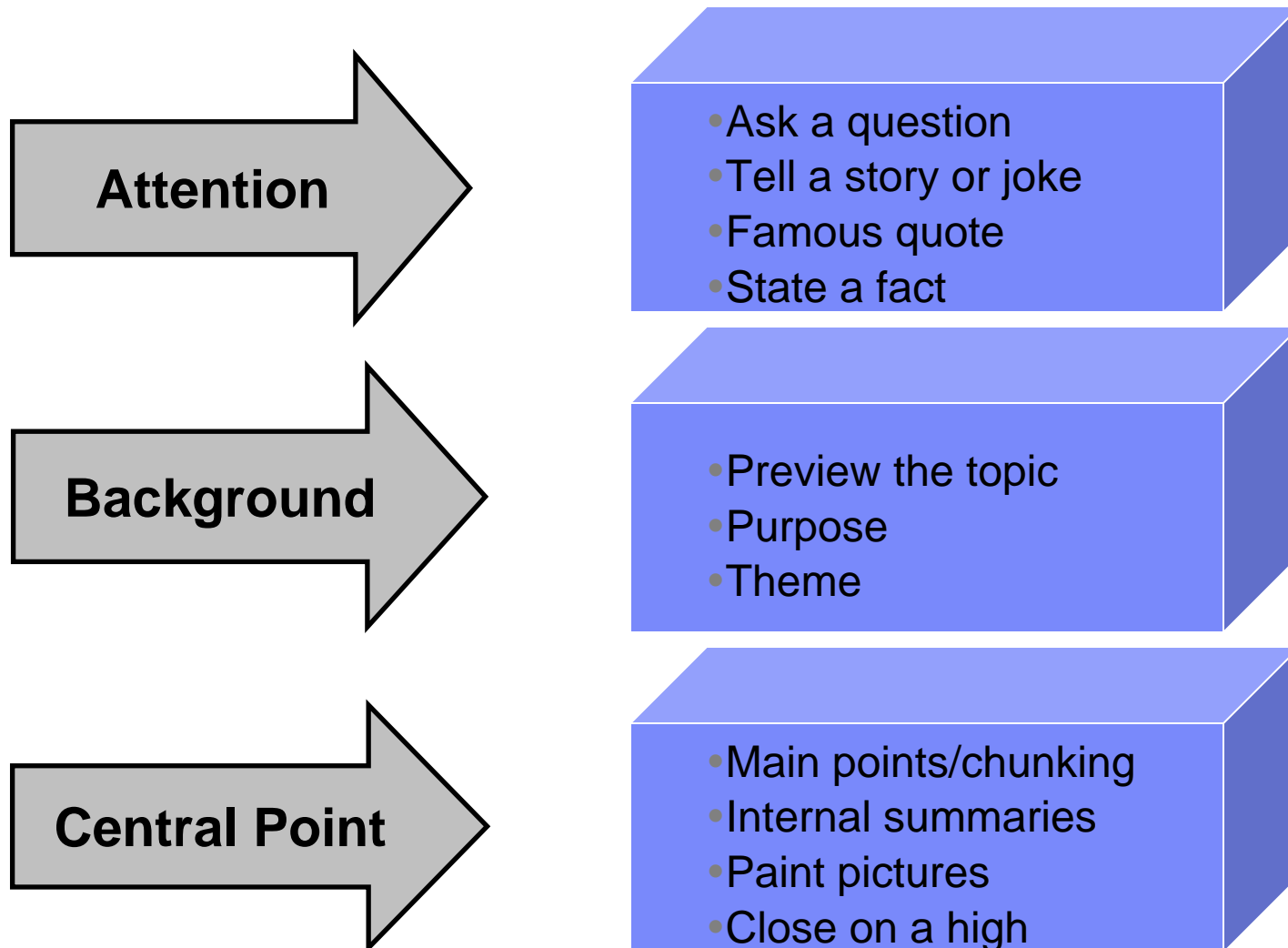   B. Sub-point _____

CONCLUSION===
      Main Points: _____
      IBS: _____
      Recommendations: _____
      Action Required:

Speech Content

Attention →

- Ask a question
- Tell a story or joke
- Famous quote
- State a fact

Background →

- Preview the topic
- Purpose
- Theme

Central Point →

- Main points/chunking
- Internal summaries
- Paint pictures
- Close on a high

SPEECH DESIGN: 3 BOX APPROACH

ATTENTION
==

_____ Question

_____ Story / Joke

_____ Quote

_____ State a Fact

BACKGROUND
==

_____ Preview the topic

_____ Purpose

_____Theme

CENTRAL POINTS ===

_____ Point #1

_____ Point #2

_____ Point #3

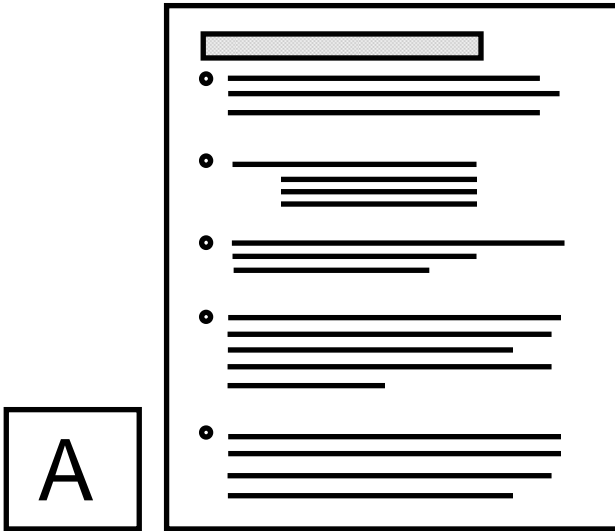_____ (Point #4)

_____ (Point #5)

_____ Segues

_____ Internal summaries

_____

High

Point / CLOSING

Effective Visuals

Visual Design

A

B

C

D
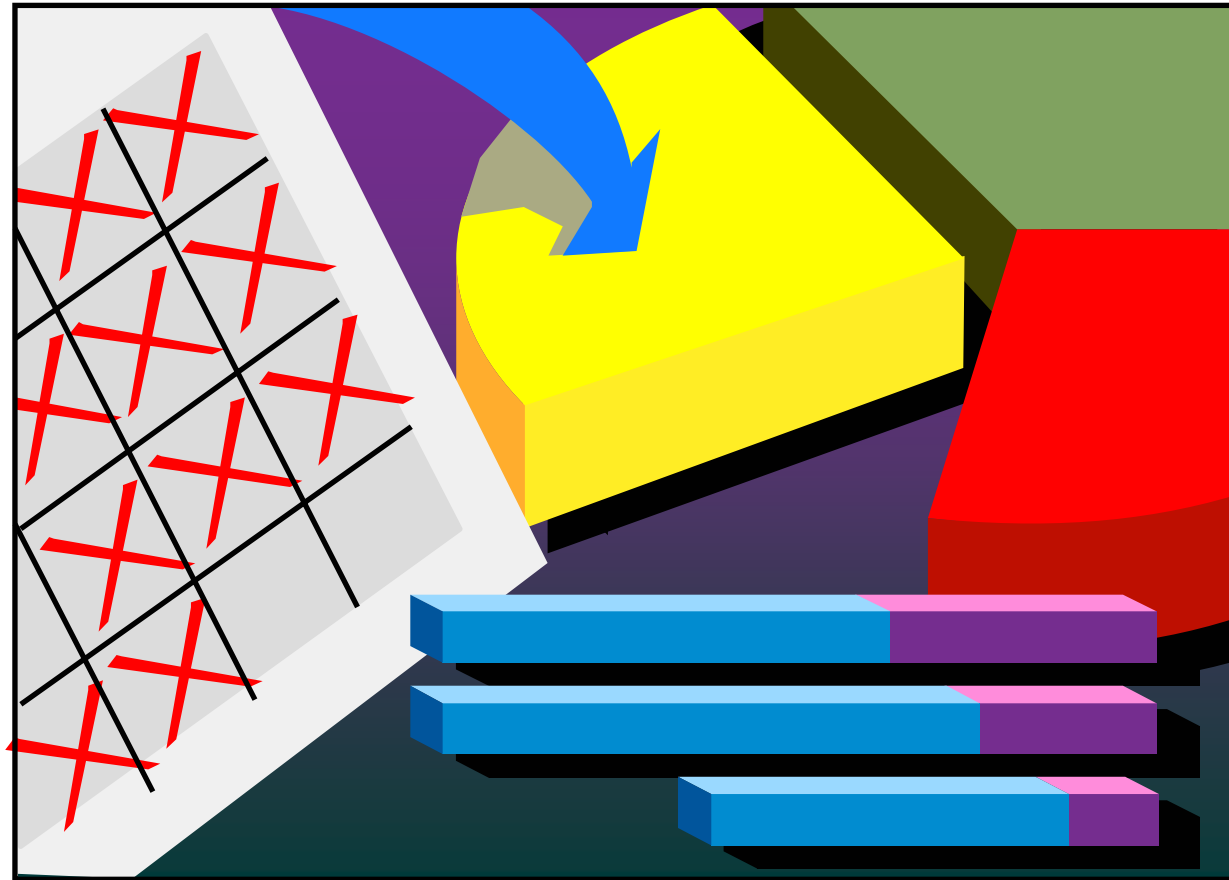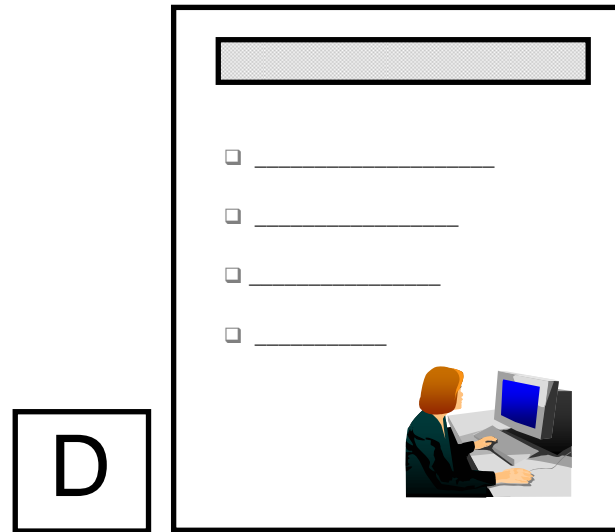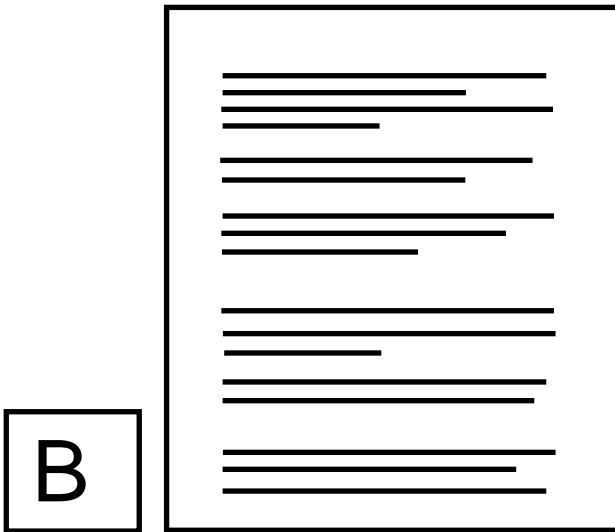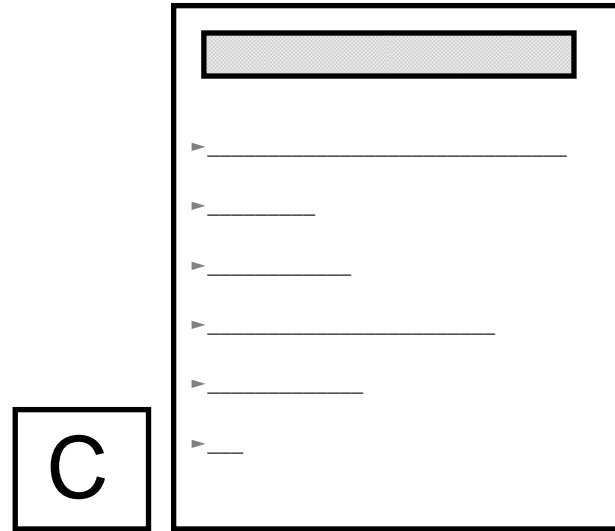
A

Obstacles and Benefits

- **Roadblocks**
  - Time table
  - Cash flow
  - resources

- **Remedies**
  - Act with a sense of urgency
  - Budgets and expense cuts
  - Contract workers and outsourcing

- **Rewards**
  - Meet Deadlines
  - Make expense targets
  - People utilization
  - Customer satisfaction
  - Profit

B

Plan for Problem Resolution

☐ **Roadblock #1** - Time Table
  Remedy - Act with a sense of urgency
  Reward - Meet Deadlines

☐ **Roadblock #2** - Cash Flow
  Remedy - Budgets and expense cuts
  Rewards - Make expense targets

☐ **Roadblock #3** - Resources
  Remedy - Contract workers and Outsourcing
  Rewards - Customer Sat and Profit

C

"PIT" Stop!

✕ Accomplishments since last review (quantify, e.g., percent complete)

✕ Opportunities, Roadblocks, Red Flags
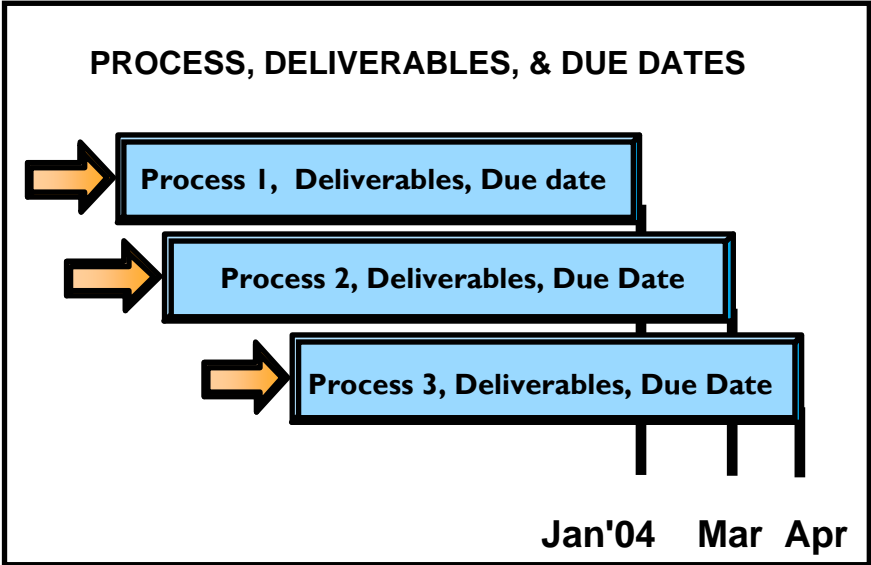
✕ Outlook/Next Lap.

✕ Executive Action?

Project **I**ntegration **T**eam

D

PROCESS, DELIVERABLES, & DUE DATES

➡ **Process 1, Deliverables, Due date**

➡ **Process 2, Deliverables, Due Date**

➡ **Process 3, Deliverables, Due Date**

Jan'04   Mar   Apr

The Technical Chart

When used effectively, visual aids can have a tremendously positive impact on the audience.

Still, it is important to be aware that visual aids don't work miracles automatically. You have to choose them well, take care in creating them, and develop skills in presenting them if you want them to do the job. The other side of the coin is that, treated carelessly, visuals can easily do a lot more harm than good.

- **Don't use a visual aid if it doesn't "say" more than your words alone.**
- **Don't use visuals for filler or show.**
- **Don't number key points unless you're indicating priority or sequence.**
- **Don't mix multiple font types and sizes.**
- **Don't rely on visuals so much that if the equipment fails you're sunk.**

The Insider's Guide to Giving Great Presentations
by Dan Nilsson, Beth Nilsson, and Tom Waldenfels

When considering what type of visual representation to use for your data or ideas, there are some rules of thumb to consider. Don't use visual aids to:

1. Impress your audience with overly detailed tables and graphs.

2. Avoid interaction with your audience.

3. Make more than one main point.

Technical Presentation Skills by Steve Mandel

*4. Present simple ideas that are easily stated verbally.*

A 3M Corporation study on effectiveness of visuals revealed that the effective use of visuals can make the speaker appear more professional, better prepared, more credible, and more interesting than those who do not use visuals effectively. People remember:
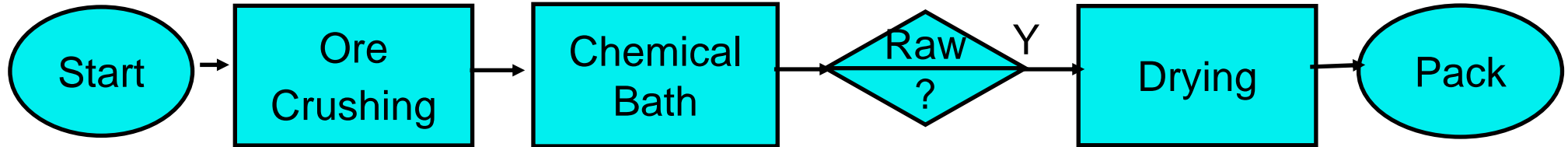
► **10% of what they read**

► **20% of what they hear**

► **30% of what they see**

Bullet Proof Presentations by G.Michael Campbell

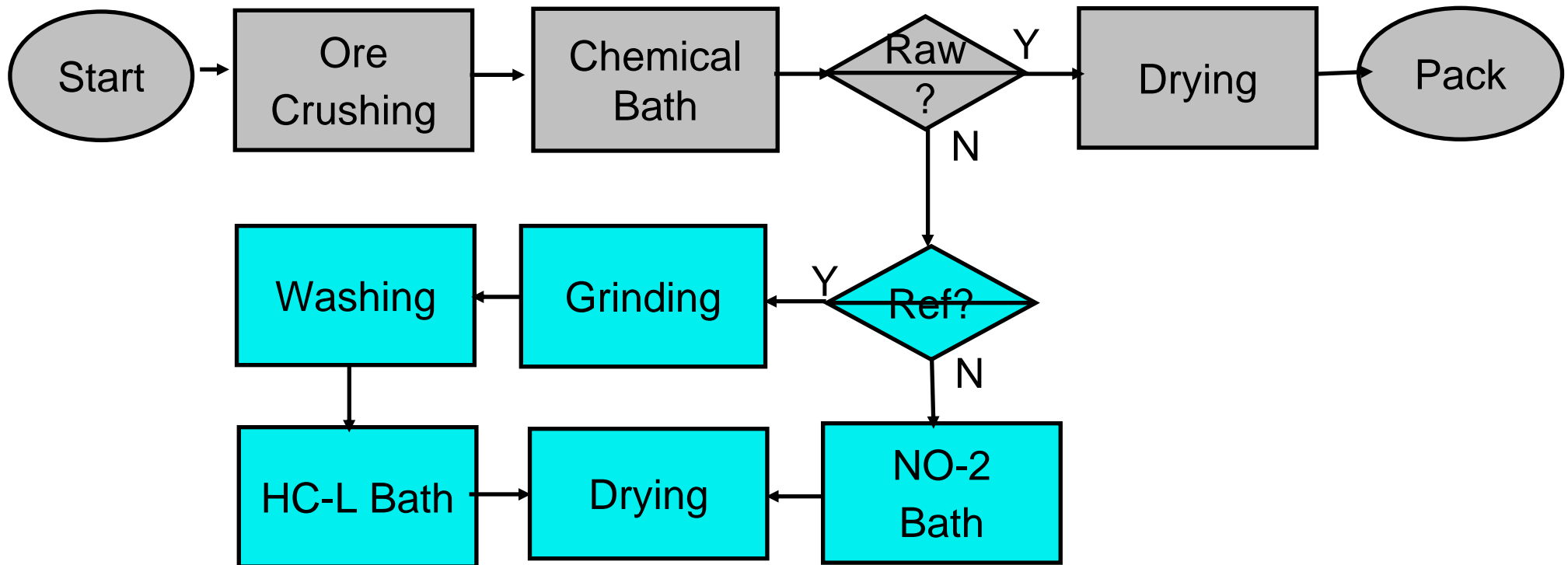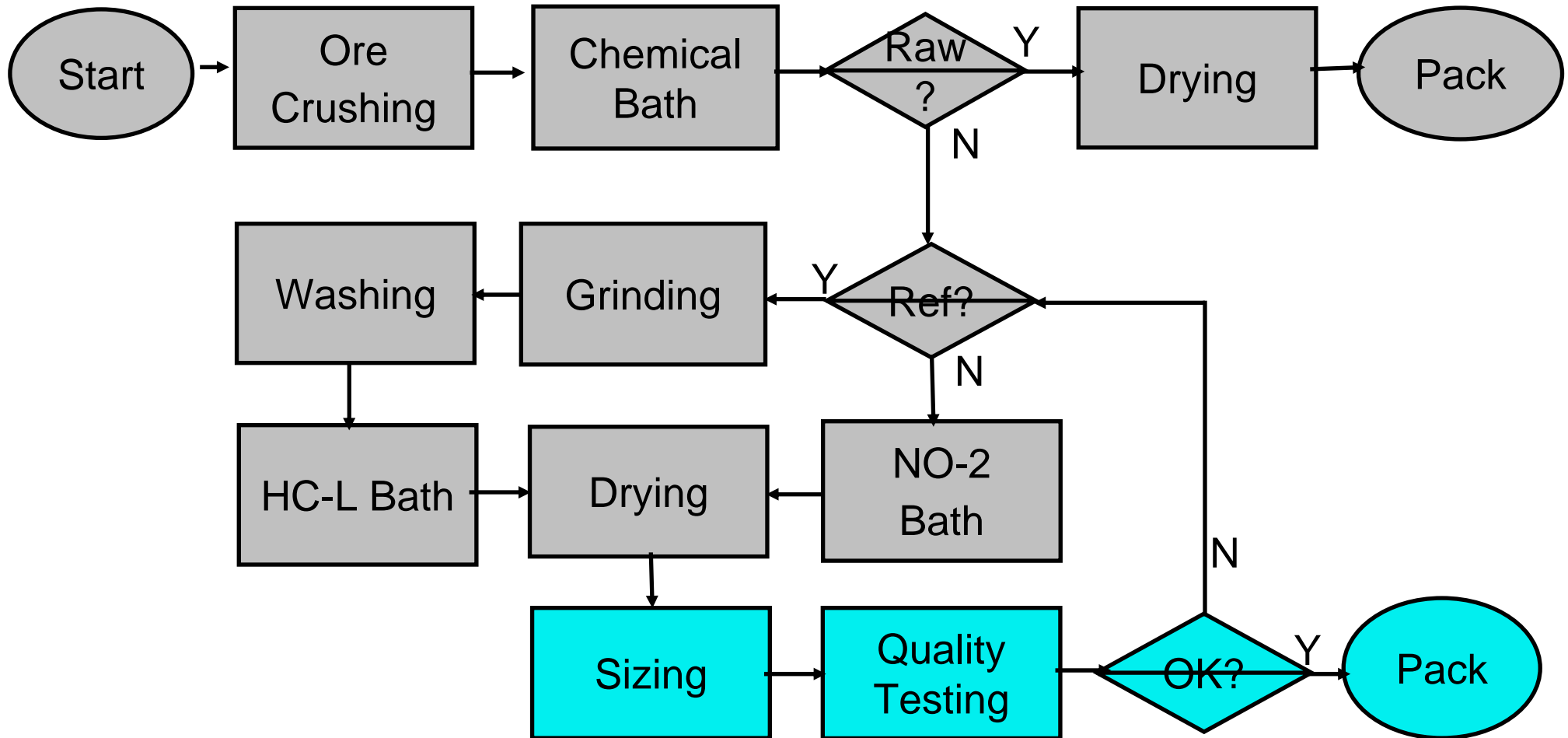► **60% of what they see, hear and read!**

The Technical Diagram
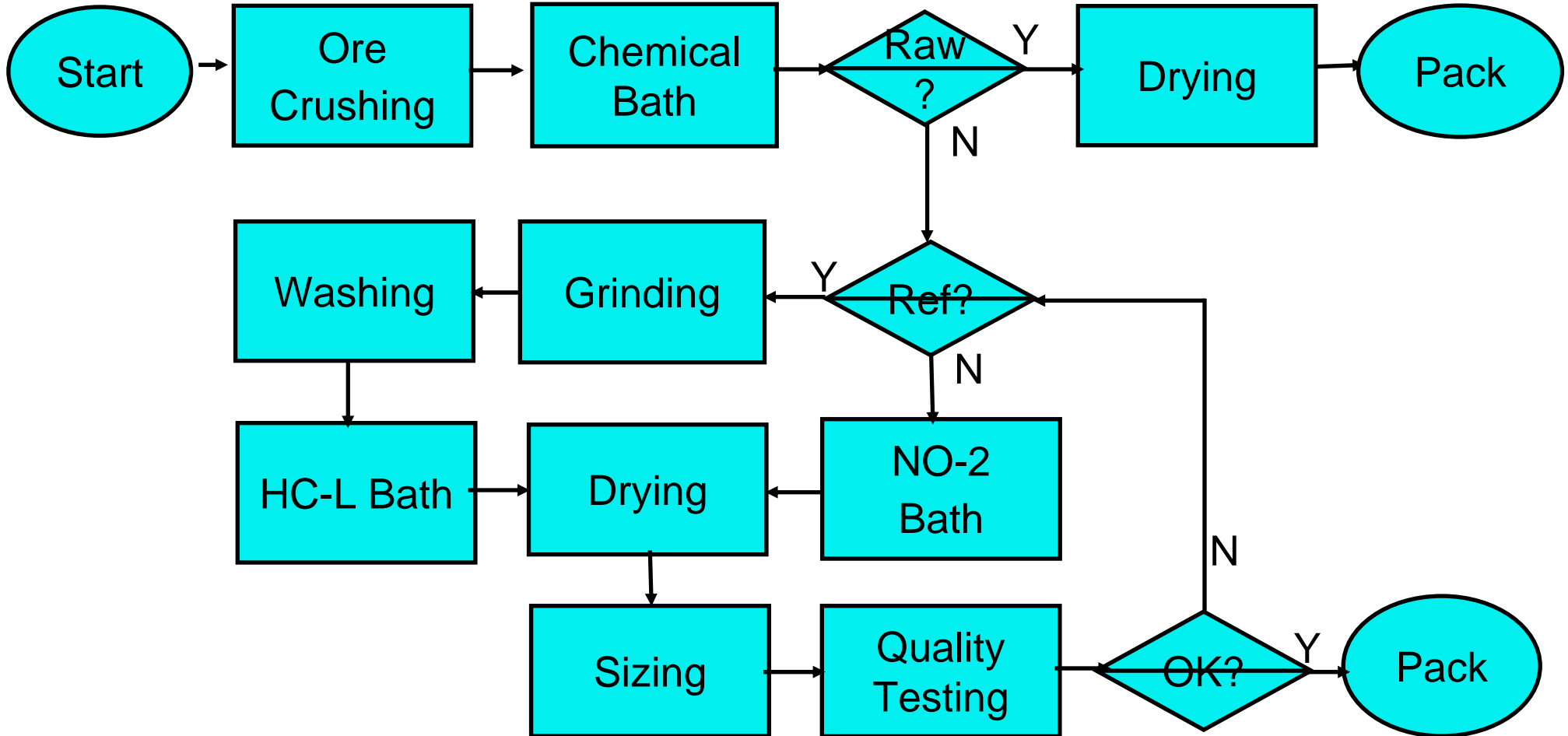
Building a Technical Diagram - Step 1

Building a Technical Diagram - Step 2

Building a Technical Diagram - Step 3

Basic Graphs in Visual Concept Form

Pie Chart

Soft Drink Market Share 2000

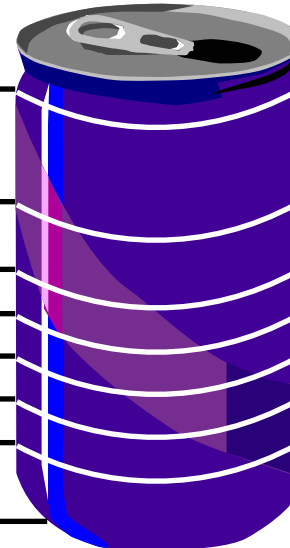**Coca-Cola 26.3%**

Pepsi-Cola 17.6%

Seven-up 5.9%

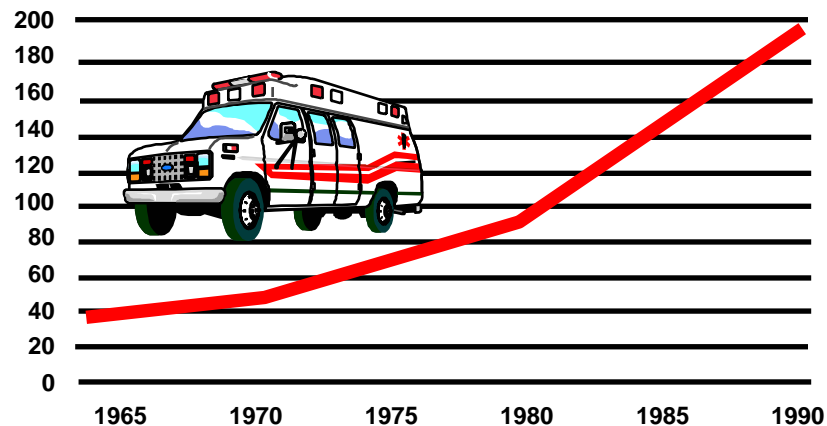Dr. Pepper 5.4%

Sprite 3.1%

Royal Crown Cola 3%

Mountain Dew 2.4%

All Others 36.3%

Line Chart

Cost of One Day in The Hospital

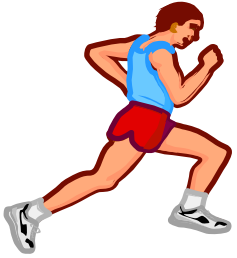# Use Quality Writing Standards

Content

Key words

Subject lines or titles

Organization

Audience focused

Concise - to the point

Relevant detail

Parallelism

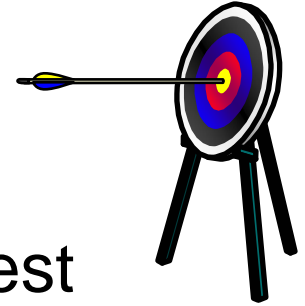No misspelled words

Short sentences and paragraphs

Emphasis/Highlights

Bullets

Headings

White space

Bolding

Underlining

Lists

Color and illustrations

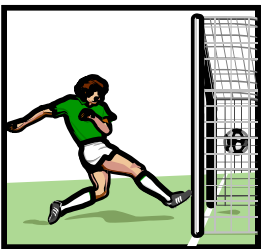Font size and style

Charts and tables

PRACTICE

Ways to practice:

► With someone who can give you honest feedback

► In front of a mirror

► Record your voice on audio tape

► Video tape your presentation

PRACTICE MAKES PERFECT

MORE PRACTICE

More ways to practice:

► Practice for time

► Practice the content and the gestures

► Practice until you feel comfortable
- It take 100 hours of preparation for a one hour presentation
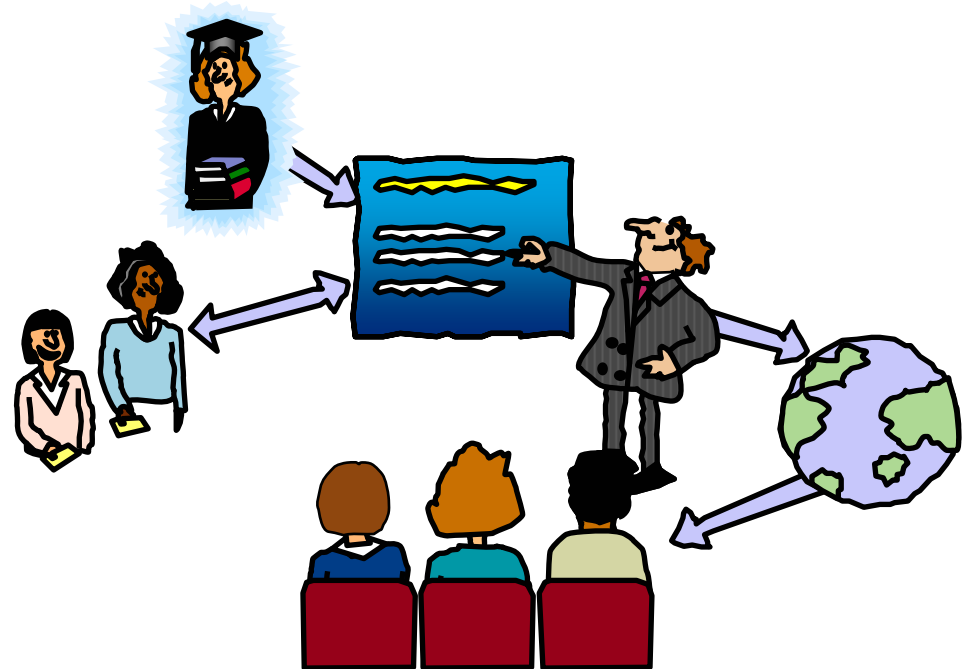- As a general rule - 15 times for a one hour presentation

PERFECT PRACTICE MAKES PERFECT

Other Meetings

Meetings come in many forms:

- One-on-one
- Team Presentations
- A Reading
- Telephone Calls
- e-meetings
- Web Meetings

Use the same skillful process for all types of meetings

Summary

✓ Know your audience

✓ Establish your purpose, theme and strategy

✓ Tell 'em what you're gonna tell 'em
    Tell 'em
        Tell 'em what you told 'em

✓ Use simple, essential visuals

Do You Have Any Questions?

?

References

- **G. Michael Campbell,** *Bullet Proof Presentations*
  New Jersey: Career Press Inc.
  www.careerpress.com

- **Steven Mandel, Technical** *Presentation Skills*
  California, Crisp Publications, Inc.

- **Dan Nilsson, Beth Nilsson and Tom Waldenfels**
  The Insider's Guide to Great Presentations
  Georgia: Nilsson Professional Consulting, Inc., 1990

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- **Patricia Fripp,** *Preparing and Presenting Powerful Programs*
  www.fripp.com

- **Dr. William Hendricks, Micki Holliday, Recie Mobley, Kristy Steinbrecher**
  High Impact Presentations and Training Skills
  National Press Publications

- **Terri Morrison, Wayne A. Conaway, and George A. Borden, Ph.D.**
  Kiss, Bow, or Shake Hands
  Published by Adams Media Corporation, 1994
  www.adamsmedia.com