

Presentation Skills – Verbal Communication

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Main points

- How to overcome the fear of public speaking
- Structure of a presentation
- Types of presentations
- Characteristics of successful presentations

To speak or not to speak in public? That is the question.

- Public speaking anxiety – the number one fear of people

"Many are ready to even die in battle, but few can face an assembly without nerves."

Thiruvalluvar, ~200-10BC.



How to conquer your fear

- Start small
- Prepare
- Know your topic
- Find a friendly face in the audience
- Practice, practice, practice



Before you start

- Determine your goal – what is it that you want to achieve?
 - Inform
 - Determine action / motivate
 - Sell/persuade
- Know your audience
 - Who they are
 - Level of information and knowledge about the topic
 - Are they for/against/neutral?

A few words about the message

- The message is what people remember, not what people hear
- Should be clear, concise, simple
- The message should be tuned to the audience
- Build the message together with your organization

Structure of a presentation

- Introduction
 - ✓ A few words about the presenter
 - ✓ Connect with the audience
 - ✓ Tell them what you are going to tell them
- Get to the Point
 - ✓ Tell them what you want to tell them
 - ✓ Develop the main points

Structure of a presentation (cont)

- Conclusion
 - ✓ Tell them what you told them
 - ✓ Summary of main points
 - ✓ Have a finish to remember



Logistics

- Remember to check
 - Room
 - Light
 - Seating arrangement
 - Technical equipment
 - Translations
 - Written materials

Types of presentations

- Motivational
- Informative
- Spirituale
- Political
- Educational

Characteristics of successful presentations

- Are well organized
- Seem spontaneous, although they are carefully planned
- Impress the audience
- Are fluent
- Finish on time

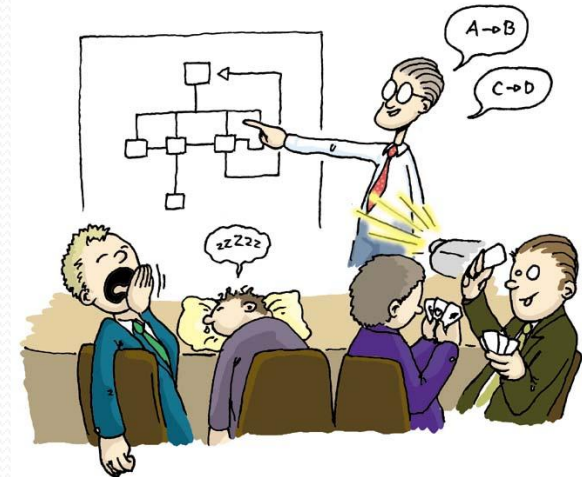
Presentation do's and don'ts

DO'S

- Prepare
- Know your presentation
- Stay focused on your topic
- Relax
- Smile
- Use some humor

DON'TS

- READ
- Too long
- Low, soft voice



Presentations to avoid

- “I want to tell you everything” presentation
- “Grab bag” presentation
- “Shopping list” presentation
- “Meringue” presentation
- “Race against the clock” presentation
- “Mystery novel” presentation
- “Perpetually taxi-ing” presentation



Analyze the following presentations

- Robin Williams: Patch Adams

<http://www.youtube.com/watch?v=Pr9ruvxA3K4>

- Matt Damon: Invictus

<http://www.imdb.com/video/screenplay/vi317260825/>



Remember

“Effective communication is 20% what you know and 80% how you feel about what you know”.

(Jim Rohn)