

Warning!

Effective Presentations Are Closer Than You Think!

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Agenda

- Materials – Planning
- Audience – Get to know them
- Presenter – Tips and Tools

My goal is for you to take ONE item from the presentation to implement in your routine.

- What other words come to mind for:
 - Presentation
 - Audience
 - Speaking
 - Public Speaking
 - Want
 - Conflict
- Note if the related words are positive or negative for you.

Fears

The #1 global fear is:

Fear of public speaking...

Fear of public speaking ranks higher than fear of death!



Materials

Communication Methods

Method	Examples	When Used
Formal Written	Charter, Mgmt Plan, Contracts, Reports	Used infrequently, essential for prominent documents that go into project records
Informal Written	Emails, Memos	Used frequently to convey information and communicate
Formal Verbal	Presentations, Speeches	Used for public relations, special events, sales, company-wide events
Informal Verbal	Meeting Discussions, Phone Calls, Conversations	Used to convey information quickly and efficiently

“Rich” refers to the content and accessibility of the message

Rich ↑

- Face-to-face, one-on-one, in a private room
- Face-to-face, one-on-one, at the water cooler
- Face-to-face, small group meeting
- Video conference
- Telephone conversation
- Voice mail
- Email
- Instant message (IM)
- Text message
- Cc or bcc email
- Face-to-face, large group meeting
- Handwritten message taped to office door
- Post-it note
- Chat room
- Posting on SharePoint or eRoom site
- Wiki
- Notes in a project schedule or project SharePoint site
- Fax
- Inter-office memo
- Formal speech to group
- Formal business letter
- Newsletter
- Report
- Broadcast email, email blast
- Sign on company bulletin board or break room

Lean ↓

Materials

Preparation, Preparation, Preparation

“If one asks for success and prepares for failure, he will get the situation he has prepared for.”

Florence Scovel Shinn
American Self Help Author

“The meeting of preparation with opportunity generates the offspring we call luck.”

Anthony Robbins
American Self Help Author

Materials

Presentations take planning

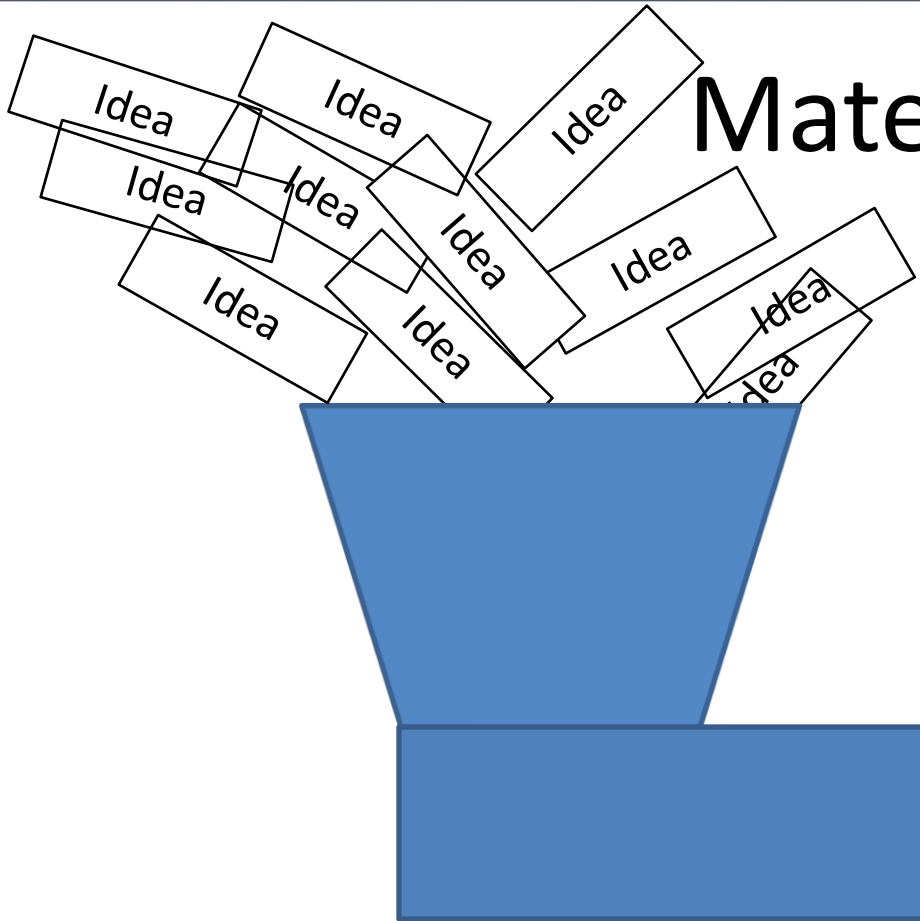
Things to ask:

- **Who** is the audience?
- **What** is the targeted message? What are the takeaways?
- **Where** will the presentation take place?
- **When** will the presentation take place?
- **Why** is this presentation happening?

Materials

- Will you require assistance from others for the presentation material?
- Bring a hard copy of your slides
- Plan for the unexpected

Materials



- Idea
- Idea
- Idea

Materials

- Beginning – Middle – End
- Often helps to create an outline

Materials

- Don't get too creative with the design

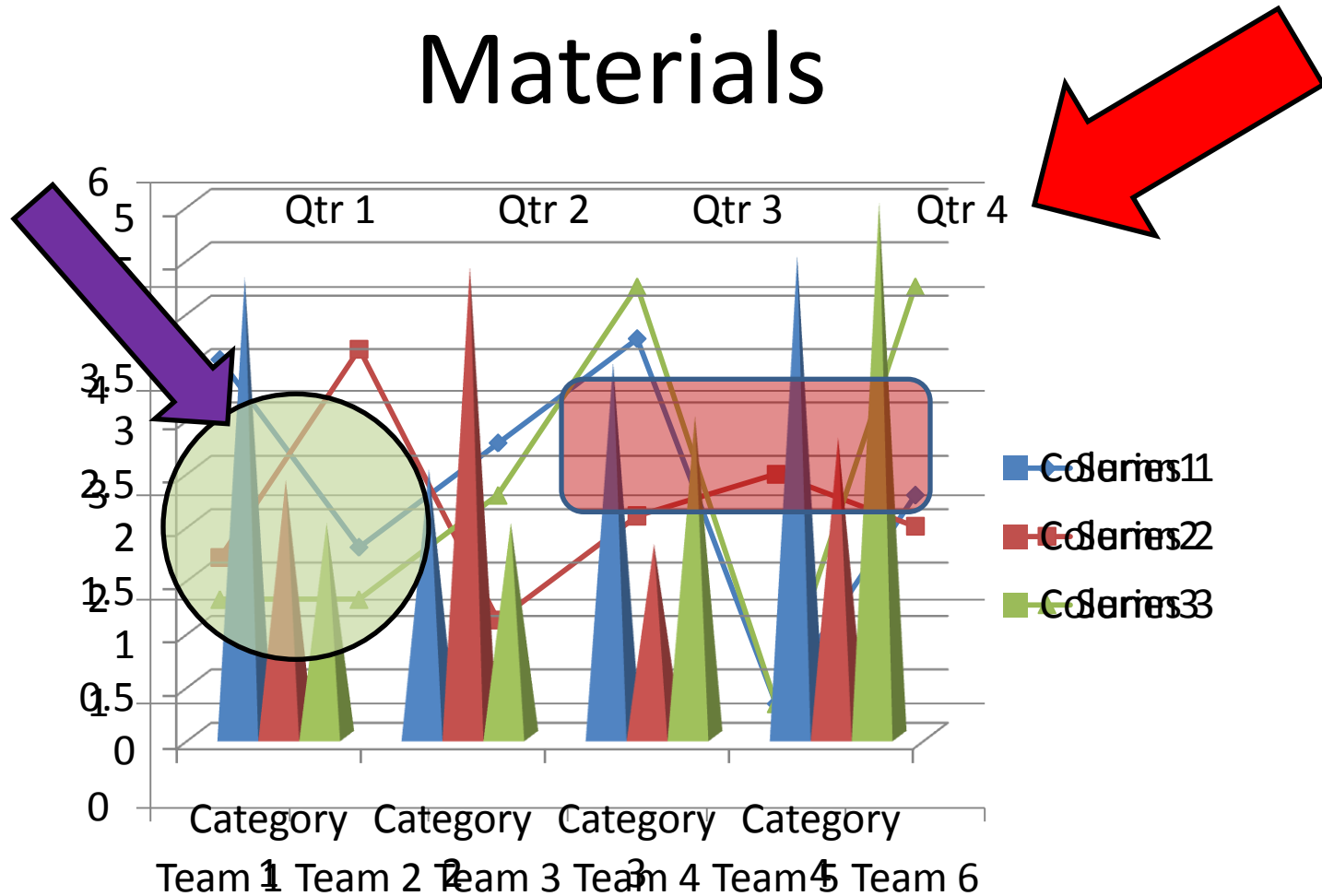
Materials

- Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah, Blah, blah, blah, blah, blah, blah, blah, blah, blah, blah.

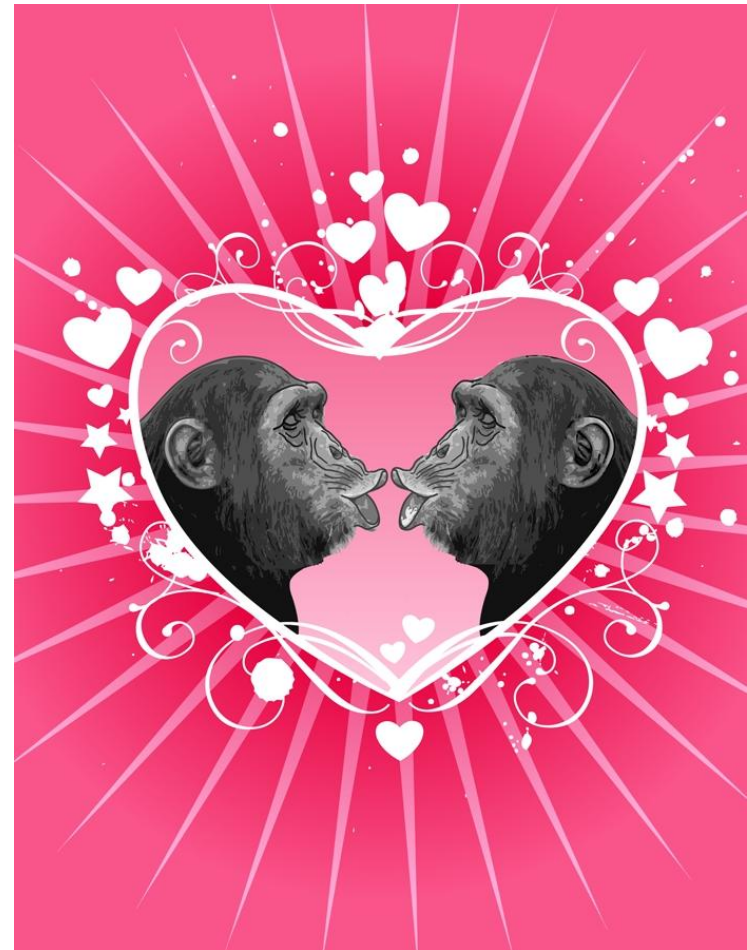
Materials

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Materials



Materials



Materials

- Don't include every word
- you will be saying
- on the slide.
- Also, be careful
- of listing way
- too much information
- on the same slide.
- Just put the important
- points on the slide.
- Then speak to each
- point.
- People will stop listening
- to you as they get
- a headache from
- trying to read
- each and every word
- on the slide.
- It becomes too
- cluttered and
- will become

Materials

- too distracting.

Materials

- Keep it simple
- Simplify branding
- White space is ok

Materials

- Have presentation reviewed by peer, and a friend outside the industry

Audience

Goal:

- Inform
- Persuade
- Entertain

Take time to learn about your audience.

Your audience should become a part of the presentation

Audience

- Size of audience
- Team Members
- Executives
- Public
- Coworkers

Audience

- Cultural/Regional factors
- Issues/Concerns
- Want to attend/Have to attend
- What do they want/need from the presentation

Audience

Identify your allies:

Facilitator:

- Keeps on track and on agenda

Gatekeeper:

- Keeps group honest and following ground rules.
Watches out for the group, calls time-outs.

Scribe:

- Tracks parking lot and action items

Timekeeper:

- Watches the clock, gives time warnings to stay on time commitments

Audience

Levels of Abstractions			
Level 4	Abstractions	Denim	Car
Level 3	Noun classes; broad groups	Pants	Sports Car
Level 2	Noun categories, more definite groups	Levi's jeans	Porsche
Level 1	Specific, identifiable nouns	Levi's 501 jeans	Porsche Cayenne PD Edition 3

A speaker needs to know what level of abstraction is appropriate for the audience. Level 1 will have deeper details than level 4.

Myers-Briggs Personality Characteristics

What world are you in?	Introvert (I) - Focus on inner	Extrovert (E) - Focus on outer
How do you process information?	Sensing (S) - Focus on basic information you are given	Intuitive (N) - Focus on adding meaning and interpretation to information you are given
How do you make decisions?	Thinking (T) - First look for logic and consistency	Feeling (F) - First look at people and special circumstances
What type of structure do you like?	Judging (J) - Come to a conclusion/decision	Perceptive (P) - Leave things open ended

Audience

Q & A

- It is ok not to know the answer to everything
- Be open to learn
- Make sure entire audience understands the questions

Presenter

This means

YOU!

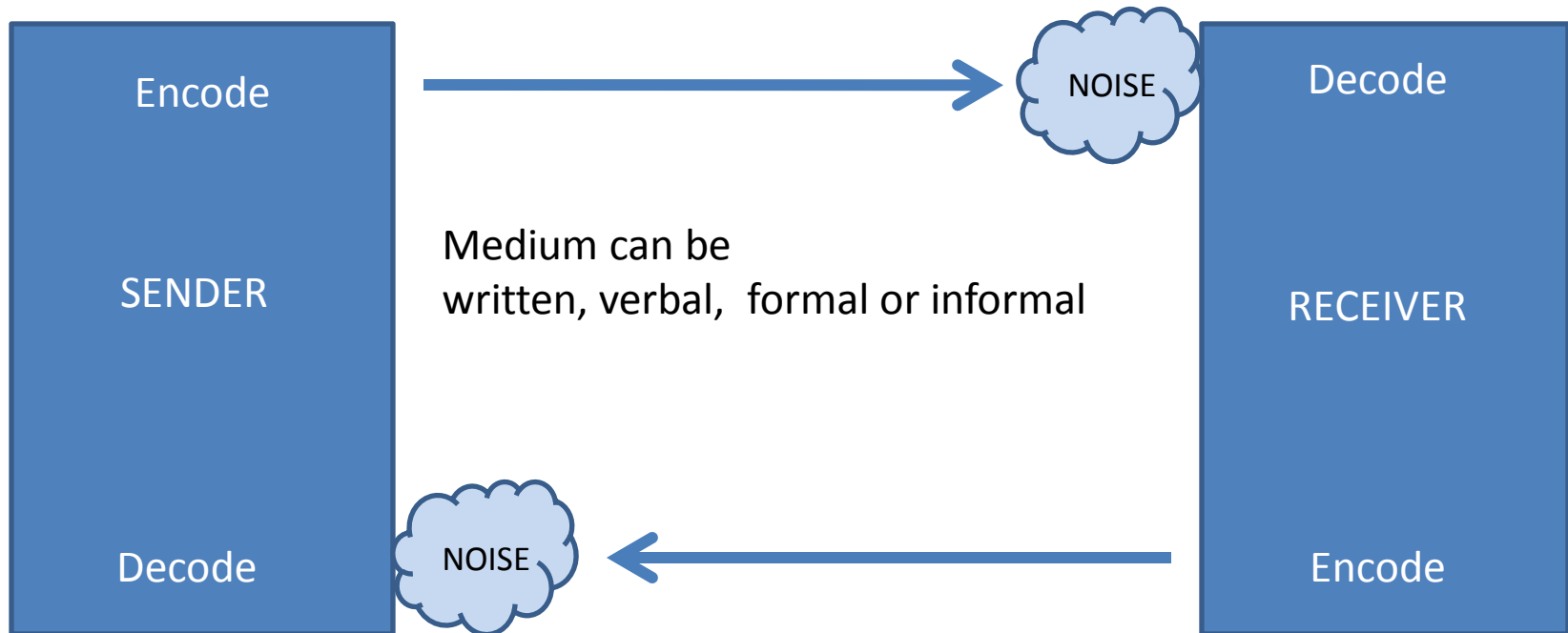
Presenter

HELLO.....

.... My name is.....

... and I am nervous speaking in front of people.

Presenter



A message is sent and must be decoded correctly despite any interference. The sender should confirm that the message was received as intended.

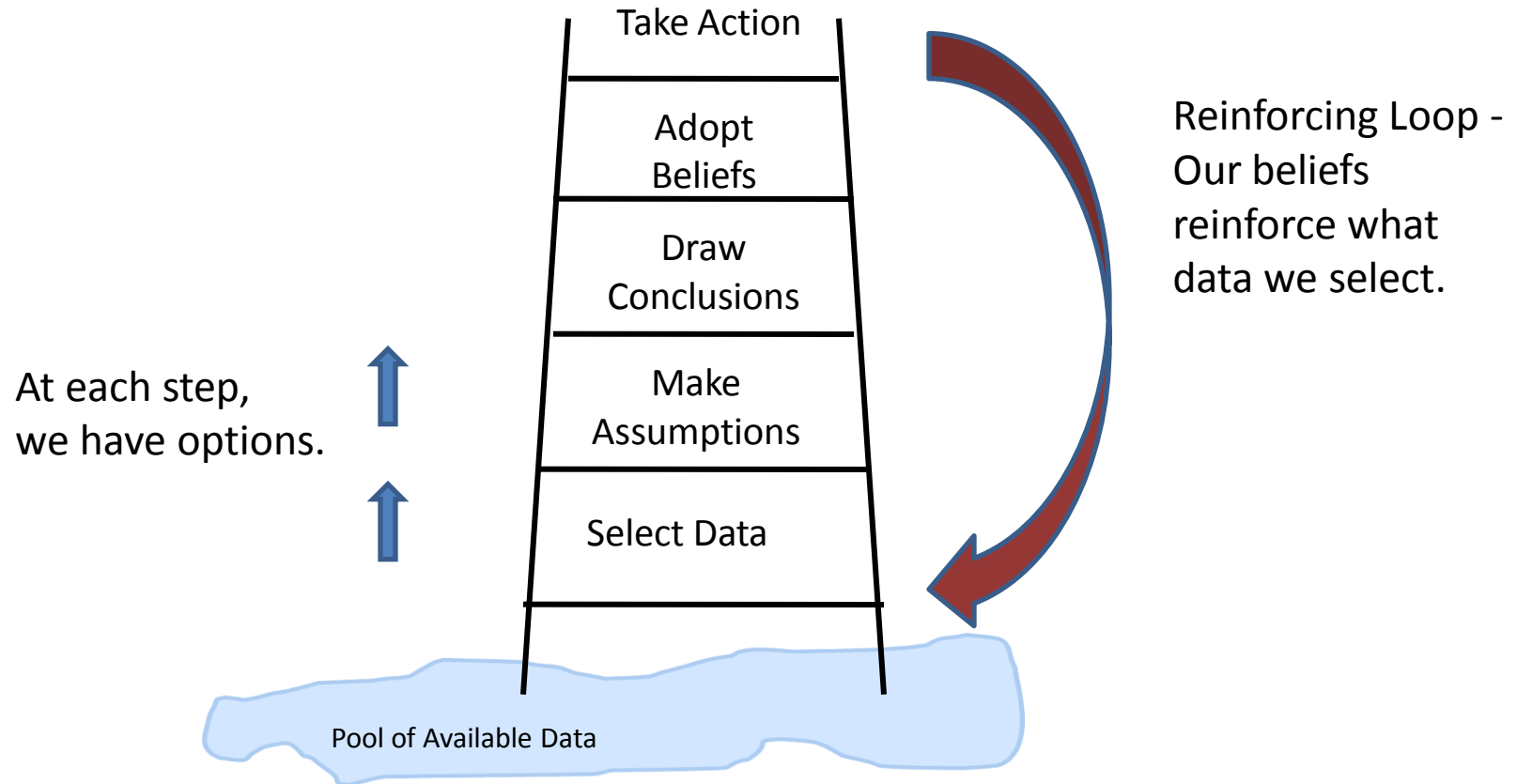
Presenter

- Active Listening
 - Receiver takes active steps to ensure sender's message was understood the same
- Effective Listening
 - Look at verbal and non-verbal communication, provide feedback ensuring message was understood the same

Presenter

- Paralingual Language
 - Vocal, but not verbal
 - Tone, pitch, volume
- Non-verbal Language
 - Body language, such as posture and facial expressions
- Communication Blockers
 - Anything that disrupts communication channels
 - Cell phone, language, loud music, etc.

Ladder of Inference



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Presenter

Voice

- Tone – I am an effective and dynamic presenter
- Pitch
- Volume
- Rate
- Articulation

Presenter

Voice

- Careful of...
 - Monotone voice
 - Vocal pattern
 - Fillers

Presenter

- Body Language
 - Posture
 - Eye contact
 - Hand gestures
 - Hand in pockets
 - Stance
 - Movement

Presenter

- Bond with your audience
- Be sincere
- RELAX!

Summary

- Materials
 - Effective presentations take planning
 - Make them clear, concise

Summary

- Audience
 - Will tend to remember an average of 3-5 things
 - Give great customer service to your audience

Summary

- Presenter
 - Presentation skills are acquired
 - Each additional presentation will make you a better presenter