

# Presentation Skills

## The construction and design process

- Setting objectives
- Assessing and addressing the needs of your audience
- Matching purpose and point to the audience
- Applying the structure and style effectively

## Body Language

- Before you speak
- Presenting is a physical activity
- Presentation warm-up exercises
- Sitting versus standing during a presentation
- Eye contact during a presentation

## Content

- Introduction of a presentation
- Body of a presentation
- Conclusion of a presentation

## Engaging Your Audience

- Moving dynamically within the presentation space
- Engaging the entire audience with effective eye contact
- Synchronizing gestures to the verbal message
- Animating your speech with vocal variety

## Power of verbal and non-verbal skills

### o Increase the 'believability factor' by sounding professional

- Language that works
- Vary your pace to generate interest
- Master pauses for impact
- Eliminating verbal fillers

### o Boosting your message with your body language

- Proper stance
- Gesturing to support the message
- Hands & facial expressions
- Eye contact

### **Organize information for maximum impact**

- Guidelines for establishing the key message
- Target and influence different groups
- Presentation types – Informative or Persuasive?

### **Audience analysis & connecting**

- Using the Pyramid Principle / SCQA technique to engage audience's attention
- Be assertive to influence
- Open your presentation with a bang! o Establishing credibility

### **Presenting with confidence**

- Handling 'freezing up'
- Grooming – Physically & Mentally

### **Handling questions from the audience**

- Reward, restate and respond
- Keeping your answers short and simple
- Getting back on track after an unplanned interruption
- Strategies when answer is unknown
- When should you re-direct questions?

### **Delivering your presentation**

- Opening dynamically to create a winning first impression

### **Using aids**

- Story-telling, ice-breakers
- Limiting content to increase effect
- Flipcharts, handouts and props