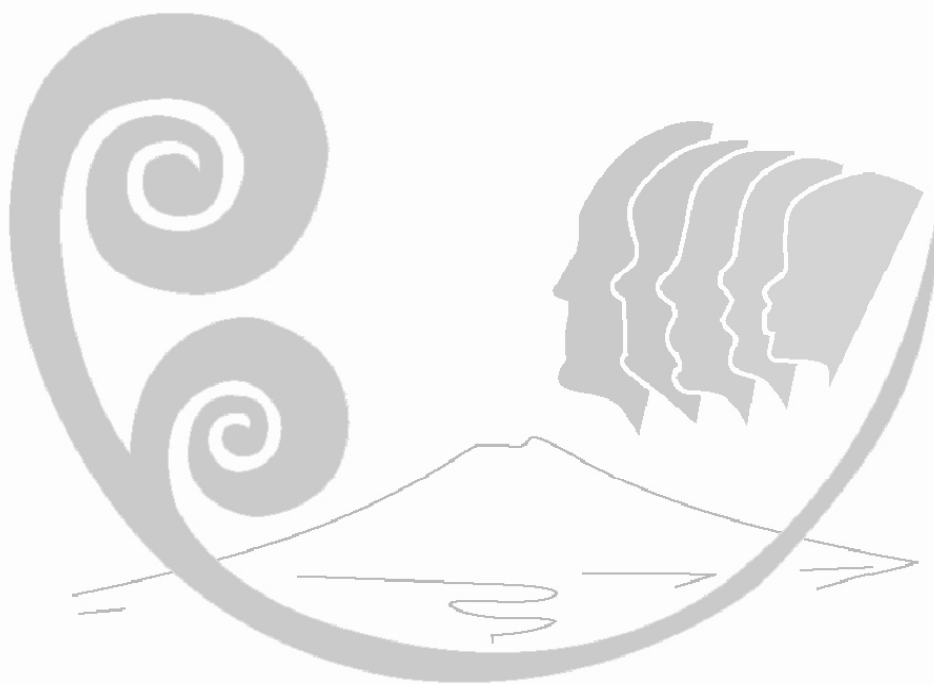


SUCCESSFUL PRESENTATIONS



Another Community Resource for the Not for Profit Sector



ACKNOWLEDGEMENT

The North Shore Community and Social Services Inc. was formed in 1975 and incorporated in 1979. Our organisation, which is a co-ordinating council for community groups, enhances or promotes the community development process on the North Shore and empowers community groups to serve their communities.

COMMUNITY RESOURCES

North Shore Community and Social Services Inc. continue to publish resources that have helped many Not-for-Profit organisations in their day-to-day management.

Our community resources provide affordable, practical, hands on advice, written by experts drawing from their experience working in the community sector. Resources can be purchased individually, on CD, or in sets covering the following topics:

Funding Topics
Employment Topics
Committee Topics
Governance Topics
Strategic Planning
Organisational Issues
Volunteer Management

Training Video / DVD – ‘Can You Manage’. A five part video / DVD covering community development, roles and responsibilities, volunteers, meetings and being a good employer. Running time 27 minutes.

Should you wish to order any of our publications, an order form is on the next page. Orders can be placed by post, phone, fax or email.

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SUCCESSFUL PRESENTATIONS

INTRODUCTION

Did you know that 9 out of 10 English speaking people have never made a presentation. You should feel privileged that you have been asked - now let us turn it into a positive experience.

These notes have been adapted from a presentations by *Torque Ltd* and *Fred Pryor Seminars*, we are sure you will find them as useful as we have.

A Beginners Guide to Presentation Technology

Stick to a system you are familiar with or have time to practice on, and don't be tempted to try something new or different without being totally confident that you are in control.

Never, never, never rely on the equipment at the venue without thoroughly checking it out in good time. And check it yourself.

Apply the K.I.S.S Principle to Everything

Too much presentation technology, too much information and too many charts, tables and figures can baffle and confuse. And they can take too long.

It will be more effective to present well a few key factors which are important to the audience, than try to impress them with how much you know, or to blind them with electronic wizardry. The K.I.S.S principle says it all: **Keep It Simple, Stupid!**

THE SEAMLESS PRESENTATION CHECKLIST

- Become totally familiar and comfortable with your material.
- Become your own audience.
- Use presentation aids you are comfortable with.
- Don't rely on technology to make your point - Murphy's Law will ensure that it will break down. Be prepared should the worst happen.
- Find a gimmick, if it is appropriate.
- The seminar organisers have acknowledged your expertise, so act accordingly.
- Find out the physical characteristics of the seminar room and the equipment available.
- Allow yourself adequate time to check everything out before your presentation.
- Will your presentation be enhanced by involving your audience?
- Try to solicit feedback to improve your performance.
- Regard your involvement with the seminar as a pleasure, not a chore, and above all seal it with a ... K.I.S.S

TIPS FOR A GOOD PRESENTATION

- ☑ Overdress rather than underdress.
- ☑ Tie back long hair as it detracts from your face.
- ☑ 99% of the audience want you to succeed - otherwise you are wasting their time.
- ☑ Children's attention span is around 7 minutes. Adults around 20 minutes.
Teenagers are 7 minutes.
- ☑ Check whether microphone is lapel or hand held. You can't hold notes and hold a microphone.
- ☑ Check out where you are going to make the presentation, and who your audience are.
- ☑ Humour - talk about yourself - that is the easiest form of humour and you don't have to remember the lines!
- ☑ Provide information when you introduce a speaker e.g. name, title, position, length of time with organisation, expertise - lastly repeat their name clearly.
- ☑ At question time ask for question, count to 7 before you move on. In the count kym (keep your mouth shut) If there are no questions lead in with "we are often asked" or "one of the questions we are often asked.....".
- ☑ Don't point with your finger it is a threat. Present with palms open.
- ☑ In an ordinary sales presentation value is placed as follows:
 - 7% for content
 - 38% vocal variety
 - 55% body language.
- ☑ To take advantage of your 7% make sure your lecture contains facts. Remember anecdotes can help put message across.
- ☑ When preparing a presentation do not write out every word but certain key words. 10x2 minute presentations are easier to remember and prepare than 1x20 minute presentation.
- ☑ Practice in front of your peers - this is the hardest audience of all. Ask for feedback, ask them to ask questions. Honest feedback is invaluable.
- ☑ If you are giving feedback remember the three rules:
 1. Commend
 2. Recommend
 3. Commend

TIME BREAKS

Have a break every 20 minutes if you are giving a long presentation. Just a quick stand up and shake around helps.

For a laugh, ask your audience to:

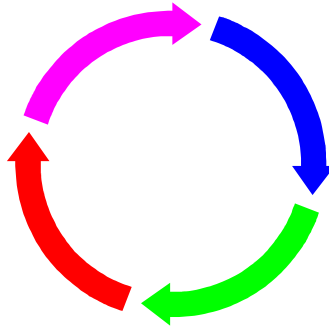
1. Point your left hand down
2. Form a loop with your thumb and index finger
3. Now – put that loop on your chin (*you put yours on your cheek*)

90% of the people will follow your actions rather than your words.

THE CYCLE OF FEAR

1. Conscious mind expects to fail and creates 'fear' of perceived 'danger'

2. The Sub-Conscious mind reacts to danger and responds with the 'Fight and Flight Response'



4. Conscious mind expects body's reaction and recognises it as a threat

3. Body reacts swiftly to sub-conscious stimuli as it prepares for 'Fight and Flight'

FEELING ENTHUSED AND RELAXED

In order for the sub-conscious mind to recognise that the threat is 'less' do the following:



Use Positive Affirmations



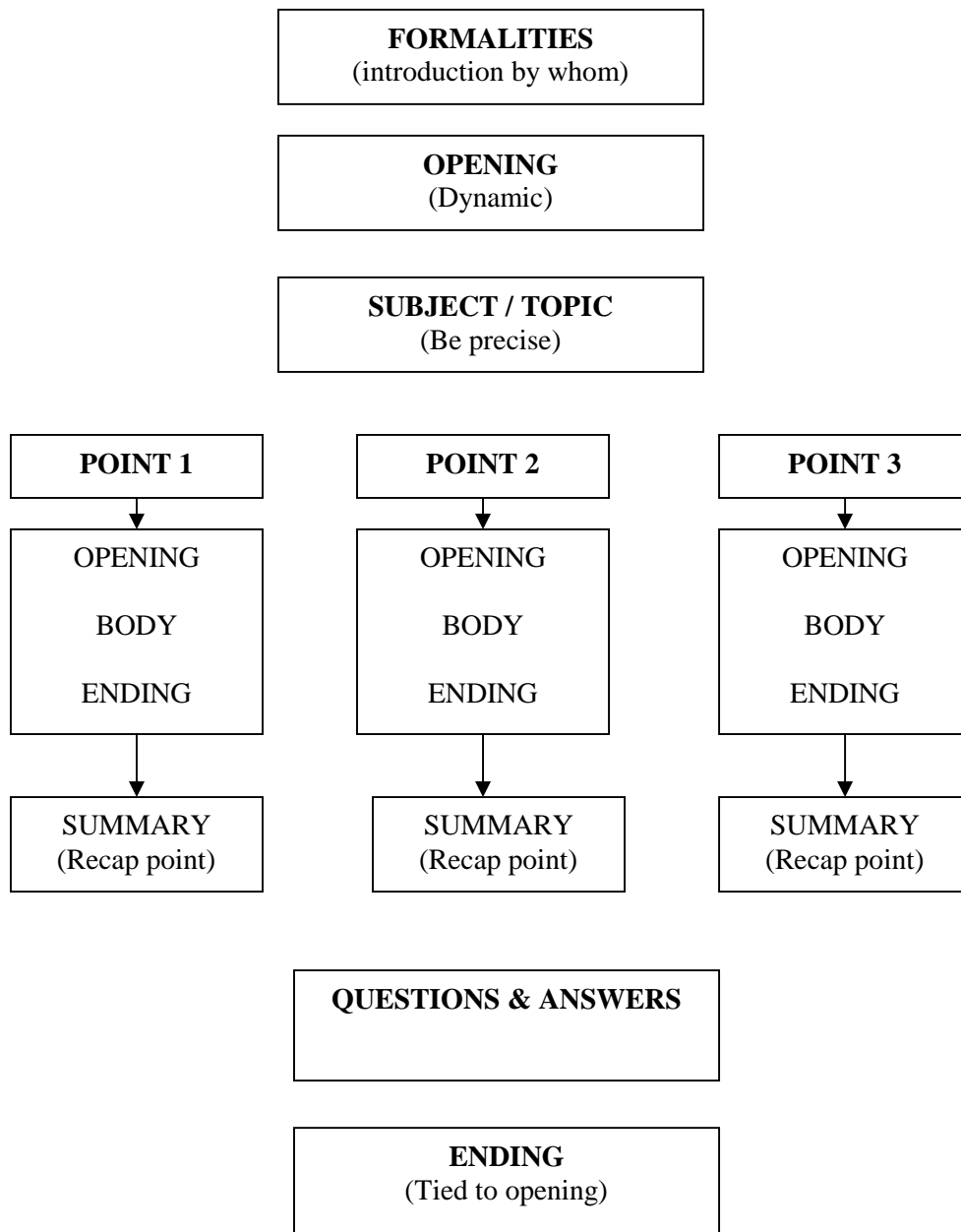
Breathing Exercises



Expel Excess Energy

STRUCTURE OF YOUR PRESENTATION

The following plan is recommended for technical or major presentations. Presentations of more than 20 minutes should use multiple speakers with a different speaker per 'point'. There should be an 'anchor' person and they should have seniority in their own organisation or be a liaison with the audience.



TYPE OF DELIVERY

1. **Extemporaneous / Impromptu** (spoken without preparation)
 - Conversational
 - Able to “be yourself”
 - Able to be flexible

2. **Prepared**
 - Use a generic quotation
 - Plug into an organisation pattern
 - Clear thesis
 - Preview
 - Body
 - Summary
 - Dynamic Closing

NOTES

What type of notes work best for you?

- Do you need a written speech or key words and headings?
- Type your notes in double space
- Begin 10 centimetres down on the first page for notes
- End each line with a complete word, statistic
- End each page with a complete sentence
- DO NOT staple notes - use a ring binder
- DO NOT look as if you’re reading
- Do have your pages numbered

HANDOUTS

Handouts are prepared ahead of time to give to each member of your audience. They can contain explanations, directions, maps, charts, or other material.

Handouts are especially useful to present information to your audience because they can be referred to after your speech is over. Advise your audience at the beginning of your presentation that you have a handout/information pack which will be given out at the end of the presentation.

Unless absolutely necessary, do not pass around hand-outs at the beginning of your presentation. People will often read your notes during your presentation which is very distracting.

CONTROL YOUR SUBJECT AND STAY IN CONTROL

EXAMINE YOUR TOPIC:

Ask yourself the following questions:

- Why was I asked to speak?
- What do I know about the topic?
- What unusual experiences have I had in relation to this topic?
- Have I had personal experiences which will enrich this topic and lend me credibility with my audience?
- Do I need further information in order to handle audience questions?
- Where is the best place to research this topic?
 - On-site
 - Human Resources Information Network Database
 - Local Library
 - Internet
 - Original
 - Interviews

ORGANISE YOUR TOPIC

Determine the specific purpose of your speech

Write an introductory statement

Outline your presentation in one of the following orders

- Chronological order
- Spatial order
- Causal order
- Topical order

USE OF PAUSES

Pauses can be very effective if used correctly.

To greatly decrease the number of “Ums” and “Ers” simply bite down on your tongue (softly) at the end of each section or statement. It really works!

GENERAL GUIDELINES

1. Be well prepared
2. Enquire about your audience
3. Present your message in understandable language
4. Stress just one point or idea at a time
5. Use pauses to emphasise important points
6. Use standard English
7. Practice your speech preferably in front of a mirror. You may hear annoying mannerisms of which you are unaware
8. Be aware of the nonverbal messages you send as you speak
9. Try to **appear** calm and self-assured even if you don't feel it

Remember that you are giving this presentation because you have been invited and your audience is human just like you.

CHECK LIST

Settle yourself first. Follow this list to make sure you come across confidently.

- Appearance - wear an outfit you know suits you
- Go over your opening line (s)
- Walk confidently to the "BEST" spot
- Smile if appropriate
- Position, your notes in sequence
- Balance easily with feet slightly apart
- Make eye contact with extreme left and right members of the audience
- Deliver your dynamic opening

PIT FALLS TO AVOID

- Mannerisms that distract the audience
- Distracting speech patterns
- Connecting every sentence with "and" or "so"
- Use of crude language
- Fading away at the end of your speech giving an appearance of uncertainty
- Constant repeating of a certain point of the speech

USING TECHNOLOGY

A picture is worth a thousand words and visual aids can enhance your presentation.

Use them to:

- Simplify complicated details
- Add colour and effect
- Emphasis a point
- Demonstrate

TIPS

- Do not turn your back to the audience!
- Don't walk between an over-head and the screen when it's on!
- Use a pointer with flip-charts!
- Test your electronic equipment will before your presentation

Stay in control of your presentation, have the audience's attention focused on your visual for the time you want them to. Turn off the equipment, wipe out the white board and/or cover the flip chart when you want them to focus back on you. Computer slideshows should have "Black-outs" to refocus the attention.

Check everything before the audience arrives. Your presentation must be as professional as possible and:

- Is the lighting correct for your needs?
- Is the equipment in the best possible position?
- Is the table or lectern well placed?
- Check that the Overhead Projector or Data Show works properly
- Have a glass of water handy

BODY LANGUAGE

You must hold your body language so all the audience has a chance to see it. You must exaggerate your body language so it is in proportion to the audience, not you!

Use Variation and Do...

Don't Repeat and Do Not...

Look at your notes if you need to Look at what you point at	EYES	Take your glasses on and off repeatedly Look at the floor or ceiling
Move your hands deliberately Open your hands palm out if you are comfortable	HANDS	Clasp your hands together Put your hands in your pocket
Empty your pockets of keys/coins beforehand Dress professionally	BODY	Wear outlandish fashions Cling to the lectern
Move occasionally Clean your shoes beforehand	FEET	Pace back and forth Sway to and fro

FURTHER INFORMATION

How to Make Presentation with Confidence and Power - Fred Pryor Seminars

Business Presentation Torque Limited.

Toastmasters Courses