





Best Presentation Skills

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Presented by David Jefferson

Ewing Communications / *The*School

Audience Listening Styles





The 4 Listening Styles






Audience Type	Who typically are they?	Why are they there?
Friendly 	Your audience at a breakfast, lunch or dinner talk for a social or professional club, or at a Dinner and Dance.	To have fun.
Subordinate 	Your subordinates, especially new recruits, and support staff.	To receive instruction, or to be motivated to work harder.
Intellectual 	Doctors, Lawyers, Engineers, Accountants, University Professors. Anyone who has already made the decision to buy and wants to know how to implement your solution.	To listen to detailed presentations with a lot of reference material.
Dominant 	Decision-makers, especially Managing Directors and CEOs. Anyone who must make a decision to buy based on your presentation - especially a monetary decision.	To listen to short summaries to assist decision-making.

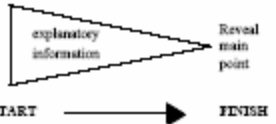
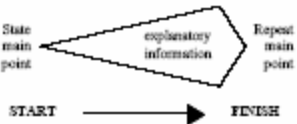
Audience Listening Styles

Just as there are 4 Listening Styles, there are also 4 Presentation Styles:

The 4 Presentation Styles

Presentation Style	When is it used?
Friendly 	With a Friendly or Subordinate Audience
Subordinate 	Never
Intellectual 	With an Intellectual Audience
Dominant 	With a Dominant Audience

 <h2 style="display: inline;">The 3 vVVs</h2> 	
The Characteristics of the Friendly Speaker	
Verbal 	<ol style="list-style-type: none"> 1. Tentative language 2. Lively, descriptive terms 3. Colloquial expressions 4. Many personal anecdotes 5. Humor 6. Uses recency style a lot
Vocal 	<ol style="list-style-type: none"> 1. Warm, reassuring tone or enthusiastic, excited tone 2. Medium pitch 3. Medium volume 4. Medium speed 5. Smooth flow 6. Enthusiastic emphasis 7. Clear enunciation
Visual 	<ol style="list-style-type: none"> 1. Relaxed but confident posture 2. Frequent gestures, many illustrative 3. "Role-plays" different personalities when telling a story 4. Likes to get close to the audience 5. Clothes style usually the same as the audience 6. Smiles a lot
Wants	<ul style="list-style-type: none"> • To be one of the group, as an equal
Use	<ul style="list-style-type: none"> • With a Friendly or Subordinate audience

<h2 style="display: inline;">The 3 vVVs</h2>	
There are two ways to organize your material:	
Recency (The Indirect Approach)	Primacy (The Direct Approach)
	
<p>What is Recency?</p> <ol style="list-style-type: none"> 1. Start with the explanatory information first, in order to arouse the curiosity of the audience. This will help to increase their attention level. 2. Finish with the main point. Hopefully, as you get to the main point, the audience will get there with you, and you will all "get it" together. The effect is powerful and quite magical. 	<p>What is Primacy?</p> <ol style="list-style-type: none"> 1. Start with the main point first to ensure that it is clearly stated. 2. Follow with explanatory information which supports or reinforces the main point. 3. Repeat or summarize the main point at the end of your presentation. This reinforces the impact.
<p>When should you use Recency?</p> <ol style="list-style-type: none"> 1. Use recency when you want to entertain your audience. 2. You can also use recency to deliver negative information more gently and indirectly. Because the audience will have guessed what is coming, and will understand the reasons better, they will be able to accept the negative information more easily. 	<p>When should you use Primacy?</p> <ol style="list-style-type: none"> 1. For short summaries to a Dominant audience. 2. When your Intellectual audience has already "bought" your message, and you want to be clear and systematic.

Body Language

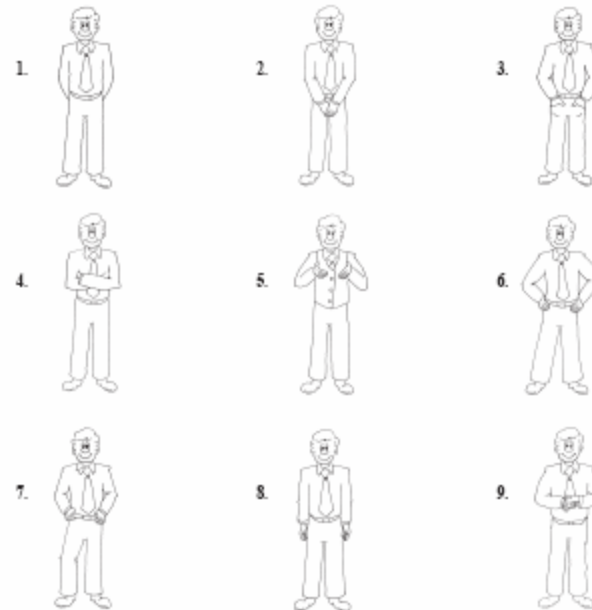
The 7 Basics of Body Language

1. Feet
2. Posture
3. Hand Position
4. Hand Gestures
5. Walking Patterns
6. Eye Contact
7. Facial Expression

Body Language

Basic Hand Position

What are the options?



Which do you prefer?

Body Language



Basic Hand Gestures



1. Start your speech with an open, welcoming gesture. It tells the audience that you are confident and friendly.
2. When you gesture, try to keep the palms open and the fingers together (but not tight together). It looks more friendly. Avoid:
 - the "prayer" position (which makes you look like you are begging the audience to listen to you);
 - "bridging" (which is visually distracting);
 - the "critical parent" finger;
 - the "fist" and the "half-fist";
 - the "claw";
 - the "palms down", when not appropriate.
3. Make your gestures open. Try not to keep your elbows tight against your body. Let your elbows, and your arms, flow out from your body to produce elegant and confident gestures.

"When the flower blooms, the bee comes."

Ramakrishna

4. There are two basic kinds of gestures:

Illustrative - which "paint a picture";

Abstract - which have no specific meaning.

- when using illustrative gestures, try to "paint a picture" for your audience. Mime artists are masters at doing this, and we can learn to be good at it, too. Remember, we are visual animals.
- when using abstract gestures, try to make the rhythm of your gestures match the rhythm of your speech.

Body Language



Basic Walking Patterns

1. Start your presentation by walking confidently out to a spot you have already chosen.
2. Don't move your feet unless you are going somewhere.
3. When you move, make sure you have somewhere to go. Don't wander aimlessly.
4. When moving, try to take at least 3 normal steps, so that you actually appear to go somewhere.
5. When you get where you are going, stay there for at least a few seconds. Then move again when you are ready - either back to your starting position, or to a new spot.
6. Don't walk constantly from one side of your audience to the other. It will appear that you are "pacing", like a tiger in a cage, and will be distracting to your listeners.
7. If it is a friendly audience, and you have established rapport, you can walk right into or around the group, to make your presentation more lively.
8. When someone asks you a question, you can walk forward as you listen, and step back again after you answer.
9. If someone (or a part) of your audience seems to be disinterested, move towards that person (or group). Your movement will help them to re-focus their attention.
10. You can use walking patterns effectively if you make a deliberate movement when you have a transition in your speech. The movement will help to emphasise the transition.

Controlling Nervousness

It's Normal To Be Nervous.

Why?



When we speak in public, we risk **losing status**.
If we lose enough status, we could **lose everything** !
No wonder we feel nervous.

A few years ago, The Times of London conducted a survey to find out what people fear the most. The overwhelming choice as the **Number One Fear** was **Public Speaking**. People fear Public Speaking more than death, taxes, bankruptcy, divorce, prison, snakes, spiders, mice, or the dark.

Controlling Nervousness

The Controlling Nervousness Checklist

- 1. Anticipate the surge of adrenaline.
- 2. Centre and focus yourself before presenting - by saying to yourself:
"Slow down, and stick to my script."

Don't Make Excuses

"I'm **not prepared**" is insulting to your audience.
"I'm **really very nervous**" is discounting your message.

**If you don't tell them,
they may not guess.**

Adopt the motto of the British Foreign Office:
"**Never explain, never complain, never excuse.**"

What we mean by "never explain" is don't try to offer lame explanations of why you are not prepared.

And what we mean by "never excuse" is "never make excuses".

Designing Visuals for Projection

Remember:

The danger of becoming an expert is that only you understand what you are saying.

So - make it visual!

1. Use **bar charts, pie charts, and line graphs** wherever possible for communicating statistical information or making forecasts, rather than just using columns of numbers.
2. Always check the **primary sources** of your statistics.
3. Use **simplified, color-coded flow charts or organizational diagrams** to explain how systems or companies work.

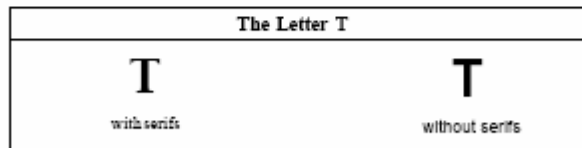
Designing Visuals for Projection

4. Use **simplified maps and site plans** to show layout or topographical details.
5. Use **cartoons or pictures**, whenever possible, to illustrate your ideas.
6. Express only **one idea (or comparison)** on each visual. Remember:

Less is more!

Designing Visuals for Projection

- Put a maximum of 7 lines of text per visual. If you have more than 7 lines of text, try to divide them up into 2 visuals, if you can.
- Put a maximum of 6 words per line.
- Leave a margin of at least 1 cm on all sides, so you don't lose information off the edges.
- Don't make the letters too colorful, otherwise the visual message (the colors) will distract your audience from the verbal message (the text).
- Don't put irrelevant decorations on your visuals. They will distract your audience from your intended message.
- Use thick letters. Thin letters are difficult to read. But don't make the letters too big and thick, as this can look menacing to your audience. For the visuals we use in this seminar, the point size varies from 26 to 66.
- Unless there is a font specified by your management, use a font with serifs rather than a font without serifs. Research has proven that fonts without serifs are harder to read. What are serifs?



Designing Visuals for Projection

- Use upper and lower case. Research has proven that this is easier to read than ALL CAPITAL LETTERS. Here is the alphabet in upper case:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Here is the alphabet in lower case:

abcdefghijklmnopqrstuvwxyz

- Don't make visuals with letters that are all italics. *Italics are harder to read than normal letters.* Use italics only to *highlight* certain words.
- Another way to highlight a word, phrase or sentence is to make it bold, rather than underlining it. **Bold type stands out better on the visual.**

- Don't use white letters on a black or dark background. This will be harder to read than black letters on a white background.

- When you want to have a combination of a picture and some text, we suggest you use the same graphic design principles recommended by David Ogilvy. When discussing effective graphic design for magazine ads, Ogilvy says the impact is greater when you put the picture above the text. The same design works well for visuals projected onto a screen.

Designing Visuals for Projection

19. Number your points. Don't use bullets, dashes, or dots only. If you number your points, then you can stand away from the projection system, gesture at the screen, and lead your audience through your points as you wish. Your audience will be able to follow your points more easily, because they are numbered. Number your points like this:

- 1.
- 2.
- 3.

Not like this: And not like this:

- | | |
|----|-----|
| a. | I |
| b. | II |
| c. | III |

We count "1, 2, 3", not "a, b, c", or "I, II, III".

If you number your points, then you will not have to put a pen on the OHP to indicate to your audience what point you are on.

20. When numbering your points, don't use brackets or circles, like this:

- | | |
|----|---|
| 1) | Ⓚ |
| 2) | Ⓚ |
| 3) | Ⓚ |

The brackets and circles make it harder for your audience to read the numbers. Just use full stops after each number, as in these notes.

21. Use your spell and grammar check, and proofread everything carefully.
22. When showing your PowerPoint presentation on someone else's computer, make sure that your numbered points have not turned into bullets.
23. Ruthlessly discard all visuals that are out of date.

The Secret of Preparing a Great Persuasive Presentation

Time Management

The Persuasive Presentation with one Benefit	Time needed
1. Title (Concrete Benefit)	10 seconds
2. Agenda	30 seconds
3. How much How soon } Forecast + Justification	60 seconds (if done as a pie or bar chart, or a line graph - and including the justification)
4. How - Feature Presentation OR Action Plan OR Marketing Plan	160 seconds (i.e., 2 minutes + 40 seconds)
5. Risk Analysis	30 seconds
6. Request to Buy	10 seconds
Total	5 minutes

If you spend 60 seconds on an Overview, then your 5 minute presentation would take 6 minutes (which would be acceptable).

The Secret of Preparing a Great Persuasive Presentation

The Quick Question Checklist

Before you start to prepare a persuasive presentation, ask yourself these 6 questions:

- Who is your audience?**
What benefit(s) do you think they want?
- What is your topic?**
What have you been asked to speak about, or what have you chosen to speak about? (The best way to answer this question is simply to look at the title of your presentation. If your presentation has no title, give it one. The title is the topic.)
- What is your main point?**
What benefit will your audience get from your topic. (There may be more than one benefit. Do you have time to speak about more than one benefit? If you don't have enough time, which benefit is more important to your audience?)
- Did you put the most important benefit in the title?**
For example, don't title your speech: "How to invest in the stock market". Instead, title it: "How to make more money in the stock market." In other words, use **Primacy**.
- How can you illustrate your main point?**
Use the 4H Method to show your audience how much, how soon, how and how risky, or the 2S + 2H Method, if you don't have a forecast.
- What are you going to ask your audience to do?**
Don't present too much, too soon. If you get your audience to say a "small yes", that's good enough, as long as it is a **step in the right direction**. Therefore, you should decide in advance exactly what you want them to say "yes" to, and exactly what you want the next step to be. Just because you plan, it doesn't mean they will do it - but they might! So, finish your speech with a question that asks your audience to agree to something: your **Request To Buy**. Then keep quiet, and don't leave until you get an answer! If your audience says no or maybe to your Request to Buy, ask: "What is your concern?"

Once you have answered all these questions, you are ready to start preparing your presentation.