



Conducting Powerful Presentations

Session Objectives

- Explore the natural inhibitors we experience when speaking to groups of people
- Understand important presentation and facilitation techniques to keep your audience engaged
- Access tools and resources to help develop your skills as a powerful presenter

Everyone Presents Something

- You're presenting all of the time to:
 - Educate and relay information
 - Motivate and persuade
 - Sell an idea, product or services

Poll #1

Poll #2

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Number One Fear

- Public speaking – or giving a presentation – is the number one fear in America according to the *Book of Lists*
 - Above dying
- The fear stems from:
 - A fear of failing (looking bad in front of peers or colleagues)
 - Not seeing yourself as “expert” enough
 - Not wanting to be “center stage”
 - Fear of not knowing what to say or forgetting what you were going to say

What's Possible When Presenting?

- You'll meet or exceed expectations others have of you in your role
- You'll be positioned as the “expert” – because there are topics that you know better than anyone else on your team
- You'll take on challenging responsibilities nobody else is vying for
- You'll learn by preparing for and producing the presentation – improving your skills
- You'll have a better possibility to make a difference -- even change the world
 - In the end, presenting really is NOT about you
 - It's about the difference your message will make for others – really!
 - And if you make a difference for only one person, then you've done your job



Building Confidence

- Get present to the difference you're committed to make for your audience
- Gain confidence in doing so by:
 - Developing and preparing a compelling presentation
 - Practicing
 - Anticipating the unknown
 - Delivering positive self-talk

Developing a Compelling Presentation

Four Steps to Build Your Presentation

- Pick your topic
- Identify your audience
- Research and develop your message
- Formulate your presentation

Start With the Goal in Mind

- Decide what topic you will be presenting
- Then, identify what you want to accomplish in your presentation
 - Do you want your audience to learn something or gain understanding of something? If so, what specifically should they know more of when you're done?
 - Do you want to motivate or inspire them? If so, how do you want to make them feel?
 - Do you want your audience to act? If so, what is the specific action you want them to take?

Identify Your Audience

- Determine who you will be presenting to and:
 - Their knowledge level related to your topic
 - Their interest in your topic
 - What stake your audience has in this subject
 - What they need to know about your topic
 - The worries or concerns they have related to the topic

Research and Data Gathering

- To develop a presentation you can have confidence in, you'll gather data, information and evidence to support your central objectives or crux issues



- Be sure to only make claims supported by data you have access to
- Search hard to find information that contradicts your position as well as information that supports it
- The amount of time this step takes will depend on your topical knowledge and the amount of information you need to convey

Developing Key Points

- Once you've completed your research, you're ready to refine your central theme, objective or key message
- Then, create an outline
 - Tell them what you're going to tell them
 - Tell them (key points go here)
 - Tell them what you told them
- Be sure to include benefits and WIIFM throughout your presentation

Presentation Medium

A Word About PowerPoint

Handouts

A Few Presentation Don'ts

- Don't plagiarize someone else's work
 - Even when paraphrasing – use quotes and cite sources! Include the name of the source, the author, date of publication and who published it
- Don't forget to spell check
- Don't apologize
 - For nervousness
 - For lack of preparation
 - For not being “good at” presentations

Prepare Yourself

Practice! Practice! Practice!

- Don't wing it – even when you are intimately familiar with your topic
 - Your fear will be reduced when you are prepared
- Conduct several dry runs to prepare for your presentation
- Begin by reading your presentation aloud, covering your key points and checking for logic flow and transitions



Several Dry-Runs

- Develop an introduction for your topic that you practice several times
 - This is more important than any other preparation technique – to make sure that you have something you really know during the initial “rocky start” period
 - Consider whether your introduction will include humor, important “set up” or housekeeping information or simply “telling them what you’re going to telling them”
- When doing in-person presentations, conduct a dry run in the mirror
 - Talk to the mirror as if it was truly your audience
 - Use the words you will use in the real presentation
- Perform a second dry run in front of a live audience
 - Your spouse, a best friend, a colleague
 - Time your presentation
 - Ask for feedback – especially on any body language or nervous quirks you may have
 - Consider recording or video taping yourself

Engage Your Audience

- Determine how you can engage your audience early on
 - Get them to raise their hands or give you information
 - Have them give you examples
 - Have them write down something
 - Use appropriate humor
- The amount of time you have and the size of your audience will determine how much you can engage them

Handling Questions

- Determine in advance if you’re going to entertain questions during your presentation or after
- If you’re taking questions during the presentation, let the audience know that you’ll address them
 - Reserve the right to “park” a question or take it off line if you need to manage discussion scope or time
- Always say you don’t know when that is the answer
 - Offer to find out and get back to the person asking

Poll #3

Managing Your Butterflies

Managing Your Body



A Word About Wardrobe

Drum roll, please!

The Day of the Event

- Show up early!
 - This allows you to ensure you're on time and set up without rushing
- Set your clock and test your equipment
 - Set up your laptop, pointer mouse or other technical equipment to make sure it works
- Hand out your materials for each participant if it's not done already
 - Keep a copy for yourself
 - If presenting via the web, make a hard copy of the presentation for yourself in case you lose your connection

Consider These "Supporting Materials"

- Glass of water
- Kleenex
- Pen and pad of paper
- Markers for flip chart, if applicable
- Clock
- Remote mouse

Get Centered

- You were the one chosen for a reason to deliver the presentation you are about to deliver – you're the one
- Take a moment to remember what you intend to accomplish with each of your attendees
 - And, remember that they want you to succeed
- Center yourself
 - Breathe deeply
 - Visualize the positive outcome of your presentation
 - Remember the difference you're there to make
 - Pray or meditate if it will give you more power

Knock Their Socks Off

- Be yourself – and more importantly trust yourself
- Speak half as fast as you think you should
 - But manage your time – audiences HATE being kept longer than promised
- Get up on your tip toes (figuratively) for the points you are most passionate about
- Remember your end game



Conclude Powerfully

- At the end of your presentation you should specifically tell your audience what their next steps are
 - If it's an educational or motivation presentation, you may give them ideas for further research or what to do first
 - For sales presentations, identify how the client can engage you
- Let the audience know you'll be available afterwards for specific questions they may want to come talk to you about

Evaluations

After Your Presentation

Where Do You Start?

Questions?

Thank You!

Resources