

***It's Not Just What You Say - - But, How You Say It!***  
***Effective Presentation Skills, Tips and Techniques***

**Guidelines for Creating Your Presentation:**

First Consider the 5W's and H.

- Who am I speaking to?
- What am I trying to accomplish?
- Where am I speaking?
- When: time constraints.
- Why is the information important? (Who Cares???)
- How am I going to present it?

**Step 1: Realize PURPOSE**

**Step 2: Analyze Audience:** Remember, for the presentation to capture the listeners' attention it must address their desires, needs, or interests, not the speaker's. Extend common knowledge on topic!

**Step 3: Create an outline.**

Introduction

- Attention Getter
- Reveal topic early Objective of Research (why it matters?)
- Gain credibility
- Preview main points

Body:

- 3 Main Points!!!!

Conclusion:

- Review
- Strong Close

**Step 4: Decide on method of presentation/use of technology or handouts.**

What are the presentation pitfalls?

**Step 5: Prepare Yourself/Practice**

Now that you have your material well prepared, delivery is crucial.

## IMPRESSION MANAGEMENT

- Learn how to define, develop, and maintain personal and/or organizational impressions that will enhance credibility and positive public perceptions.
- Realize how to align your desires and goals with the impressions you give to your publics.

### DEFINE, CREATE & MAINTAIN

\*List 3 adjectives that others *would currently use* to describe you.

- 1.
- 2.
- 3.

\*List 3 adjectives that you *would most like* others to use when describing you.

- 1.
- 2.
- 3.

**ACTIVITY** : Create an introduction to a topic you most likely will present.

Topic: \_\_\_\_\_

Attention Getter:

Reveal topic early:

Gain credibility:

Preview main points:

## **Practice**

Memorize introduction & conclusion.

PRACTICE! Run through entire presentation and TIME it.

Audio or video tape yourself.

Be aware of any verbal fillers (uh, um, and, like, ya know).

Arrive early and get a feel for the space and set-up.

## **SPEAKING**

Don't hide behind a podium.

SMILE & MAKE EYE CONTACT.

Extemporaneous Style

Use pauses or silence strategically.

Be distraction-free.

Read the audience's body language- Are they engaged?

Enjoy it and they will too.

Strong finish: *Call to action!*

\*Don't go over allotted time (rehearse).

## **Fielding Questions**

Encourage them to ask questions (Don't be afraid of silence).

Repeat audience questions so the entire audience can appreciate your answer.

Keep eye contact with the person who posed the question.

Don't know? Say "I don't know the answer to that off hand, but I can find out and get back to you." Make sure to give me your e-mail address after the presentation.

*Don't make promises you don't intend to keep....*