

“The brain starts working the moment you are born and never stops until you stand up and speak in public.”

ANONYMOUS



Giving Effective Presentations

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Communicate Clearly



3 Things All Presenters Must Know

1. Know your stuff.
2. Know who you are stuffing.
3. Know when they are stuffed.

Gail Cohen, Presenter and Speech Coach



4 Techniques to Make Your Presentations More Effective

- ✓ Be prepared
- ✓ Be organized
- ✓ Connect with your audience
- ✓ Be enthusiastic



Know Your Stuff

1. Am I knowledgeable about the topic?
2. Have I prepared sufficiently?
3. Is my material well-organized?



Planning Gives You Direction



Be Prepared

- Decide what you want your audience to take away from your presentation
- You are what you think
- Have questions or group exercises prepared ahead of time



Be Prepared

- Practice
- Some thoughts about PowerPoint



Be Prepared

- Develop action plans for your biggest “What ifs...”
- Pay attention to your personal appearance and presence
- Show up early
- Start on time



Be Organized

- Introduction
- Main points & support for those points (no more than 4 is best for retention)
- Conclusion
- Questions & Answers
- Action Step



Be Organized

- Tell your audience why they want to listen
- Content should be tight and relevant
- Stay on point
- Never “wing it”



Know Who You Are Stuffing

- Who are they?
- Why are they here?
- What are their expectations?



Connect with Your Audience

- What are the needs of the person who asked you to present?
- How can I customize my message for this particular audience?



Connect with the Audience

- Do I have enough enthusiasm and energy to keep the audience's interest and involvement?



Be Enthusiastic

Rule #1: Don't speak on a topic unless you are enthusiastic about it.

Rule #2: Fake it until you make it!



Know When They Are Stuffed

- Begin and end by summarizing your key points
- Ask for questions
- Encourage an action step
- End on time



Quiz

Three things all presenters must know:

1.

2.

3.



Quiz

4 Techniques to Make Your Presentations More Effective

1.

2.

3.

4.



Questions?



Thank you!

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