

USAID/MSI-Iraq
Tarabot Project/CSR Program
Human Resources Management Unit
Training and Development

Effective Presentation Skills For The Training Centers In The Ministries And Governorates “Trainer`s Guideline”

June 2012

Baghdad, Iraq

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Effective Presentation Skills

Course Description:

This Training Guideline has been developed for the Training Centers in the Ministries and Governorates in Iraq. It is a practical Tool and Techniques on Effective Presentation Skills and Public Speaking Course. Training, demonstration and practice will give participants the skills to present confidently and achieve better outcomes. It is a two day training course with practical presentation skills. Few number of participants on a course no more 10-12 participants. It is a participants-focus training course on effective presentation skills, using in all sessions the most interactive training methods and the participants will apply the trainer role in their presentations to increasing their self-confidence in presentation and to strengthen their presentation skills.

Presentation skills and public speaking course is important and useful model for professionals, managers, executives, team leaders and job interview candidates. The presentation skills and public speaking training course will enable the participants in improve their presentation techniques, gain confidence, increase presentation productivity and achieve better results.

Learning Objectives:

- Understand the Dynamics Of Presentations
- Practice Rhetorical Techniques
- Learn How To Research An Audience
- Questions You Need to Ask Before A Presentation
- Presentation Practice And Rehearsal
- Recognize The Value Of Visual Aids
- Find Out About The Point, Turn And Talk Technique
- Get Prepared For Questions And Answers

Target Groups:

Government Professionals, Managers, Executives, Team Leaders and Job Interview Candidates

Subjects will be Covered:

- Feedback and Individual style
- The difference between how we think we are doing and how we really are doing
- Body language
- The psychology of presenting
- The myths and rules about what you are and are not allowed to do

Learning Methodology and Approaches:

The purpose of this Trainer`s Guideline is to strengthen the capacity of a team of trainers in the Training Centers in Iraq Ministries and Governorates by applying principles of adult learning, steps to behavior change, and a variety of training methodologies and facilitation skills; developing learning objectives and designing lesson plans; using audio-visuals; and practicing effective presentation in training sessions. The TOT is based on the principle that each of the participants has something to share, and by including the active input of participants, interest and efficacy is increased

Training Outcomes:

- Maximize presentation results
- Participants Become More Confident When Presenting
- Enhance Participant`s Career Prospects
- Plan and Prepare Better Presentations

Presentations are an effective way to communicate to large numbers of people at the same time. However, it is not just about communicating information, but more importantly, your presentation should create interest and excitement in your subject and trust and enthusiasm.

Steps for Effective Presentation Skills

- Preparation
- Developing Style
- Dealing with nerves
- Working your audience
- Structuring your presentation
- Developing as a presenter

The Trainer will research thoroughly and ensure your presentation skills course is designed to achieve real improvement.

Course Outline Effective Presentations:

- The importance of Presentation Skills
- Preparing for a Presentation
- Clarifying Presentation Objectives
- Planning my Approach
- Presentation Skills
- Structuring Your Case - Tools to Prepare the Content of Your Presentation
- How to Design Effective Visual Aids
- Working with Presentation Slides
- Taking Questions
- Closing Effectively
- Practicing and Improving

Effective Presentations Skills

Course Abstract

Session objectives:

At the end of the training session, trainees will be able to:

- Maintain the interest of the audience when presenting a session
- Use the appropriate teaching techniques and styles for the audience
- Describe the important elements of good presentation skills

Duration: One Day/Three Sessions

Training materials:

- PowerPoint presentation
- Activity sheet
- Handout
- Question List

Content:

- Getting the attention of the audience
- Maintaining their interest
- Selecting appropriate presentation styles
- The four key communication styles
- Non-verbal communication
- Overcoming nerves
- Personal style
- Selecting appropriate audio-visual aids

Selecting appropriate audio-visual aids

Audio-visual aids help to reinforce your presentation and cater to the different modes in which individuals learn and retain information.

When choosing which audio-visuals to use, make sure they are relevant, simple and not distracting, e.g. fancy PowerPoint presentations with lots of colors and sounds which can distract the trainees from the content.

It is also important to think about the availability and reliability of the technology where you will be teaching, e.g. PowerPoint will not be a good selection if there is no computer available;

Some general tips for using audio-visual equipment are:

- Practice beforehand

- Do not obscure the screen
- Use a pointer
- Cover the information until you are speaking about it. Otherwise the trainees will read what is on the slide or overhead, rather than concentrate on what you are saying
- Ensure that all the trainees can see the audiovisual aid
- Talk to the audience—not the board or screen
- Check the slides or overheads are properly focused before starting
- Check that the light in the room is not too bright, if using slides or computer projection.
- Ask someone to assist with adjusting the lighting
- Only use one audio-visual aid at a time
- Have a backup, e.g. if using PowerPoint slides, also have handouts just in case the equipment does not work
- Keep the layout simple and with minimum detail
- Use colors that can be seen clearly

Some tips for using specific audio-visual equipment are:

PowerPoint:

- Keep the slides simple
- Avoid placing too much text on one slide. Split it into two separate slides
- Avoid using too many different colors and sounds
- Make the text large enough so the trainees can easily read the text
- Use a darker background to provide a good contrast to the text

Formatting Tips:

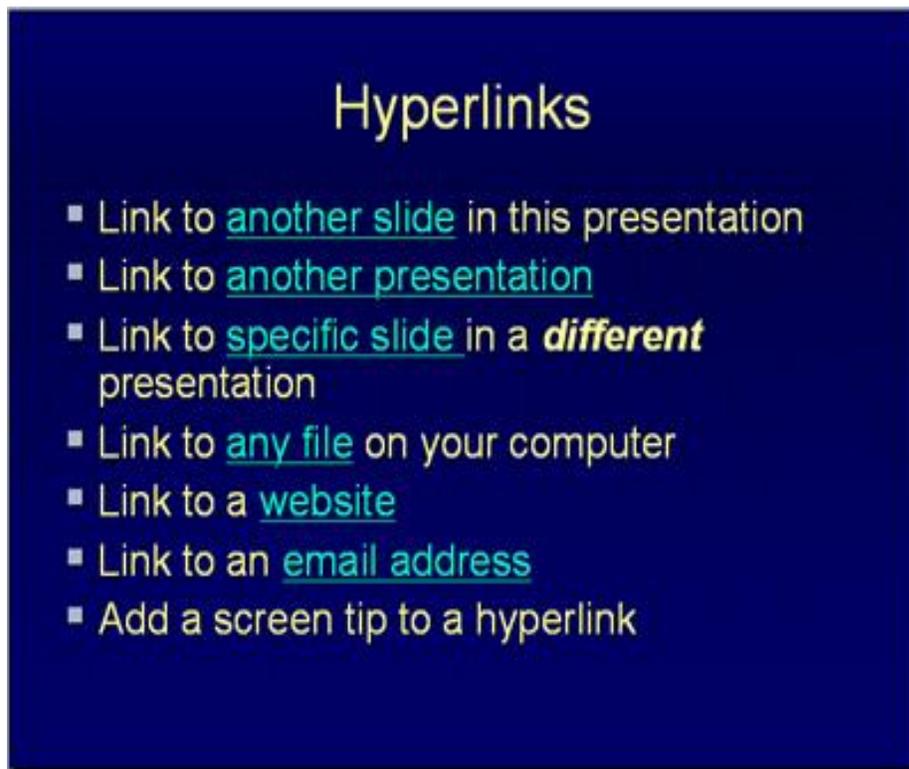
Not all job descriptions are created equal. The perfect job description is neither too descriptive nor too vague, uses clear language and represents the ethos of the company. Here are a few formatting tips for improving your company's job descriptions:

- **Bullet Point When Possible:**
Make your job description easier to skim by using bullet points within the responsibilities and qualifications sections and anywhere else that makes sense.
- **Be Specific:**
While brevity is a much-appreciated art, it's also important to be as specific and transparent as possible in your job description. Vague descriptions make it difficult for potential applicants to imagine themselves in a role and to decide whether they are qualified for or would enjoy the job.
- **Use Direct Language:**
It's important to give potential applicants a clear idea of the responsibilities and qualifications necessary for the job. Steer away from fuzzy descriptors, such as

“sometimes” or “often” when describing duties. Opt for organizing job responsibilities by hours or percentage of time spent on each.

- **Embody the Company’s Personality:**

When putting the job description together, choose a writing style and words that match your company’s ethos. If your business is a startup with a very distinct company culture, be sure to communicate that sentiment with the way you format your description, the words you use and the general feelings your description evokes. If that means straying from the norms, so be it. In the end, the goal is to attract people who are right for the position and the company.



Overhead projector:

Turn it off when no transparency is being used

Whiteboard:

- ✚ Write legibly
- ✚ Use the right type of pen
- ✚ Cover or rub out when not in use
- ✚ Use more than one color
- ✚ Finish writing and turn to face your audience before speaking

Flipchart:

Cover pages that are not being used—prepare one blank, one written page

Handouts:

Consider the right time to give them out. If you give them out at the start of the presentation, the trainees may focus on reading the handout and not listen to your presentation. However, giving them out early can be useful for the trainees to follow rather than having to take notes

Personal style:

There is no “right” way to train. When you thought at the beginning of the session about what presentations you had liked, you probably thought of several different presenters with quite different styles.

During and after this course try and observe as many presentations as you can, see what you like and use this to develop your own unique style.

Some examples of things that characterize personal style are:

- *The use of appropriate humor*
- *The use of relevant anecdotes*
- *Personal enthusiasm*
- *Confidence in oneself*
- *The ability to develop a rapport with the trainees*
- *Knowledge of the subject*

Overcoming nerves:

- Many people can get nervous before and during a presentation. With practice, this can improve but even some of the most experienced trainers may feel nervous before their training session. Some ideas to help you overcome nerves and anxiety are:
- Be well rested. Make sure you have had plenty of sleep the night before and you have allowed enough time to get to the training venue early
- Make sure you are well prepared, are familiar with your session plan and have done everything on your training preparation checklist
- Do practices run of your presentation before the training session.
- Try to greet the trainees as they arrive. If you are able to meet some friendly faces you may not feel like you are presenting to strangers
- Convince yourself to relax. Try standing up straight and breathing deeply. Tense and then relax muscles or even do some stretching

- Try some positive self-talk—tell yourself that you are well prepared, you know the subject and everything will be all right
- Wear something you feel comfortable in. If you feel restricted or cannot move freely about the training room you may not be able to present confidently
- Have a glass of water handy in case you develop a dry throat or nervous cough
- At the beginning of the session, once you have been introduced to the trainees, give a short summary of your experience in the field. This helps to establish your credibility and remind you that you are the right person to conduct this training!

Session Instructions:

1. Activity: Small group work (15 minutes).

Ask the trainees to form small groups and to Brainstorm examples of a good presentation they have seen and examples of a poor presentation.

2. Ask them to write these up on the Worksheet

- The trainer can refer to question list copy at the end of this session plan
- Bring the group back together and ask each group to briefly present their examples
- Comment that when you think about what presentations you had liked, you probably thought of several different presenters with quite different styles
- Refer to the examples during the PowerPoint presentation of what makes a good presentation
- Lecture with PowerPoint presentation (PPT38).

3. Ask the group what they can see wrong with the power point presentation slides

4. Ask the group if they have any questions

Session Activity:

- Think about some of the good and poor presentations you have seen.
- This may have been at work, at government organization, or at private functions. In small groups, use the worksheet below to record what made them good or poor

Things that made presentations good or made me remember the information	Things that made presentations uninteresting or made me forget the information
<ul style="list-style-type: none"> • • 	<ul style="list-style-type: none"> • •

Session objectives

At the end of the training session, trainees will be able to:

- Maintain the interest of the audience when presenting a session
- Use the appropriate teaching techniques and styles for the audience
- Describe the important elements of good presentation skills

Presentation skills:

Some people are naturally interesting and entertaining speakers, but there are some skills that anyone can learn to help them present information. These have been broken down into a series of “micro-skills” to make them easier to learn.

Getting attention:

One of the functions of the introductory part of the session is to gain the attention of the trainees.

Ways in which the trainer can gain attention are:

- Explaining how the session is relevant to the trainees
- Asking the trainees their expectations of the session
- Providing a relaxed and open learning environment
- Using humour or an activity as an ice-breaker
- Using novelty, variety or surprise in the introduction
- Using a case study or telling a story relevant to the situation of the trainees
- Using interesting pictures or audiovisual aids at the beginning of the session
- Using a quiz to identify gaps in knowledge

Maintaining interest

For adults to focus on learning, they need to remain interested throughout the session. To do this the trainees need to recognize the relevance of the session and be able to participate in it. The session needs to be presented in an interesting way.

Ways in which the trainer can help trainees to remain interested include:

- ‘Personalize’ the presentation by smiling, making eye contact and addressing trainees by name

- when interacting
- Keep the subject relevant and emphasize how the topic relates to their needs
- Be enthusiastic
- Make sure the pace is not too fast or too slow
- Use a variety of presentation styles
- Introduce a new activity or information about every 20 minutes
- Encourage participation by the trainees
- Use stories as examples
- Have breaks to do brief physical activities or games
- Use humour
- Use appropriate and consistent non-verbal behavior (discussed below)

Selecting appropriate presentation styles:

Using more than one technique in each session is recommended to maintain interest, to help retention and because trainees will have different learning styles.

The technique used will depend on the:

- Trainer – their knowledge of topic and group, skills, personal style
- Content – whether the aim is to learn knowledge or skills or change attitudes
- Trainees – the number, their abilities, needs and experience
- Environment – location, room set-up, time of day, day of week

Presentation Skills Summary

CONTENT

- Should be relevant to the audience
- Main points should be expressed 3 times
- Know what you know - Present what you know [don't try to bullshit your way through a topic]

AUDIENCE

- Size [different presentation to a large than a small audience – better to have a full small room than a mostly empty large room]
- Experience [What experience does the audience have with the topic]
- Interest in the topic
- Needs
- Gender balance [content and delivery may change in a mixed gender audience]
- Age range
- Culture/religion [are there any cultural or religious factors that may influence the content or delivery]

VENUE

- Location [geographic]
- Access [physical - to the facility and to the room]
- Lighting [adequate for all to see you]
- The stage "set" [remove distractions – any materials from previous sessions should be removed]
- Size of the room
- Seating
- Temperature [cool # warm]

DELIVERY

- Eye contact [make frequent eye contact with the audience – pick two or three people seated in different places and look at them]
- Timing [time of day/time in relation to other topics/timing of specific remarks - silence can be powerful]
- Duration [try not to be over 20 minutes]
- Pace
- Keep It Short and Simple
- Voice [volume, tone modulation]
- Humor [is you are not sure that what is funny to you will be funny others –don't try to be funny]
- Language [avoid jargon]
- Gestures [some are better than none – too many detract]

VISUAL AIDS

- Keep It Short and Simple
- Should support and not detract from the presentation
- Sure All View It
- Card and chart
- Flipcharts
- PowerPoint

CHOREOGRAPHY

- Flip chart stands [Right handed-stage left/left handed-stage right]
- PowerPoint
- A Co-presenter [Clarify roles and responsibilities – follow plan!]

EFFECTIVE PRESENTATION SKILLS PRACTICE TIPS:

Practicing these exercises will make your next presentation more natural.

Posture:

Practise standing in the correct posture [feet, knees, hips, shoulders all in a straight line with your arms at your sides] while standing on lifts, standing in queues, waiting at the cash machine, on a coffee break, etc.

Movement:

Practise movement on your feet at home. Cut faces out of magazines and tape or pin them to chairs and sofas. Speaking to one "person" at a time, look first, walk over and stand still for 3 or 4 sentences while speaking, then look at someone else, and repeat the process.

Gestures:

Start practising the use of gestures for description and/or emphasis by first becoming more aware of your own natural gestures. Do you gesture while on the telephone? Do you gesture while talking to a friend, colleague, or family member? By increasing your awareness of what you do with your arms and hands in every day conversations, you will then be able to transfer these gestures into all speaking situations.

Facial Animation:

Appropriate facial expressions usually coincide with gestures. If you tend to look overly serious during presentations, using more gestures will help liven things up. Also practise making a variety of facial gestures while speaking in a mirror or driving in the car.

Voice:

- For Volume and Variety -- For sufficient volume become more aware of breathing deeply from your diaphragm.
- Lie on the floor with a book placed just above your belt or waist. This is what breathing from the diaphragm should feel like.
- Breathe in slowly to the count of 10 watching your stomach expand and then exhale slowly expelling all the air.
- For vocal variety practice try reading children's books aloud.
- Your voice will naturally animate with the story.
- Record your voice and listen to it resonate in your head for higher vocal tones, in your throat for the mid-range and deep in your chest for lower vocal tones.
- Using more gestures will also help to naturally animate your voice.

Pause and Pace –

To help eliminate clutter words and use the right, controlled pace, try playing back your voice mail messages before sending them to the recipient and evaluate your self. Listen for short sentences that end without clutter and "over-connectors" such as: and, but, and so, and rate your pace. Or, arrange to pay a colleague, partner or child every time they hear you use your pet clutter word!

Eye Contact:

Place three to four small Post-It Notes randomly around your workspace. These will be your "eye targets." Whenever you're on the phone, speak one short sentence while looking at the first Post-It Note. After finishing the sentence, pause. Then move on to the next Post-it Note and repeat. This will help you to maintain eye contact with one person at a time while completing a thought or sentence, and eliminate clutter words.

Detailed Activities:

➤ **The importance of Presentation Skills**

➤ **Preparing for a Presentation**

➤ **Clarifying Presentation Objectives**

- Objectives - What is the purpose of my presentation?
- Task Goals what do I want to cover?
- What do I want to achieve in the presentation?
- People Goals anticipate the group at the beginning.
- Where do I want the group to be at the end?
- What is my Desired Outcome?
- What is the best result I can achieve in the presentation?

➤ **Planning my Approach**

- What impression do I want to give?
- What tone do I want to set in this presentation?
- What do I want to avoid doing?

➤ **Presentation Skills**

- Establishing my presence positive body language & posture
- How to engage the group using body language to get interest and attention; eye contact & movement Voice & voice tone.
- Pacing for effect Language style - shaping language to suit this particular group Do's and don'ts of movement in a presentation

- Communicating effectively in your presentation, getting the message across
- Using language to suit this group – familiar terms, relevant examples & illustrations
- Painting word pictures – using real examples; techniques to describe complex concepts
- Influencing & persuading – getting the sequence right; selling the benefits of your case

➤ **Structuring Your Case - Tools to Prepare the Content of Your Presentation**

- Beginning – stating the objectives of your presentation
- Central Core – using STAR to structure the flow of your talk
- Ending the presentation effectively – Bottom-lining your key messages

➤ **How to Design Effective Visual Aids**

- slides, diagrams, flip charts, handouts; when and how to use each in a presentation; how to avoid pitfalls

➤ **Working with Presentation Slides:**

- The 'Bad' slides vs. the 'Effective' – 'avoiding death by bullet point'
- How to use presentation skills to maximize the message in each slide

➤ **Taking Questions**

➤ **Closing Effectively** how to close your presentation effectively

➤ **Practicing and Improving** - Reviewing and learning from experience; Growing through feedback

Training Session Plan:

- List tasks
- List steps for each task
- Write instructions for quality implementation
- List training resources needed for each task
- Allocate times for training each task
- Write a training time table
- Prepare an introduction and conclusion for each session of training

Participants Presentation Skills:

Split the participants into two groups and give each group 45 minutes and ask them to do:

- *Select a subject for their working session*
- *Discuss their subject and*
- *Prepare presentation on their selected subject*
- *Present presentation to the other group*

Each group should consider these below criteria in their presentation:

- *Working with large or small groups*
- *Adapting material to suit the audience*
- *Creative and unusual approaches*
- *Rehearsing a high risk presentation*
- *Refresh current skills and materials*
- *Handling difficult scenarios*
- *Increasing talent and skill*

Trainer should learn and provide to the participants a checklist for effective presentation. The checklist below will remind you of all the details that you need to attend to before, during, and after, your presentation.

Preparation

- How much does your audience know about the presentation's subject? (Make sure that your presentation matches their knowledge level – don't make it too complicated or too simple for their needs.)
- Where and how will you present (indoors, outdoors, standing, sitting)? Will this affect how you need to prepare?
- Are you knowledgeable enough about the topic that you're covering in your presentation? If not, how will you build this knowledge?
- Do you need to visit the presentation room beforehand to get a feel for it?
- Does the presentation room have everything that you need? (For example, electrical supply, Internet access, projector screen, and so on.)
- Do you want to inspire your audience to act? If so, how are you going to do this?

Presentation Content

- Does your introduction grab your audience's attention? And does it need to explain your objectives?
- Do you follow this by clearly defining the points of the presentation?
- Are the main points in a logical sequence?
- Do these points flow well?
- Do the main points need support from visual aids or props?
- Does your presentation's conclusion summarize the presentation clearly and concisely?
- Is the conclusion strong?
- Have you tied the conclusion to the introduction?

- Is your presentation too complex? (It's easy to go overboard, especially when you want to impress - remember, keep it simple and focused.)
- Does your presentation contain any jargon? (Jargon can be confusing for many people, so make sure that you eliminate jargon from your presentation.)

Keep It Simple

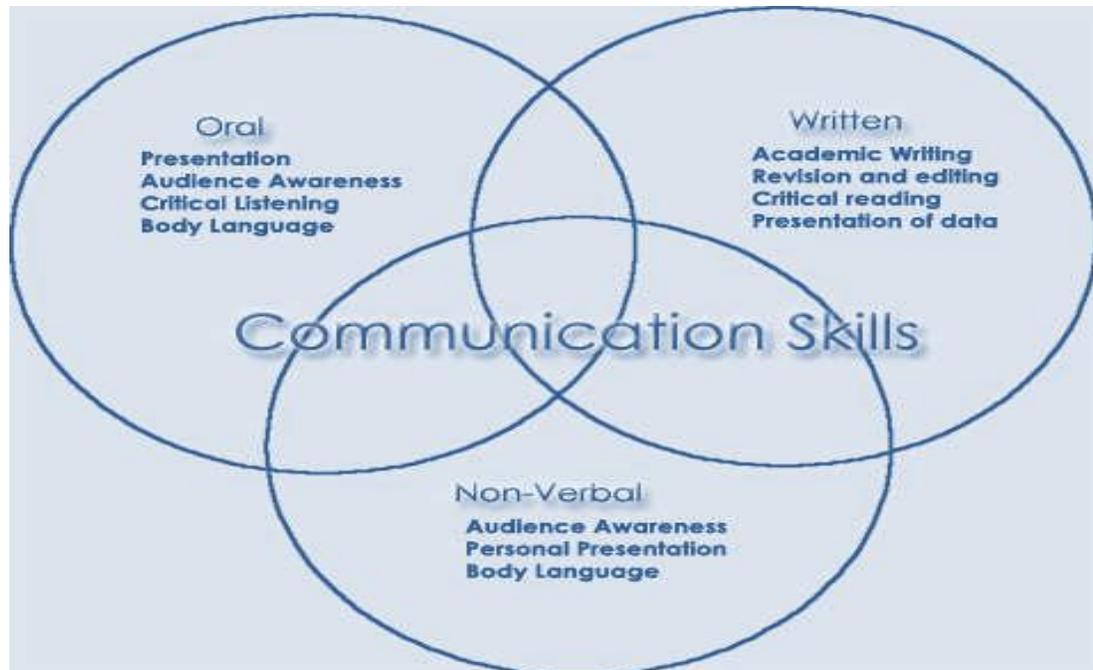
- Avoiding confusion and complexity
- In a complex world, simplicity is important. With so many things competing for people's attention, the more basic you can make something, the better.
- Simplicity is why slogans can be so important. "Just do it," and running, high quality, high performance, innovation, and so on.
- The more simple the message, the more impact it can have – and the more likely it will be to attract someone's attention.
- Details are never in short supply. People typically look for details after something grabs their interest. To get them interested, though, you need to take a simple approach.

Eliminate Jargon

Communicating without barriers

- Jargon – the specialized language of a group of people – has its place in the workplace. It can provide useful shorthand to get across specific meaning quickly
- But jargon becomes a problem when it stops people understanding your message. When you start using jargon (perhaps unintentionally) with audiences it is not intended for, people will find you very difficult to understand.
- Every profession, organization and specialized group has some unique vocabulary that can speed communication between group members. This is okay, provided that the meaning is totally clear to everyone who needs to understand. (Sometimes it's even a benefit that others outside the group do not understand.
- Jargon is not effective however if your intended audience doesn't understand it. Some people use jargon unintentionally when it's out of place to do so. Others use it to look more knowledgeable.
- Whatever the reason you use jargon, if it's out of place and the audience misunderstands, it can create a two-fold problem. Whilst you fail to convey information to them, you may also succeed in conveying a more subtle, negative message: That you have given little thought to your audience; and perhaps that you are insincere and not to be trusted.

- Worse, you may never know that your audience has not understood – people often don't say anything if they mistrust you, or if they fear of looking unintelligent themselves.



Visual Aids

- Are the visual aids easy to read/view and easy to understand?
- Are they tied into the points that you're trying to communicate?
- Can they be easily seen from all areas of the room?
- If you're using slides, do they all look consistent?
- Do all the slides use the same fonts? Are they easy to read?
- Have you included too much wording? (Remember, slides are meant to support points or concepts, not replace them. So, no sentences or paragraphs!)
- If you're representing an organization, do your visual aids and slides match your organization's branding?
- Do you have backup copies of key aids, just in case something goes wrong with your master copies?
- And have you prepared contingency plans in case your visual aids fail? For example, do you have spare data projector bulbs, just in case your existing bulbs blow?
- Do you have all parts of your visual aids – for example, have you remembered to pack power supplies as well as the equipment itself? And, if you're presenting in another country, do you have appropriate adapters?

Practicing

- Have you practiced your presentation standing (or sitting, if applicable), paying close attention to your body language and posture?
- Have you rehearsed often enough to be able to speak smoothly and fluently?
- Have you practiced your presentation in front of others? Your practice audience can give you valuable feedback about your presentation.

On the Day

- Do you have your slides, notes, and other visual aids in the right order?
- Are you dressed and groomed appropriately? (Make sure that this is in keeping with your audience's expectations.)
- Have you left enough time for travel and setting up?
- Have you checked your visual aids to ensure that they're working, and that you know how to use them?
- Do you know how to deal with nervousness? (Presentation nerves are very common, so learn how to manage presentation nerves to use that energy to your advantage.)
- During your presentation, are you making and maintaining eye contact with members of your audience?

Afterward:

- Have you made sure that your audience understands everything that you've covered? (Invite them to ask questions if you're unsure.)
- Do you need to follow up with any of your audience?
- Have you asked for feedback from your audience? Is there anything that you could learn, to improve your next presentation?

Body Language:

Understanding Non-Verbal Communication

The difference between the words people speak and our understanding of what they are saying comes from non-verbal communication, otherwise known as "body language." By developing your awareness of the signs and signals of body language, you can more easily understand other people, and more effectively communicate with them.

There are sometimes subtle – and sometimes not so subtle – movements, gestures, facial expressions and even shifts in our whole bodies that indicate something is going on. The way we talk, walk, sit and stand all say something about us, and whatever is happening on the inside can be reflected on the outside.

By becoming more aware of this body language and understanding what it might mean, you can learn to read people more easily. This puts you in a better position to communicate effectively with them. What's more, by increasing your understanding of others, you can also become more aware of the messages that you convey to them.

There are times when we send mixed messages – we say one thing yet our body language reveals something different. This non-verbal language will affect how we act and react to others, and how they react to us.

This article will explain many of the ways in which we communicate non-verbally, so that you can use these signs and signals to communicate more effectively.

First Impressions and Confidence

You can identify some common signs and signals that give away whether they are feeling confident or not. Typical things to look for in confident people include:

- **Posture** – standing tall with shoulders back.
- **Eye contact** – solid with a "smiling" face.
- **Gestures with hands and arms** – purposeful and deliberate.
- **Speech** – slow and clear.
- **Tone of voice** – moderate to low.

Difficult Meetings and Defensiveness

How can you tell whether your message is falling on "deaf ears"?

Some of the common signs that the person you are speaking with may be feeling defensive include:

- Hand/arm gestures are small and close to his or her body.
- Facial expressions are minimal.
- Body is physically turned away from you.
- Arms are crossed in front of body.
- Eyes maintain little contact, or are downcast.

By picking up these signs, you can change what you say or how you say it to help the other person become more at ease, and more receptive to what you are saying.

Equally, if you are feeling somewhat defensive going into a negotiating situation, you can monitor your own body language to ensure that the messages you are conveying are ones that say that you are open and receptive to what is being discussed

Working With Groups and Disengagement

- Have you ever delivered a presentation, and had a sense that people weren't really buying into what you had to say?
- What about working with a group to facilitate a consensus on responsibilities and deadlines?
- Was everyone on board with the ideas, or did some appear disengaged?

Ideally, when you stand up to deliver a presentation or work with group, you want 100 percent engagement with all concerned. This often doesn't happen on its own, though.

But you can actively engage the audience when you need to if you is alert to some of the typical signs and signals of people not being engaged.

Some of these signs and signals include:

- *Heads are down.*
- *Eyes are glazed, or gazing at something else.*
- *Hands may be picking at cloths, or fiddling with pens.*
- *People may be writing or doodling. (Note, however, that some researchers suggest that this can help people concentrate more effectively.)*
- *They may be sitting slumped in their chairs.*

When you pick up that someone appears not to be engaged in what is going on, you can do something to re-engage him or her and bring their focus back to what you are saying, such as asking them a direct question.

Make sure that your own body language is saying what you want it to.

One Size Does not fit All

Each person is unique, and that their signs and signals might have a different underlying cause from the ones you suspect. This is often the case when people have different past experiences, and particularly where cultural differences are large. This is why it's important to check that

your interpretation of someone else's body language is correct. You might do this through the use of further questions, or simply by getting to know the person better

Key Points

Body language impacts a great deal of how we communicate, and can reflect quite accurately what's going on inside.

Body language includes body movements and gestures (legs, arms, hands, head and torso), posture, muscle tension, eye contact, skin coloring (flushed red), even people's breathing rate and perspiration. Additionally, the tone of voice, the rate of speech and the pitch of the voice all add to the words that are being used.

It is important to recognize that body language may vary between individuals, and between different cultures and nationalities. It is therefore essential to verify and confirm the signals that you are reading, by questioning the individual and getting to know the person.

Reference:

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USAID/MSI-Iraq
Tarabot Project/CSR Program
Human Resources Management Unit
Training and Development

**Effective Presentation Skills
For Training Centers
Iraq Ministries And Governorates
Participant`s Guide**

June 2012

Baghdad, Iraq

USAID/MSI-Iraq
Tarabot Project/CSR Program
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**EFFECTIVE PRESENTATION SKILLS
FOR TRAINING CENTERS
IRAQ MINISTRIES AND GOVERNORATES**

PARTICIPANT`S GUIDE

June 2012
Baghdad, Iraq

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Effective Presentation Skills

Introduction

The Effective Presentation Skills Guideline has been developed for the Trainers of the Training Centers of Iraq Ministries and Governorates to providing to them; an effective tool, methodologies and practices on effective presentation skills to enabling them in train target groups; managers, professionals and staff in ministries and governorates, on effective presentation skills course and to learn how to make rapid progresses to improve their presentation and communication skills. Building on Training Centers (TCs) and their trainer`s experiences, the Effective Presentation Skills Guideline and course are focusing on a number of aspects and skills that will effectively make a difference to their techniques and skills in prepare and use an effective presentations.

Learning Objectives:

- Understand the Dynamics Of Presentations
- Practice Rhetorical Techniques
- Learn How To Research An Audience
- Questions You Need to Ask Before A Presentation
- Presentation Practice And Rehearsal
- Recognize The Value Of Visual Aids
- Find Out About The Point, Turn And Talk Technique
- Get Prepared For Questions And Answers

Steps for Effective Presentation Skills

- Preparation
- Developing Style
- Dealing with nerves
- Working your audience
- Structuring your presentation
- Developing as a presenter

Training Outcomes:

- Maximize presentation results
- Participants Become More Confident When Presenting
- Enhance Participant`s Career Prospects
- Plan and Prepare Better Presentations

Communication Skills: Communication Skills Tips for Effective Presentation

I. Oral Communication is different from Written Communication:

Listeners have one chance to hear your talk and can't "re-read" when they get confused. In many situations, they have or will hear several talks on the same day. Being clear is particularly important if the audience can't ask questions during the talk. There are two well-know ways to communicate your points effectively. Focus on getting one to three key points across. Think about how much you remember from a talk last week. Second, repeat key insights: tell them what you're going to tell them [Forecast], tell them, and tell them what you told them [Summary].

II. Think about your Audience:

Most audiences should be addressed in layers: some are experts in your sub-area, some are experts in the general area, and others know little or nothing. Who is most important to you? Can you still leave others with something? For example, pitch the body to experts, but make the forecast and summary accessible to all.

III. Think about your Rhetorical Goals:

For conference or training talks, for example, two rhetorical goals will be enough: leave your audience with a clear picture of the gist of your contribution, and make them want to read your paper. Your presentation should not replace your paper, but rather whet the audience appetite for it. Thus, it is commonly useful to allude to information in the paper that can't be covered adequately in the presentation.

IV. Preparation:

Prepare the structure of your talk carefully and logically, just as you would for a written report. Think about:

- The objectives of the talk
- The main points you want to make

... and make a list of these two things as your starting point.

Write out the presentation in rough, just like a first draft of a written report. Review the draft. You will find things that are irrelevant or superfluous - delete them. Check the story is consistent and flows smoothly. If there are things you cannot easily express, possibly because of doubt about your understanding, it is better to leave them unsaid.

V. Never read from a script.

It is also unwise to have the talk written out in detail as a prompt sheet - the chances are you will not locate the thing you want to say amongst all the other text. You should know most of what you want to say - if you don't then you should not be giving the talk! So prepare ***cue cards***, which have key words and phrases [and possibly sketches] on them. Postcards are ideal for this. **Don't forget to number the cards** in case you drop them.

Remember to mark on your cards the visual aids that go with them so that the right OHP or slide is shown at the right time.

Rehearse your presentation - to yourself at first and then in front of some colleagues. The initial rehearsal should consider how the words and the sequence of visual aids go together. How will you make effective use of your visual aids?

VI. Making the Presentation:

Greet the audience and tell them who you are. Good presentations then follow this 3 T formula:

- Tell the audience what you are going to tell them;
- Then tell them; and
- Tell them what you have told them.

VII. Keep to the time allowed.

If you can, keep it short. It's better to under-run than over-run. As a rule of thumb, allow 2 minutes for each *general* overhead transparency or PowerPoint slide you use, but longer for any that you want to use for developing specific points. The audience will get bored with something on the screen for more than 5 minutes, especially if you are not actively talking about it. So switch the display off, or replace the slide with some form of 'wallpaper' such as an image related to your talk.

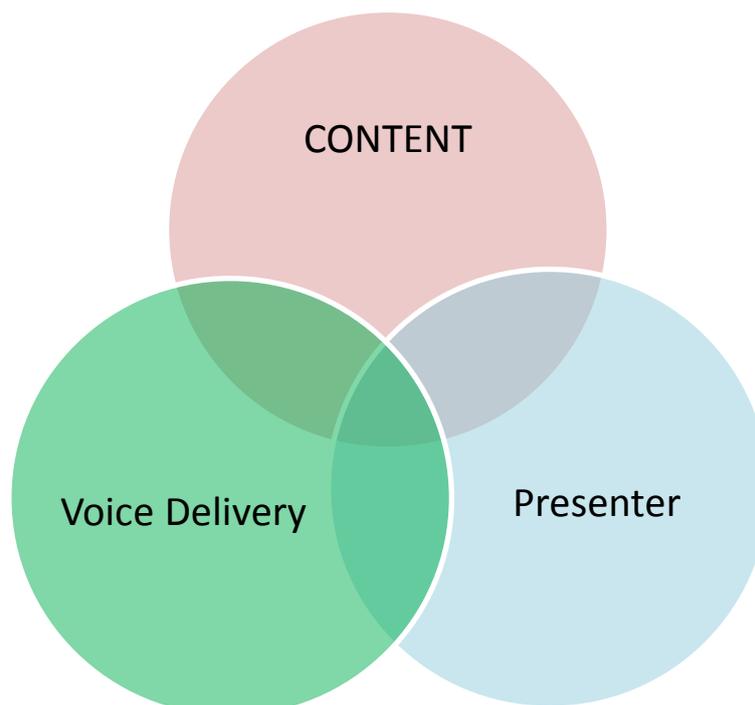
VIII. Stick to the plan for the presentation, don't be tempted to digress - you will eat up time and could end up in a dead-end with no escape!

Unless explicitly told not to, leave time for discussion - 5 minutes is sufficient to allow clarification of points. The session chairman may extend this if the questioning becomes interesting.

At the end of your presentation ask if there are any questions - avoid being terse when you do this as the audience may find it intimidating [i.e. it may come across as *any questions? - if there are, it shows you were not paying attention*]. If questions are slow in coming, you can start things off by asking a question of the audience - so have one prepared.

IX. Delivery

- Speak clearly. Don't shout or whisper - judge the acoustics of the room.
- Don't rush, or talk deliberately slowly. Be natural - although not conversational.
- Deliberately pause at key points - this has the effect of emphasising the importance of a particular point you are making.
- Avoid jokes - always disastrous unless you are a natural expert.
- To make the presentation interesting, change your delivery, but not too obviously, e.g.: speed, pitch of voice.
- Use your hands to emphasise points but don't indulge in too much hand waving. People can over time, develop irritating habits. Ask colleagues occasionally what they think of your style.
- Look at the audience as much as possible, but don't fix on one individual - it can be intimidating. Pitch your presentation towards the back of the audience, especially in larger rooms.
- Don't face the display screen behind you and talk to it. Other annoying habits include:
 - Standing in a position where you obscure the screen. In fact, positively check for anyone in the audience who may be disadvantaged and try to accommodate them.
 - Muttering over a transparency on the OHP projector plate and not realising that you are blocking the projection of the image. It is preferable to point to the screen rather than the foil on the OHP [apart from the fact that you will probably dazzle yourself with the brightness of the projector].
 - Avoid moving about too much. Pacing up and down can unnerve the audience, although some animation is desirable.
 - Keep an eye on the **audience's** body language. Know when to stop and also when to cut out a piece of the presentation.



Effective Presentation Attributes

X. Visual Aids:

Visual aids significantly improve the interest of a presentation. However, they must be relevant to what you want to say. A careless design or use of a slide can simply get in the way of the presentation. What you use depends on the type of talk you are giving.

Here are some possibilities:

- Overhead projection transparencies [OHPs]
- 35mm slides
- Computer projection [applications such as PowerPoint, Excel, etc.]
- Video
- Real objects - either handled from the speaker's bench or passed around
- Flip-chart or blackboard, possibly used as a 'scratch-pad' to expand on a point

Keep It Simple

though - a complex set of hardware can result in confusion for speaker and audience. Make sure you know in advance how to operate equipment and also when you want particular displays to appear. Edit your slides as carefully as your talk - if a slide is superfluous then leave it out. If you need to use a slide twice, duplicate it. Slides and OHPs should contain the minimum information necessary. To do otherwise risks making the slide unreadable or will divert your audience's attention so that they spend time reading the slide rather than listening to you.

Try to limit words per slide to a maximum of 10. Use a reasonable size font and a typeface, which will enlarge well. Typically use a minimum 18pt Times Roman on OHPs, and preferably larger. A guideline is: if you can read the OHP from a distance of 2 metres [without projection] then it's probably ok.

Avoid using a diagram prepared for a technical report in your talk. It will be too detailed and difficult to read. Pages from the web can also be difficult to read.

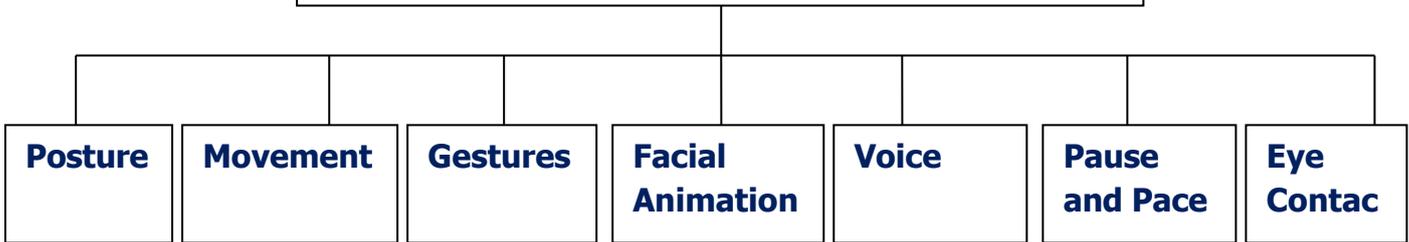
Use colour on your slides but avoid orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read. Books on presentation techniques often have quite detailed advice on the design of slides. If possible consult an expert such as the Audio Visual Centre.

Avoid adding to OHPs with a pen during the talk - it's messy and the audience will be fascinated by your shaking hand! On this point, this is another good reason for pointing to the screen when explaining a slide rather than pointing to the OHP transparency.

Room lighting should be considered. Too much light near the screen will make it difficult to see the detail. On the other hand, a completely darkened room can send the audience to sleep. Try to avoid having to keep switching lights on and off, but if you do have to do this, know where the light switches are and how to use them.

Finally ... Enjoy yourself. The audience will be on your side and want to hear what you have to say!

PRESENTATION SKILLS PRACTICE TIPS



PRESENTATION SKILLS PRACTICE TIPS

Practicing these exercises will make your next presentation more natural.

Practical Exercise for Participants (Individual Exercise)

Posture:

Practice standing in the correct posture [feet, knees, hips, shoulders all in a straight line with your arms at your sides] while standing on lifts, standing in queues, waiting at the cash machine, on a coffee break, etc.

Movement:

Practice movement on your feet at home. Cut faces out of magazines and tape or pin them to chairs and sofas. Speaking to one "person" at a time, look first, walk over and stand still for 3 or 4 sentences while speaking, then look at someone else, and repeat the process.

Gestures:

Start Practicing the use of gestures for description and/or emphasis by first becoming more aware of your own natural gestures. Do you gesture while on the telephone? Do you gesture while talking to a friend, colleague, or family member? By increasing your awareness of what you do with your arms and hands in every day conversations, you will then be able to transfer these gestures into all speaking situations.

Facial Animation:

Appropriate facial expressions usually coincide with gestures. If you tend to look overly serious during presentations, using more gestures will help liven things up. Also Practice making a variety of facial gestures while speaking in a mirror or driving in the car.

Voice - For Volume and Variety:

For sufficient volume become more aware of breathing deeply from your diaphragm. Lie on the floor with a book placed just above your belt or waist. Yawn several times. This is

what breathing from the diaphragm should feel like. Breathe in slowly to the count of 10 watching your stomach expand and then exhale slowly expelling all the air.

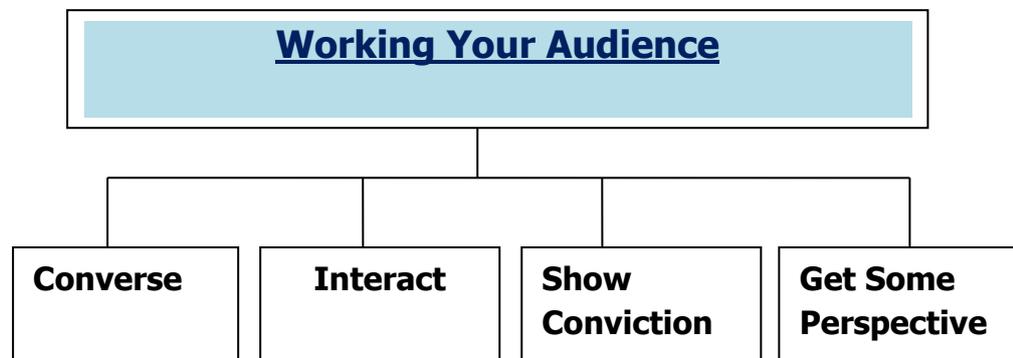
For vocal variety practice try reading children's books aloud. Your voice will naturally animate with the story. Record your voice and listen to it resonate in your head for higher vocal tones, in your throat for the mid-range and deep in your chest for lower vocal tones. Using more gestures will also help to naturally animate your voice.

Pause and Pace:

To help eliminate clutter words and use the right, controlled pace, try playing back your voice mail messages before sending them to the recipient and evaluate your self. Listen for short sentences that end without clutter and "over-connectors" such as: and, but, and so, and rate your pace. Or, arrange to pay a colleague, partner or child every time they hear you use your pet clutter word!

Eye Contact:

Place three to four small Post-It Notes randomly around your workspace. These will be your "eye targets." Whenever you're on the phone, speak one short sentence while looking at the first Post-It Note. After finishing the sentence, pause. Then move on to the next Post-it Note and repeat. This will help you to maintain eye contact with one person at a time while completing a thought or sentence, and eliminate clutter word.



Working Your Audience:

Converse:

Have a conversation with your audience. They may not actually say anything, but make them feel consulted, questioned, challenged, argued with; then they will stay awake and attentive. Your job as a presenter is to stimulate and communicate with your audience into wanting to get the information you have, not just to present that information at them.

Interact:

Engage with your present audience, not the one you have prepared for. Look for reactions to your ideas and respond to their signals. If the light bulbs are not going on find another way to say it. Monitor their reactions; it's the only way you'll know how

you're doing and what you should do next. If you don't interact you might as well send a video recording of your presentation. It's why you came.

Show Conviction:

If you are expressive and enthusiastic your audience will respond, which is what you want. At the very bottom line disagreement is preferable to being ignored. Use your excitement to pace the presentation, e.g. use something you know you feel strongly about to build up to an important point or as a springboard to another idea.

Get Some Perspective:

The odds are that someone in the audience will not like you or may disagree with you. There will probably be someone else out there for whom you can do no wrong. As a rule of thumb, the majority of most audiences want to like you and what you have to say - they want you to be good. They didn't come hoping to be bored or irritated by your presentation.

Structuring Your Presentation:

Use metaphors:

Metaphors and analogies are vital to communication. "It's like climbing a greasy pole", for example, conveys far more than just literal meaning. It conveys image and feeling and enables others to empathize through similar experiences of their own. And remember the light bulbs - if they're not lighting up try a different metaphor.

Examples:

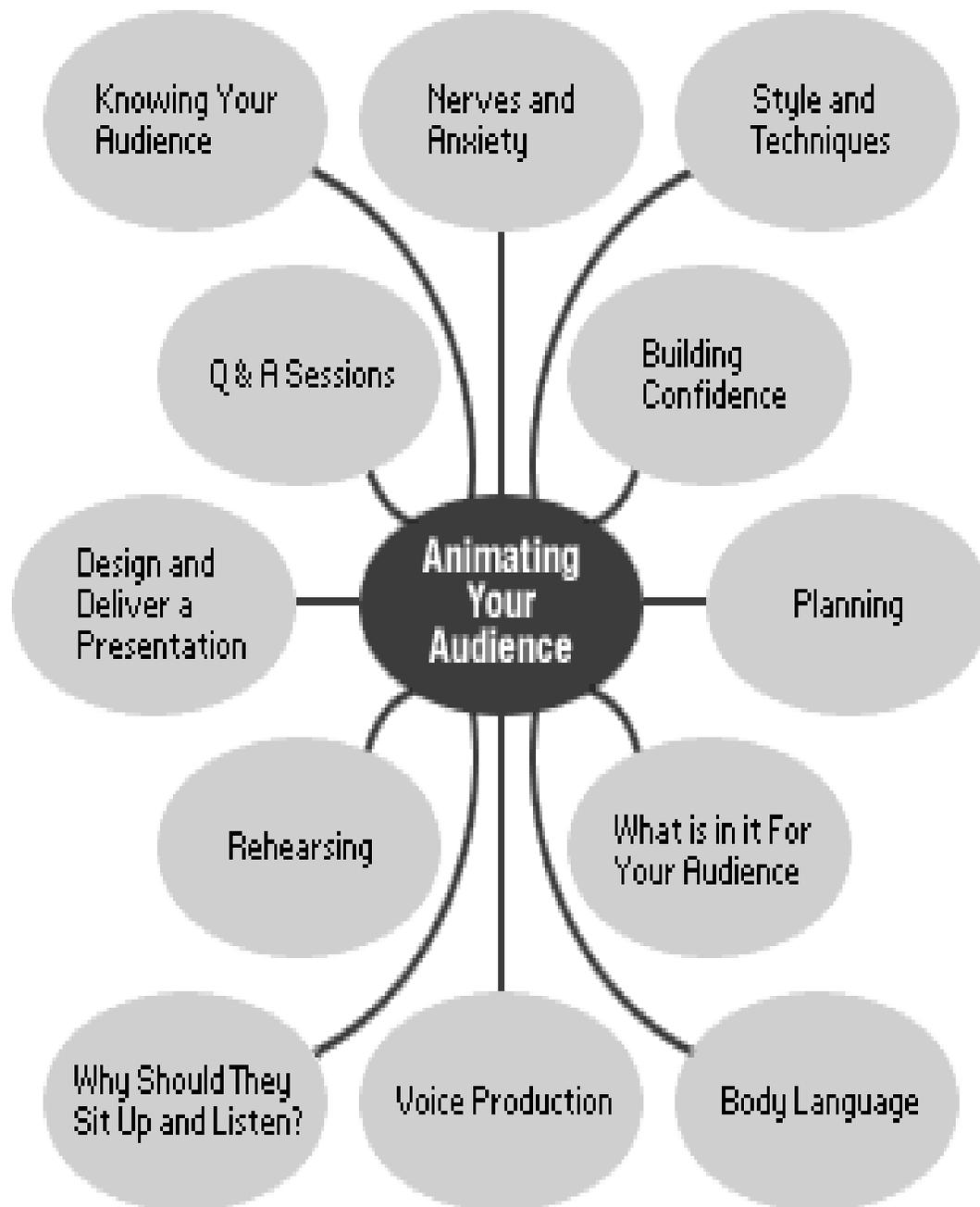
Giving an example always helps your listeners to see more clearly what you mean. It's quicker and more colorful.

The Point:

Stick to the point using three or four basic ideas. For any detail that you cannot communicate in 20 minutes, try another medium such as handouts or brochures.

Finale:

End as if you have done well. Do this even if you feel like you've done badly. First, you're probably the worst judge of how you've done, and second, if you finish well you'll certainly fool some of the people into thinking it was all pretty good. And anyway a good finish will get you some applause - and you deserve it!



Effective Presentation Skills

Developing As A Presenter:

Trust Yourself:

Most people have better presentation skills than they think they do. Recognize what you have. If you doubt about your ability to think and present for example, then defer questions till after the presentation. Similarly, do not use a joke as an ice breaker if you are not good at telling them.

Success Is the Best Training:

Don't over reach yourself. Several short presentations that you feel went well will do you far more good than one big one that makes you unhappy with nerves and leaves you feeling inadequate.

Feedback:

Encourage those around you to tell you the things you did well. Very few of us make progress by being told what was wrong with our presentation. When we're up in front of an audience we all have very fragile egos.

Session`s Content

- How to be in your presentation a good **dynamic** opening.
 - How to get the most from the opening moments of your presentation.
 - Discover some ways to use **rhetorical techniques** to get your presentation going.
 - Highlight the key things you can do to **research** your audience.
 - Learn to ask the right **questions** before you give a presentation.
 - Mastering the art of presentation requires **practice and rehearsal**.
 - Find out how important your rehearsal can be.
 - Using **visual imagery** is a key to effective presenting and highlight the power of presenting with images.
 - How to keep the attention of your audience when you present, with the **point, turn and talk technique**.
- *When you have prepared your presentation, practiced and become familiar with its content, the assumption might be that you are ready for the podium.*
- *But you still have to prepare for a **question and answer** session. Your course will highlight how to get ready.*

PowerPoint Presentation Skills

POWERPOINT:

- *Prepare of the Power Point,*
- *Presentation Opening*
- *Presentation Technique*

What Is The Problem With The PPP Skills?

- *PowerPoint presentations are everywhere and always see presenters reading either their notebook display or the projector screen.*
- *In this case the speaker fails to capture the attention of their audience.*
- *They fail to make the link between themselves, the material and the images in their presentation.*
- *Learn a simple **presentation skills** and it will help you get around the problem.*
- *How do you reference your presentation material and maintain eye contact with your audience?*

Formatting Tips

Not all job descriptions are created equal. The perfect job description is neither too descriptive nor too vague, uses clear language and represents the ethos of the company. Here are a few formatting tips for improving your company's job descriptions:

- **Bullet Point When Possible:**
Make your job description easier to skim by using bullet points within the responsibilities and qualifications sections and anywhere else that makes sense.
- **Be Specific:**
While brevity is a much-appreciated art, it's also important to be as specific and transparent as possible in your job description. Vague descriptions make it difficult for potential applicants to imagine themselves in a role and to decide whether they are qualified for or would enjoy the job.
- **Use Direct Language:**

It's important to give potential applicants a clear idea of the responsibilities and qualifications necessary for the job. Steer away from fuzzy descriptors, such as "sometimes" or "often" when describing duties. Opt for organizing job responsibilities by hours or percentage of time spent on each.

- **Embody the Company's Personality:**

When putting the job description together, choose a writing style and words that match your company's ethos. If your business is a startup with a very distinct company culture, be sure to communicate that sentiment with the way you format your description, the words you use and the general feelings your description evokes. If that means straying from the norms, so be it. In the end, the goal is to attract people who are right for the position and the company.

How to Use Your Presentation Material and Maintain Eye Contact



PowerPoint Presentations Can Be Criticized With:

- *Too much text*
- *Over-use of bullets*
- *Too much information*
- *Too Many Color*

In truth the fault is not PowerPoint. It's the presenter's problem. And it shows their dependence on using the graphics package as both a prop and a speaking aid.

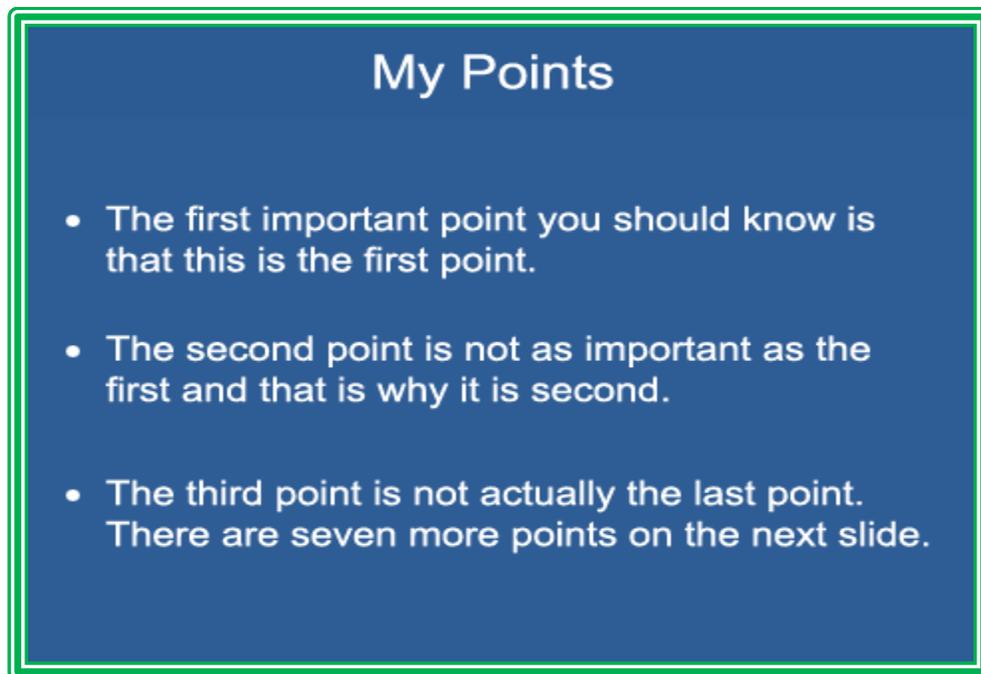
Presentation Tips

Clear and obvious graphics, 2-3 colors and media integration will be an advantage for the presentation. With the prop a speaker feels invulnerable with the depth and breadth of slide

information. And with the speaking aid the presenter isn't familiar with the essential points of their presentation. The results are predictable.

Effective Presentation Approach

- Reduce your dependence on text.
- Reduce your bullet lists;
- Shorten your bullet list length.
- Incorporate less information on the slides.
- More graphical content is a fine substitute.
- Seize your audience's attention
- Practice your power-point, opening and presentation technique.
- Explain with the necessary detail

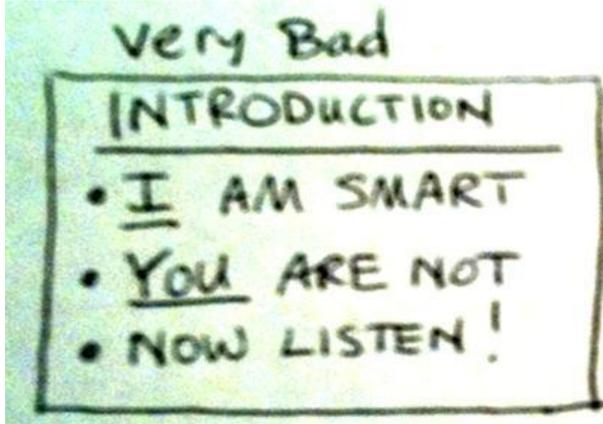


In addition to these above presentation skills that allows you to refer to the information on a display screen there are advantages for you, the presenter, and your audience to getting work results

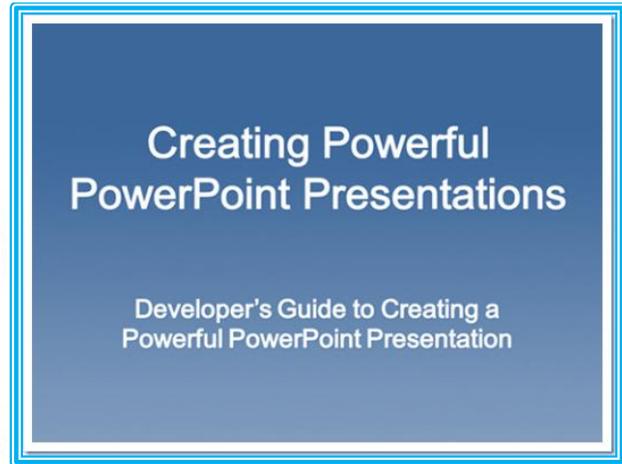
- Align your words with the screen's content
- Move and be animated when speaking
- Look at your audience
- Don't read from your screen.
- Involve your audience

Good and Bad Presentation; Pictures

Very Bad



Very Good

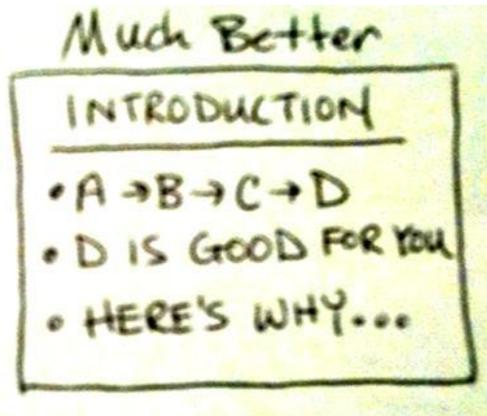


It is very useful to use the PowerPoint, Opening, and Skills in your work; in an animated and knowledgeable presentation style.

Take the opportunity to combine an effective PowerPoint presentation with various groups of audiences; eye contact and subject interest.

PowerPoint Presentation Is Often Look Like An Education Play:

- Very loud
- Very slow
- Very simple



Avoid using PowerPoint as a script

- Although your visual aids are a useful aide memoir for you, you need to consider your audience's needs when you are designing them. Don't use PowerPoint as a script! This often results in slides being overloaded by text, which is too dense and too small for the audience to easily read. Ideally font size should be 24 points and above. The audience can read faster than you can speak so, if you are reading directly from your slides, they'll be ahead of you and wondering why you didn't just e-mail them a copy of your slides! As you are preparing your PowerPoint presentation think about how it relates to what you are saying and what you intend the audience to learn from each slide. As you are presenting draw their attention to the relevant information on the slide.

Proof Read to Check Spelling & Grammar

- Proof-read carefully to avoid spelling mistakes and incorrect grammar?

Contrasting Text

- Sharp contrast =
Easy to read
- Poor contrast =
Hard to read

Large, Simple Title

- Large text
- High contrast.
- Short sentences/phrases.

BE A BETTER PRESENTER WITH POWERPOINT PRESENTATION TRAINING

How hesitant or nervous are you when you have to give a PowerPoint presentation? When you present you want to give a polished performance. You want to exude confidence. And, you want to make a lasting impression.

Confident PowerPoint presenters all have something in common:

- They Are Prepared
- They Are Rehearsed, And
- They Are Trained

You can try to give an effective PowerPoint presentation for your employees and then delivering it for your senior level as required. And you can also prepare PowerPoint Presentation and consult with your training center.

- Learn Presentation Skills for Your Speech
- Persuasive Speech
- More Persuasive Sighs
- Silence that Spoke
- Eloquence of Eyes

How to Become a Motivational Speaker and Getting Work Results for It

Hundreds of people a year ask me how to become a motivational speaker and get paid. The answer to that question has two major divisions. Both are critically important to your success.

- 1. Being great on stage*
- 2. Understanding the business of speaking*

The Answer Has Many Aspects Including:

- 1. Storytelling*
- 2. Customization*
- 3. Humor*
- 4. Diction*
- 5. Stage movement*
- 6. Audience involvement*
- 7. Timing*
- 8. Question & Answer*



If you're not great on stage, you'll always be fighting a difficult to get participants 'attention. If you're targeting a government leaders and or employees, as you should be, word will spread quickly in that work that you're not competent and your motivational speaking career will be over quickly.

How to Become a Motivational Speaker and Get Paid for;

It has to do with the purpose of speaking

You could be the best speaker in the world but unfortunately even with people tweeting while you're speaking, word of mouth and speaking results by themselves will not be good for you to make real outcome speaking. There are many important subjects needed to the speaking on work you must know about. Some of them help you get the results of speaking; If you don't know these work subjects and how to make them, you will have a very difficult time earning a great response as a motivational speaker. You've got to be good enough to hold the audience

Be Honest with Yourself.

I can't tell you how many people tell me they are already great on stage and they only want to know the marketing.

You've got to be good enough to hold the audience. There is also a person that only wants to speak. They are usually egomaniacs or so passionate about their topic they think meeting planners will gather to their door. . You must learn the skills of speaking or you have virtually no chance of long term success in the speaking duty. Be great on stage and learn the skills of speaking

10 Tips for Effective Presentation

Whether You Are:

Watching A Presentation or Giving A Presentation

Here Are Ten Important Tips Yo Let You Know What Is Good And What Is Not:

The Ten Tips To Help You Insure You Are Giving A Good Presentation:

- 1. Don't Abuse Your Visuals:** Posters, charts, or PowerPoint presentation; keep them simple and don't put too many words on them. The audience isn't there to read your slides, they are there to listen to you present.
- 2. Look At the Audience:** Engaging your audience; don't just single out one person, but instead try to make eye contact with numerous people throughout the room. If you don't do this then you aren't engaging the audience, you are just talking to yourself. This can result in an absolute lack of attention from your audience.

3. **Show Your Personality** – It doesn't matter if you are presenting to a government gathering or to senior citizens, you need to show some character when presenting. If you do, you are probably an agent yourself and they will find you.
4. **Make Them Laugh**: Though educate your audience, make them laugh as well. In principle, it keeps the audience alert and they'll learn more from you than someone who just educates.
5. **Talk To Your Audience**: You need to interact with your audience and create a conversation. An easy way to do this is to ask them some questions as well as letting them ask you questions.
6. **Be Honest**: A lot of people present to the audience what they want to hear, instead of what they need to hear. Make sure you tell the truth even if they don't want to hear it because they will respect you for that and it will make you more human.
7. **Don't Over Prepare**: You need to be prepared enough to know what you are going to talk and make sure that your presentation flows are naturally instead of sounding memorized. Experienced speakers will tell you not to rehearse your presentation too much because then it won't sound natural.
8. **Show Some Movement**: You need to show some movement when speaking, but naturally you may forget to do so. Make sure you show some gestures or step around a bit (not too much) on the stage when speaking. People are more engaged with an animated speaker.
9. **Watch What You Say**: You usually don't notice when you say "uhm", "ah", or any other useless word frequently, but the audience does. It gets quite irritating; so much that some members of the audience will probably count how many times you say these useless words.
10. **Differentiate Yourself**: If you don't do something unique compared to all the other presenters the audience has heard, they won't remember you. You are branding yourself when you speak, so make sure you do something unique and memorable (BE YOURSELF)

How to Handle Undesirable Behaviors in Presentations or Training: Use the Intervention Escalator

During leading effective presentations workshop; you may observe a number of participants who were actually attended because they have been asked to conduct this presentation skills training for other employees in their organizations.

They talked about undesirable behaviors on the part of their learners: people falling asleep during the training sessions, arguing, or making inappropriate comments about the content.

What you would do in such cases, and what immediate response of other participants; it is to “kick them out of the class. This is a pretty radical reaction, so what else you could do to get through to your learners.

Start with a more subtle intervention and the participants learn how to be more experienced in the classroom and they will be tried some more subtle techniques. You have to develop the Intervention Escalator, and reminder to start with subtle interventions, and avoid to move toward more extreme responses only as needed.

Dealing With Undesirable Behaviors

The Presenters Could Use Subtle Active Interventions

To Maintain Harmony In Meetings, Presentations, Or Training

Sessions Without Relying on

Extreme or Unilateral Methods

Effective and Practical Presenting Approach.

- ❖ ***Where do you start on the scale?***
- ❖ ***What is the most effective technique, in your experience?***
- ❖ ***Have you had to eject participants from a classroom or meeting?***
- ❖ ***Are there other steps you would suggest adding?***

1. **Ignore it.** If you see or hear a behavior once, you may be able to ignore it. For example, a short side conversation, heavy eyes, or a comment you think is just a little “off” can probably be ignored for a while without fear of losing control of the classroom. Keep an eye out for continued behaviors around the room or from the same people but just take note.

2. **Silence it.** Instead of stopping your presentation or commenting directly to the offender, insert an extended pause into the conversation. Most times, when the room gets quiet, so do those who are indulging in side conversations. Wait until everyone is quiet, and then continue without comment.
3. **Eyeball Them.** Often you can head off a confrontation non-verbally by making extended eye contact with people who are distracting others. Your silent message is: "I have my eyes on you." You still don't have to be confrontational or put anyone on the spot. Just extend the eye contact beyond 5 seconds and they will get the point.
4. **Stand By Them.** As you move around the room, standing close to those who are being disruptive can help quiet them down, again without a direct confrontation. If only one party to the side conversation is "into it" the other person may appreciate your non-verbal intervention.
5. **Ask A Question.** As the behaviors continue unabated, you are moving toward direct action. But before you jump on someone, start with questions. Ask a question of the audience at large: for example, "I have shown you some of the facts about eye safety, now who can tell me which one you think is most compelling?" Questions sound different than questions, and this may be enough to grab the attention of those who are drifting. By the way, ask the question first, then call on someone. That way, everyone in the room must think, in case you call on them.
6. **Ask For Input.** If lots of side discussions are breaking out, or if lots of eyes are fluttering, you are going to have to deal with it. Call it out: "I see some of you are drifting... Is it too warm in here? Do we need a break now? Did you have a question? Was there a comment you could share?" Note that it is really easy to sound sarcastic here, so try not to let that happen. You could try humor too, if it seems natural and appropriate. "Try this lecture tonight on your three year old to get her to sleep." (And if you are lecturing, stop, and change the pace to discussion or action.)
7. **Talk Offline.** If one or two people are causing the distraction, try connecting with them on a break. Let them know the impact of their behavior, on you and on others. Ask if there is anything you can do to keep them engaged. Let them know the consequences of continued behavior. At least this way you aren't embarrassing them in front of others and you are giving them fair notice.
8. **Divide And Conquer.** If certain people are developing distracting behaviors, it may help to get them apart. Break into "discussion groups" by counting off, thereby breaking up teams or whole tables who are too chatty. After lunch or a break, ask people to sit in a new spot so they can "meet new people." In long meetings or training sessions, this is great practice anyway. Just note that people get attached to their territory and sometimes resist moving. If you use name tents, you can move

them over lunch, or catch people at the door and ask them to move. If even a few people change seats it is often enough to change the dynamics.

- 9. Address Them Directly.** You are getting toward the most direct approaches. If behaviors have continued to this point, you will have to address them directly. Be direct, calm, and factual. "Bill and Sam, I am going to ask for your cooperation. Let's eliminate the side comments so we can finish our session on time." (I love telling them this; everyone wants to finish on time.)
- 10. Eject Them.** if you feel undesired behavior is repeating and impacting negatively on the other participants, you will need to take action. You may prefer to ask them smoothly and indirectly to make a choice about leaving the class or changing their behaviors. Hopefully, you never have to get this far on the Intervention Escalator. It is a fine line to walk between being respectful to individuals while being a strong leader, but by starting at the bottom of the escalator, you may never have to get to the most direct actions.

Don't confuse subtlety with avoidance or evasion; take action early to maintain a healthy environment in your next meeting, training session or presentation

Quick and Basic Guidelines for Effective Presentation

A. Basic Guidelines For Designing Your Presentation

1. List and prioritize the top three goals that you want to accomplish with your audience. It's not enough just to talk at them. You may think you know what you want to accomplish in your presentation, but if you're not clear with yourself and others, it is very easy - too easy - for your audience to completely miss the point of your presentation. For example, your goals may be for them to appreciate the accomplishments of your organization, learn how to use your services, etc. Again, the goals should be in terms of what you want to accomplish with your audience.
2. Be really clear about who your audience is and about why is it important for them to be in the meeting. Members of your audience will want to know right away why they were the ones chosen to be in your presentation. Be sure that your presentation makes this clear to them right away. This will help you clarify your invitation list and design your invitation to them.
3. List the major points of information that you want to convey to your audience. When you're done making that list, then ask yourself, "If everyone in the audience understands all of those points, then will I have achieved the goal that I set for this meeting?"

4. Be clear about the tone that you want to set for your presentation, for example, hopefulness, celebration, warning, teamwork, etc. Consciously identifying the tone to yourself can help you cultivate that mood to your audience.
5. Design a brief opening (about 5-10% of your total time presentation time) that:
 - a. Presents your goals for the presentation.
 - b. Clarifies the benefits of the presentation to the audience.
 - c. Explains the overall layout of your presentation.
6. Prepare the body of your presentation (about 70-80% of your presentation time).
7. Design a brief closing (about 5-10% of your presentation time) that summarizes the key points from your presentation.
8. Design time for questions and answers (about 10% of the time of your presentation).

B. Basic Guidelines About Presentation Materials

You might be handing out supplemental materials, for example, articles, reports, etc. along with making your presentation. You might also be handing out copies of your presentation, for example, handing out copies of your slides that you will be referencing during your presentation. You might be using transparency slides or showing slides from a personal computer onto a project screen.

1. If you plan to project your slides from a computer onto a projection screen, then be sure to check out the computer system before people come into the meeting room, if at all possible.
2. Use a consistent layout, or organization of colors and images, on your materials.
3. If you use transparencies on an overhead projector, then allocate one slide for every 3-5 minutes of your presentation. Include 5-8 lines of bulleted phrases on each slide.
4. If you provide the supplemental information during your presentation, then your audience will very likely read that information during your presentation, rather than listening to you. Therefore, hand out this information after you have completed your presentation. Or, hand it out at the beginning of your presentation and ask them not to read it until you have completed your presentation.
5. If you hand out copies of your slides, be sure that the text on the slides is large enough that your audience can read the text on the table in front of them without having to hold the handouts up to their faces. Be sure to leave space on the handouts for the audience to make notes on them.

C. Basic Guidelines About Your Delivery

1. If you're speaking to a small group (for example, 2-15 people), then try to accomplish eye contact with each person for a few seconds throughout your delivery.
2. Look up from your materials, or notes, every 5-10 seconds, to look into the audience.
3. Speak a little bit louder and a little bit slower than you normally would do with a friend. A good way to practice these guidelines is to speak along with a news anchor when you're watching television.
4. Vary the volume and rate of your speech. A monotone voice is absolutely toxic to keeping the attention of an audience.
5. Stand with your feet at shoulder-length apart.
6. Keep your hands relatively still.

Five Things You Must Do in the First Five Minutes

Recently I attended a speech given by a brilliant but soft-spoken philosopher and author. Even though he had a gentle, thoughtful way of speaking, and a serious topic, he managed to connect well with the audience, and got some great chuckles with his stories and his subtle humor. It started me thinking again about how important the first few minutes of every presentation is, and what you can do to make a good connection with your audience early on.

Check your next presentation to see how many of these you are doing.

Tell a short human-interest story.

This speaker made a reference to boy scouts, comparing how they were years ago, to how they are today. It illustrated a point he was making in a highly visual, personal and memorable way. And it took less than one minute.

Refer to the audience and their worlds.

More important than telling them all about you, let them know you understand who they are, what their concerns are, and how you plan to address them. The old adage is true: they don't care how much you know until they know how much you care.

Engage them in some way.

Get them to do something besides just sitting. Ask a question, ask for a show of hands, ask them to greet their neighbors, ask them to write down their questions, ask them to gather in the four corners of the room according to...well, you get the idea. Unless you are mesmerizing, you really should get them engaged and involved, and do it sooner rather than later.

Start without slides.

It sends a whole different energy into the room than starting with your slides on and ready to go. In fact, this speaker used no more than 10 slides in two hours, and he turned them on when needed and off when not needed. And another thing; they were all images, not bullets! Maybe you need to use slides. If so, then make them as clean and simple as possible, and start (and end) without them.

Find the humor.

It could be in your story, in the audience, in a misfire or mistake, in a cartoon you show, or in something you heard or read recently. Look for humor that is comfortable and natural for you; don't try to be a comedian. It doesn't have to bring the house down; even a chuckle can bring us all together.

Yes, this speaker did all five of these in the first few minutes. He showed humility, depth, and passion about his topic. I bet you can too, and I would love to hear what you do in the first five minutes.

Tips for Efficient Practice:

Timing - Practicing Your Presentation,

- Talk through your presentation to see how much time you use for each slide.
- Set the automatic slide transition to the amount of time you want to spend discussing each slide.
- Are you using the right amount of time per slide? Decide which slides or comments need alteration to make your presentation smoother.
- Change the automatic slide transition settings for individual slides to fit the amount of time needed for that slide and practice again. Are you still within the time limit?
- Decide if you want to remove the automatic slide transition feature before giving the presentation.

Content

- Make a list of key words/concepts for each slide
- Read through the list before you begin.
- Don't attempt to memorize your text;
- Your words will probably be different each time you practice.
- Think about the ideas, and your words will follow naturally.

Delivering Your Talk:

Pre-Talk Preparation

- Plan to get there a few minutes early to set up and test the equipment.
- Dress appropriately for your audience.

- Turn off your cell phone.

Handouts:

- Always prepare a handout when giving a PowerPoint presentation.
- Make about 10% more handouts than you expect to use.
- Distribute handouts at the beginning of your talk.

Opening:

- Jump right in and get to the point.
- Give your rehearsed opening statement; don't improvise at the last moment.
- Use the opening to catch the interest and attention of the audience.
- Briefly state the problem or topic you will be discussing.
- Briefly summarize your main theme for an idea or solution.

Speaking

- Talk at a natural, moderate rate of speech
- Project your voice.
- Speak clearly and distinctly.
- Repeat critical information.
- Pause briefly to give your audience time to digest the information on each new slide.
- Don't read the slides aloud. Your audience can read them far faster than you can talk.
- If you plan to write on the slides to emphasize key points during the presentation, practice ahead of time. To select the writing tool right-click during the presentation.

Body Language

- Keep your eyes on the audience
- Use natural gestures.
- Don't turn your back to the audience.
- Don't hide behind the lectern.
- Avoid looking at your notes. Only use them as reference points to keep you on track.
Talk, don't read.

Questions

- Always leave time for a few questions at the end of the talk.
- If you allow questions during the talk, the presentation time will be about 25% more than the practice time.
- You can jump directly to a slide by typing its number or by right-clicking during the presentation and choosing from the slide titles.
- Relax. If you've done the research you can easily answer most questions.
- Some questions are too specific or personal. Politely refuse to answer.

- If you can't answer a question, say so. Don't apologize. "I don't have that information. I'll try to find out for you."

Length:

- To end on time, you must PRACTICE!
- When practicing, try to end early. You need to allow time for audience interruptions and questions.

Demeanor:

- Show some enthusiasm. Nobody wants to listen to a dull presentation. On the other hand, don't overdo it. Nobody talks and gestures like a maniac in real life. How would you explain your ideas to a friend?
- Involve your audience. Ask questions, make eye contact, and use humor.
- Don't get distracted by audience noises or movements.
- You'll forget a minor point or two. Everybody does.
- If you temporarily lose your train of thought you can gain time to recover by asking if the audience has any questions.

Conclusion:

- Concisely summarize your key concepts and the main ideas of your presentation.
- Resist the temptation to add a few last impromptu words.
- End your talk with the summary statement or question you have prepared. What do you want them to do? What do you want them to remember?
- Consider alternatives to "Questions?" for your closing slide. A summary of your key points, a cartoon, a team logo, or a company logo may be stronger.

Questions for Presentation Skills Training

You are not alone in needing Presentation Skills Training

- Do you want to deliver powerful and memorable presentations?
- Is putting together a presentation a difficult process?
- Does the thought of speaking to a group fill you with dread?
- Are people left underwhelmed by your presentations?

Why improve my presentation skills?

Whatever business you are in, the majority of people who give presentations have never had any training. What's more - it shows! You nervously rush through a presentation, sit down, ask your neighbor "how was it", and they will tell you it was fine! Why?

Be honest, have you ever had real feedback? Real training.

How Business Training Direct can help improve your presentation skills

Through this presentation skill training course you will learn that the words are only a part of the process. The training course will learn you how to:

- Overcome nerves
- Ensure that your presentations are memorable, relevant and impressive
- Use your voice to effect
- Build audience rapport
- Use gestures positively
- Use PowerPoint to effect
- Add impact and interest
- Deliver powerful messages with confidence

Importantly you will discover that **increased confidence and skill** will mean that you actually enjoy speaking opportunities.

Skill in presenting and speaking opens doors, increases confidence and career possibilities.

A two day course that will deliver the training you need to achieve these skills.

Public training skills course

This training course is for government officials from various backgrounds; professionals, managers and human resources staff and other staff as needed and it will be held in the training centers and course handouts will be provided. Small groups of between 10-12 people ensure that everyone gets the time and opportunity to maximize their learning.

In-house training skills courses

In-house training skills courses are for organizations who wish to train a large group of their employees at their training rooms. In this case the course is normally conducted training centers at the organizations.

In addition, training center can organize a one to one training course for managers, executives and senior staff members. These sessions can be very helpful for both general

presentation skills training in a more direct and individual style and also be used to **prepare for a specific speech and presentation** that is coming up (conferences, Public speaking, etc...)

How to Become a Professional Speaker

Specific Objectives:

- Find out exactly what you are supposed to accomplish in your public speaking engagement.
- Make sure you to have it in writing.
- This can be handled with a question on your pre-program questionnaire
- Don` t be complaints that you did not achieve the goals of the meeting organized because you didn` t get the information.

One-to-one coaching sessions

- In a hurry?
- Prefer intensive coaching?
- Want to concentrate on your skills?
- Limited for time?

Dedicated One to One training

- You may wish to consider the direct option of dedicated One to One training.
- Providing unique opportunities to rehearse, modify, alter, rehearse again and focus on either delivery skills, the content or both, individual sessions can prove very effective in a short space of time.
- These sessions give the opportunity to have guidance and help in preparing the material, delivering it with skill, whilst learning general techniques at the same time.

Personalized course materials and training

For general sessions, you prepare the material from a range of general topics/courses, add some specific work tailored to individual training, and create the optimal course for you.

In addition time can be spent focusing on preparing and writing the material, preparing PowerPoint and other visual aids, and creating speaker notes if required. Indeed it is an option that you could works fully for you whatever your needs and present to others and receive feedback.

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