

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

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**EFFECTIVE PRESENTATION SKILLS
FOR TRAINING CENTERS
IRAQ MINISTRIES AND GOVERNORATES**

PARTICIPANT` s GUIDE

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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.

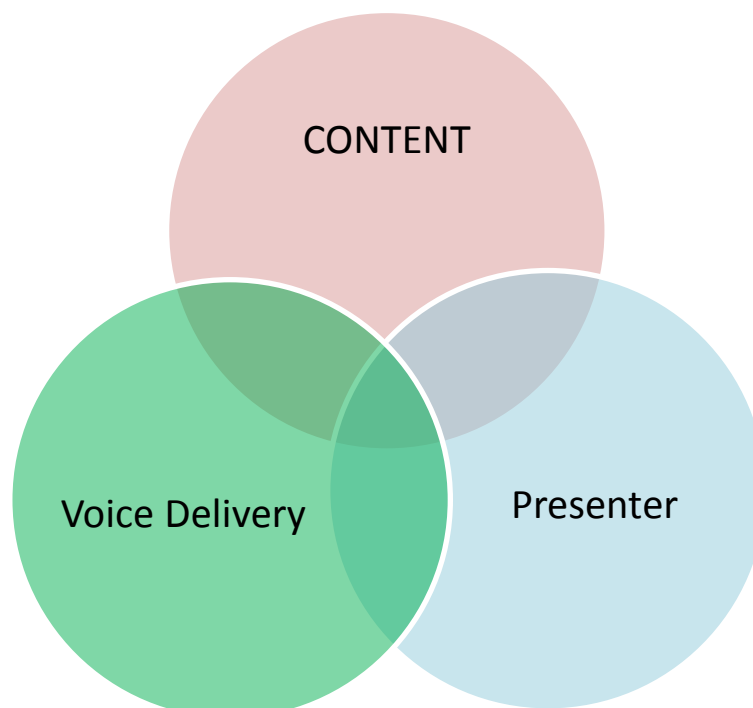
VIII. Stick to the plan for the presentation, don't be tempted to digress - you will eat up time and could end up in a dead-end with no escape!

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.

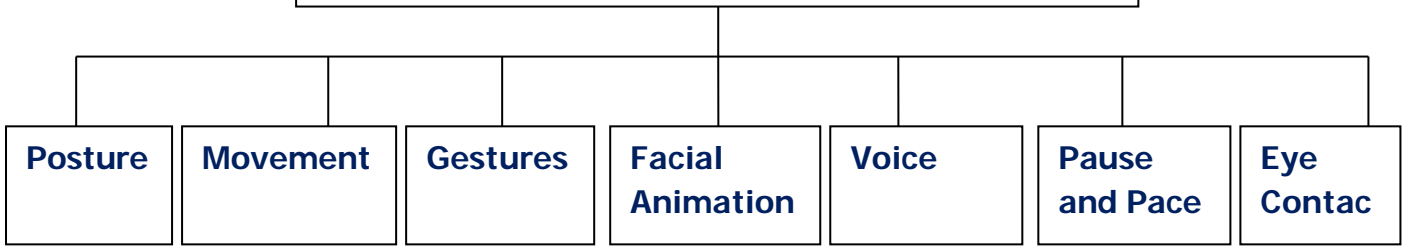
Use colour on your slides but avoid orange and yellow which do not show up very well when projected. For text only, white or yellow on blue is pleasant to look at and easy to read. Books on presentation techniques often have quite detailed advice on the design of slides. If possible consult an expert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

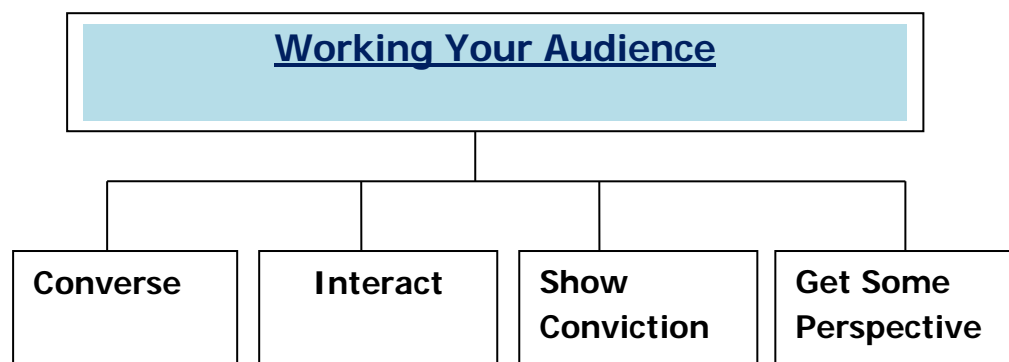
For vocal variety practice try reading children's books aloud. Your voice will naturally animate with the story. Record your voice and listen to it resonate in your head for higher vocal tones, in your throat for the mid-range and deep in your chest for lower vocal tones. Using more gestures will also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

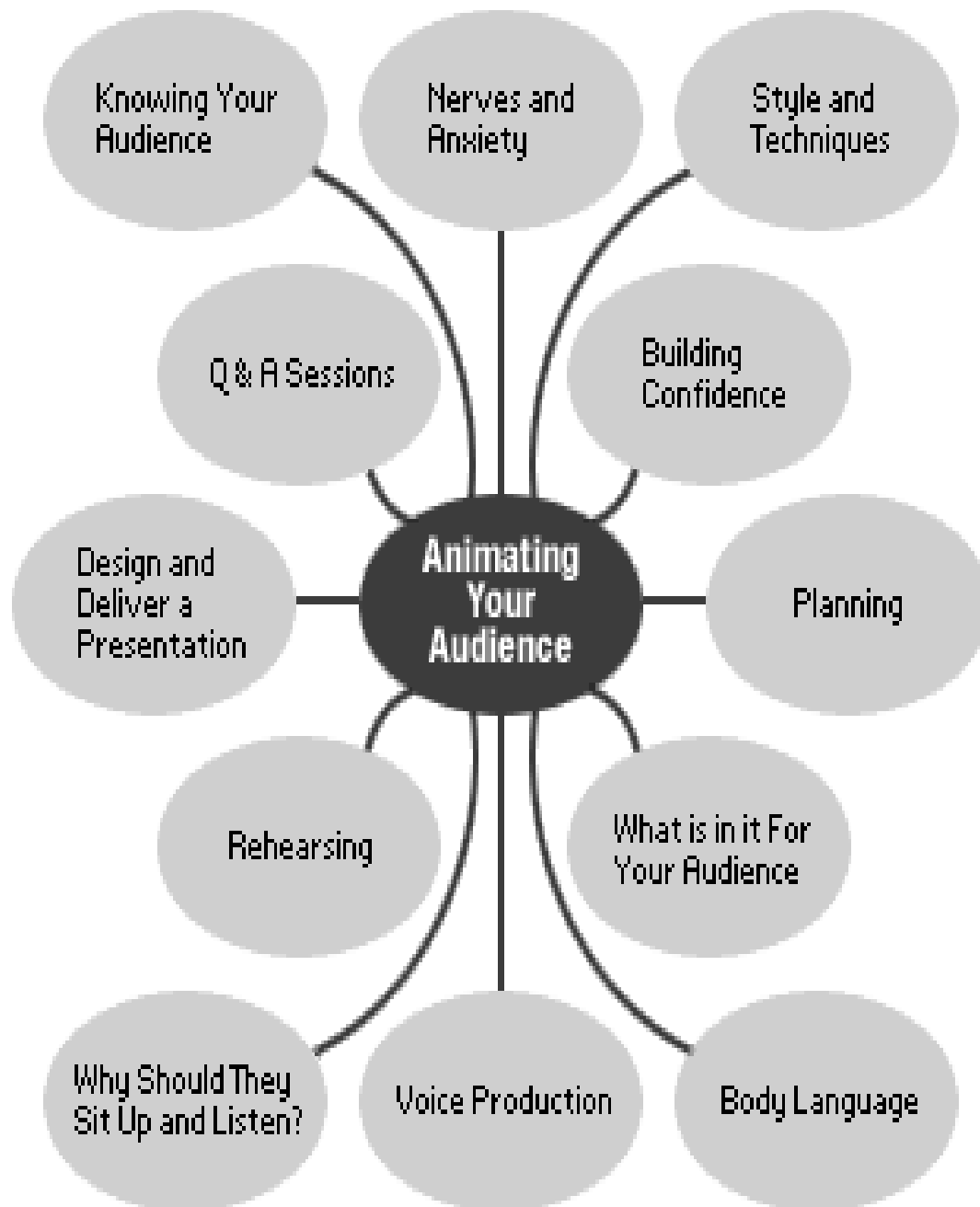
Giving an example always helps your listeners to see more clearly what you mean. It's quicker and more colorful.

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.

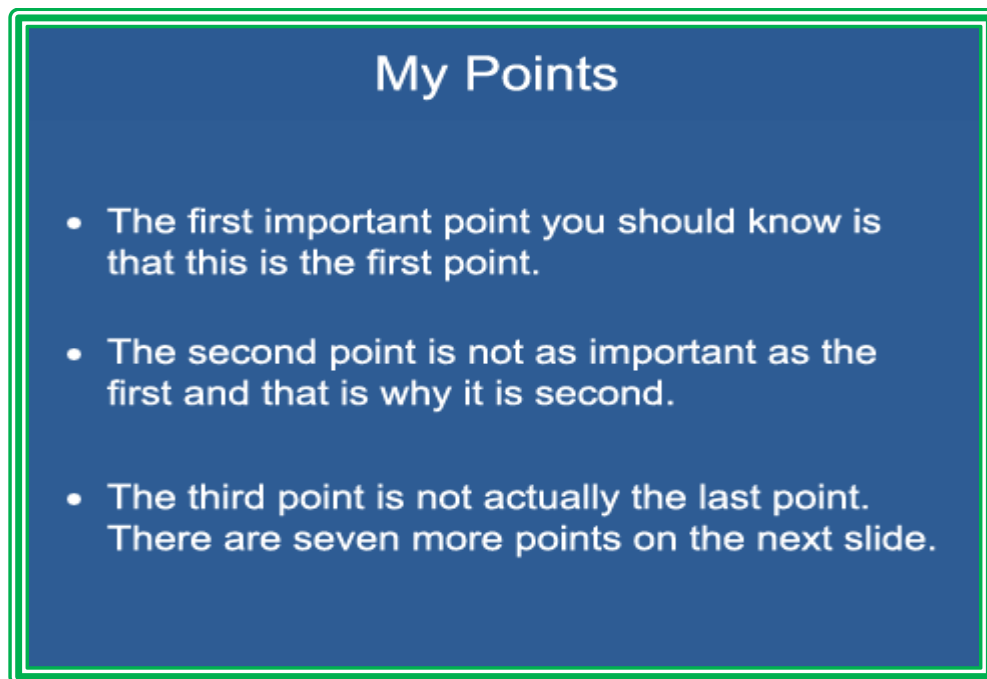
Presentation Tips

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

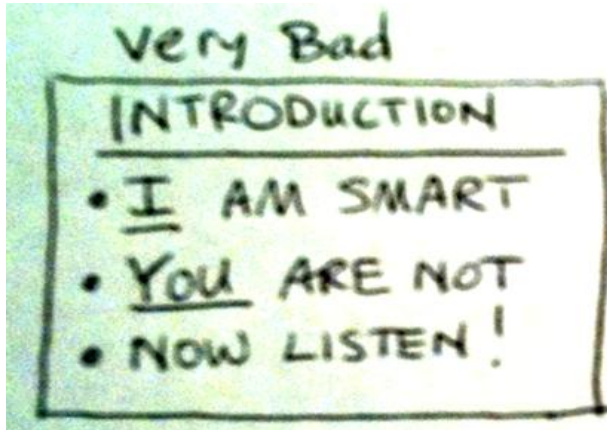


In addition to these above presentation skills that allows you to refer to the information on a display screen there are advantages for you, the presenter, and your audience to getting work results

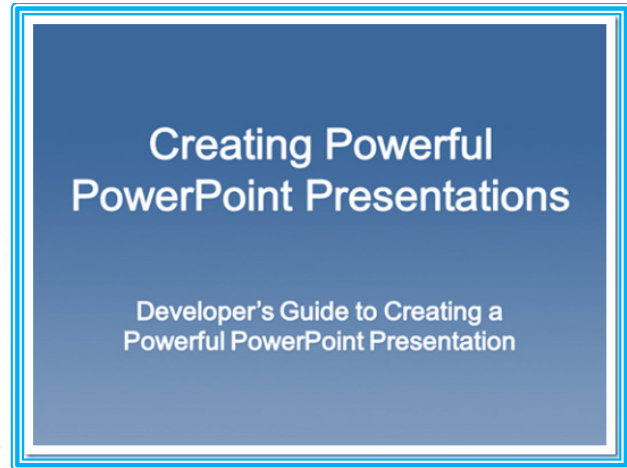
- Align your words with the screen's content
- Move and be animated when speaking
- Look at your audience
- Don't read from your screen.
- Involve your audience

Good and Bad Presentation; Pictures

Very Bad



Very Good

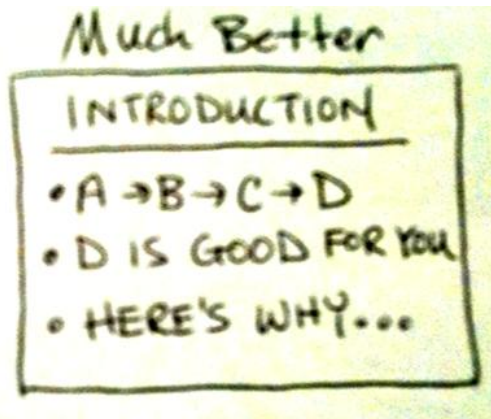


It is very useful to use the PowerPoint, Opening, and Skills in your work; in an animated and knowledgeable presentation style.

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 Signs
- Silence that Spoke
- Eloquence of Eyes

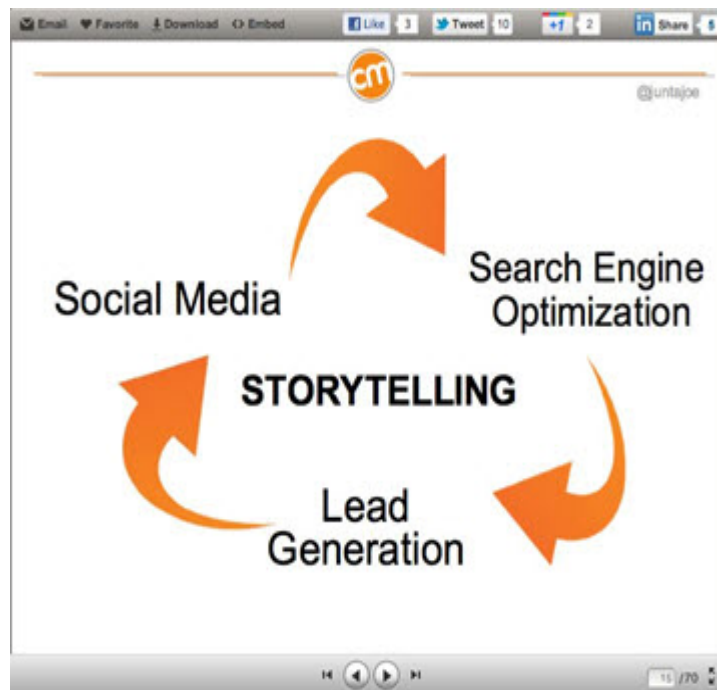
How to Become a Motivational Speaker and Getting Work Results for It

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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