



MPV_COMA
Communication
and Managerial
Skills Training
Seminar 3

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Content

- I. Key elements of effective presentations
- II. The Presentation Planning Checklist
- III. Communicating Complex Ideas
Successfully
- IV. Creating Effective Presentation Visuals

How Good Are Your Presentation Skills?

- Test yourself:

http://www.mindtools.com/pages/article/newCS_96.htm

I. Key elements of effective presentations

1. Understanding your audience.
2. Preparing your content.
3. Delivering confidently.
4. Controlling the environment.

I. Key elements of effective presentations

○ **Understanding Your Audience**

- Determine who the members of the audience are.
- Find out what they want and expect from your presentation.
- What do they need to learn?
- Do they have attitudes or interests that you need to respect?
- And what do they already know that you don't have to repeat?

I. Key elements of effective presentations

○ **Preparing Your Content**

- Identify a few key points
- Don't include every detail
- Use an outline
- Start and end strongly
- Use examples

I. Key elements of effective presentations

○ **Delivering Confidently**

- Practice to build confidence
- Be flexible
- Welcome statements from the audience
- Use slides and other visual aids
- Keep your visuals simple and brief
- Manage your stress

Dealing with nerves

- **Calm yourself from the inside**

- Practice deep breathing
- Drink water
- Smile
- Use visualization techniques

imagine that you are delivering your presentation to an audience that is interested, enthused, smiling, and reacting positively.

- Speak more slowly than you would in a conversation
- Move around during your presentation
- Stop thinking about yourself

I. Key elements of effective presentations

- **Controlling the Environment**
 - Practice in the presentation room
 - Do your own setup
 - Test your timing

II. The Presentation Planning Checklist

● Presentation

1. Does your introduction grab participant's attention and explain your objectives?
2. Do you follow this by clearly defining the points of the presentation?
3. Are these main points in logical sequence?
4. Do these flow well?
5. Do the main points need support from visual aids?
6. Does your closing summarize the presentation clearly and concisely?
7. Is the conclusion strong?
8. Have you tied the conclusion to the introduction?

II. The Presentation Planning Checklist

● Delivery

1. Are you knowledgeable about the topic covered in your presentation?
2. Do you have your notes in order?
3. Where and how will you present (indoors, outdoors, standing, sitting, etc.)?
4. Have you visited the presentation site?
5. Have you checked your visual aids to ensure they are working and you know how to use them?

II. The Presentation Planning Checklist

○ Appearance

1. Make sure you are dressed and groomed appropriately and in keeping with the audience's expectations.
2. Practice your speech standing (or sitting, if applicable), paying close attention to your body language, even your posture, both of which will be assessed by the audience.

II. The Presentation Planning Checklist

○ Visual Aids

1. Are the visual aids easy to read and easy to understand?
2. Are they tied into the points you are trying to communicate?
3. Can they be easily seen from all areas of the room?

Communicate Complex Ideas Successfully

- **Structure your presentation**

- Presentation's objective and overall goal
- The length of the presentation
- Break presentation into smaller segments
- The conclusion of the presentation

III. Communicate Complex Ideas Successfully

- **Achieving clarity and impact**

- Tell them what you are going to tell them (For instance, "In this presentation I will show you.").
- Tell them the key points, expanding and illustrating each one, clearly and concisely.
- Tell them what you have told them (For instance, "In closing." or "In summary.") and conclude.

III. Communicate Complex Ideas Successfully

- **Principles of good presentation**
 - Conciseness
 - Clarity
 - Simplicity
 - Order

III. Communicate Complex Ideas Successfully

- **Tips:**

- Speak from memory
- Use clear words and sentences
- Use short sentences
- Highlight important things
- Differentiate facts and opinions

IV. Creating Effective Presentation Visuals

- Be Consistent
- Consider Culture
- Use Images Intelligently
- Break Complex Data Down
- Keep It Simple
- Prepare

Poor example: This slide contains too many words. Your audience will spend more time reading than listening to you.

New Product Features

- **Product needs bright, popping colors.**
- **We'll add additional safety features on the bottom.**
- **It will now come in three sizes.**
- **New design will be highly flexible.**
- **Purchase will come with live HelpDesk access.**

Good example: This slide has just the key ideas.

New Product Features

- **Colors.**
- **Safety.**
- **Sizes.**
- **Flexibility.**
- **Help.**

Sources

- Becoming a Better Presenter
http://www.mindtools.com/pages/article/newCS_96.htm
- Presentation planning checklist
<http://www.mindtools.com/CommSkill/PresentationPlanningChecklist.htm>
- Speaking to an audience
<http://www.mindtools.com/CommSkill/SpeakingToAnAudience.htm>
- Better public speaking
<http://www.mindtools.com/CommSkill/PublicSpeaking.htm>
<http://www.mindtools.com/pages/article/PresentationNerves.htm>
- Creating effective presentations
<http://www.mindtools.com/pages/article/creating-presentation-visuals.htm>



Thank you for attention!