

From Ideas to Presentations

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Visual Message

Do's

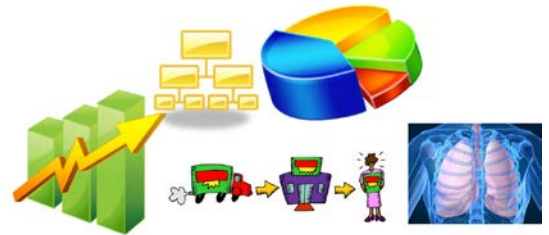
- 6 words per line and 6 lines per page
- Use a simple font with minimum 24 point size
- Keep a simple layout – visually clear
- Use a pointer or big cursor

Don'ts

- Have too many visuals
- Leave unwanted frames on slides
- Stand in front so people cannot see

Visuals which work

- A picture can speak a thousand words
- Charts are easier to read than tables
- Show the big picture (handout for details)
- Choose the best chart to communicate
- Label charts clearly
- Use a bullet chart like this to show lists of ideas
- Use a flow chart to show a process
- Change numbers to a graph or chart
- Change locations to maps
- Use illustrations for a simpler, clearer focus
- Use diagrams to show how something works



What to say when you show a visual

- Introduce what the visual is about
- Explain the visual
- Emphasise the key points
- Pause to change slide

Checklist

- Spelling correct?
- Grammar correct?
- Logical layout?
- Colours match?
- Title slide?
- Thank you slide?

•Large font size (minimum 24 points)

•'Sans serif' not 'serif' font

•Simple background

This is a sans serif font – each part of each letter is same thickness and easy to read.

This is a serif font - the lines of letters are different thicknesses and not easy to read when projected.

Which is easier to read?

Spoken Message

Structure

- Title
- Aim
- Structure
- Background
- Body – parts 1, 2 ... n
- Summary
- Conclusions
- Recommendations
- Questions

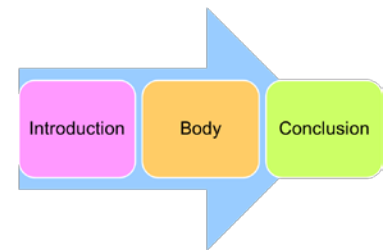
Content

- Keep it simple
- Use an outline
- Show where you are
- Check before show

Introduction

- Good morning, Chairperson, VIPs, ladies and gentlemen
- Welcome – say something nice about them to make the audience feel good about you
- *I am so glad, so many of you, have given your valuable time to come here and listen to me today*
- Self – although the mc has introduced you, names are not easy to remember, so give them your name again
- *My name is ... and I am the ... of ...*
- Topic - tell them your topic, someone in the audience may have come to the wrong room, and those in the right room know what document to look at
- *I would like to share with you my work on ... , and tell you why it is important to you. You should all have received ... which gives you more information*

- What – explain what your topic is about
- *I would like to explain to you*
- Why – explain why your topic is important / interesting
- *This is important / interesting to us all, because ...*
- Overview – main point 1 > main point 2 > main point 3
- *First, I will share with you ...*
- *Second, I will tell you ...*
- *Third, I will explain ...*
- Signpost – end of introduction and begin body
- *That is all I want to say for the introduction, so let us begin with the first main point which is ...*



Body

- Main point 1 – details / explanations / numbers / examples
- Signpost – end main point 1 > begin main point 2
- Main point 2 – details / explanations / numbers / examples
- Signpost – end main point 2 > begin main point 3
- Main point 3 – details / explanations / numbers / examples
- Signpost – end of body and begin conclusion
- *That finishes/ends the ... part.*
- *Now I would like to/let's move on to/turn to the ... part*
- Details – use details to give more information
- Explanations – use explanations when you need to give the process or reason for something
- Numbers – use quantitative information to support your qualitative information
- Examples – use examples to help the audience imagine the application of your point
- Signpost end of Body, begin Conclusion
- *That bring us to the end of the main points, so let me conclude by summarising them for you*

Conclusion

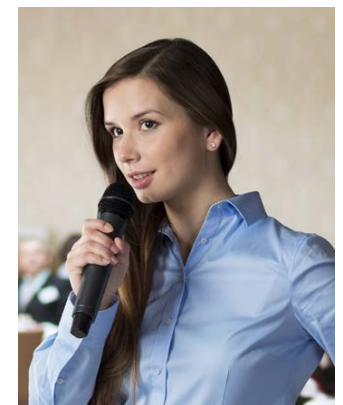
Summarise

- Important point to remember from main point 1 from Body
- *First we learned that ...*
- Important point to remember from main point 2 from Body
- *Second, we discovered that ...*
- Important point to remember from main point 3 from Body
- *Third, we found out that ...*
- Signpost – end of summary, begin concluding statements
- *I have finished the summary, so now let us go on to my concluding statements*



Conclude

- Conclusion – limitations, recommendations, action to take
- *This study had some limitations which were ...*
- *I recommend that ...*
- *These are what we should do next ...*
- Thank audience
- *I would like to thank you for your attention*
- Signpost – end of presentation, begin questions
- *I will be happy to try to answer any questions you have*



How to get your message across

- Speak clearly
- Intonation – change tone on keywords
- Pause – after each phrase
- Pronunciation – practice with someone
- Speak to your audience - not to the screen
- Use spoken not written language
- Volume about 50% louder than normal

Physical Message

- ❖ Smile
- ❖ Posture
- ❖ Focus attention
- ❖ Use your hands
- ❖ Stand straight
- ❖ Dress for the occasion

Eye Contact

- 1) Look at an area of the audience
- 2) Smile
- 3) Count silently 1-2-3
- 4) Change the area of the audience
- 5) Go back to (1) and repeat

Gestures

Gestures – Counting

- 1) Hold up the number of fingers for the number of a point
- 2) Say the point
- 3) Add one to the number of fingers you hold up and go back to (1)

Gestures – Emphasis

- 1) Move your body towards the audience
- 2) Move your hand
- 3) Use your voice (stress, volume or high tone) to add emphasis

Gestures – Illustration

- 1) Show the audience what you mean with your hands
- 2) Two hands are better than one
- 3) Move your hands slowly into place

Gestures – Comparison/Contrast

- 1) Show the audience what you mean with your hands
- 2) Two hands are better than one
- 3) Move your hands slowly into place

Intonation

Look confident

Be relaxed

Move

Where are you looking?

Be aware what your body is doing

Keep calm – do not panic

- The first minute is the worst, so make sure you can do it word perfect
- Get your workspace organised before you start
- Take a few deep breaths to calm you down before you start
- Look at your audience and give them a big smile and start

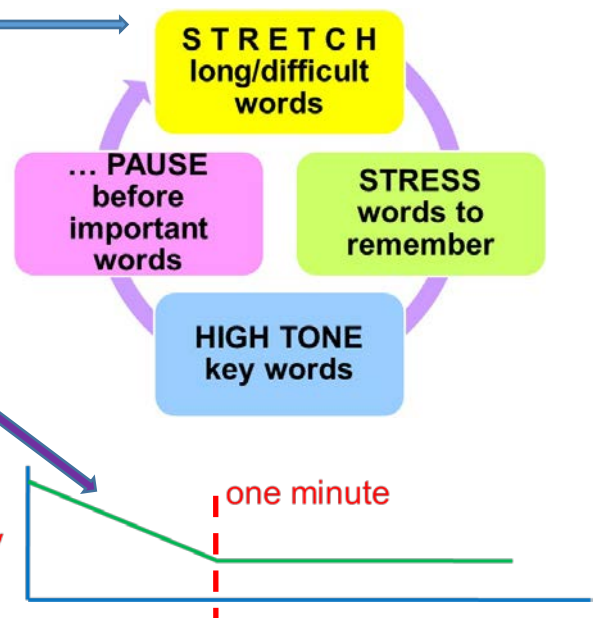
Emotional Bonding



What you see, you will remember

What you hear, you will forget

What you do, you will know forever



Create a good relationship with your audience

- Arrive early and make friends
- Look at your audience
- Talk with your audience, not at them

Emotional Memory Response



When you feel good about something, you remember it.

Sub-consciously the brain puts what you say into long-term memory.

Logistical Message

- Learn your script
- Practice your presentation
- Get organised
- Logo on slides
- Check slides - use a checklist
- Prepare thoroughly
- Check timing
- Arrange workspace
- Use a pointer to show important details
- Check slide show before showing
- Use a laser or physical pointer
- Use a remote mouse or presenter
- Prepare & Practice

