



Unit 8 The Powerful Presentation

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Learn some different ways to prepare and organize information
- ✓ Prepare, practice, and deliver a short presentation

Unit 8

The Powerful Presentation

Add Punch to Your Presentation

The power of threes

As you consider material that will develop your arguments, stay focused on your original objective. **Restrict your agenda to one specific situation or problem.** Avoid wandering off to discuss other items that may be on your personal agenda but are not relevant to your stated purpose.

Psychological studies tell us that people can remember between three and seven items at one time. Busy people or those under a lot of stress are likely to remember only **three items**.

If you give your audience too many reasons to buy your product or implement your idea, they may only remember a few of them, and not necessarily your most important or persuasive points. Therefore, if you have a lot of points to cover, **group them together** for easier recall. For example, a new marketing process may actually have 11 or 12 steps, but if you group them into categories such as design steps, packaging steps, and sales steps, they will be easier to follow.

Similarly, in a problem-solving pattern, there may be seven individual problems. If you group them into personnel problems and logistics problems, your presentation has been simplified, and the problems will be easier to remember.

Experienced speakers know that there is power in threes of anything. Julius Caesar said, "I came, I saw, I conquered." Winston Churchill was a master at tripling. Many of his most powerful speeches to the people of Britain made use of this classic technique.

Think of all the examples there are in our lives and our literature: Three Blind Mice, Three Musketeers, and popular series of books that are written as trilogies. Leverage the knowledge about threes to give impact to your presentation.

Visual Aids

Think about using some visual aids in your presentations, and think beyond PowerPoint. PowerPoint has been a great tool, but also misused so frequently that bad presentations get called "**death by PowerPoint.**"

Visuals help you give a lot of information in a very short space of time. They are really quick snapshots of situations, developments, events, and processes that would take a long time to explain fully in words.

Good visuals speak for themselves and require little or no description, but you often need to draw your audience's attention to **one or two key points**.

The effect of good visuals can be ruined by reading them word for word. Instead, refer to the highlights (the most significant part), explain why they are important, and help the audience draw conclusions.

Here are some more **tips**:

- Be generous with white space.
- Use clear headings and sub-headings.
- Highlight, but do not overdo it.

- Types of highlighting can include bullets, italic print, underlining, bold, and color.
- Use graphics with caution. Make sure they mean the same thing to the audience that they do to you. Make sure that they look okay when on a screen, since they can get distorted when enlarged. Make sure you have legally purchased the rights to use any copyrighted material, including clip art and stock photography. Most can be used for personal reasons, but not commercially unless you purchase the rights to do so.
- Do not ask technology to do your job. Technology should support the presentation you deliver, but not be responsible for the success of the presentation.
- Always have a backup plan in case the technology fails, because oftentimes it will!

About **type styles and size**:

- Choose a solid, plain typeface that is easy to read.
- Do not combine a lot of fonts on one page. If you do use different fonts, use them consistently. Designers tell us that we should not have more than two different fonts per page.
- Make sure the type size is big enough for your audience to read.
- Do not use all capital letters, except in headings or brief statements.
- Headings should be noticeably larger than text.
- Serif typefaces, with hooks on each letter, make text easier to read.

Examples

EFFECTIVE PRODUCT ORGANIZATION



- Logically arranged product types
- Strategically placed individual products
- Safe and attractive physical plant

What is Right?



What is Right?

Here is a chart detailing the various methods of adding some punch to your presentation. Remember, you should ALWAYS have a backup plan!

Type	Advantage	Disadvantage	Notes
Slides	<ul style="list-style-type: none"> • Quality images • Efficient • Reusable 	<ul style="list-style-type: none"> • Cost for stock photography/clip art • Take time to prepare • Projector not always available 	<ul style="list-style-type: none"> • Focus • Make sure they are properly saturated (deep color)
Whiteboard	<ul style="list-style-type: none"> • Inexpensive • Flexible 	<ul style="list-style-type: none"> • Not impressive • Smell of markers • Dirties hands 	<ul style="list-style-type: none"> • Write neatly • Have eraser handy and extra markers
DVD	<ul style="list-style-type: none"> • Stimulating to audience • May be supplied free of charge by public libraries • Can insert DVD clips directly into slides 	<ul style="list-style-type: none"> • Audiences drift • Tricky to run 	<ul style="list-style-type: none"> • May want to cue to several instances, rather than whole film
Flip Charts	<ul style="list-style-type: none"> • Pre-writing makes them easy to use • Available everywhere 	<ul style="list-style-type: none"> • Too small for more than 20 people • Wasting paper? 	<ul style="list-style-type: none"> • Use top 2/3 of page only • 5x5 rule • Practice writing
Handouts	<ul style="list-style-type: none"> • Inexpensive • Flexible • Easy to prepare 	<ul style="list-style-type: none"> • Take time to prepare • Wasting paper? 	<ul style="list-style-type: none"> • Must look professional • Proofread
Models	<ul style="list-style-type: none"> • Effective if notes attached 	<ul style="list-style-type: none"> • May get lost if passed around • Difficult to find appropriate ones • Expensive to buy 	<ul style="list-style-type: none"> • Must be visible



Your Presentation

Preparation

Introduction

Attention grabber

Purpose

Agenda



Benefit for target audience

Body

Point 1 (with statistics or examples)

Point 2 (with statistics or examples)

Point 3 (with statistics or examples)



Conclusion

Summary

Specific action

Strong final statement

Presentations

Evaluation Form

Speaker:	Topic:	
Speaker's Target Audience:		
Content	Good!	Needs Work
Relevant material for audience's knowledge level		
Sufficient depth in support material		
Interesting examples for audience and situation		
Organization		
Grabs audience's attention		
States clear agenda		
Includes benefit in introduction		
Summarizes essence of main points		
Asks for clear action in conclusion		
Closes with strong final statement		
Would you hire this person/buy this product/support this proposal?	Yes	No



Personal Action Plan

I am already doing these things well:

I want to improve these areas:

I have these resources to help me:

As a result of what I have learned in this course, I am going to...	My target date is...	I will know I have succeeded when...	I will follow up with myself on...

Further Reading:

- ✓ *Berkley, Susan. Speak to Influence. Campbell Hall Press, 2004.*
- ✓ *Boothman, Nicholas. How to Make People Like You in 90 Seconds or Less. Workman Publishing Company, 2000.*
- ✓ *Carnegie, Dale. How to Win Friends and Influence People. Pocket Books, 1998 (Reprint)*