



# Presentation skills

# Agenda:

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**1** Why develop your presentation skills?

**2** What makes a presentation great?

**3** Body Language

**4** Voice

**5** Words

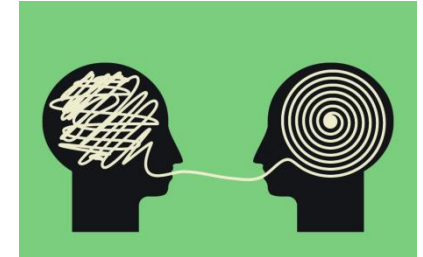
**6** Writing a great presentation

# Why develop your presentation skills?



You will be able to engage with your audience more easily

Your messages will be better understood by the audience



You will gain self confidence

Your presentations will be more entertaining



You will become more flexible in modifying your presentations for different audiences

People will remember more from you speech



# What makes a presentation great?

According to a study conducted by the University of California:

- **55 percent** of a person's message is conveyed through the speaker's **body language**
- **38 percent** of a person's message is conveyed through the speaker's **voice**
- **7 percent** of a person's message is conveyed through the actual **words** used

What makes your presentation great?

- Variations in Your **Voice** – tone, volume, accentuation, repetition, etc.
- Various **Facial Gestures** –what people see is what moves them
- **Hand gestures** & overall **body language** (including posture) to support words
- **The Words** you use and **HOW** you use them
- **Emotion and Passion** as an umbrella over your presentation to give validity, credibility and likability

# Body Language – 55% of conveying the message

**Body language** is non-verbal communication, mostly conveyed through face and hands, but also through all body movements (posture, comfort level, eye contact etc).

- Body language is the first impression people get while another person is approaching them for the first time. Are they smiling, do they look confident, do they make eye contact, do they look open and interested in meeting you? Using this body language also relaxes you and makes you less nervous.
- Heart rate studies show that people who begin their presentation with a smile and eye contact are able to control their pulse better.
- Studies using actors to deliver boring speeches with either a warm or a cold appearance show the difference in how their speech is received.

## Open body language:

- Open, wide, excited, genuine eye contact
- Firm, but not overly aggressive hand-shake
- Smile and good eye contact throughout the presentation
- Not dominating attitude – inviting
- Leaning slightly in towards the person we are speaking with, but careful not to dominate
- Confident, open gestures

vs.

## Closed body language:


- Staring at a person while speaking to them
- Elevated or aggressive voice
- An overly firm handshake
- Gesturing very aggressively – even finger pointing at a person's chest
- Entering a person's "space" - Close Talker
- Puffing up your body
- Anxious shifting of your body, rubbing your arms, tapping your fingers, crossing your arms
- Expressionless face or forced smiles, yawning

# Body language:

## a) Hand gestures

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### **Benefits of hand gesturing:**

- Makes you look more natural
  - Animates your words
  - Helps you set a better pace (4-5 words)
  - Makes people remember what you are saying
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- Why isn't there a guideline for using certain hand gestures at certain times during a presentation?
  - How often should we gesture with our hands?
  - What is the best position for the hands when speaking
  - Killing hand gestures: gripping a podium, intertwined fingers, hand placement at sides, in pockets, clasped behind you

# Body language:

## b) Facial expressions

### Six basic emotions:

- Happy
- Sad
- Angry
- Surprised
- Afraid
- Disgusted

### 15 secondary emotions\*:

- Happily surprised
- Happily disgusted
- Sadly fearful
- Sadly angry
- Sadly surprised
- Sadly disgusted
- Fearfully angry
- Fearfully surprised
- Fearfully disgusted
- Angrily surprised
- Angrily disgusted
- Disgustedly surprised
- Hatred
- Awed
- Indignant



The face shows if you believe what you are saying and if you have passion in your words.

When a speaker uses multiple expressions as they communicate, the speaker connects much more strongly with the audience. Examples:

- If your message is positive, smile
- If your message is one of disgust, your face should show it (narrow your eyes, furrow your eyebrows)
- If your message should show you are firm in your convictions: tilt your head down and look up, like looking over the top of your glasses

\*Ohio State University, 2014

# Body language:

## c) Eye contact

Eye contact is difficult, but critical when speaking both to small audiences and to large crowds

You should maintain eye contact 40-60% of the time you are speaking to someone

Anything below 40% shows lack of interest

Anything above 60% is creepy

In a small group of people you may want to maintain eye contact more than 50% of the time

In an interview you need to maintain eye contact almost constantly (looking away or down suggests lying, nervousness or uncomfort)

In a camera interview your should look at the camera all the time





# Voice – 38% of conveying the message

How we use our voice to compliment the words we are saying + our body language will make us a great speaker.

## Voice features

1. Resonance  
(the intensity of our voice)

2. Timbre  
(the quality of the sound of your voice)

3. Volume (raise your voice to make a point, lower it to be more dramatic)

4. Pitch (the highness of lowness of your tone)

5. Pacing (the timing of your words, pauses)

Or..... sometimes the best use of your voice is not to use it at all.

- A reflective pause allows the speaker to dramatize or accentuate what they said (give the audience time to savor it)
- An anticipatory pause, coupled with facial expressions or body language can set up powerful statements. E.g.: “let me ask you this simple question.....”
- Avoid using “um” or “ah” as other transition techniques



# Words – 7% of conveying the message

## Words you should use:

- Descriptive words: instead of “very good” say “amazing”
- Aspirational words: imagine, inspire, hope, opportunity, believe, power, passion, dream, compassion etc
- Easy to understand words: the type you would usually use in a conversation (avoid fancy words)
- Use conversational transitions: “Listen to this...”, “I’m glad you asked that because I want to make it clear that...”
- Word techniques: repetition, pauses, changes in voice
- Use stories to better connect
- Practice so that you become familiar with your words

VS.

## Words you should NOT use:

- Don’t use words people don’t understand, they will consider you arrogant instead of smart
- Don’t assume people know the meaning of certain technical or professional words; e.g. “Law no. 153/28 06 2017 has entered into force”. Instead, say “The Law regarding unitary salaries for budgetary employees has entered into force”
- Don’t use acronyms: instead of POD say PetroOmbudsman

*What if you get a question you don’t want to answer?*

- *Try to change the subject by using a phrase such as: “What’s more important”, “Another thing to remember”, or just say “That’s not my area of expertise, but I can tell you this...”*



# Writing a great presentation (1)

*A great presentation allows the listener to look inside your heart and soul.*

*Audiences may not remember the words after a great presentation, but rather how the speaker made them*



## Tips and tricks to make your words sound great:

Write a presentation no one else could give (it needs to be personal and to move your audience).

Tell people a story, an anecdote or a life lesson that illustrates the real you. Humanize yourself. Show emotion in your voice.

Don't write by committee: you should be writing your own presentation. Don't let a number of people do it for you. It will sound unnatural.

Have a core message (e.g: change, equality, ethics etc). Build in the message and sell it accordingly.

E.g instead of "Director gives speech" your headline should say "Director Inspires Employees with Call for Ethics".

Don't believe the humor myth: if the joke suits the occasion, go for it, otherwise don't

# Writing a great presentation (2)

## Tips and tricks (continued):

Combine data with stories (statistics give validity, while stories “put a face on it”).

Connect with the audience: E.g. instead of saying “52 percent of our employees have used the private health insurance” say “52 of the 100 people sitting in this room have used the private health insurance”.

Write for the ear: the eye can read long sentences, but the ear can't process them.

4 to 6 word segments are best. Use multiple sentences. Example: instead of saying “We will collect, analyze and interpret the data for the client's convenience” say “We will collect the data. We will analyze the data (and) We will interpret the data. All for the client's convenience.”

Set up a first connection with the audience.

Smile when you enter the room, maybe start with an anecdote, name some folks in the room and say “hi” if there is anybody familiar. This gives people the time to get comfortable before you go into the substance of the presentation.

Give a road map of your presentation:

- Explain to your audience why the presentation is important for them
- Tell the conclusions from the beginning
- Use a power phrase, that you will keep coming back to. E.g. “change is within”
- Use conversational transitions: “Let me tell you where I am going with this”; “Now, I am going to change the direction a bit”