# PetrOmbudsman
Independent. Confidențial. Neutru. Informal

# Presentation Skills

## 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
- Your presentations will be more entertaining
- People will remember more from you speech
- You will become more flexible in modifying your presentations for different audiences
- You will gain self confidence

## Facts

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 the first impression people get while another persons 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.
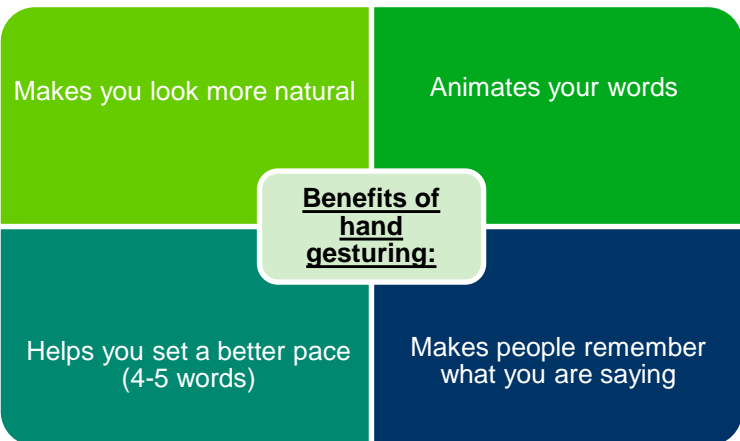
Open body language:

- 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

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

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## Hand gestures

Makes you look more natural

Animates your words

**Benefits of hand gesturing:**

Helps you set a better pace (4-5 words)
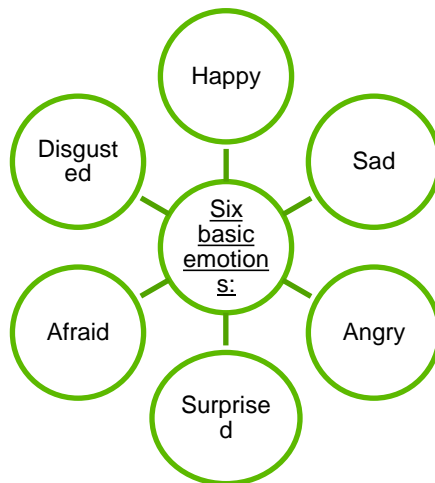
Makes people remember what you are saying

## 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

## 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

## Voice features

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

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)

## Writing a great presentation

- 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.

- 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 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.

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