

# *Engage your Audience*

**Participant Manual**

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### **Using this Manual**

This manual has all the material you will need to participate the Presentation Workout. It is arranged in the order in which the information will be assigned.

#### **Tips for Success**

You will be most successful in the workshop if you will:

- Read the assigned material as soon as possible
- Try to apply the skills as you learn them and continue to apply the skills throughout the program
- Use the skills you are comfortable with while attempting to stretch your boundaries

## **Basic Concepts**

### ***Organizing your Presentation***

Organizing your presentation properly makes it easier for:

- The listener to understand
- You to plan and deliver

Prepared presentations are divided into three parts:

- Opening
- Body
- Conclusion

#### The Opening

The opening should:

- Catch the audience's attention
  - Question or challenge
  - Quotation or story
  - Object or picture
- State what you will be talking about
  - Be brief
  - Give audience some idea of direction

- Openings to avoid:
- Apology
  - Joke/story that doesn't relate
  - Commonplace observation
  - Long-winded story or statement

#### The Body

The body is the main part of the presentation consisting of the information you want to communicate. The body is:

- Made up of 3 – 5 facts or ideas
- Limited by the time you have to present
  - Don't try to squeeze too much in
- Provides both statements and support (see examples at right)

- Examples of support:
- Statistics
  - Testimonials
  - True stories
  - Visual aids
  - Verifiable facts

#### The Conclusion

The conclusion helps the audience remember the points you made in the body of your presentation. The conclusion should:

- Reinforce your ideas
- Leave the listener with a lasting impression
- Call to action

#### Tips for Good Presentations

- Write presentation in outline form
- Make 3 – 5 points
- Use stories and personal experiences
- Resist the urge to read the text or bullets
- Practice, practice, practice
- Be enthusiastic about your topic – it will come through in your delivery

## Basic Concepts

### *Speaking Extemporaneously*

Etemporaneous speaking is speaking without having time to formally prepare.  
We speak extemporaneously:

- Most of our day, whether it's talking to a:
  - Supervisor ("Tell me how the XYZ project is going.")
  - Client ("The XYZ project seems to be falling a little behind schedule; what's going on?")
  - Coworker ("What did you think about the XYZ project meeting last week?")
  - Friend ("I'm having a problem at work with. . . . What would you do?")
  - Family member ("What would you think about putting an addition on the house?")
- When asked for our opinion or expertise
- In person, on the phone, and in e-mail

Etemporaneous speaking is not a casual talk in the hallway or a passing greeting.

### Etemporaneous Structure

- Opening – three techniques for opening
  - Paraphrase – rewording the question, statement, and/or emotion so you understand it
  - Validate - supporting the initial belief (even if you are going to refute it)
  - Agree/disagree – establishing your position up front
- Body
  - 1 – 3 points
  - Support your points
- Conclusion
  - Summary of your position briefly

Example:

**Question** – "We're thinking about reserving an amusement park for our company picnic. What do you think?"

**Unstructured response** – That's a stupid idea. It's too far away and what if it rains?

**Structured response** –

Personally, I love Six Flags but as a business decision, I would have to disagree with that choice for these reasons. One, the travel factor for our employees is an issue. Second, I'm concerned about losing our money if it rains. As I said, I love amusement parks but I'm not sure it's the best choice for a company investment.

### After your position

Once you've presented your position:

- Stop talking and listen to the reply
- Evaluate and respond

### Practice

The best way to get better at extemporaneous speaking is to practice using the structure outlined above. Use these tips for practicing extemporaneous speaking:

- Use every opportunity to practice (even the casual conversations – everything can be practice)
- Let your coworkers and family know that you are doing this (or they might think you've lost your mind!)
- Use it on strangers (you don't care what they think)

## Basic Concepts

### **Giving Effective Feedback**

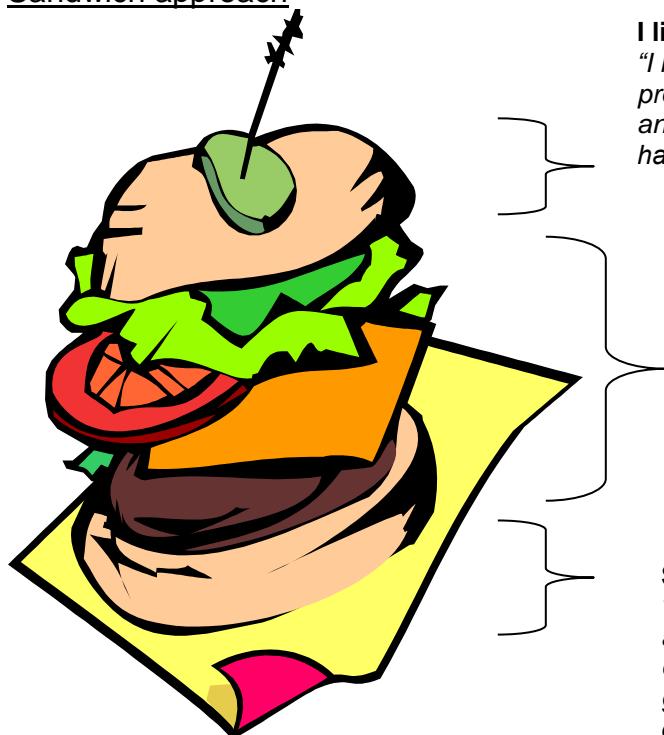
Feedback is the only way we are able to make improvements to how we perform. We receive and give feedback everyday:

- Supervisors (EDP, job performance, task performance)
- Coworkers ("You look nice today"; "That was a good job you did on the report.")
- Family ("You cleaned your room – it looks great!"; "Oh Dad, you just don't understand me"; "Thank you for doing the dishes"; "You need a haircut.")
- Friends ("Your golf game has really improved, especially your putting"; "I love what you've done with your hair")
- Complete strangers ("Your children are so well behaved.")

#### When giving feedback:

- Have a positive intent
- Address the behavior, not the person
- Strengths and areas of growth
- "I" perspective – "I liked. . ."; "I think. . ."; "I heard. . ."

#### Sandwich approach



##### **I liked. . .**

*"I liked the way you organized your presentation with a clear opening, body, and conclusion. I also liked your use of hand gestures."*

##### **Improvements the speaker might make (the meat and vegetables).**

*"What I'd like to see improved for next time is:*

- More eye contact with your audience; there was the tendency of looking at the floor. Try looking at two or three individuals to get used to making eye contact.
- Voice projection; it was sometimes difficult to hear. Try talking to the person at the back of the audience"

##### **Summary and call to action.**

*"So, if you will work on your eye contact and voice projection while continuing to organize your thoughts and use active gestures, your presentations will be more effective."*

#### When receiving feedback

- Expect that it is given with positive intent
- Listen for areas of strength *and* challenges
- Remember, it's not personal

## **Presentation Assignment #1**

*Select one of the assignments below and come prepared to present a 3 minute presentation on your first day of the workshop.*

### **Build the Perfect Snowman**

Your assignment for Session 1 will be to present a talk on building a snowman. In Session 1, be prepared to stand in front of the group and give a presentation on this topic up to 3 minutes long.

Materials you will have available to you in the room:

- Flip chart stand, flip chart paper, and markers
- White board and markers

You will not have:

- Projector or computer (no high tech, multi media presentations this time)
- Snow

Feel free to bring your own materials (i.e., pictures, displays, tools, etc.). You'll have about 30 seconds to set up for your presentation.

**OR**

To make sure everyone gets the opportunity to present, we have to keep each presentation to a maximum of 3 minutes



### **Build the Perfect Sandcastle**

Your assignment for Session 1 will be to prepare a talk on building a sand castle at the beach. In Session 1, be prepared to stand in front of the group and give a presentation on this topic up to 3 minutes long.

Materials you will have available to you in the room:

- Flip chart stand, flip chart paper, and markers
- White board and markers

You will not have:

- Projector or computer (no high tech, multi media presentations this time)
- Sand

Feel free to bring your own materials (i.e., pictures, displays, tools, etc.). You'll have about 30 seconds to set up for your presentation.

## **Handling Questions**

Presentations often create opportunities to answer specific questions from the audience. Here are some tips for answering questions successfully:

### Prepare

Think about the questions that might come up

- Prepare the answers before the presentation
- Build the answers into the presentation

### Control the situation

You decide when questions are appropriate and let your audience know.

- If you want questions after the presentation
  - "There will be an opportunity to ask questions at the end of the presentation"*
  - "Please hold your questions until the end of the presentation"*
  - "We won't have time during the presentation for questions but I'll be around after to answer any questions you have"*
- If you'll accept questions during the presentation
  - "Feel free to ask questions during the presentation."*
  - "I will be covering that information later in the presentation if you wouldn't mind holding your question until then."*

### Understand and clarify

If you aren't sure what the question is or you want some time to prepare your answer:

- "That's an interesting question. Can you tell me a little more?"*
- "I'm not sure I understand what you are asking. Could you rephrase it?"*
- "I want to make sure I give you the best answer. Are you asking . . .?"*

### Reflecting the question

Reflecting a question is a good technique for meetings or training situations, not necessarily presentations

- "Before I answer, I'd be interested in knowing how everyone else feels."*
- "What do you think about that?"*

### **Additional tips**

- Repeat the question so everyone knows what you are answering
- Avoid debate. Say something like, *"That's an interesting point of view. For this presentation, I'd like to focus on. . ." and "Let's talk more about that at break or after"*
- Recognize time constraints – answer as many questions as possible
- Be available – stick around after the presentation to answer additional questions

### Be concise

When you answer the question, be as brief and concise as you can but:

Answer closed-ended questions with more than just 'yes' or 'no'

### If you don't know

The best answer is:

- "I don't know but I can find out for you."*