



PRESENTATION SKILLS

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COMMUNICATION SKILLS

Presentations do not have to be **SCARY**

WHAT MAKES .. A GOOD PRESENTATION

It is Clear
and Simple

It is Well
Planned

It is
Emotional

It is
Unexpected

It tells A
Story

It is
Credible

PREPARING YOUR PRESENTATION

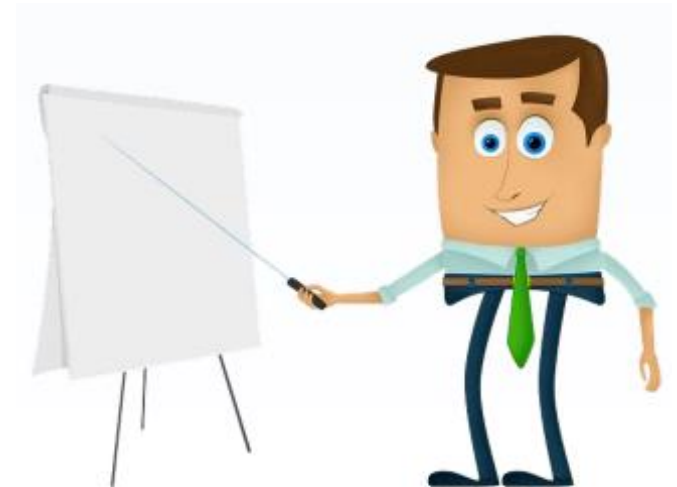
- What is AUDIENCE interested in?
- What does AUDIENCE want?
- What does AUDIENCE already know and needs to know?
- What are their needs and expectations?
- How will AUDIENCE benefit from your presentation?

PREPARING YOUR PRESENTATION

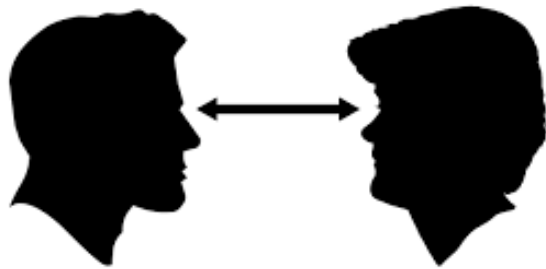
KNOW YOUR **AUDIENCE**

PRESENTATION STRUCTURE

- **Opening/ Beginning .. 3-5 min.**
- **Middle section ... 12-15 min.**
- **Closing/ End .. 2-3 min.**
- **Discussion/Questions .. 5 min.**



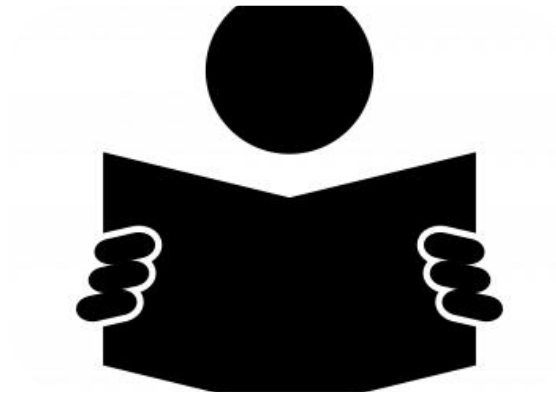
EFFECTIVE COMMUNICATION



Make eye contact, but don't stare. If this makes you uncomfortable, look at their nose or their forehead.



Project your voice, but don't shout.



Speak clearly and enthusiastically- don't just read from a script.

EFFECTIVE COMMUNICATION



Be aware of your facial expression. Smile!



Use hand gestures.



Don't fidget- plant your feet.

PRESENTATION TIPS

- Find out where your presentation is.
- Find out what equipment is available.
- Find out how many people will be there.
- Have a plan in case technology fails!
- Your audience will ask questions- be prepared.

POWERPOINT PRESENTATION

I,4,8 RULE

- 1 point/idea per slide.
- 4 bullet points or less.
- 8 words per bullet point.

POWERPOINT PRESENTATION

- **Can You SEE Me**
- **Can You SEE Me**
- **Can You SEE Me**
- **Can You SEE Me**
- **Can You SEE Me**
- **Can You SEE Me**



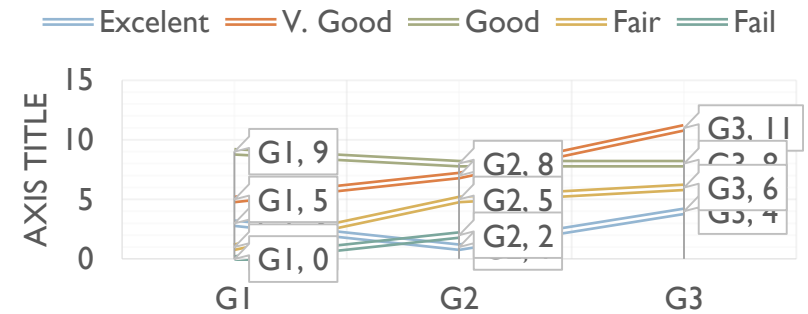
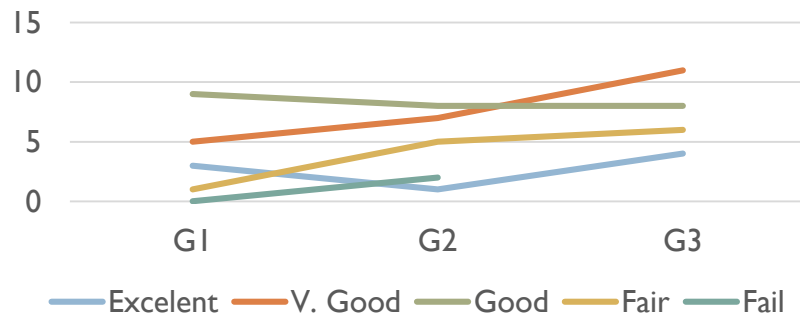
POWERPOINT PRESENTATION ERRORS

- **TOO** Many **COLORS**
- **TOO** *Many* Fonts and **STYLES**

6x8 RULE:

- **NO** more than 6 lines/ slide
- **NO** more than 8 words/ line

POWERPOINT PRESENTATION ERRORS



1
2

1
2

POWERPOINT PRESENTATION ERRORS

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THANK YOU

NEXT LECTURE: NEGOTIATION SKILLS