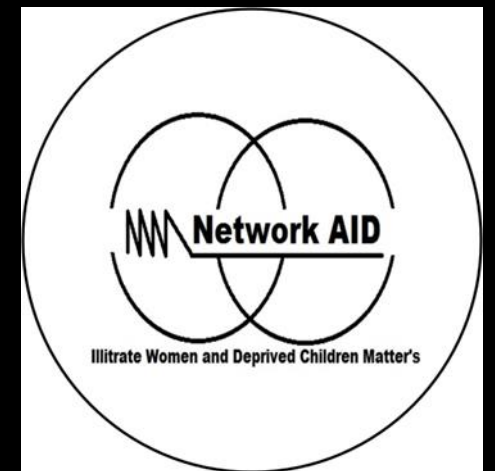


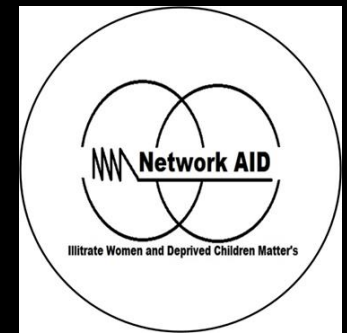
# Giving A Killer Presentation

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# Content



- Definition
- Types of Presentation
- Give a Good Presentation (How)
- Important in a Presentation (What)
- Presentation Techniques
- Explaining Presentation (How)
- Exercise
- Take Home



# Definition

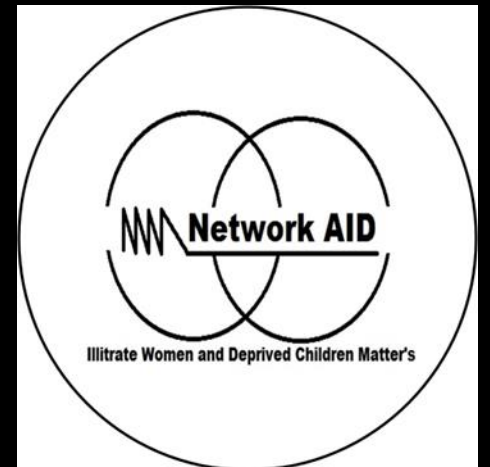
A presentation **conveys information from a speaker to an audience.**

Presentations are typically demonstrations, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, build goodwill, or present a new idea/product.



# Types of Presentations

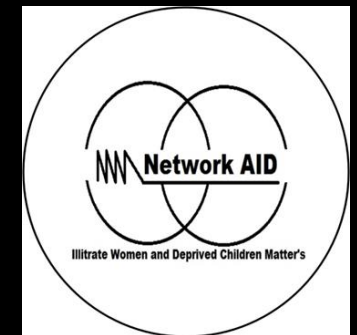
1. Informative
2. Instructional
3. Arousing.
4. Persuasive
5. Decision-making
6. Interrogative



# Focus On Arousing Presentation

Arousing:- Your purpose in an arousing presentation is **to make people think about a certain problem or situation**. You want to arouse the audience's emotions and intellect so that they will be receptive to your point of view and eager to act e.g sermon...

1. Gain attention with a story that illustrates (and sometimes exaggerates) the problem
2. Show the need to solve the problem and illustrate it with an example that is general or commonplace
3. Describe your solution for a satisfactory resolution to the problem
4. Compare/contrast the two worlds with the problem solved and unsolved
5. Call the audience to action to help solve the problem
6. Give the audience a directive that is clear, easy, and immediate



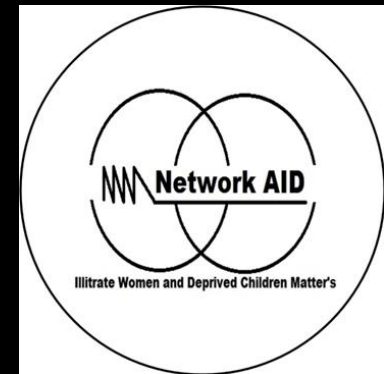
# The C's & P's of Presentation

## What are the 7 C's of Presentation

1. Clear
2. Compelling
3. Customer-focused
4. Concise
5. Contagious
6. Crafted (with a purpose)
7. Call to action

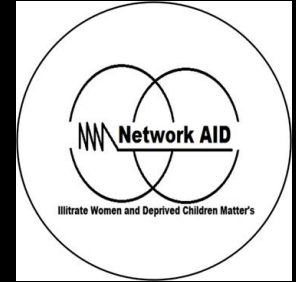
## What are the 8 P's of Presentation

1. Preparation
2. Planning (What: Who: When: How Where: How:)
3. PowerPoint
4. Practice
5. Projection
6. Pacing
7. Pauses



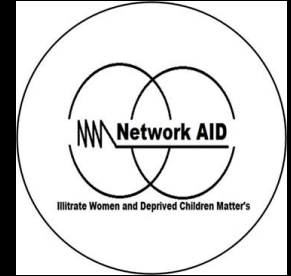
# How to Give a Good Presentation?

## This is how to succeed!



1. In order to be able to present successfully, not only the **layout** and the **content** of the presentation must be convincing.
2. The decisive step is to convey the **content** of the presentation to the audience in the **best possible way** by presenting it **correctly**.
3. The techniques listed below should help do this by improving presentation skills.
4. The most important things to keep in mind is a **healthy combination** of the **techniques** listed below.

# What is Important in A Presentation



## Note

1. Not every techniques will lead to a successful presentation. implement a combination of the techniques to give a successful presentation.
2. Not every one of these tips needs to fit in your own presentation.
3. Too many of these techniques can make the presentation look overloaded and too "rehearsed". Therefore, think carefully in advance about what you want to pay particular attention to.



# Presentation Techniques

**1. Maintain eye contact while presenting and smile**

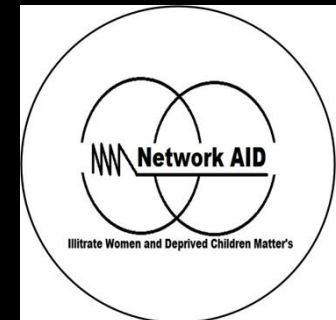
**Don't look at the screen!**

**Don't look at the floor!**

**Don't just look at the laptop!**

**2. Use of gestures and facial expressions**

Avoid crossed arms, hands behind your back, or in your pockets during a presentation.



# Cont... Presentation Techniques

## 3. Avoid distractions

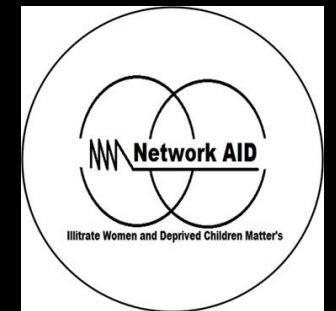
Often you will not be able to avoid the use of aids. For example, you may need to use a laser pointer to show something on the screen, or you may need to use a pen to write something down on a flipchart.

To avoid distractions for you and the audience, get into the habit of putting down tools you don't need! That way you will not be tempted to deal with them in the first place. You will also have your hands free for gestures.

## 4. Be Prepared: Practice makes perfect

**Here are some ways to help you prepare for a presentation:**

- Rehearse in front of a crowd
- Take notes
- Experiment
- Time yourself
- Record yourself



# Cont... Presentation Techniques

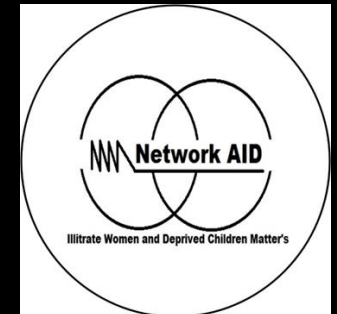
## 3. Be Confident

By appearing self-confident, you convey to the listener that you are confident in your topic and have prepared yourself sufficiently. Try to relax and not appear too stressed or nervous.

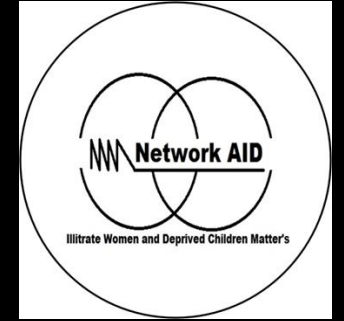
Another tip for advanced speakers: Step out in front of the podium and walk around the room and get closer to the audience. This also exudes self-confidence and helps in attracting your audience's attention.

## 4. Effective Beginning/End

Many studies show that if you can capture someone's interest straight away, there's a good chance they'll listen to the rest of the presentation. Shock the audience, ask them to imagine something or think of a what-if situation, share a personal story, share a joke, use a quote, or a video.



# Cont... Presentation Techniques



## 5. Speak Freely

To make the presentation as lively and enjoyable as possible, you should avoid reading it off. Speak freely, slowly, and clearly.

If you are not yet confident in what you are presenting, try using note cards. But keep in mind: No continuous text, but only short, concise bullet points!

If you use note cards to support you, it is especially advisable at this point to memorize at least the beginning and end of your presentation, as eye contact is crucial at these points.

## 6. Avoid Filler Words

In order to make your presentation flow as smoothly and confidently as possible, you should avoid using filler words such as "um," "so," and so on. For your listeners, these words convey insecurity and inadequate preparation.

# Cont... Presentation Techniques



## 7. Bring Along Something to Share

In addition to a handout, other small takeaways can also significantly improve your presentation.

For example, if you are giving a presentation on gummy bears, why not offer some to your audience? If you are giving a presentation about your fishing hobby, why not show the audience your fishing equipment?

## 8. Use Different Types of Media

A presentation can quickly become boring and monotonous. To avoid this, it is advisable to use different types of media.

For example, combine videos and flipcharts, use the whiteboard, or show something practical on a model. This will increase the attention of your audience enormously and will help in keeping them engaged until the end.

# Cont... Presentation Techniques



## 9. Use Effective Pauses

When giving a presentation, you should keep in mind that you have already heard the content several times - your audience probably hasn't! Therefore, give your audience enough time to read and understand the content of your slides.

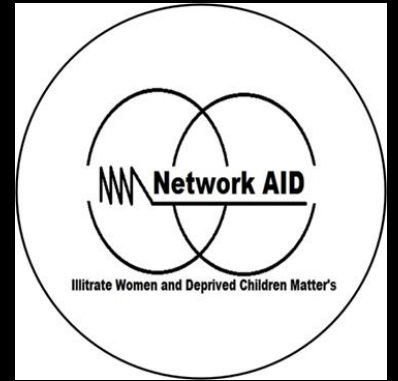
Effective use of speech pauses is a master technique. It is one of the most versatile tools in a presenter's toolbox. Yet very few people perform it well. A pause, if used correctly, can add a great deal to your presentation or speech. Pause before, during, or after saying something that you would like to emphasize. Pausing between two different parts of your presentation can indicate to the audience that something new is coming. A quick pause could also help you in remembering your next point, without the audience noticing that you forgot what to say.

## 10. Speak the Language of the Audience

When creating your presentation, you should already think about your target audience. This will help you present successfully later on. It is especially important that you speak the language of the audience. Use appropriate and relevant examples. Use "strong" and meaningful words in short sentences to avoid losing the audience.

Make sure to use appropriate analogies and anecdotes and avoid foreign words, empty phrases, and clichés. If you have to use foreign words, explain them in a handout or footnote within the presentation.

# Cont... Presentation Techniques



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## 12. Engage With the Audience

Always try to keep the attention of your audience and keep them engaged during a presentation. To do this, it is advisable to regularly involve the audience. One way to do this is to ask questions. Deliberately ask "easy" questions so that can easily be answered by your audience.

Another way to involve the audience in your presentation is by interacting with them. To make a point clearer, you can use an example to explain it in more detail, using a person (whose name you should know). You can address participants directly and refer to their work.

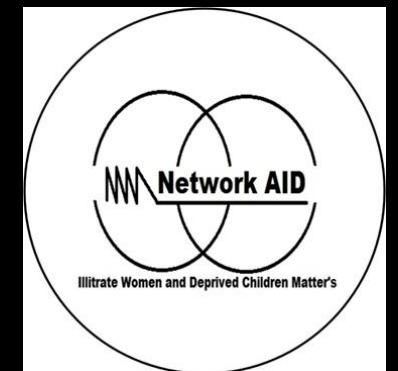
# Cont... Presentation Techniques

## 13. Don't Fight the Stage Fright & Take Deep Breaths

Stage fright is one of the biggest enemies of a presentation, yet you shouldn't let yourself be a victim of your fear. Do not fight it, rather address your fear and try and accept it, and transform it into positive enthusiasm. Don't let your stage fright get you all worked up and nervous. Take a couple of deep breaths

## 14. Choose the Right Angle on Standing during a Presentation

One of the most frequent questions that speakers ask themselves during a presentation is, how do I best position myself, and where do I stand in front of the audience?

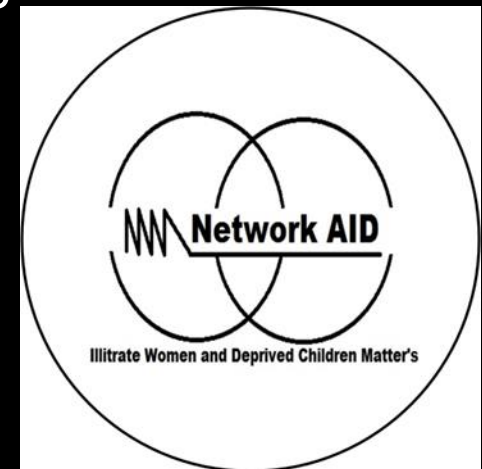




# How Do You Explain Presentation

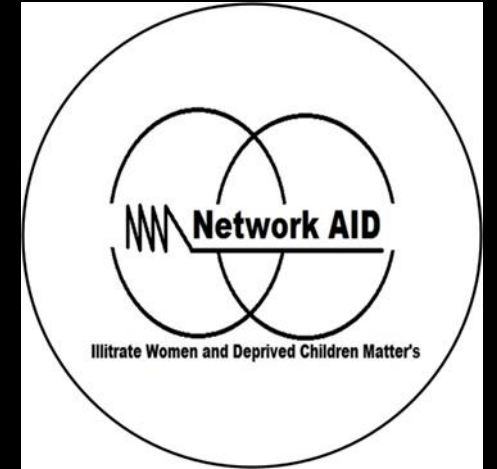
1. Think About the Details in Advance.
2. Do Your Homework.
3. Introduce Yourself and Set the Theme.
4. Provide an Outline or Agenda of Your Presentation.
5. Make a Clear Transition in Between the Parts of the Presentation.
6. Wow Your Audience.
7. Make Your Data Meaningful.
8. Summarize.

1. Make a provocative statement.
2. Incite curiosity.
3. Shock the audience
4. Tell a story.
5. Be authentic.
6. Quote an influential person.
7. Begin with a captivating visual.
8. Ask a question.



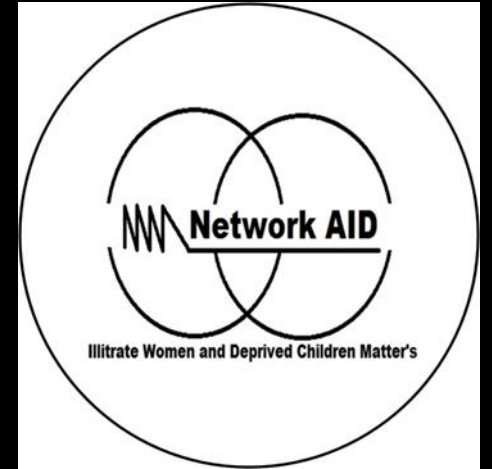
# Exercise

- Do a brief presentation using the presentation techniques

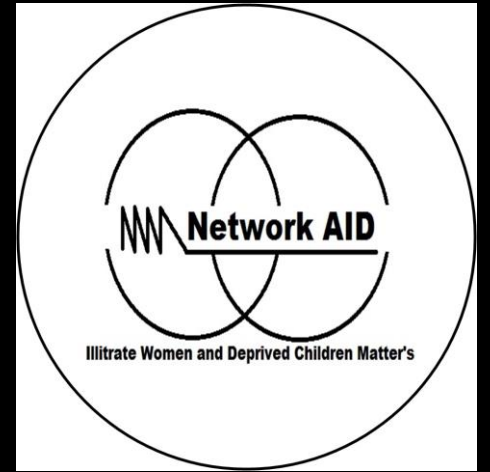


# Take Home

1. Use combination of the techniques
2. Clear Layout and Content
3. Convey the content in the best way correctly
4. Authentic Data
5. Not every techniques makes a successful presentation



THANK YOU



Go and Be A Successful  
Presenter