

Designing a presentation without an audience in mind is like writing a love letter and addressing it “to whom it may concern.”

-Ken Haemer,
former AT&T presentation
research manager



Preparing and Delivering Presentations with Impact

April A. Kedrowicz, Ph.D.
Director, CLEAR Program



Always remember....

If your ideas matter, your presentation matters!

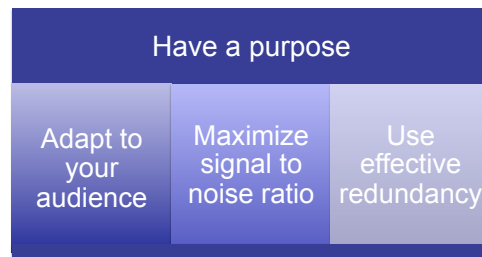
There are no boring topics,
only boring presenters.

The best communicators
understand the power of story.



	Report Exhaustive	Presentation Explanatory
Medium	Documentation	Oral delivery
Structure	Topical, hierarchical	Dual, alternating between facts and storytelling
Activities	Survey, collect, record, evaluate, notify, update	Unfold, simplify, clarify, interpret, illuminate
Result	Findings, evidence, facts, details	Motivation, activation, engagement
Delivery	Communicate in plain, direct, and precise manner	Communicate in a believable, credible, and engaging manner

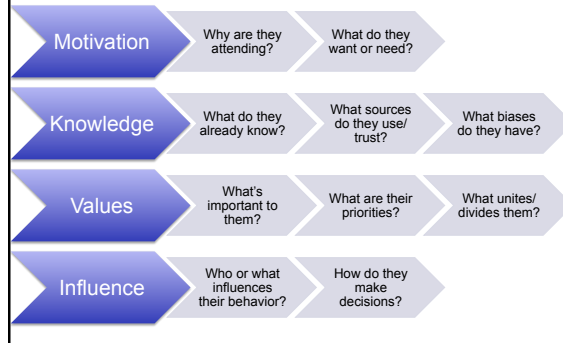
Adhere to the three laws of professional communication when you speak.



Adapt to your audience.



Audience Considerations:



8 Steps to an Effective Presentation

Step 1: Craft your key message (Zeroth Law)

What's my point? Why does it matter?

The goal is to get your audience to engage, understand, and act on your message.

In one succinct sentence:

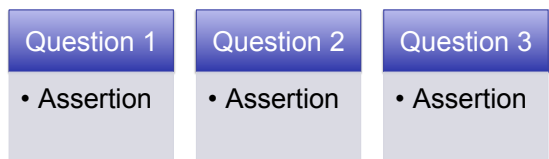
- Articulate your point of view
- Explain what's at stake



Step 2: Identify your audience's top three questions



Step 3: Write assertions



Step 4: Support each assertion

Back up each assertion with evidence:
 Example, statistics, endorsement,
 explanation, data, analogy.

Question 1

- Assertion
- Evidence

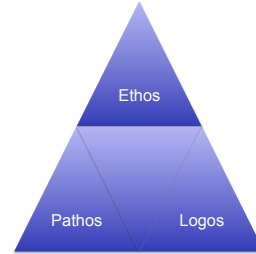
Question 2

- Assertion
- Evidence

Question 3

- Assertion
- Evidence

Ethical Appeal
 Garner respect through credibility
 and character



Connect with your audience to bolster credibility.



Shared Experiences

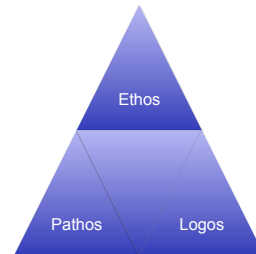


Common Goals



Qualifications

Ethical Appeal
 Garner respect through credibility
 and character

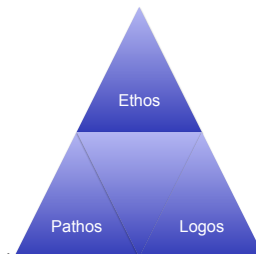


Logical Appeal
 Provide evidence
 through words,
 structure, data

Organizational Structures

Chronological	• Time progression
Sequential	• Process, step-by-step, project roll out
Spatial	• How things relate in physical space
Problem-solution	• Problem, need, solution, action
Compare-contrast	• Differences, similarities
Cause-effect	• Show different causes and effects for different situations • Effective when promoting action
Advantage-disadvantage	• Good or bad • Weight both sides of an issue

Ethical Appeal
 Garner respect through credibility
 and character



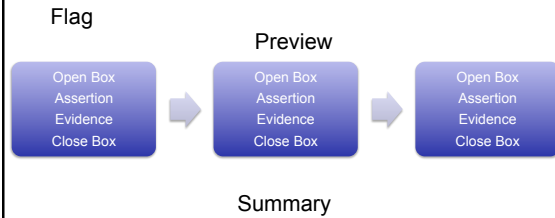
Emotional Appeal
 Stir emotions and
 imagination

Logical Appeal
 Provide evidence
 through words,
 structure, data

Step 5: Set the scene

- What are you going to be talking about?
- Why is this of interest to me?
- Why are you in particular talking about it?

Step 6: Add signposting



Step 7: Design slides

- Assertion-evidence slides
- Key message slides
- Preview/summary slide

Step 8: Rehearse



Be mindful of vocal delivery:

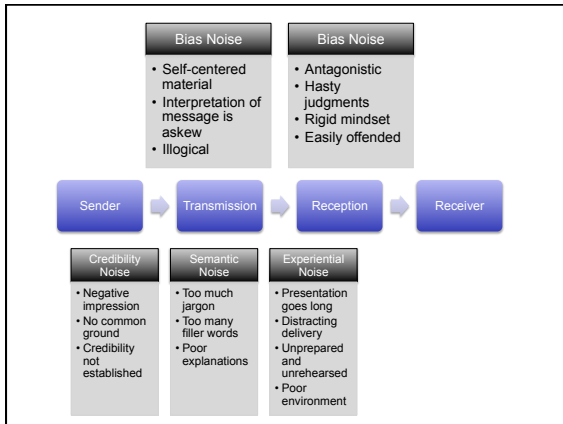
- Volume
- Rate
- Pauses
- Vocal Variety
- Pronunciation
- Articulation



Be mindful of physical delivery:

- Appearance
- Movement
- Gestures
- Eye Contact





Remember.....

Adhere to the three laws → Follow the eight steps → Present with confidence

References

- Doumont, J.L. (2002). The three laws of professional communication. *IEEE Transactions on Professional Communication*, 45, 291-296.
- Duarte, N. (2010). *Resonate: Present visual stories that transform audiences*. Hoboken, NJ: John Wiley & Sons, Inc.
- Mitchell, O. (2010). How to make an effective PowerPoint presentation. www.speakingaboutpresenting.com