



ACHIEVE
CENTRE FOR LEADERSHIP

PowerPoint Slides for
On-Demand Webinar

Presentation Skills

Clear, Competent, Compelling

Trainer: Jessica Antony

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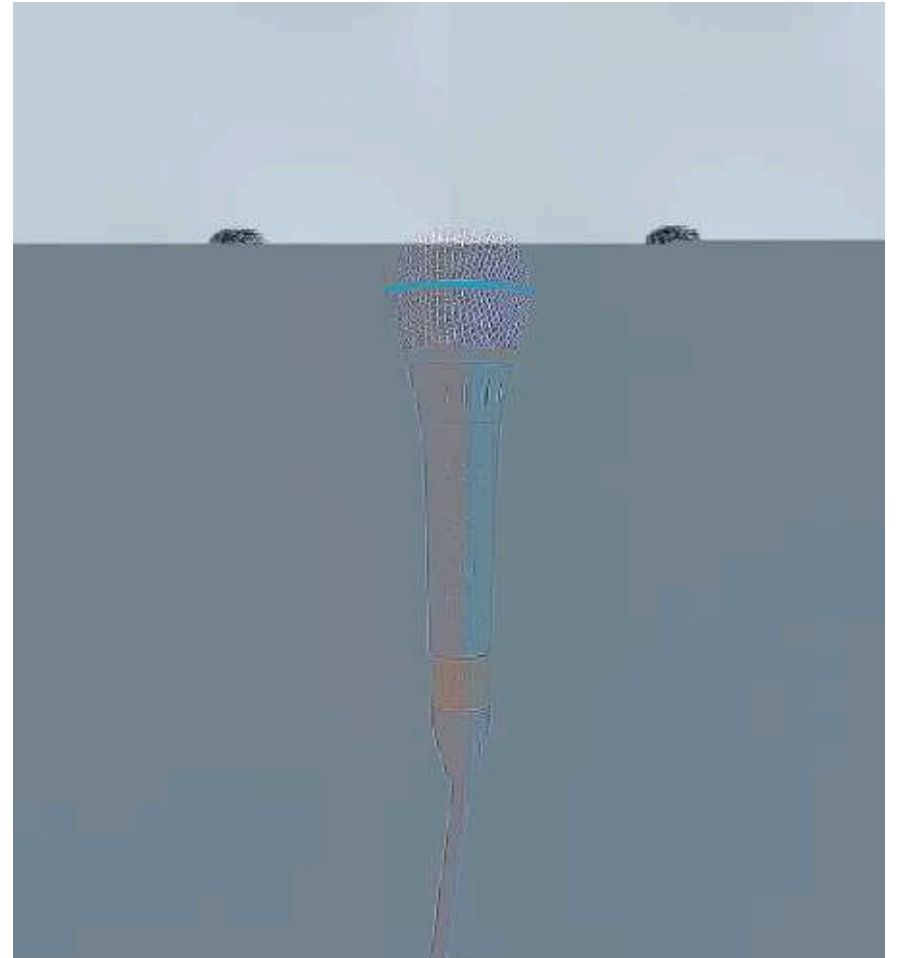
WE BELIEVE THAT EVERYONE SHOULD BE ABLE TO LIKE WHERE THEY WORK.

MY GOALS FOR YOU

- To understand the elements that make for a great presentation
- To recognize those areas in which you excel and those you might need to strengthen
- To consider audience, approach, and strategies for connection in your next presentation
- To feel more confident in your presentation skills

WHAT MAKES A GOOD PRESENTATION?

1. Relevant material and information
2. Organized delivery of that material
3. Engaging, audience-specific delivery



WHO IS YOUR AUDIENCE?

- Before you prepare for a presentation, think about your audience and who they are:
 - What experience do they have with the topic?
 - What do they need to know?
 - How can you best connect with them?
 - What roadblocks might you come up against?

WHAT IS YOUR PURPOSE?

- Influence:
 - What doubts might your audience have?
 - What data or evidence do you need to include?
- Inspire:
 - How can you best resonate with your audience?
 - What stories can you tell?
- Inform:
 - What does your audience already know?
 - What will help them best understand the topic?

SHARPEN YOUR FOCUS

- To best determine the material you will present and how you'll present it, ask yourself some questions:
 - What is the main takeaway of my presentation? What do I want my audience to do?
 - How do I want my audience to do this?
 - What will convince them that they *should* do this?

EXAMPLE: ENTERING THE REMOTE WORKFORCE

- **Audience:** A group of students about to complete a master's degree in development practice and start work placements
- **What do I want them to do?:** Make a good impression in a new virtual workplace
- **How do I want them to do it?:** With effective communication skills, confidence, emotional intelligence, good time management
- **Why should they?:** To succeed in their chosen field

FOCUS ON THE “WHY”

- Why you are presenting this information is the most important question to answer for yourself
- It keeps you on track while you’re developing the presentation
- It helps you to avoid including irrelevant information
- It aids in answering questions from your audience

STRUCTURE AND FORMAT

- Choose a format that works for you, the material, and your audience
 - Problem – Solution
 - Case Study
 - New Idea – Various Results
 - Chronological

“You are an unknown quantity for only 120 seconds. After that, everything you say will be heard in the context of the impression from the first two minutes.”

DAVID PEOPLES

SPEAKER, PRESENTER, AND SALES TRAINER

THE FIRST 120 SECONDS

- Your opening
 - Who are you?
 - What will you be presenting?
 - Share a story, fact, joke, or question
- Try not to read off your notes here – this should be natural and relaxed to garner the confidence of participants
- Post-opening
 - What goals do you have for the day?
 - How will this information be helpful to the audience?

STORIES

- A story is effective not when it is gripping, but when it is on topic and teaches something useful.
- Modify details if they may identify a person/organization.
- How does your story contribute to your goals?
- Is the outcome or purpose of telling this story clear?
- Are there any unnecessary details you can remove?

STRATEGIES FOR BUILDING RAPPORT

- Welcome people as they arrive or enter the session online
- Be present immediately – this is not the time for last minute prep
- Go slow! Be comfortable with silence
- When someone asks a question or makes a comment, paraphrase briefly and thank them
- Body language: move, gesture, pause, be visible

YOUR CLOSING

- Timing: end when you say you will
- Summarize with key takeaways
- Repeat your big why
- Apply what you've presented to your audience's specific situation
- Allow space for final questions, or provide contact information for follow-ups

PRACTICE AND REFINE

- Rehearse! Read aloud and time yourself
- Go over the structure of your presentation with a trusted friend or colleague for feedback
- Step away and come back to it with fresh eyes
- Choose elements that can be omitted if you go over time
- Edit your presentation for typos or unnecessary info

MANAGING YOUR NERVOUSNESS

- Prepare for nervousness ahead of time – remind yourself that you have something important to contribute
- Practice in front of a small group first if you can
- Prepare notes that you can turn to if you stumble
- Practice breathwork ahead of time: inhale for 4 seconds, pause for 2 seconds, exhale for 6 seconds, pause for 2 seconds

“The key to calming the amygdala and disarming our panic button is to turn the focus away from ourselves and toward helping the audience.”

SARAH GERSHMAN
PROFESSOR AND EXECUTIVE SPEECH COACH

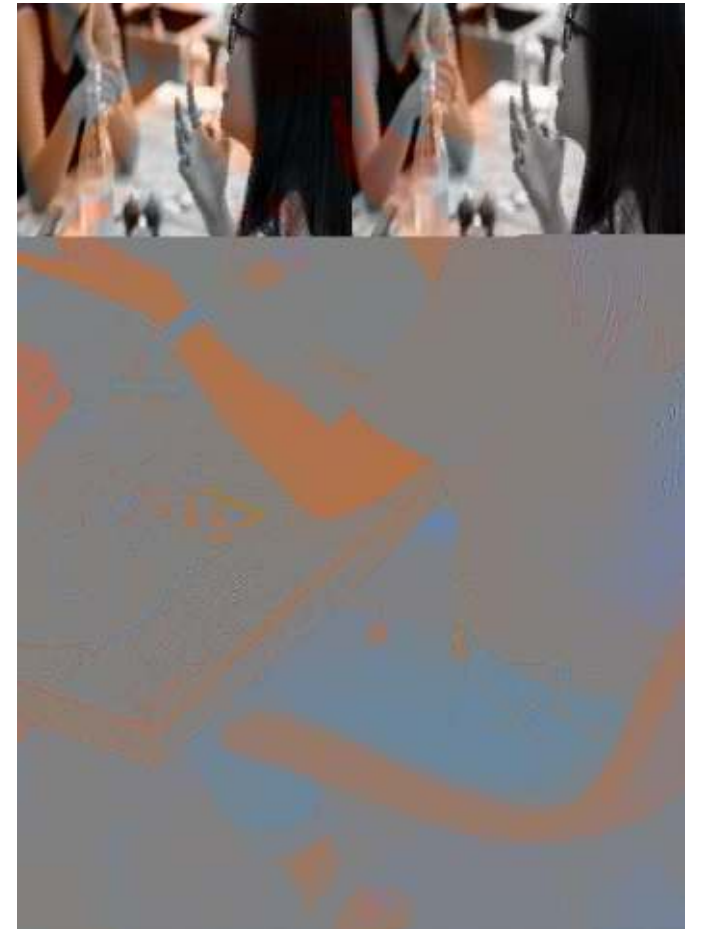
DEALING WITH DIFFICULT QUESTIONS

- Challenging questions are not to be feared – it means your audience is listening!
- You don't need to have all the answers – tell them what you know and ask others for input if applicable.
- Respond to skepticism with grace – share your experiences.

In dealing with a disruptive participant, the most important thing is that you think of them as anything but a disruptive participant.

KEY TAKEAWAYS

1. What is your **purpose**?
2. What is your **why**?
3. Who is your **audience** and what do they need to know?
4. What's the best way to **communicate** that to your audience?





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Assess your organization's cultural health.



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