



American  
Petroleum  
Institute



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## Presentation Skills: Stand and Deliver

# COURSE ETIQUETTE

- Cell Phones/Other Personal Electronic Devices - off and away
- Breaks
- Lunch
- Laptops



# Course Objectives

- ▶ Identify and practice ways to manage nervousness
- ▶ Learn and practice effective platform skills
- ▶ Obtain skills for building credibility and respect
- ▶ Discuss key elements for building rapport and knowing and engaging the audience
- ▶ Learn techniques to effectively handle questions from your audience



# GROUND RULES HELP ESTABLISH THE POSITIVE ENVIRONMENT NEEDED FOR THIS CLASS

- Applaud (loudly) and support each other
- Remain present
- Everyone will provide constructive and continuous feedback
- Challenge yourself
- Have fun!




# FOCUS ON GIVING USEFUL FEEDBACK

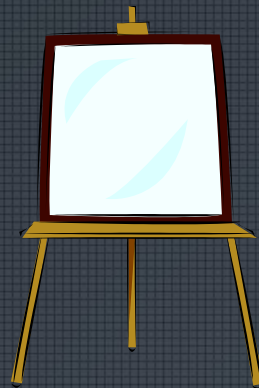
- ✓ Be specific and clear when giving feedback (you shuffled your feet; not, you looked awkward)
- ✓ Be balanced (I saw that you did...; I noticed you didn't...)
- ✓ Be future-oriented (next time you might try...)
- ✓ State – this is what you did well and this is what you could work on today







What would you like to  
personally accomplish during  
this class?



# Top ten fears in the United States

1. *Speaking before a group*
2. Heights
3. Insects, bugs and snakes
4. Financial problems
5. Deep water
6. Sickness
7. Death
8. Flying
9. Loneliness or isolation
10. Dogs

*Page 1 in  
your Handout*



David Wallenchinsky, *The Book of Lists and  
other sources*

# Techniques to manage nervousness overview

Build rapport with audience; Be the 1<sup>st</sup> person in the room

Clear your mind and focus on the task

Prepare answers to possible questions ahead of time

## Practice

Transitioning from topic or slide  
Paraphrasing information on slides  
De-briefing charts and graphics

Understand that your audience wants you to do well

Keep the situation and tension in perspective



# Organizing your Presentation can help you manage nerves as well as engage your audience

## Strong Opening

*Page 2 in your Handout*

Memorized – 3-4 sentences, looking at your audience and not at your slides.

Ask a question or get the audience involved right away

## Main Message

- What does the audience need to know to be better informed or updated?
- Use your notes if you have to (glance, don't read)
- Do you have graphics or visuals you can use to support your message?
- Express your message in spoken language.

## Organizing your Presentation can help you manage nerves as well as engage your audience

### Conclusion

- Also memorized. 3-4 sentences, looking at the audience
- Tell the audience that you are concluding with voice tone or wrap up words: “in conclusion” “finally” “next steps for you” “in summary” “as I wrap this up”, “I’d like to leave you with...”

# What would you want to know about your audience before your presentation?

- ▶ Level and role
- ▶ Function, expertise
- ▶ Level of knowledge
  - Do they know as much as you?
  - Do they know more?
- ▶ Influence on others

- ▶ Attitudes and feels
  - About consultants
  - About the project
- ▶ Communication preference
  - Big picture
  - Details



# Ways to keep your audience engaged

## **Tell a story that interests your audience**

We all love stories—especially ones that have some emotion connected to them. Tell a story within 5 to 8 minutes of starting your talk

**Remind your audience of the benefits of what you just told them. i.e. “the reason we’re doing this is because...”**

## **Use numbers, and emphasize them**

A person can pay attention better when you say, “There are three strategies to solve this situation. Number 1 is... Number 2 is... Number 3 is...” Every time you say a number, it reengages your audience

# Ways to keep your audience engaged

## Emphasize key words

If you speak in the same voice tone throughout the entire presentation

No one knows what is *really* important. Make it obvious to your audience what points are important

## Add some emotion or humor to your talk

People can only sit and listen to someone spouting facts at them for so long. “I’m excited today to be here to tell you some good news.” Or “The team did some grueling work and came up with this amazing new way to visualize the product”

# PRESENTATION # 1

## WHO AM I AND WHAT IS MY FAVORITE ACTIVITY

Tell us:

- Your name and team
- Your current engagement/project
- Description of activity/hobby – Make 3 or more points about your topic
- Time to Prepare for the activity: 10 minutes
- Time to Practice with another: 6 minutes
- Time to present: 2 minutes (per learner)
- Debrief: 3 minutes

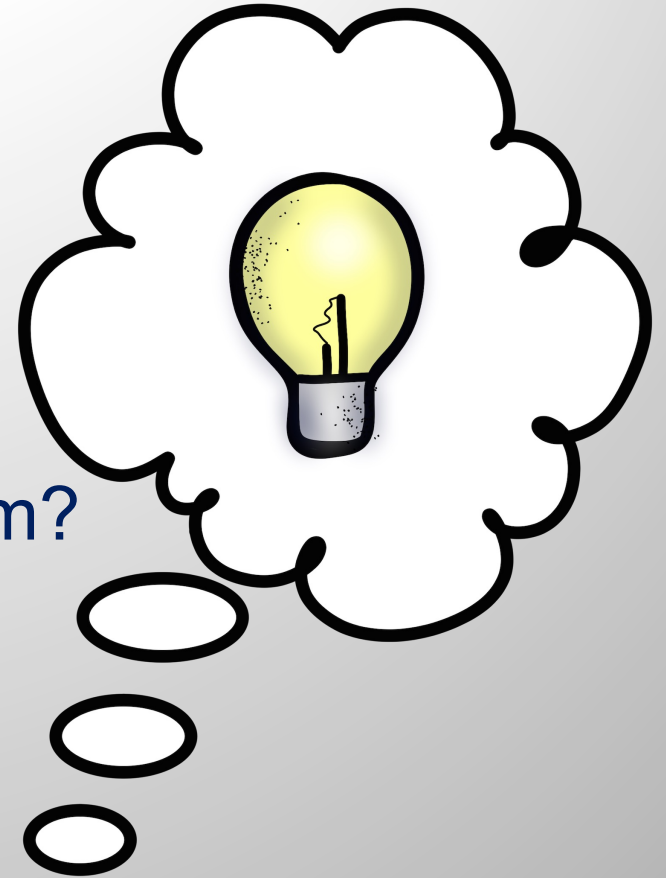


*Page 3 in your  
Handout*



# Preparation Notes

- ▶ What are my 3 + points?
- ▶ What else could I tell them?
- ▶ How will I engage them?
- ▶ What's an interesting story to tell them?
- ▶ How will I manage my nerves?
- ▶ How will I manage my time?



Eye Contact

Voice

Hand Gestures

Body Movement

Visuals

# **PLATFORM SKILLS – The “Rules” for Good Presentations**

*Pages 4-5 in  
your Handout*

**Don't put your audience to sleep**





# Eye Contact establishes a connection with your audience

*When you fail to make eye contact with your listeners, you look less authoritative, less believable, and less confident*

Maintain eye contact for a complete thought or 3-5 seconds



Ensure you look at all sections or members of the audience

Talk to the audience, not the screen (90% forward only 10% or less looking at your slides)

Eye contact difficult for you? Try looking at foreheads or just above the left ear





**I CAN'T STOP STARING!**





# Your **Voice** should convey energy and enthusiasm!

- Vocal projection – breathe.
- Rate of speech – not too fast or too slow but speed up your rate to show excitement.
- Speeding up will make the tone of voice more urgent and compelling. But don't rush.
- Pause · before emphasizing an important word or concept or so listener can catch up.



# Your **Voice** should convey energy and enthusiasm!



- Maintain volume at ends of sentences. Don't trail off, this is usually breath control.
- Avoid verbal fillers um, ah, and, so, and internal jargon.
- In order to work on pronunciation, pace and volume, practice reading aloud.

- Deep breathing exercises - in for a count of 5, out for a count of 5. In for 6, out for 6, and so on, up to 10.
- Hum! Humming loosens the vocal chords and warms them up.
- Yawn

Do some tongue twisters. Really try to articulate the words. Get faster and faster!

*i.e. “Why would many people want to manage these priorities?”*



# HAND GESTURES



# Hand Gestures

**Your actions should support your message,  
not take away**

- ▶ Gesture as a natural extension of the words
- ▶ Do not lock hands
- ▶ Gesture broadly above the waist
- ▶ Keep your hands away from your face
- ▶ Gesture to slides for important points and to direct attention
- ▶ When not gesturing, let arms hang loosely at your side
  - No fidgeting
  - Slouching, swaying, and moving restlessly will make you look nervous and unprepared





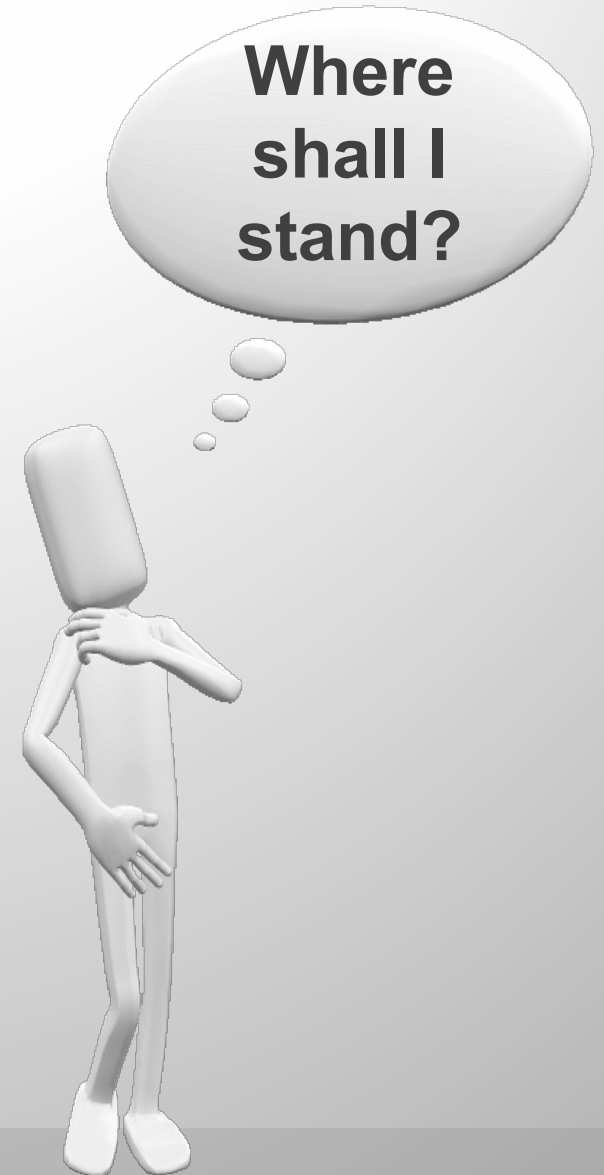
The *least* popular TED Talkers used an average of 272 hand gestures during the 18-minute talk.

The *most* popular TED Talkers used an average of 465 hand gestures—that's almost double!



# Body Movement

Use motion to focus  
your audience's  
attention



# Body Movement

Use motion to focus your audience's attention

Keep feet and hips stationary until it's a good time to move

Behind a podium? Is there any opportunity to move away from it? Show important data on a slide for example

1

Move with purpose, move toward your listeners at key moments and away from them when you want to signal a pause or change of topic

# Body Movement

Use motion to focus your audience's attention

Keep feet and hips stationary until it's a good time to move

2

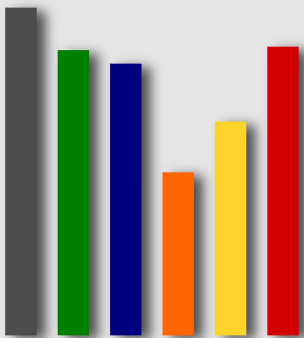
Body facing forward or at a slight angle.

3

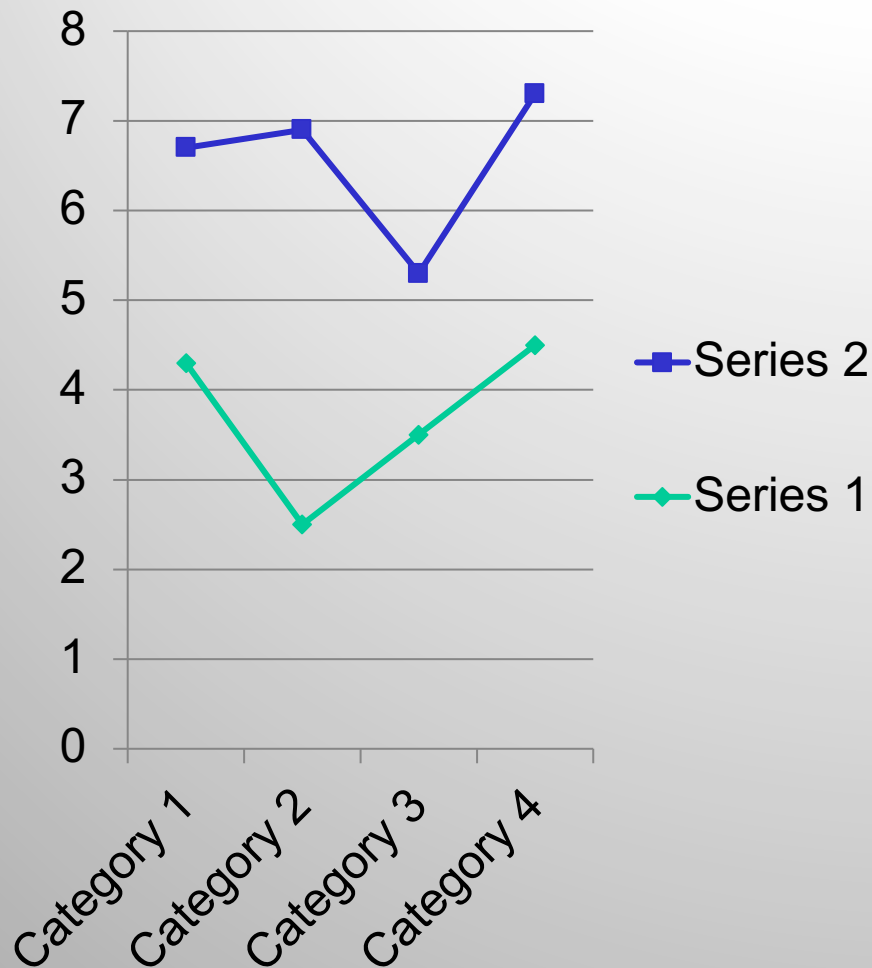
If you have three points move and stop and each point. End up on the side of the slide where there is a graph or visual.

4

If your slide has a graphic on the left move to the left side of the slide

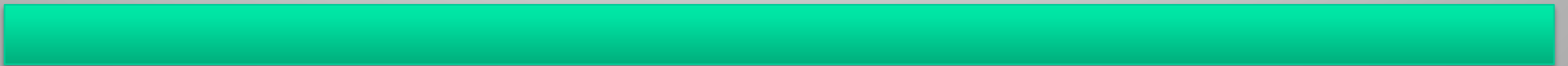
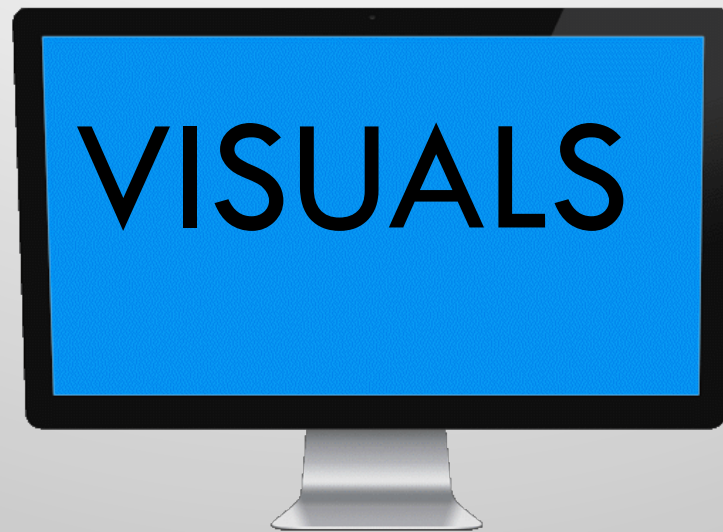


# Example of using your slide to move to opposite sides



- ▶ “we examined four categories and two series”
- ▶ “Let me point out where the significant differences were”
- ▶ *Now move to the other side of the slide; get closer to the graph as you de-brief/explain*





# Managing your Visuals

*Your visuals support you and your message. They are not the message. **YOU are the message.** The visuals support your presentation not the other way around.*

- ▶ Talk to the audience, not the screen.
- ▶ Don't read it— flesh it out.  
For every bullet point make 2-3 points verbally. The Deck is your “blueprint” when presenting.
- ▶ Watch your font size!



# Managing your Visuals

*Your visuals support you and your message. They are not the message. **YOU are the message.** The visuals support your presentation not the other way around.*

- ▶ Manage what the audience sees
- ▶ Don't block the audience's view
- ▶ Actively focus the audience's attention
- ▶ **Remember, YOU are the best visual**



# BEFORE PREPARING YOUR DECK

✓ Write down the message you want the audience to take away.

✓ One or two sentences maximum.

*\*Include only information the audience needs to know to support this message.*

*Page 6 in your Handout*



**DURING PREPARATION -  
FOR EACH SLIDE IN THE  
DECK ASK “WHAT POINTS  
DOES THIS SLIDE MAKE”?**

# Roadmap to Presentation Success

Know your audience and engage them



2



4

Clearly communicate information



3

Practice and get feedback

Preparation



1

# HOW TO BUILD CREDIBILITY WITH YOUR AUDIENCE

- Have a strong opening
- Use a variety of platform skills effectively
- Be prepared to respond to negativity or resistance to your message
- Avoid irrelevant material or stories
- Be direct and to the point
- Be able to think on your feet
- Respond to questions with confidence and authority. Anticipate tough questions.
- Know that it's OK to step away from what you prepared and have a conversation instead



# PRESENTATION PRACTICE

Make note on Page 7 of your Handout and share with your practice partner.

1. Who is the audience?

2. When will you move and why? How will you engage the audience?

3. What Platform Skills would you like to incorporate into your Presentation?

## PRESENTATION 2: PRESENT PRE-WORK CONTENT TO CLASS

- Each participant presents “Pre-work” content
- Apply guidelines for managing nervousness, using platform skills and engaging the audience
- Time to present: 5 minutes (per learner)
- Debrief after presentation: 2 minutes



# AFTER VIEWING YOUR PRESENTATION, WHAT DO YOU WANT TO WORK ON AND WHAT DID YOU LIKE?



# HANDLING QUESTIONS IS PART OF YOUR PRESENTATION

- Acknowledge questioner by name
- Establish eye contact
- Repeat, summarize, or paraphrase the question asked
- Ask for clarification when necessary
- Answer or defer to later
- Be sure to look at everyone in the audience when answering the question



# HANDLING QUESTIONS IS PART OF YOUR PRESENTATION

- **State the rules** - tell the audience when you will take questions and how
- **Maintain control** - if you have to; limit the amount of questions
- **Include the group** – while listening to question move away from that person to physically include the whole group
- **Admit that you don't know**
  - Beware, only use this once or twice
  - Someone in the audience might know
  - A team member might know



# HANDLING QUESTIONS IS PART OF YOUR PRESENTATION



- **Acknowledge the Dissenter**
  - Respect their point of view
  - “I know there are different ways of looking at this but this is what our data shows”
  - Don’t argue; stay calm
- **Avoid Sincerity Traps**
  - Saying that’s a “good question” after every question
- **Don’t end on a question**
  - The last question is often a weak or negative question



# Course Wrap-Up—Take away from this experience

- ▶ “This morning I felt ....but this afternoon I feel....”
- ▶ What are some of your final questions?
- ▶ What are some of your comments?

