

**BSBCMM411**

**Make presentations**

# Making effective presentation

- While they vary in their degree of formality, preparing and making presentations is an important management skill. Unfortunately, speaking in public rates high on most people's list of fears. Why? Nerves! Nerves are caused by lack of knowledge, lack of preparation and lack of confidence. You can overcome all three if you know material thoroughly, prepare carefully and put in plenty of practice.
- **Preparing your presentation**
- *STEP 1*-Determine your objectives. What is the main purpose of your presentation? Have a precise goal in your mind, write it down and keep it clearly visible as you prepare to talk.
- *STEP 2*- Analyse your audience. Who will you be making the presentation to? Why will they be listening to it? What is their background knowledge of the subject? What do you want them to think, do or feel because of it? What will it take to persuade them?

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**STEP 3-** Decide what to say. Brainstorm the points you could make and supporting evidence you could use. Jot down your ideas as they occur to you. There's no need to write in full sentences; key words or phrases will suffice.

**STEP 4-** Select your material. Depending on the time you have and intended audience and your objective, look over your ideas. Cross out any that aren't necessary.

**STEP 5-** Organise the material- Put your idea in to a logical sequence. Make sure it flows well, with one point leading easily to the next. Remember, you're still working in key words in this step. Think about any visual aids, handouts or devices you could use to help people grasp your ideas.

**STEP 6-** Write the talk. Some people prefer to write their presentation in full, more experience you are it could be in key points. Whichever you do, remember not to bore the audience.

Once you have written the main body of your presentation, develop..

# Effective Presentation

a short introduction that will make the audience wants to 'sit up and listen' . What would grab their attention ? Is there a startling fact or a piece of information you could begin with? The introduction should capture the audience's interest and establish your objective. Finally , write a small conclusion summarising your main points and pointing to the next step. Don't forget to thank people for their attention.

**STEP 7-** Practice the presentation. The more times you run through your presentation , more confidence you gain and the better you will be able to deliver it. Rather than practicing for hours the night before , practice often in the days or weeks leading up to it. Practice in short sessions, running through the presentation fully each time. Practice out loud, standing ( if you'll be delivering standing up). Time it to make sure it's the correct length.

# Effective Presentation

- **STEP 8**
- Deliver your message. Relax and enjoy the presentation. If you concentrate on communicating with your audience rather than on feeling
- Self-conscious and nervous, you will be able to deliver a natural and powerful presentation.

# Tips

- Dress appropriately
- Relax and send some oxygen to your brain by taking few deep breaths.
- Project your voice strongly and clearly so that it can be heard, and articulate words clearly. People won't bother straining to hear or understand you for very long.
- A low-level monotone or lifeless voice is guaranteed to put even the kindest audience to sleep.
- Be natural and relaxed. Don't distract the audience by being as stiff as a soldier at attention or fidgeting bundle of nerves. Gesture to emphasise key points.

# Tips

- Move around a bit to release tension, but avoid rocking, shuffling or pacing back and forth.
- Make eye contact with many people as you can. Let your eyes meet with eyes of audience members for at least five seconds, or for a complete thought. This makes you look confident, establishes rapport, gets feedback and personalises your information
- Refer to your notes when you need them, don't read from a book.
- Know the audience is on your side
- Relax and be yourself.

# Managing challenging members

- When you stand in front of an audience whether as a trainer, manager, or a guest speaker, members of that audience may ask questions to seek more information, clarify ideas, state their own views or just to challenge your point of view.
- Irrespective of the purpose or intent of an intimidating question, you must still answer the question. Diplomacy and politeness are the key words in this situation. Avoid being drawn into an irrelevant argument, discussion or side issue. Stay with the relevant issues and address the question in a constructive manner.
- Whenever an intimidating question is asked, take a moment to reflect on the question while considering the following:
  - Is the question relevant to what is being presented?
  - Is the question out of context
  - Is the question simply a comment on what is being said?

# Managing challenges

- Is the question too controversial?
- Is the question simply promoting that person to the group?
- Think carefully about the question and the questioner. Both may provide sufficient insight to enable you to deal with the question.

Different types

Those who digress (stray) from the topic or issue- **Remind them politely that we are discussing a different issue.**

Those who like to dominate the discussion- **Draw others in the audience into discussion by asking, 'what do the rest of you think?'**

Those with a hidden agenda- **Remind them politely to stay with the context of the presentation and discussion?**

Those who are self promoting- **Involve others in the discussion by asking general questions of the audience without dismissing the self-promoter.**

# Managing Challenges

- Those with poor articulation- **Rephrase the question back to them by saying 'you mean....'** This avoids the 'put down' and encourages that person to remain involved.
- **NOISY AUDIENCE**
- **You stop talking until silence resumes-** Focuses on the noisy ones and makes them aware of how noisy and disruptive they are.
- **Move closer to those who are making the noise-**Makes the noisy members of the audience aware of your presence.
- **Ask questions of the noisy ones-** Bring them back to the discussion
- **Use positive nonverbals, including smiles-** Reassure your audience you are in control.
- **Appraise your own performance.**