

# PRESENTATION SKILLS WORKSHOP

Coaching für VetTalents

16 March 2023

## Agenda

**10:00 Start**

<b>Me</b>	<b>You</b>
<b>Introduction</b>	
<b>Basic rules on public speaking</b>  <b>Prepare yourself</b> What do you want to achieve? ⇒ Set your goals Who are you talking to? ⇒ Define your audience What do you want to convey? ⇒ Structure and define your message	<b>During a 5 minute coffee break:</b> ⇒ 1 minute: get a coffee ⇒ 1 minute: Define what you want to talk about ⇒ 1 minute: set a goal ⇒ 1 minute: identify your audience ⇒ 1 minute: develop 1 key message

**12:30 Lunch break**

<b>Prepare yourself (cont.)</b> How to convey your message in the most effective way? ⇒ Develop your elevator speech  <b>Present yourself</b> ⇒ Rehearse, rehearse, rehearse ⇒ Expect the unexpected (question)	<b>Exercise &amp; group critique</b>
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**17:30 End**

# **PRESENTATION SKILLS WORKSHOP**

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**16 March 2023**

## **UPDATED Agenda**

**10:00 START**

### **MY PRESENTATION**

**Preparation**

**Content**

**11:15 COFFEE BREAK**

**11:30 YOUR PRESENTATIONS**

**12:30 LUNCH**

**13:30 BACK TO WORK**

### **MY PRESENTATION**

**Structure**

**Delivery**

**Tools**

**14:45 COFFEE BREAK**

**15:00 YOUR PRESENTATIONS**

**17:30 END**

In total, about 6.5 hours

Main parts should be:

1. Introduction of themselves
2. Presentation of topics
3. Interviews
4. Review
5. Improved interviews

1. Round robin: everybody has 5 minutes to quiz the neighbour and then 30 seconds to present him/her/symbol

2. AM:

**Basic rules on public speaking**

**Prepare yourself**

What do you want to achieve?

⇒ **Set your goals**

○

Who are you talking to?

⇒ **Define your audience**

○

What do you want to convey?

⇒ **Structure and define your message**

○

3. PM

**Prepare yourself (cont.)**

How to convey your message in the most effective way?

⇒ **Develop your elevator speech**

○

○ **Examples!!!**

**Present yourself**

⇒ **Rehearse, rehearse, rehearse**

○

⇒ **Expect the unexpected (question)**

○

4. Exercise & group critique

a. Exercise:

i. Ask a question you want to have answered

ii. Prepare an answer to this question from your neighbour to be answered in 2-3 minutes

iii. Present

b. Group critique:

**i. AN IMPORTANT PART THAT I NEED TO IMPROVE**

## NOTES

### Questions:

- Where did you have to speak so far?
- What did you feel was lacking? Particular challenges?
- What do you use, Mac or Windows?
- What software do you use for presenting?
- Anybody experience in acting, debating, standup comedy?

Mix presentation techniques, PowerPoint/Flipchart/TV/Camera

### Meta approach to preparing this presentation:

1. Define objective and approach
  2. Think through choreography
  3. Define interactive parts
  4. Identify tools: TV, presentation, flipchart
  5. Start to end: timing
  6. Critique, perhaps everyone themselves?
- A) Prepare new agenda  
B) More interactive parts, questions!  
C) Focus not all but present yourself in tough situations

AM and PM: 1 hour presentation each

Focus: approach, elevator speech

Find good/bad examples, videos for audience engagement

Use design book examples: from US designer (small booklet at home, with cool statements and provocative statements)

Take thick markers along (and try them out in accordance with book by Austrian guy)

Create a reading list!

Add Zoom for presentation skills: less is more, use visualisation tools (as per the Austrian guy)

Summary for AGENDA: CONTENT/BREVITY/DELIVERY/STRUCTURE/TOOLS

**Update of the agenda as per 8.3.2023**

**START, 10:00**

**Hi, name Alex. Captain today.**

**This presentation is about presentation skills. This is not an academic topic but a practical one.**

**Hence, it's not about me talking but about you doing. Presenting can be uncomfortable; I want to take you out of your comfort zone.**

**Looking at your credentials, I am sure you have had ample opportunity to present and for some of you may all that I may say may be repetitive.**

**So this is why I think the best approach is to make this an active workshop so it's not only me talking.**

**You are all academics so used to speak about the topics you are experts on. I'd like you to talk about somebody else's topic.**

**There'll be two active parts for you:**

**FLIPCHART**

- 1. You present yourself (off camera)**
- 2. You present a topic (on camera)**

**Anyone has the agenda with them that I sent around? OK, so you have my permission to eat/rip up/throw away/recycle it. Here is the new one.**

**First, a round of questions: what do you personally need presentation skills for? In other words, why are you here?**

**ROUND OF ANSWERS**

**OK, thank you. Next question: where did you feel special challenges, what was lacking?**

**ROUND OF ANSWERS**

**Thank you. The irony may not escape you that for my own presentation here today is a little guinea pig for you since I of course have to display to you what I teach. Please do tell me how I am doing. (Unless the vetmed asks for it, I will not ask for a feedback form, verbal feedback is fine (or anonymous pieces of paper slipped into my jacket over there)).**

**So, first lesson: I do not go into presentations ad hoc. Don't do it either. There are people who can do this but most people need preparation and a lot of rehearsing. This is true for normal people and it is true for US presidents with TelePromTers.**

I am not cruel enough to instantly ask you to come forward to present yourself. So I'll start with some easy stuff: the Agenda.

I want to talk about this today:

- PREPARATION
- CONTENT
- STRUCTURE
- DELIVERY
- TOOLS

What tools do you use?

ROUND OF ANSWERS

Let's start with 1. PREPARATIONS

...

OK, we're heading now for a coffee break. Your mission during this time: please think of how you want to present yourself, in 3 minutes. Bases: to cover: your person, your area of expertise, one thing about you that stands out (think of a job interview: why are you the best person to be hired for this job?)

COFFEE BREAK 9:30-9.45

15x3=45 minutes for each presentation. After each presentation, tell everyone:

- How you felt it went
- What you wished you could do better
- What was good about your presentation

Target time: 1.30 hours

11:15 Next presentation: 2. STRUCTURE

...

12.30 LUNCH BREAK

13.15 COME BACK

13.30 START OVER WITH Next presentation: 3. DELIVERY

...

COFFEE BREAK 14:30-14.50 You get an extra five minutes because your next task is harder (and I need some time to set up the camera) and because you need the time to speed-rehearse. Your mission: prepare a 5-minute presentation (an elevator speech) about a topic of your choice. It does not have to be your area of study; if you are an avid collector of Marvel paraphernalia, tell us more about this. Abide by the following structure:

1. Tell us what you are going to tell us, and why (image you want to get an interview/sell us something/get a date; in short, convince us to do something)
2. Tell us
3. Summarize and tell us again why we need this/to do this (if it is about your research, tell us what is so groundbreakingly new and innovative that we cannot but invite you to the new consortium that has just received a giant grant).

14.50

15x5=75 minutes plus 15x2 minutes self-critique (not in the Mao Zedong style but to constructively) = 105 minutes

16.25 ....

**Need to stick in somewhere now 4. TOOLS**

**Perhaps it goes before the 15:00-15.30 coffee break, finish by 17:05 with some time to spare.**

**17:30 END**

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**Complex vs. complicated**

**Reduce information**

**Focus on the essentials: 3**

**Visualize the central statement**

**More cohesive arguments, fewer facts and data**

**Create images in the mind of your audience**

**Preparation prevents poor performance: do not enter a presentation, also elevator speech, cold unless you're exceptionally talented as a speaker and know your stuff**

**Identify your audience and prepare for them, not for yourself**

**Abraham Lincoln:**

**"I'm sorry I could not have written a shorter letter, but I didn't have the time."**

**\preps**

**SPAM model:**

**Situation: consider the time and place of where you are giving the speech**

**Purpose: this refers to the goal the speaker hopes to achieve with his or her speech**

**Audience: learn as much as possible about the people to whom your presentation is directed**

**Method: which methods will best accomplish the purpose**

**Formulate a precise objective: statement of intent (fundraising, evaluate a proposal, motivate your team) Focus is key – go for the most essential of your objectives**

**TJ Walker:**

**Preps: find out as much as possible of your audience so you can build a rapport with them**

- **3 key messages, no more, people will remember nothing more**
- **Most important message first**
- **All additional time should be used to flesh out these three messages with more examples and case studies**
- **Repeat your message often using different examples, phrases and ordering**
- **Review to make sure your language is as simple as the topic can bear.**
- **The more abstract your message is, the less it will be remembered**
- **Don't dumb your message down. It takes more intellectual rigor and discipline to communicate in one minute than it does to blab on and on for 10 minutes**
- **Do not prepare a speech or a presentation in written form. It will communicate badly**
- **Be conversational, not following the rules of written down sentences**
- **Don't dodge questions. Answer the question in eight seconds or less and then bridge back to your main message for the next 25 seconds or so**
- **Remember that your message must be memorable**
  
- **When speaking, focus on the eyes of someone in the audience, then move to another person without staring**
- **Don't have your eyes dart quickly across the room**
- **Don't start a speech with thanking people – it sends a signal that people can switch off**
- **Never read a speech or your slides – it is boring**
- **Don't start by saying: today I will be speaking to you about.**
- **Speaking behind a lectern creates distance – avoid if you can**
- **Vary the length of your sentences**
- **Vary your speed**
- **Include pauses**
- **Train yourself to replace “um” or “uh” with a pause. It is hard**
- **For an important presentation, rehearse in front a camera, review your speech (painful), cull what is not of interest, then rehearse again. An audio recording is an acceptable alternative. A mirror is the least good alternative; better to rehearse in front of other people**
- **Do not drink carbonated drinks before speaking.**
- **Move your face, your hands, your head, your feet. Don't be static.**
- **What to do with your hands? Don't put them in your pockets, don't rest them on the lectern.**
- **Show passion about what you are presenting. It helps people remember your message**
- **Never start a presentation or a speech with an apology. It already sets the scene for what the audience think of you**
- **Read your audience – are they listening attentively or are they doodling/checking their mails?**
- **Nervousness is inversely related to preparation.**
- **Don't soak on an empty stomach**
- **Have a strong close**

- **Involve your audience – easiest by asking questions**
- **Use active voice, it is more engaging**
- **Familiarize yourself with your presentation, don't learn points by heart**
- **Avoid standing with your hands in a fig-leaf position or as if you were praying**
- **Gesture with both not only one hand but be authentic: if you never do it, also don't do it during a presentation, hand gestures must be in sync with your message and voice**
- **Your presentation starts when the first person of your audience enters the room – you are in the spotlight even if you are not speaking yet**
- **Enjoy yourself when giving a presentation. It kills the nervousness**
- **Whenever possible, don't throw numbers around in your presentation – they are not memorable. Instead, use images or stories**
- **Learn to love your voice – listen to your own recordings.**
- **Always rehearse speaking your presentation out loud, don't just say it silently**
- **Micphones :use only when speaking to more than 10- people in a large-ish room**
- **Rather speak a little louder than usual, it also have you feel less nervous. But don't shout.**
- **Don't blow on the mic, tap on the mic, say "is this on?", or "can you hear me?" – it's unprofessional**
- **Don't rush your presentation; rather, focus on important points and don't cram it all in**
- **Minimize the use of qualifiers: kinds, sorta, maybe**
- **Time your rehearsals; your actual presentation should go on a little longer than your rehearsed one**
- **Consider why you are using PowerPoint; if you don't need it don't use it: drawing on a flipchart can be just as or more impactful.**
- **. Always be prepared that something doesn't work. Have your presentation in your head regardless of whether you use PowerPoint or other visual tools**
- **Print out your slides so in the worst case you can use them as your notes**
- **Always make sure the technical side works before you start your presentation – it's hard to think clearly about technical issues when there is a waiting audience.**

- Use few frills on your slides. They are bound to not work and usually are only distractions
- Spell check your presentation as you would a printed document
- Speak at least 3 minutes before you present your first slide. Your audience will learn that you are in the focus of their attention.
- One subject per slide, no more than 20 words per slide
- Address your audience standing. It is more dynamic and your voice sounds better.
- In a small group, encourage people to ask questions during your presentation
- 

## **Alfons Stadlbauer**

### **Presentation:**

**Use visuals**

**Mix your media**

**Use large images**

**If you write on a flipchart, write in large, bold letters**

**Visualise the key messages**

**For advanced users: if you can draw, visualise live on a tablet or on the flipchart**

**Do not do this unless you are very sure of yourself and have planned and tested this with a test audience**

**Use colours wisely and in line with what you want to express**

**Whatever you do, do not lose contact with the audience – don't turn your back onto them when drawing, or look down all the time. Better not to use such tools if this is hard for you to stop**

### **Articulate**

- **Don't learn your presentation by heart**
- **Authenticity beats perfection**
- **However, don't wing it**
- **If you use notes, write only key words, write large on small pieces of paper, carry them in your pocket, and look down at them with your eyes not your head**
- **Albert Mehrabian: 7% of your content, 38% of paraverbal areas (voice, articulation, melody, intonation) and 55% non verbal expression (Style, facial movement, gestures, posture, eye movement, body language) are noticed by the audience**
- **Record yourself to get used to your voice and learn how to use it best**
- **Stand with both feet square on the floor without being too static**
- **Stand upright**
- **Don't forget to breathe, breathe through your ??**

### **Words:**

- **Active language**
- **Present tense**
- **No fillers \*basically, effectively, actually**

- **Avoid sub clauses**

## **Tools**

- **Tablets:**

## 1. CONTENT

Start with academic review of why simplification hits the brain better than complex materials.

[is this still Content?

- Preparation:
- Gain information on audience
- What do they already know?
- What do I want to achieve? What do you want the audience do?
- First impressions count
- Objective of any communication, incl a presentation, is not the transmission but the reception
- Therefore, the audience is at the centre of every presentation, not the speaker
- Hence, get information on your audience and define what it is you why you give a presentation to them. What are they to do?
- Depending on the importance of your presentation, you may need 1 hour for five minutes of impactful presentation. Elevator speech.
  
- Use clustering technique, or mindmapping
- Simplify. Focus is key.
- Rule of 7plus2
- Choice of words
- Focus on three messages = what do you want them to remember?
- Already prepare now for possible questions
- Repetition is good
- Use imagery to carry a message; not with visuals only but with your words
- Know your content by heart. You should be able to present without PowerPoint even if you use it regularly.
- Don't use jargon. Even if you are speaking to scientists, they may not be experts in your field and may switch off if you start to use too much jargon
- Body language: eye contact, no back to audience
- Short sentences. No filler words. No acronyms or abbreviations unless they are really well known (NATO). No sub-clauses. Active voice mostly.

## 2. STRUCTURE

- Plan your beginning and your ending (spruch vom Ösi)
- Tell 'em what you are going to tell 'em, tell 'em, then tell them what you just told 'em
- Start strong and different
- Provide a route map – what are you going to say?
- Structure clear and able to be followed: Beginning, middle, conclusion.
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### **3. DELIVERY**

- **Speak to your audience as if you are having a conversation**
- **Do not read your slides. Never read your slides.**
- **Do not apologize. Just rectify your error and move on.**
- **Questions are an opportunity to reinforce what you want to say**
- **Politicians answer questions that they want to answer not what has been asked**
- **Stick to the timing!**
- **Be authentic! If you cannot answer a question, say so and let your audience know they can approach you later – always follow up to answer the question!**
- **Enunciate! Speech control.**

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