

# Presentations: not to be feared

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## Overview:

Whether your mission is to speak to one person or a thousand, your goal is identical--effective communication. In this session, learning will occur by the best method--by doing and evaluating then and there. While few businesses will collapse because their executives speak poorly, a powerfully delivered presentation adds an invaluable dimension of professionalism to any organization and a prestige which requires no capital expenditures.

## Learn:

In this highly interactive program, participants will be given a variety of tools and techniques for making presentations on such topics as preparing notes, supportive materials, choosing sequence and time structures, effective enunciation, interpreting the audience, use of humor, concluding powerfully, and evaluating.

After this program, you will have an effective means of self-expression. You will know how to represent your organization with presentations that will increase sales and promote solid ideas. Effective communication will become an invaluable element of your individual success and professional development.

## Objectives:

- ❖ Learn the essential steps for presentation preparation.
- ❖ Develop effective note-taking and outlining skills.
- ❖ Know how to ask yourself the essential questions needed to write winning introductions and conclusions.
- ❖ Obtain the qualities of an effective speaker through voice and speech development.
- ❖ Learn the rules of podium behavior.
- ❖ Understand stage fright and how to redirect that energy constructively.
- ❖ Develop techniques for getting and maintaining audience attention.
- ❖ Understand the importance of eliciting audience goodwill and how to keep it going.
- ❖ Analyze the components of audience feedback and learn how to use it constructively.
- ❖ Translate what you learn into action.

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# Outline:

## **Preparing For Your Presentation**

- A. What Is The Purpose Of The Presentation?
- B. Gathering Data And Taking Notes
- C. Preparing The Essential Steps For A Working Outline
- D. Expressing Your Ideas With Clarity And Cohesiveness
- E. Preparing An Effective And Winning Introduction
  - 1. Taking a strategic view
  - 2. Techniques to get and focus attention
  - 3. Forecasting what the presentation contains
- F. How To Conclude Your Presentation Effectively
  - 1. What impression of your idea do you want the audience to take with them?
  - 2. What do you want your audience to do as a result of your message?
  - 3. The vital comparison: objective vs. audience response
- G. The Importance Of Using Supportive Material
  - 1. Methods of projecting and displaying information: form follows function
  - 2. Basic considerations in selection of supportive aids
- H. Methods For Rehearsal And Note Preparation

## **Delivering The Presentation**

- A. Developing The Qualities Of An Effective Speaker
  - 1. How to improve voice and speech
  - 2. Behaviors that work at the podium
  - 3. Gestures: rules for effective ones and how to avoid annoying ones
  - 4. Key words and phrases to avoid when speaking
  - 5. The uses and abuses of humor
- B. Understanding Stage Fright
  - 1. Tapping into nervous energy and putting it to good use
  - 2. Strategies to improve self-motivation
- C. Beginning With Momentum And Ending With A Bang, Not A Whimper
  - 1. Re-capping of key points -- summary

## **You And Your Audience**

- A. Key Questions To Ask Yourself About The Audience You Face
- B. The Audience Wants You To Do Well And How To Utilize It Advantageously
- C. How To Get And Maintain Audience Attention
  - 1. Audience participation
    - a. question and answers
  - 2. Eliciting audience goodwill and keeping it going
  - 3. Developing a feeling of mutuality
  - 4. How to eliminate distractions
- D. Retention Is Limited -- Breaks Are Important
  - 1. Why and how to provide breaks
    - a. announcements, housekeeping, and timeliness
- E. Analyzing Audience Feedback
  - 1. How to receive it, what to look for, and how to evaluate it
    - a. remain objective, observe audience behavior, questions
  - 2. The final analysis -- evaluation
    - a. response cards

## **Action Plans And Summary**