

Reaching Your Audience

Giving Effective Presentations

Giving Effective Presentations

- Core Skills
- Developing Rapport
- Using PowerPoint Effectively
- Pitfalls to Avoid
- Handling Questions
- End With the Core Message

Core Skills

- Organization
- Introduction and conclusion
- How to say it
- Gestures

Developing Rapport

- The power of stories
 - "A picture is worth one thousand words."
- WIIFM?
 - "What's in it for me?"
- Emotion and passion
 - People remember the personal connection

Using PowerPoint Effectively

□ TMI

- Remember: "The slide is only a guide"

□ 3-second / 30-second rule

- Obvious within 3 seconds
- No more than 30 seconds explanation necessary

□ Photos and graphs

- Strive for self-explanatory visuals

Pitfalls to Avoid

- **Overly technical**
 - Share the vision
 - Support with *basic* facts
 - Provide links to supporting data
- **Too much information**
 - Packed slides
 - Data-centric speech

Handling Questions

- Be ready for anything
 - Repeat the question in your own words
 - Consider the answer momentarily
- Be comfortable deferring an answer
 - If you don't know, don't fake it
 - Get a business card with the question

End With the Core Message

- Always finish with the take-away
 - Follows question/answer period
- Audience will remember last sentence

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How Toastmasters Can Help

- Positive, mutually supportive environment
- Phased learning
 - Competent Communicator
 - Communication track
 - Leadership track

Reaching Me

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