

Developing and Delivering Professional Presentations



Brief Overview

By Deborah J. Barrett, Ph.D.

Professor of the Practice of Professional Communication
Rice University

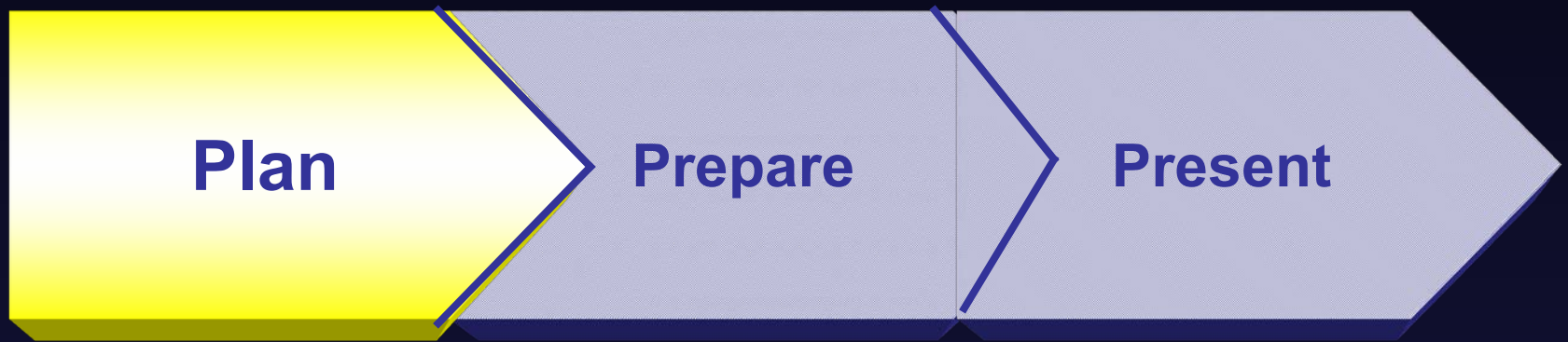
The Three P's of Oral Presentations



- **Determine strategy**
- **Analyze audience**
- **Select medium/delivery method**
- **Establish structure**

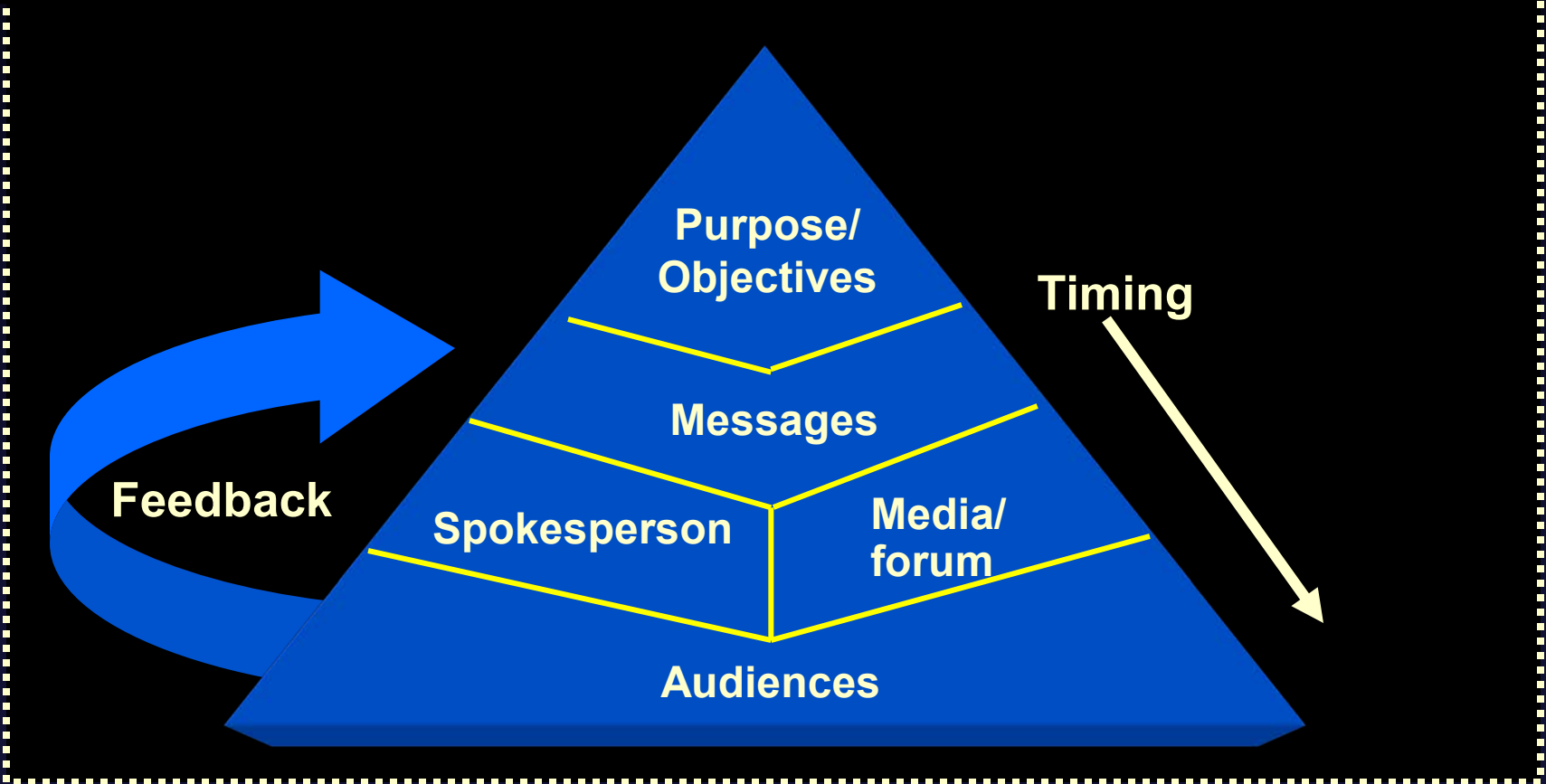
- **Develop content**
- **Create graphics**
- **Test the flow**
- **Edit/proofread**
- **Practice**

- **Get nerves under control**
- **Deliver**
- **Handle Q&A's**
- **Conduct post-assessment**



Determine Communication Strategy

Context



Analyze Your Audience

1. **What is your primary purpose in delivering this presentation to this audience?**
2. **Who is your primary audience and what do they know, expect, and feel? Who is the secondary audience?**
3. **What is motivating the audience to attend the presentation and how do you motivate them to listen to you?**
4. **What do you expect the audience to do and to feel based on your presentation?**

Select the Medium and Delivery Method

- Stand-up extemporaneous**

 - ❖ **With no visuals**

 - ❖ **With visuals (PowerPoint, posters, or other)**

- Round-table discussions**

- Flip charts or white boards**

- Video or phone conferencing**

Use an Extemporaneous Format

□ Characteristics

- ❖ Most natural and effective
- ❖ Requires comfortable knowledge of content and a lot of preparation

□ Advantages

- ❖ Allows you to maintain eye contact
- ❖ Permits adjustments to audience
- ❖ Helps you to appear confident and knowledgeable

Organize and Establish a Logical Structure

- ❑ **Select the best structure for topic and audience**
- ❑ **Use the pyramid to test the organizational structure and to ensure the logic holds together and the content is complete**
- ❑ **Use a story board to help you group your slides into three to five main supporting topic sections**
- ❑ **Test the structure by seeing if you can tell the story in a sentence or on one slide**



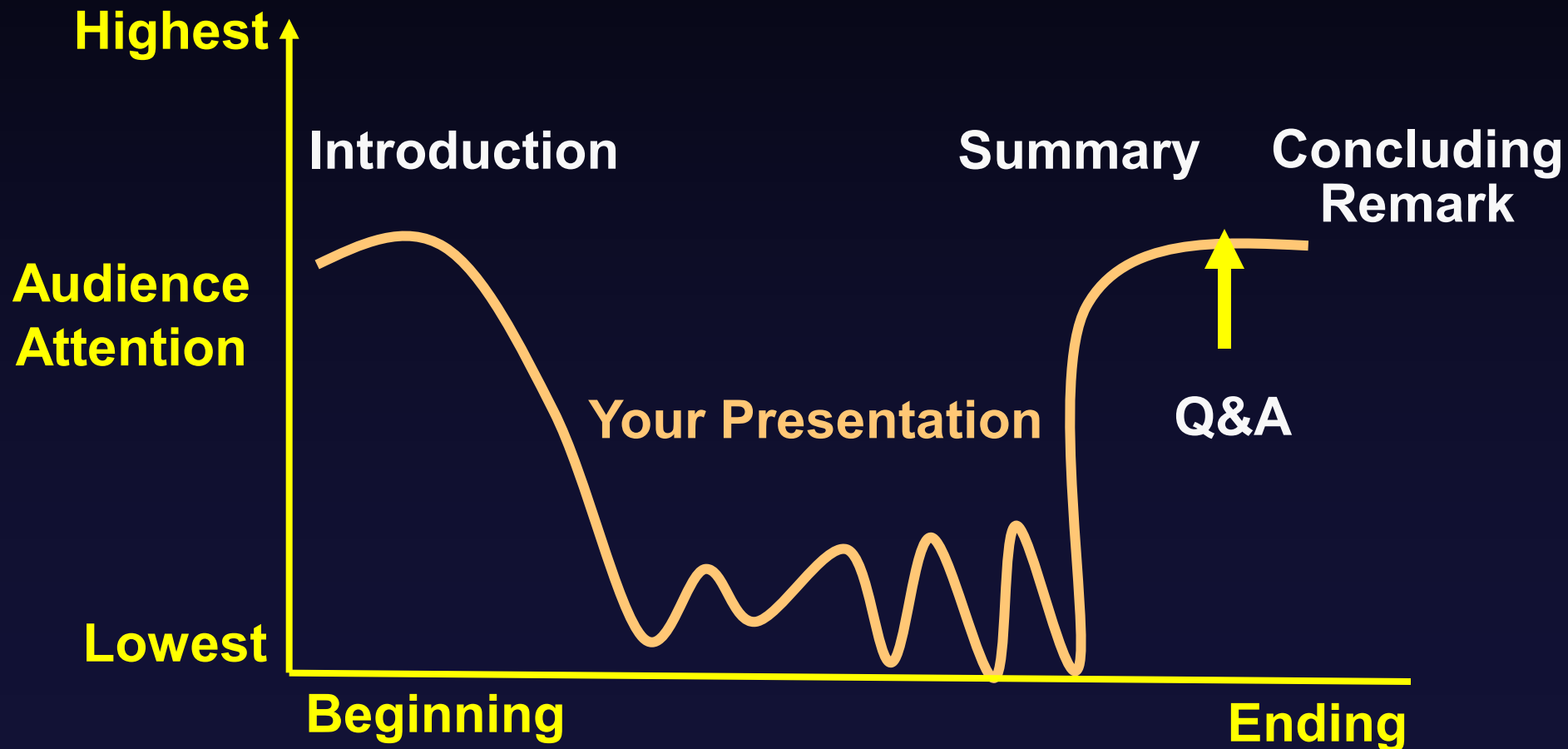
Developing the Introduction, Body, and Conclusion

Tell them what you are
going to tell them,

Tell them;

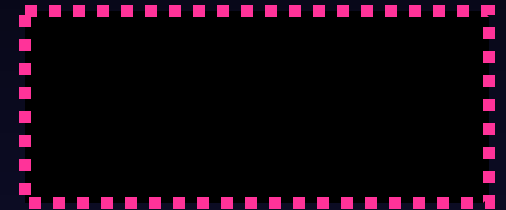
Then, tell them what you
have told them.

Your Audience's Attention is Greatest at the Beginning and at the End



Effective Introduction – C P F

1. Context – the setting, the frame



2. Purpose – why are we here



3. Foreshadowing – what is coming



Creating an Effective Agenda Slide

Today's Agenda

- Introduction
- Understanding of current situation
- Competitive analysis
- Niche capabilities
- How you measure your success
- Project objectives
- Overview of approach
- Proposed approach
- Team Structure
- Next steps
- Conclusion
- Q & A

NO!

Today's Agenda

- Understanding of current situation
- Project objectives and approach
- Team structure and our capabilities
- Next steps

Yes!

Effective Body Content

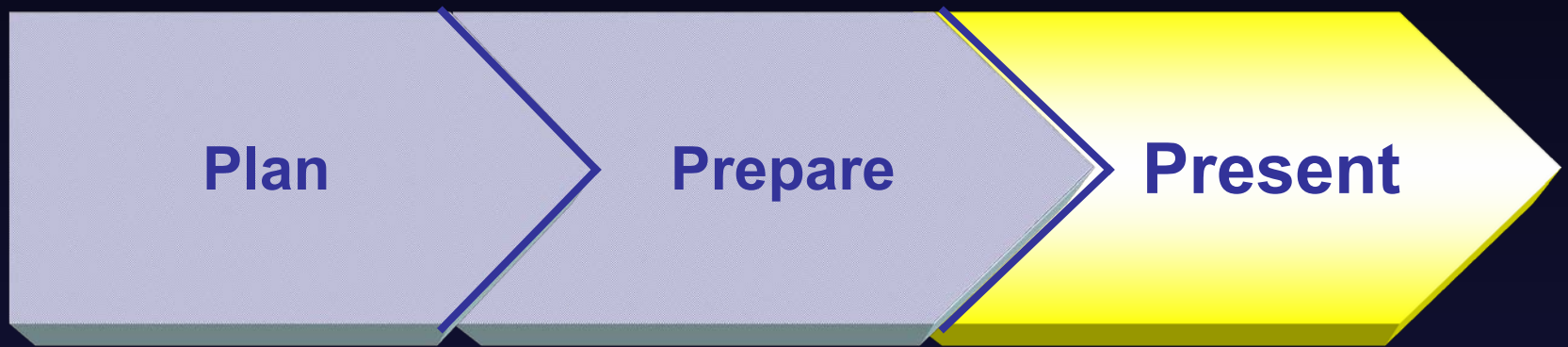
1. Is concise and specifically focused
2. Follows your outline
3. Balances the general with the specific
4. Does not contain anything to which the audience can say, “So what?”

Concluding Effectively

- ❑ Summarize by going back over main points
- ❑ Do not stop abruptly with the statement, “That’s all.”
- ❑ Make the most of the presenting opportunity by emphasizing main messages before and after the Q&A

Practicing

- Go through your presentation at least twice**
- Try to recreate the speaking situation**
- Try to practice at least once in front of a mirror**
- Time your presentation at least twice**
- Organize your presentation to allow last-minute adjustments**
- Be prepared, be flexible, and anticipate the unexpected**



Presenting with Confidence

- Use appropriate eye contact, facial expressions, and body language
- Avoid common body language problems
- Use an effective speaking style
- Deliver effectively with visual aids
- Manage the Q&A
- Achieve a positive ethos

Using Effective Body Language

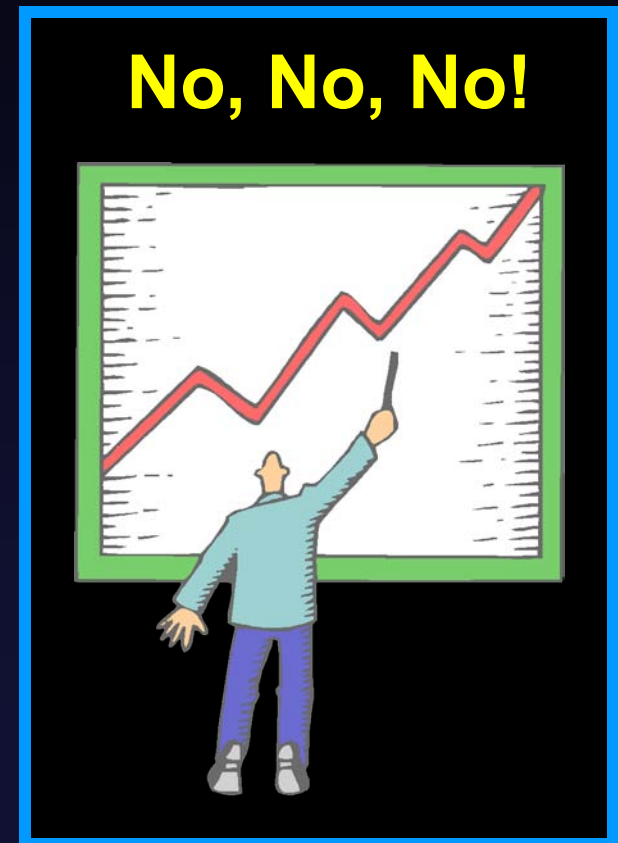
- Move out beyond the podium if possible
- Focus your energy on the audience
- Maintain a comfortable, relaxed stance appropriate to the situation
- Keep your body positioned facing your audience (never turn your back)
- Demonstrate your message with gestures

Using an Effective Speaking Style

- ❑ **Do not speak too loudly or too softly**
- ❑ **Articulate clearly**
- ❑ **Pronounce each word correctly**
- ❑ **Place accents where they should be**
- ❑ **Vary your rhythm appropriately**
- ❑ **Watch the “uh’s” or similar fillers**

Delivering Effectively with Visual Aids

- ❑ Check equipment and room
- ❑ Introduce slides **before** you show them
- ❑ Walk your audience through them if necessary
- ❑ Avoid blocking the audience's view
- ❑ Look at your audience, not back at the screen



Handling Q&A's

- ❑ Anticipate likely questions in advance
- ❑ Plan who will answer them (in a team)
- ❑ Announce timing of questions before speaking
- ❑ Listen very carefully to the question
- ❑ Repeat the question
- ❑ Keep your answer short and simple
- ❑ Avoid dialogue with a single questioner
- ❑ After answering the last question, conclude by repeating your main message

Achieving a Positive Ethos

The best ways to project a positive ethos:

- ❖ Believe in what you are saying
- ❖ Be prepared
- ❖ Create and maintain a rapport
- ❖ Adopt a secure stance
- ❖ Use comfortable gestures
- ❖ Establish and maintain eye contact, if appropriate for the culture
- ❖ Adjust pacing based on audience response

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