

Business Class

WEEK 5 - PRESENTATION



Welcome to Class!

TODAY'S AGENDA

- Surprising statistics
- It's your time
- Present like a pro
- Let's go for a trip
- Preparation
- Power posing
- Attention span
- Handling questions
- Our tips



Class Objectives

EXPECTATIONS AND OUTCOMES

★ Objectives:

- In today's lesson, you're going to learn how to become more confident in the area of making presentations and public speaking.
- By the end of this lesson today, you'll be ready to present your business to your clients and coworkers.



Lesson for Today

BRIEF INTRODUCTION

Presentation is like a gift.

You need to think about the recipient, make a great packaging and ensure that what's inside is valuable.

Experience shows most of the time we receive bad gifts - ugly and boring. Be the person known for giving extraordinary gifts :-)



Surprising statistics



30 MILLION

There are 30 million PowerPoint presentations created daily!

GLASSOPHOBIA

Public speaking is in the top 3 of all fears people have. Glassophobia is as common as fear of flying or fear of spiders. Even top speakers admit they have some level of stage anxiety.

36-90 HOURS

That's how long it takes to create a (good) presentation with 30 slides. The research alone might take between 6 and 20 hours, then slides' preparation consume 20 to 60 hours.

It's your time!

THERE'S NO SUCH THING AS TOO MUCH PREPARATION

Good presenter puts himself at the center-stage. You need to control the situation and to gain that control you need to PREPARE! For presentations there are three most important elements to prepare:

- Yourself
- The audience
- The material to be presented

Of course, you cannot be prepared for everything. Every presentation has this uncertain element, because this is live presentation, you have audience – so people, who cannot be predicted in 100%.

If you are already in the business world, for sure you attended at least one meeting where very stressed person presented his material on PowerPoint. Maybe you were lucky and this was actually great show, with skilled presenter, where the meeting was fun and the message was delivered as it should. However, in most cases – it was presentation made by someone who created tones of slides, full of colors and charts, with details which you forgot 15 min later.

So, what can you do to improve your presenting skills and don't be that person?



Present like Steve Jobs!

LEARN FROM THE BEST

One of the mostly admired presenters in the business world was Steve Jobs. When Steve Jobs presented to the world his latest product, he followed few simple rules:

KEEP IT SIMPLE

Each slide contained one element, which allowed the audience to focus on the message

USE VISUALS

Good presentations included only the gist (sedno) of the topic. Most people add the whole speech text to their slides and later instead of presenting they just read. This is not how the presentation should work – audience is there to listen how the presenter fills the slides with his speech, so the slides and what is said become the whole.

PREPARATION AND PRACTICE

Even Steven Jobs rehearsed his speech, so must you. Rehearsal is a key to eliminate stress.

FUN

Make sure presentation is fun for you and for the audience. Enjoy what you are doing!



Let's go for a trip!

GIVING A PRESENTATION IS LIKE TAKING YOUR AUDIENCE ON A JOURNEY

It has the start and it has the finish.

At the beginning your audience requires some basic information, so they can join you on this journey. Give them the information per below:

WHO

Introduce yourself by providing the amount of information about yourself depending on the formality of the presentation and the audience. For example presentation to the client requires more details, like your position and your background, while presentation for your colleagues may just require your name.

WHY

Explain the audience the reason they're there. The purpose of your presentation. There is also a technique called WIIFM – What's in it for me? People need to understand why they should listen and why this presentation is beneficial to them.

WHAT

Outline the agenda – main points you are going to discuss/present and the order of it. It is proven that your audience is going to listen more carefully and will remember more when they know the structure and can follow you on the presentation roadmap.

WHAT

Address audience's needs – think of any questions they may have before the presentation starts and try to answer them before you start. These questions may be like: How long will it last? Will there be any break for coffee? Do I have to take notes? Can I ask questions? etc. Address all of the questions beforehand and you will have your audience's full attention.



Preparation

START WITH YOURSELF

- Preparation for you means your mental preparation – to eliminate stress and be sure you know your subject.
- You need to practice your presentation. Do it in front of the mirror, to see your gestures or, best record yourself.
- Recording is going to show not only how you behave, but also how you speak.
- If it is not too fast or maybe too quiet. It may happen you need to stand in front of the people to present.
- It may happen you are going to present via video meeting, sitting at your desk. Whatever the situation is, practice the way you speak, how fast you speak, how you emphasize important parts.
- Not only what you say will matter, but also how you say it.



Be prepared!



POWER POSING

- When presenting you need to face the audience, best if you keep the eye contact as this makes you appear more competent.
- Stand straight, with open arms. Best presenters, when “at stage” can even make a presentation to be a real show. They act accordingly to what they present and what they talk about. Their body language is aligned with the message that comes from the presentation.
- You can practice your presentation in front of a friend, even the one that knows nothing about the subject – if they understood it and enjoyed it, your audience would too.
- Try to avoid using too many filler words like “ummmm” and “yyy” or “eee”. If you are prepared and know your topic this is less likely you are going to be nervous while presenting.
- Prepare yourself notes, which you can look at discreetly if you need any help. Sometimes it is even good to have them written or printed in quite big font, then one glance and you back to the game!
- Pause before moving to next point on your slides. You can even count to ten in your head. This short break is going to help you and your audience. For yourself – make a deep breath, you may still be nervous and this will help you to calm down. For your audience – they can assimilate the information they’ve just received.
- Prepare yourself for the questions. There will be questions for sure, so think what they may be and prepare the answers. This way this is less likely you are going to be surprised.

Attention span

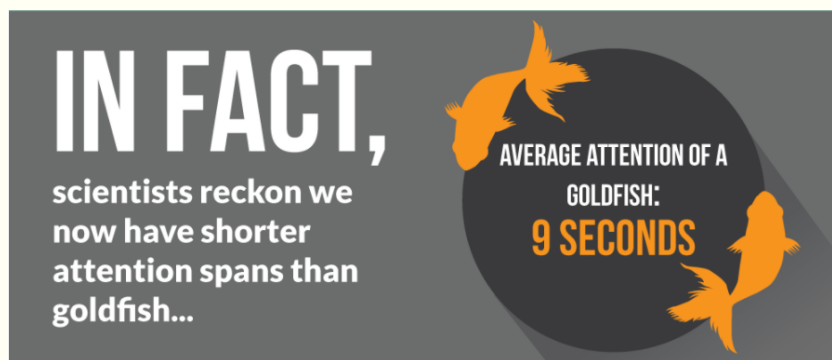
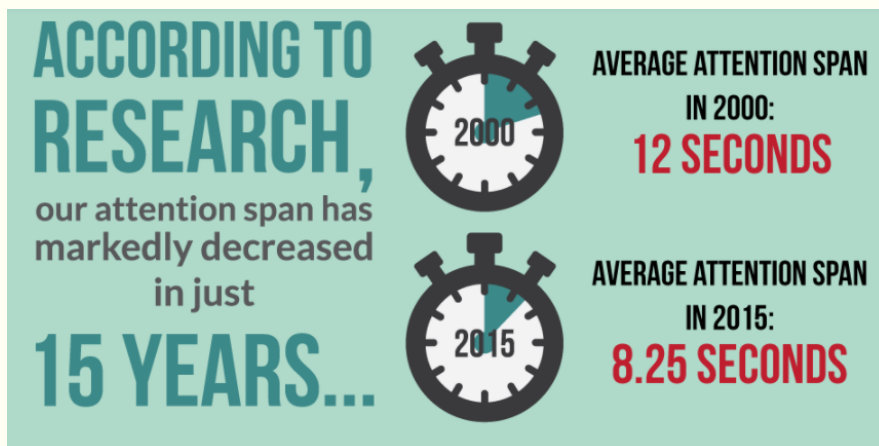


YOUR AUDIENCE

Do you know that according to the researches made, people's attention span is decreasing? In 2013 this was on average only 8 seconds, which is less than attention of the gold fish....

ATTENTION SPAN

Merriam Webster defines attention span as the length of time during which one (such as an individual or a group) is able to concentrate or remain interested.



Attention span

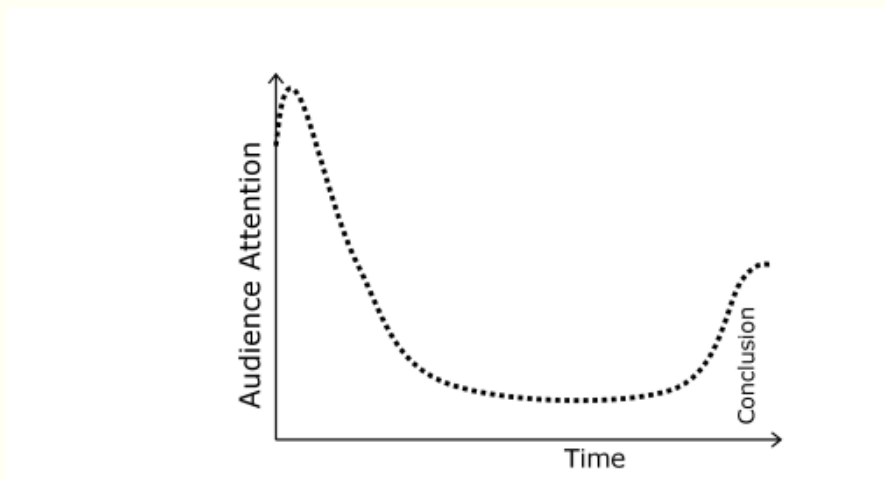


IS 'GOLDFISH ATTENTION SPAN' REALLY A THING?

Contrary to popular belief, there is actually no evidence that our individual attention spans are shrinking. In fact, the goldfish attention span myth has been around for about 20 years. Since then the attention span of an actual goldfish has mystically progressed from 5 to 9 seconds in the popular discussion while the human attention span is thought to have shrunk from 12 to 8 seconds.

ATTENTION CURVE

Typical attention of the audience pays to an average presentation



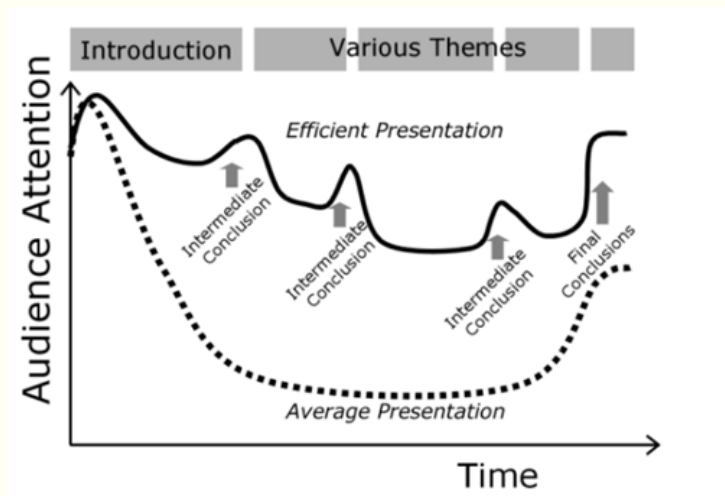
Source: <https://www.scientificleaders.com/presentations/>

Signposting



HACK ATTENTION SPAN

You already know the typical attention curve. If people lose their attention so easily, what presenter must do to bring them back on topic is to use “signposting” or “intermediate conclusion”. It makes the presentation more effective as main and most important things are repeated several times, so easier to remember. Below picture shows how the effective presentation attention curve should look like.



Source: <https://www.scientificleaders.com/presentations/>

- You can also use the Tell'em rule for each part of the presentation. If you make a small summary at the end of each section, people will remember it more easily.
- Studies also show that audience attention can be easily distracted by mobile phones. Before you start, ask everyone to put away their mobiles.
- In addition including a joke or a real story, rather than just basic facts, helps people's attention level to peak. However be careful with jokes, adding good joke to presentation is not as easy as it seems – you need to be funny but not ridiculous.

Structure your message



YOUR PRESENTATION

Each presentation has the typical structure you can follow . There are also some techniques you can use to keep your audience’s attention and ensure the message from your presentation is remembered.

You should not only think that what you need to deliver is a presentation. You need to think “as a result of my presentation people will know/understand/learn the xyz”.

CREATE A PLAN

- Date and time of the presentation
- Who the audience is? And how big it is going to be?
- What is the presentation subject and the main aim/result?
- How long will you be presenting overall?
- What visual aids you are going to use (just PowerPoint slides or other as well)?
- How long you give yourself for the specific sub-topics (sections)?
- Are you going to engage the audience and how?
- What rules you want to establish while you are presenting? (mobiles off, questions at the end etc.)
- Find out if you are going to stand or sit while presenting
- Find out how big the room may be (or if this is the video meeting presentation)
- What questions may the audience ask?

Presentation manual

CONTENT AND DELIVERY

START

- Introduction: Who, why, what and how?
- Jump start techniques: (select one or variety)
 - Shocking statement
 - Quotations (or Experts say....)
 - Historical evidence
 - Question to the audience, so called enrollment questions (e.g. “please raise your hand who is using today mobile banking app”)
 - WIIFM technique - <https://www.youtube.com/watch?v=uXZ6CViGYSQ>.

SECTION 1

- Pause and sign post

SECTION 2

- Pause and sign post

Presentation manual

CONTENT AND DELIVERY

FINISH

- Summary
- Conclusions
- Closing remarks
- Variety of the techniques for the finish:
 - Finish with a bang!
 - Question to the audience
- Q&A Session

VISUAL AIDS, WHICH MEANS THE POWERPOINT SLIDES IN MOST CASES SHOULD:

- Be short – do not include all you want to tell on the slides, less is more in this case. For what you are going to present, prepare the presentation handouts.
- Include not too many colors (following the company templates is best approach)
- Include pictures or graphs that would fit the subject and follow the rule that “a good picture is worth of thousand words”
- Be grammatically correct and consistent

Presentation manual

PRESENTING TECHNIQUES YOU CAN USE:

REPETITION

Word or phrase said just once can be easily forgotten, but repeated intentionally several times may have great impact and be remembered. Repetition can be added the beginning of the sentence or at the end. This is good to make a pause, before next repeated sentence.

Examples:

- What we need, what we need is the a change in our product portfolio,
- We need a fundamental change in our production processes, in our production processes.

MANTRA

This is a phrase that is repeated through the speech like mantra. Mantra has to be to the point and easy to remember.

RHETORICAL QUESTION

Rhetorical questions are used to create some kind of a feeling there is a dialog between presenter and the audience. They raise curiosity.

Example:

- So, how many people are we going to hire next year? We are going to hire 2000 new sales managers next year!

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PRESENTING TECHNIQUES YOU CAN USE:

RULE OF THREE

Researches show that people who listened to the presentation, especially when there some lists given, expect the three items. Good presentations give 3 different words or 3 identical words or three sentences to make something sound more important. Examples:

- Our work is difficult, challenging and exhausting.
- Our work brings us every day's struggle, every day's challenge, every day's difficulties.
- The only recommendation I can make is: be strong, be strong, be strong!

EXAMPLES

Simply including in the story you tell the examples to support your idea or message.

CONTRASTS

Simply explaining why one thing is better/worse etc THAN the other product.

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USEFUL PHRASES

HOW TO INTRODUCE YOURSELF

- Let me introduce myself
- Before we start, let me tell you something about myself
- Good morning everyone, My name is.... And I'm in charge of....
- For those who don't know me, my name is.... And I'm the.....

HOW TO EXPLAIN THE REASON OF THE PRESENTATION

- My purpose today is to...
- Today I would like to give you a general overview of....
- Today, I'm going to bring you up to date with....
- My objective today is to
- The reason we are here today is to

HOW TO OUTLINE THE AGENDA

- I'm going to develop three main points. First,... Second..., Third....
- I've divided my presentation to three main points. I would like to start with...
- I'll be addressing three main points. First one is going to be.... The second point will be... and the final point....
- I would like to start with.... And then... Lastly
- Today I'm going to tell you...
- Firstly, I'll..., Then, I'll.... And then I'll

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USEFUL PHRASES

HOW TO ANSWER THE QUESTIONS

- You will receive the copies of my presentation so you can take notes
- The presentation should last about 1 hour
- We will take short coffee break at 11.30
- If you have any questions, please leave them until the end
- I'm happy to take any questions after each section
- We can take a few questions at the end of each point
- You don't need to take notes as I will be handing presentation summary
- Please feel free to interrupt me anytime if you have any questions

SIGNPOSTING PHRASES

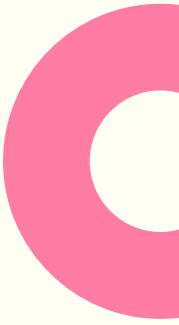
- Let's now turn to..
- Let me move on to...
- This leads me to the point...
- Moving on now to...
- Let's just recap...
- My next point is...
- So, that covers the point...
- That's all I wanted to say about...
- That completes my overview of...

Presentation manual

USEFUL PHRASES

HOW TO FINISH

- So, that brings me to the end of my presentation
- Let me summarize what've discussed today
- Thank you for your attention.
- I would liketo summarize
- I'd like to conclude by....
- That completes our presentation
- Let me just go over the key points again
- To sum up
- To conclude I'd like to....
- Thank you for listening



Questions

FROM THE AUDIENCE – HOW TO HANDLE THEM?

When presenting you need to set some ground rules. You either allow the presentation to be interrupted with questions or you allow the Q&A session at the end. Questions are important, this is the way people can clarify the points from your presentation they did not understand. And, let's be honest – even if they understood everything clearly, they were taught that this is rude not to ask any question as it may mean they were not paying attention at all. So there will be questions – relevant, less relevant, but for sure there will be some.

WHAT IF YOU DON'T KNOW THE ANSWER

If you face any question that you don't have immediate answer for, don't be afraid to say you will look into this and get back to it as soon as possible. You can say:

- That's a great question. Let's go back to the slide that explains it best
- Did that answer your question?
- Was that enough of the information on this subject?
- Are there any other questions?

You can also use a way of answering by changing the direct questions to reported questions, which is going to give you some time to think.

Example:

Q: How many clients did we lose last year?

A: You asked how many clients we lost last year. Well...



Questions

WHAT IF YOU DON'T KNOW THE ANSWER

You can also use a paraphrasing technique. By paraphrasing you clarify the meaning of the question and also gain some time.

Example:

- Q: Did you do any research before implementing this strategy?
- A: The question is about the research. Let me answer this by telling you....

- Q: When did you discover this product was not selling at all?
- A: So you are asking when we knew that new product wasn't selling as good as expected?

If you face questions which are not relevant for the subject you are presenting, don't be afraid to say that too. People may use the opportunity of your presentation to handle some of their own business issues, this happens. However you are the one that sets the rules so don't let anyone to take over. You can say for example:

- We are getting a little off topic. Do you mind we get back to the subject?
- I'm afraid this question is only getting us off track. Let's try to stick to the main point of the presentation.
- This question does not seem to be related to the main topic, however if you insist we can discuss that one once the session/my presentation ends.
- If this is video presentation you can say "let's take it offline, I will be more than happy to find an answer for you"



Our tips

YOU ARE THE PRESENTATION

That's right - not the slides, you! People came to see and hear you. If it were for the slides, you could have sent the deck via email.

MAKE YOUR PRESENTATION SHORT, INTERESTING, ENGAGING

If you speak too long you are going to lose your audience attention. Use short and powerful sentences, with meaning. Something that is easy to remember but at the same time carries your message or idea. Short and condensed message is something that stays in people's heads.

MAKE A GOOD PRESENTATION OPENING

This can be so called "jump start" or "ice breaker". There are several techniques for a good beginning: making a good joke, dropping a shocking fact, telling interesting anecdote. The purpose is to make the connection to the audience and force the reaction. This can really be any reaction from them – from laugh to shock or curiosity. But reaction from the audience is the connection you need to start and make sure they are going to listen.

THE GLANCE TEST

Once you already made a good opening, now it's time to introduce your main concept and ideas of the presentation. Your slides should pass The Glance Test – this means your audience should understand what is on the slide within 3 seconds of looking at it.

BE CONSISTENT

The material you are presenting must be consistent, so all slides kept in the same tone, color base, font. Usually companies have their own templates which you can follow or customize and personalize a bit, to make the presentation "yours". Remember – slides show short sentences or interesting graphs or pictures. You speak more than you show on slides. Do not put everything you want to say on slides.



Our tips

TELL A STORY

Human mind is naturally attracted to stories. That's how we have passed the knowledge over generations. It's so much easier for the audience to follow your points if you build a proper narrative. Create a hero and send her on a mission!

...WITH HUMOR

It is good to use some dose of humor. People should get excited hearing what you are saying.

CREATE A PRESENTATION STRUCTURE

Even if you already have built the short and eye catchy slides, make sure there is some order in it. This can't be just bunch of information thrown, there has to be a pattern, a story you are telling. First the ice breaker, then you introduce the agenda – the goals of the presentation, you move to the main points, make pauses, make conclusions and end with summary that will be a takeaway message for your audience.

PRACTICE YOUR SPEECH

In front of the mirror or by recording yourself. Practice your body language. If the information you are giving is complicated, technical, maybe not easy to understand to everyone – try to make a connection to some real life stories. This will get your audience a better understanding of your message.

WORLD IS CHANGING

So the way we present as well. Even though most of us at work are going to use PowerPoint as main presenting tool, world is moving towards more interactive ways for presentations with a two-way communication. Not only a presenter is speaking and introducing the idea or concept – but audience is engaged into presentation by live polling questions or Q&A sessions. Since the attention span is dropping, presenters must find new ways to keep the audience engaged.



Summary of Today's Class

RECAP 1

Everybody is scared when presenting :-)

RECAP 2

Learn from the best and practice your speech.

RECAP 3

Prepare to fight the attention span.

RECAP 4

Tell a story and have fun!



Thank You

FOR JOINING TODAY'S CLASS

Please have a look at the tasks I have prepared for you.
See you next week!



Tasks for you

I HAVE DONE MY JOB, SO IT IS TIME FOR YOU ;-)

★ Zadanie 1

Zachęcam do obejrzenia filmów Dereka Callana o prezentacjach.

<https://www.youtube.com/watch?v=bgFNTuRYtKE>

<https://www.youtube.com/watch?v=L5V8B7FFJbU>



★ Zadanie 2

Z naszego podręcznika strony 134 - 137 :-)

Koniecznie skorzystaj z plików audio - odsłuchaj i powtarzaj na głos.

★ Zadanie 3

Dziś będzie duży temat - przygotuj 4-minutową prezentację na TED. Nagraj video i wyślij je do mnie! Wrócę z feedbackiem.

Niech inspiracją będą inni mówcy: Simon Sinek, Brené Brown, Hans Rosling

Wiem, że to może być duże wyzwanie. Dlatego pliki możesz wysłać jeszcze 2 tygodnie po ostatnich zajęciach Business Class.

Sources

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