



IBM Systems and Technology Group University 2005

# Advanced Presentation Skills: Content

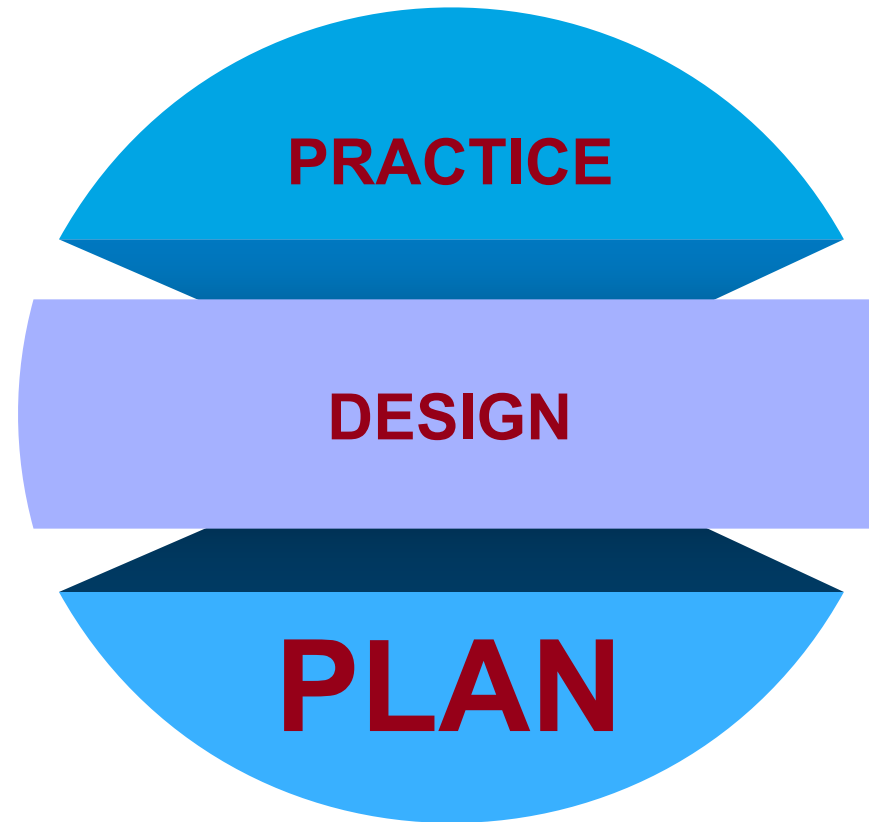
# Agenda

- **AUDIENCE**
- **CONTENT**
- **VISUALS**
- **QUESTIONS**

# Objective

- **The objectives of this session is to improve your speaking skills by implementing:**
  - A simple process that gets effective results
  - Standards that underlie good speaking and writing skills

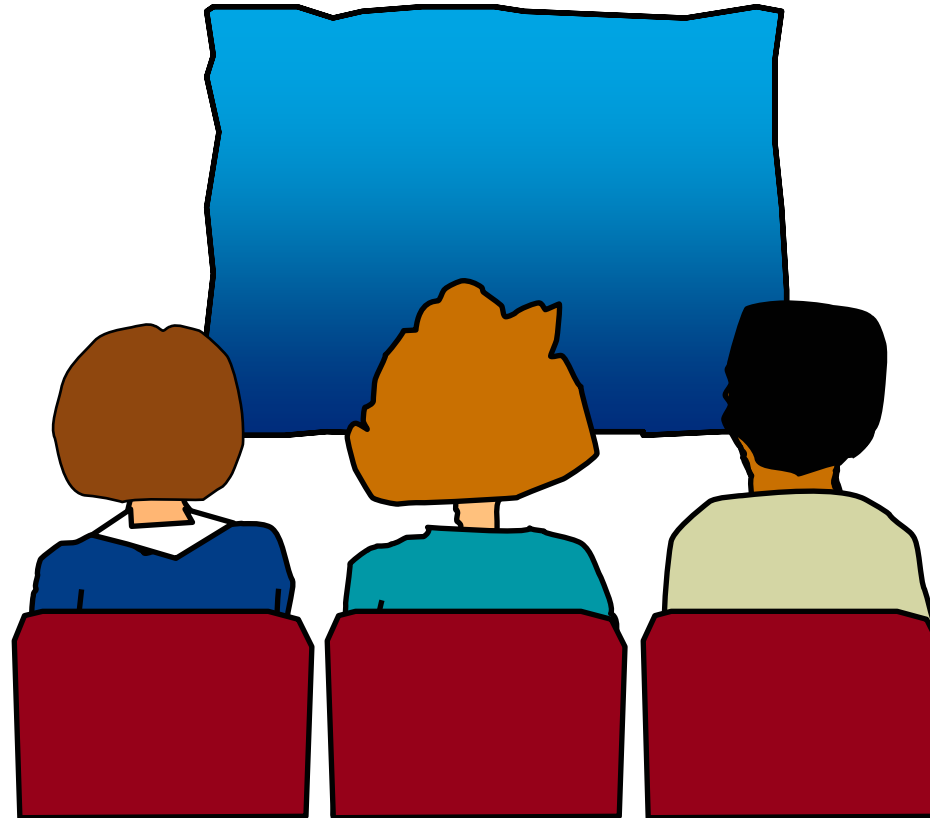
# The Process



## Skillful:

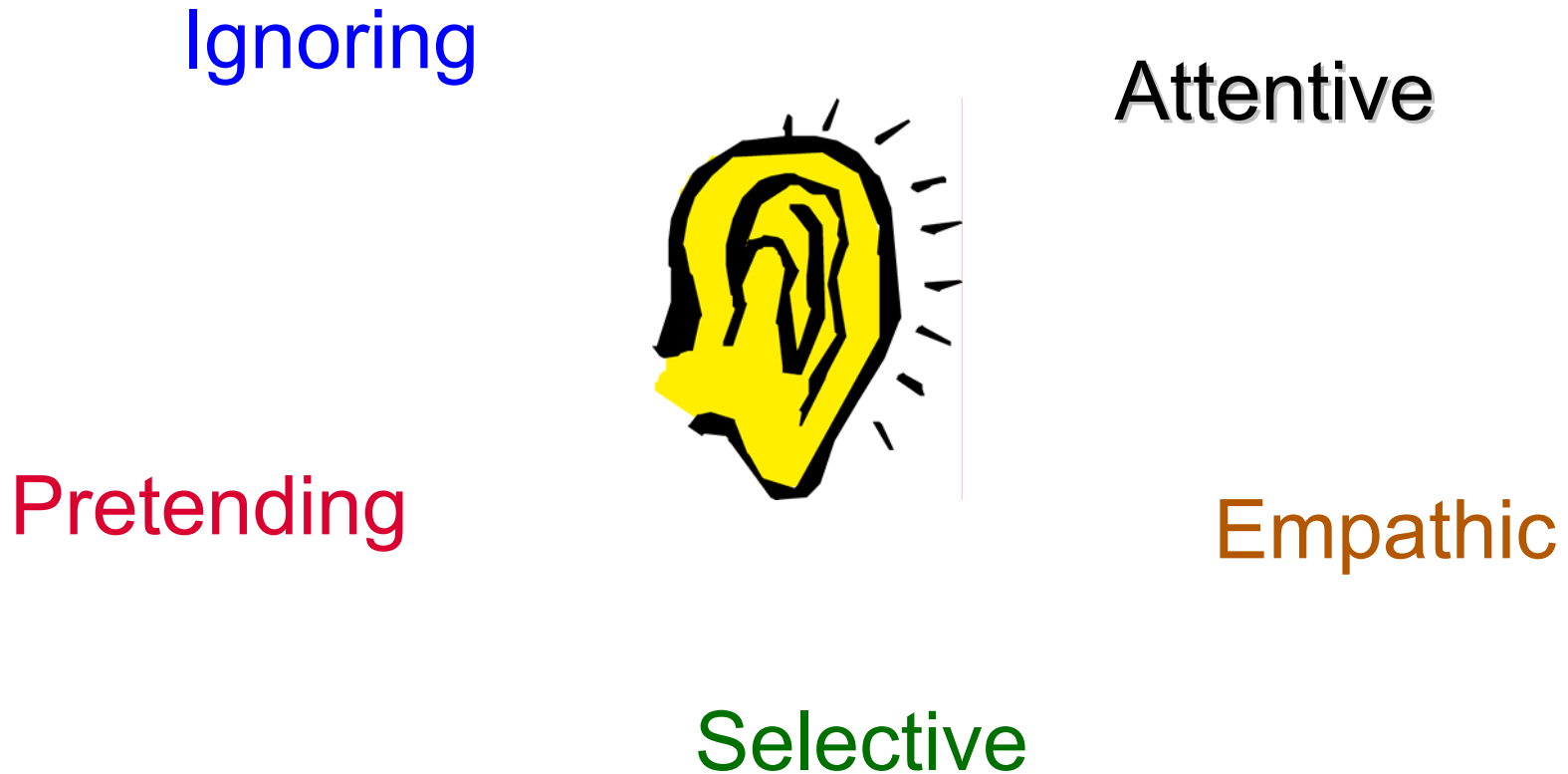
Using a simple process to help you implement quality standards for presenting

# Analysis Your Audience



**Think of your audience as clients and focus on their interests, needs and priorities**

# Listening Skills



**Your audience listens at different levels**

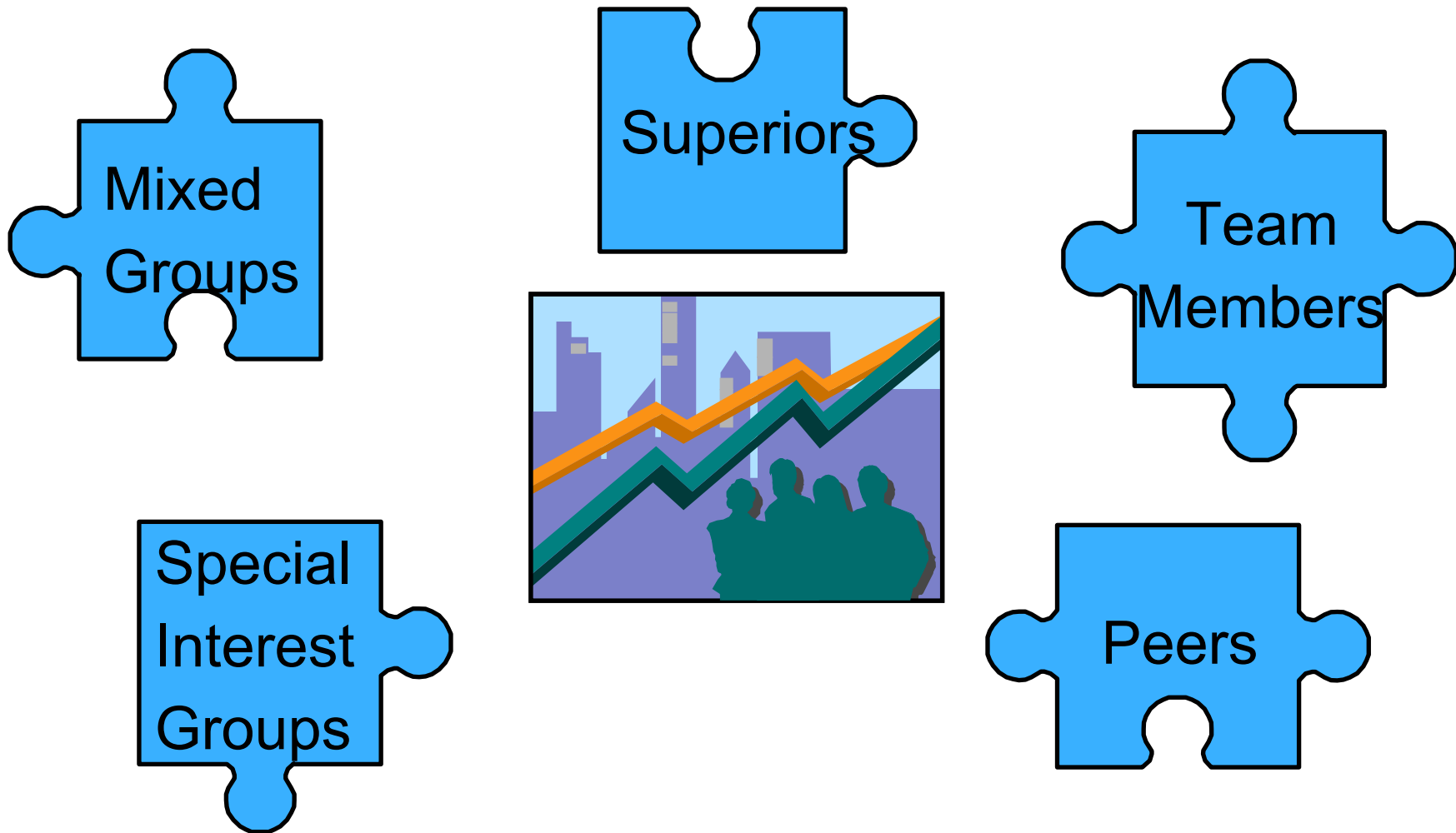
# Audience Expectations



- ➡ Purpose
- ➡ Main points
- ➡ Validation
- ➡ Application
- ➡ Value

**The speaker should present material in a way that makes it easy for the listener to listen**

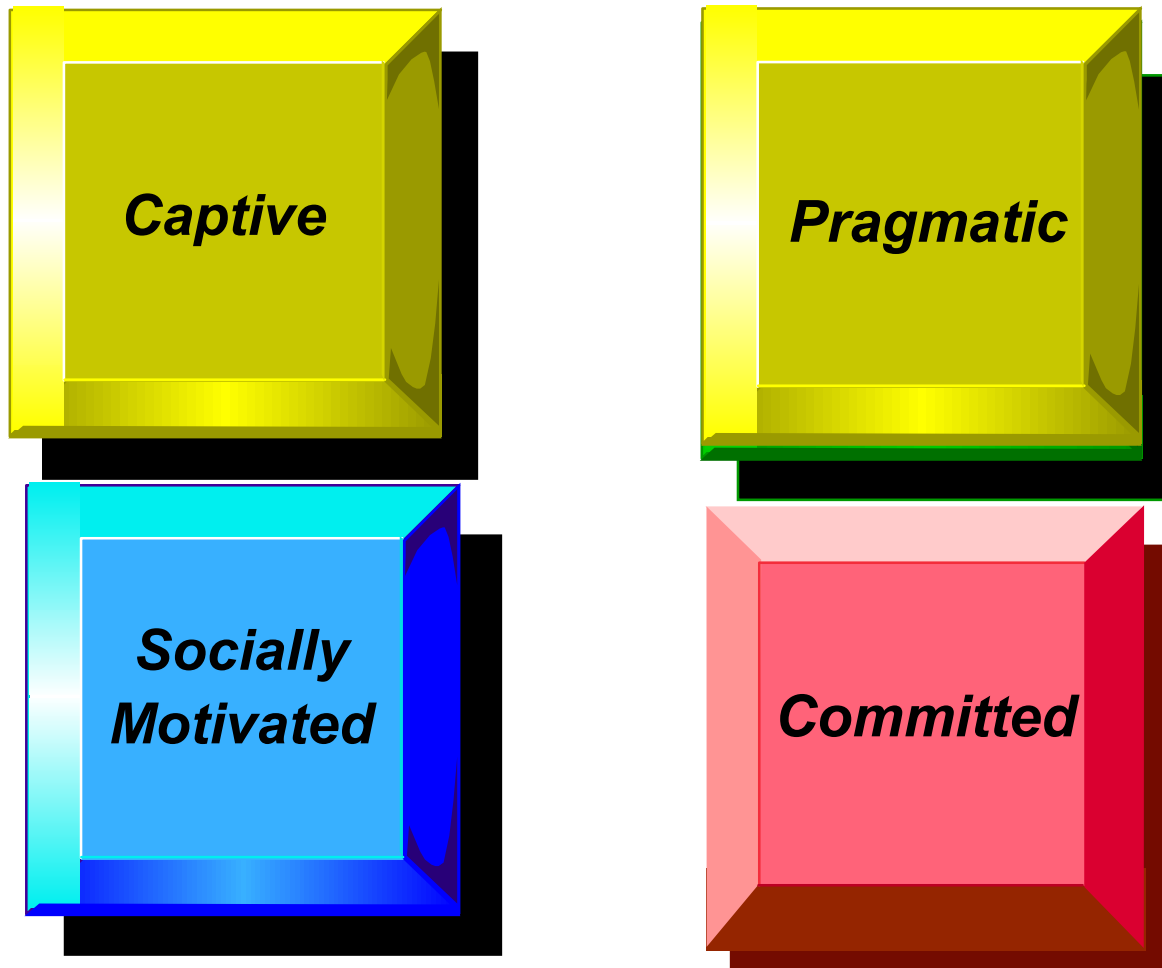
## The Audience as a Group



Some audiences have "herd mentalities"



# Audience Categories



**Source: Daria P. Bowman, Presentations, Proven Techniques For Creating Presentations That Get Results**

# SPEECH PLANNER

Today's Date \_\_\_\_\_

Company/Customer \_\_\_\_\_ Due Date \_\_\_\_\_

Type of Talk:

\_\_\_ Presentation \_\_\_ Speech (Keynote Address, Guest Speaker, etc.)

Purpose: to

\_\_\_ Request \_\_\_ Recommend \_\_\_ Inform \_\_\_ Other \_\_\_\_\_  
\_\_\_ Report \_\_\_ Announce \_\_\_ Warn

Title or Subject: \_\_\_\_\_

Duration: \_\_\_\_\_

What do I want my audience to...

Know: \_\_\_\_\_

\_\_\_\_\_

Do: \_\_\_\_\_

\_\_\_\_\_

Feel: \_\_\_\_\_

\_\_\_\_\_

References/Resources

\_\_\_ Computer \_\_\_ Projector \_\_\_ Screen \_\_\_ Flip charts  
\_\_\_ Handouts \_\_\_ Room setup \_\_\_ Transparencies

AUDIENCE

Type

\_\_\_ Technical \_\_\_ Executive \_\_\_ Staff/Admin  
\_\_\_ Management \_\_\_ Decision Makers \_\_\_ Other \_\_\_\_\_

Audience Challenges: \_\_\_\_\_

\_\_\_\_\_

Audience Concerns: \_\_\_\_\_

\_\_\_\_\_

# Effective Presentations



# Establishing Your Purpose

- Instruction - Informing or teaching
- Inspiration - Stirring or motivating
- Advocacy - Convincing or selling
- Stimulation - Stimulating discussion or debate
- Gratification - Entertaining or amusing

Most presentations are really  
persuasive in nature.

**Source:** *Michael Campbell, Bullet Proof Presentations*

# Defining the Overriding Theme

What do you want them to remember  
if they don't remember anything else?



**Source:** Michael Campbell, *Bullet Proof Presentations*

# Choosing a Strategy

- Chronological
- Topical
- Problem/solution
- Most critical to least critical
- Big picture/small picture
- Procedural
- Compare/contrast
- Motivated sequence



**Source: Michael Campbell, Bullet Proof Presentations**

# Design Content

Today's audiences have short attention spans and demand stimulation. Structure your talk for high retention.



## Classic Method

- Open
- Body
- Close

## A, B, CP Method

- A = Attention
- B = Background
- CP = Central Point

# Presentation Content

## **The Open**

- Building Rapport
- Stating the IBS
- Previewing the Topic
- Outlining the Roadmap

## **The Body**

- Organization
- Supporting Material
- Anecdotes and Stories

## **The Close**

- Summarize MainPoints
- Restate the IBS
- Recommendations



# PRESENTATION DESIGN: 3 BOX APPROACH

## OPENING =====

Greeting: \_\_\_\_\_

Name/Title: \_\_\_\_\_

Preview: \_\_\_\_\_

IBS: \_\_\_\_\_

Main Points:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## BODY=====

Main Point #1. \_\_\_\_\_

A. Sub-point \_\_\_\_\_

1. Sub-sub point \_\_\_\_\_

B. Sub-point \_\_\_\_\_

1. Sub-sub point \_\_\_\_\_

2. Sub-sub point \_\_\_\_\_

Main Point #2. \_\_\_\_\_

A. Sub-point \_\_\_\_\_

1. Sub-sub point \_\_\_\_\_

B. Sub-point \_\_\_\_\_

1. Sub-sub point \_\_\_\_\_

Main Point #3. \_\_\_\_\_

A. Sub-point \_\_\_\_\_

B. Sub-point \_\_\_\_\_

## CONCLUSION=====

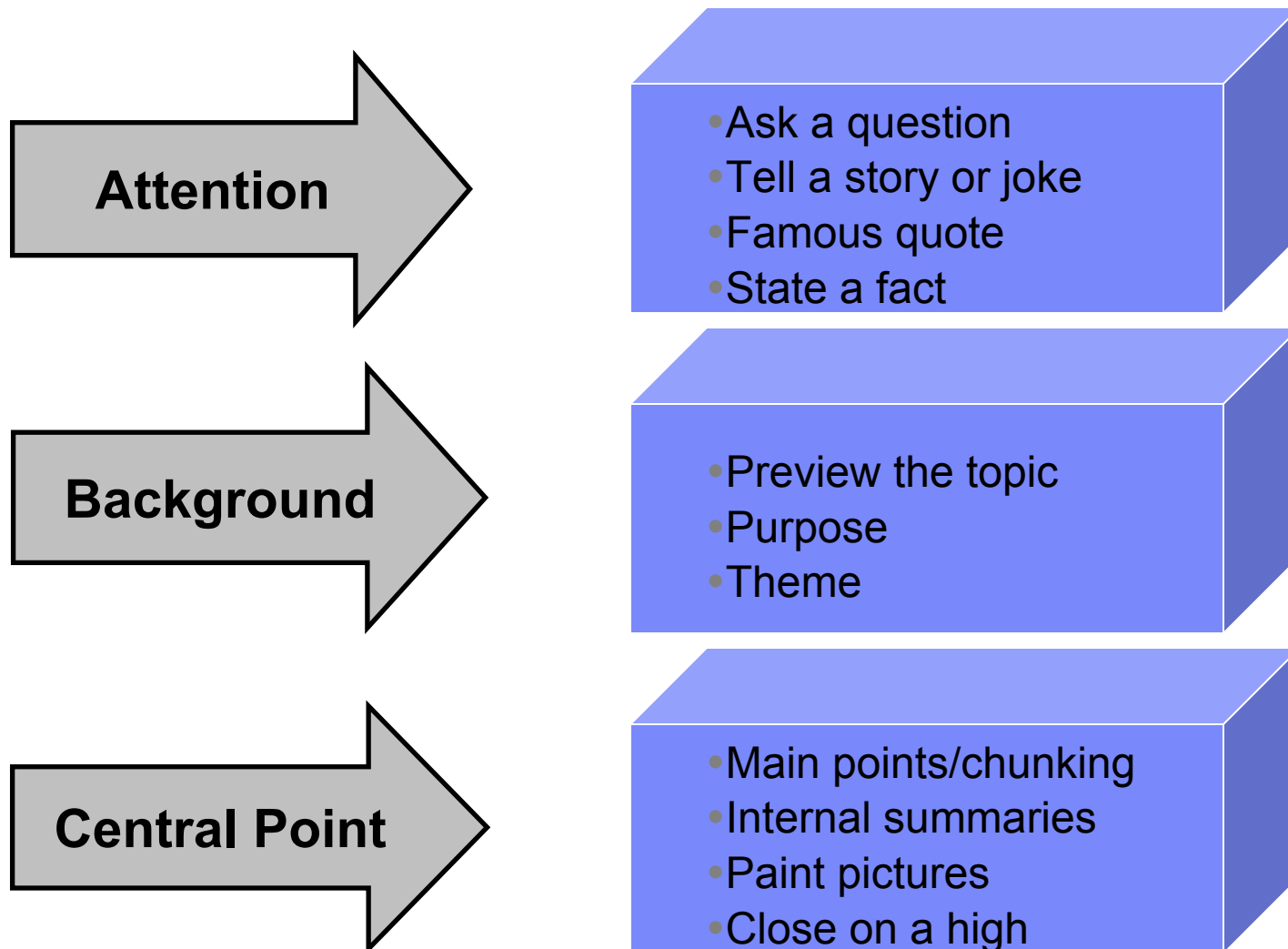
Main Points: \_\_\_\_\_

IBS: \_\_\_\_\_

Recommendations: \_\_\_\_\_

Action Required:

# Speech Content



# SPEECH DESIGN: 3 BOX APPROACH

## ATTENTION

=====

- \_\_\_\_\_ Question
- \_\_\_\_\_ Story / Joke
- \_\_\_\_\_ Quote
- \_\_\_\_\_ State a Fact

## BACKGROUND

=====

- \_\_\_\_\_ Preview the topic
- \_\_\_\_\_ Purpose
- \_\_\_\_\_ Theme

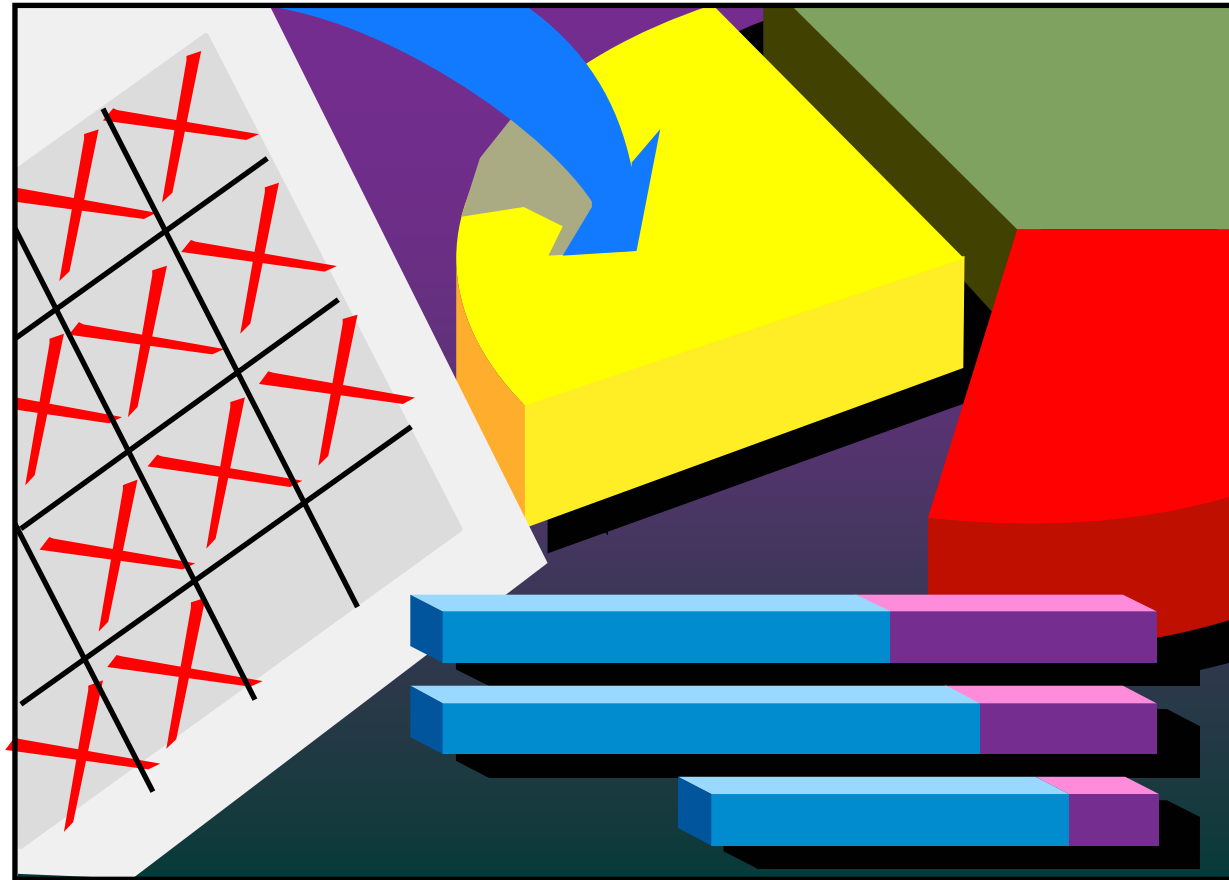
## CENTRAL POINTS =====

- \_\_\_\_\_ Point #1
- \_\_\_\_\_ Point #2
- \_\_\_\_\_ Point #3
- \_\_\_\_\_ (Point #4)
- \_\_\_\_\_ (Point #5)
- \_\_\_\_\_ Segues
- \_\_\_\_\_ Internal summaries

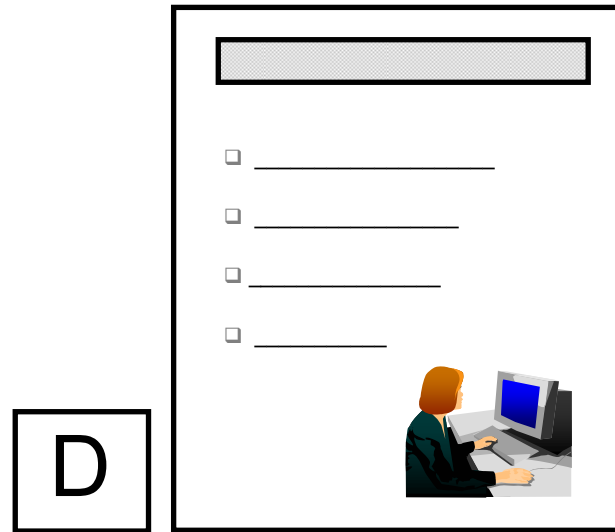
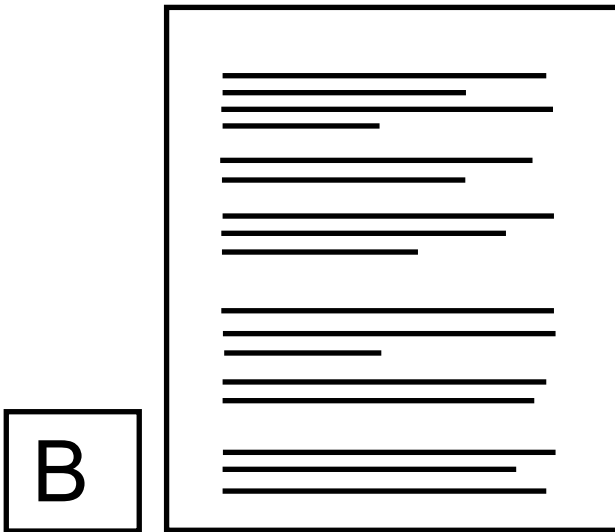
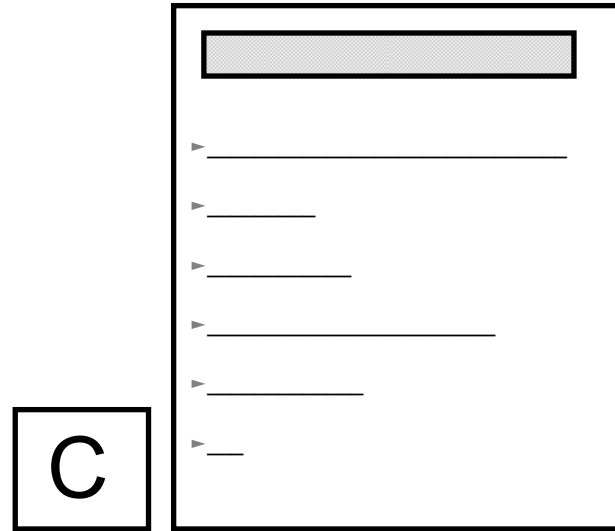
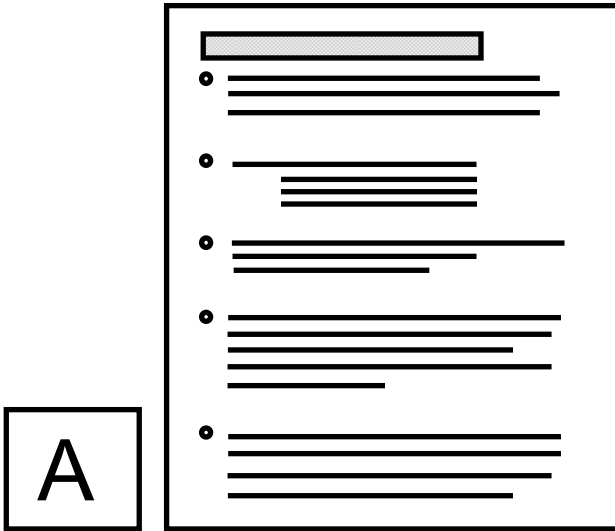
\_\_\_\_\_ Point / CLOSING

High

# Effective Visuals



# Visual Design



A

### Obstacles and Benefits

- **Roadblocks**
  - Time table
  - Cash flow
  - resources
- **Remedies**
  - Act with a sense of urgency
  - Budgets and expense cuts
  - Contract workers and outsourcing
- **Rewards**
  - Meet Deadlines
  - Make expense targets
  - People utilization
  - Customer satisfaction
  - Profit

C

### "PIT" Stop!

- \* Accomplishments since last review (quantify, e.g., percent complete)
- \* Opportunities, Roadblocks, Red Flags
- \* Outlook/Next Lap.
- \* Executive Action?



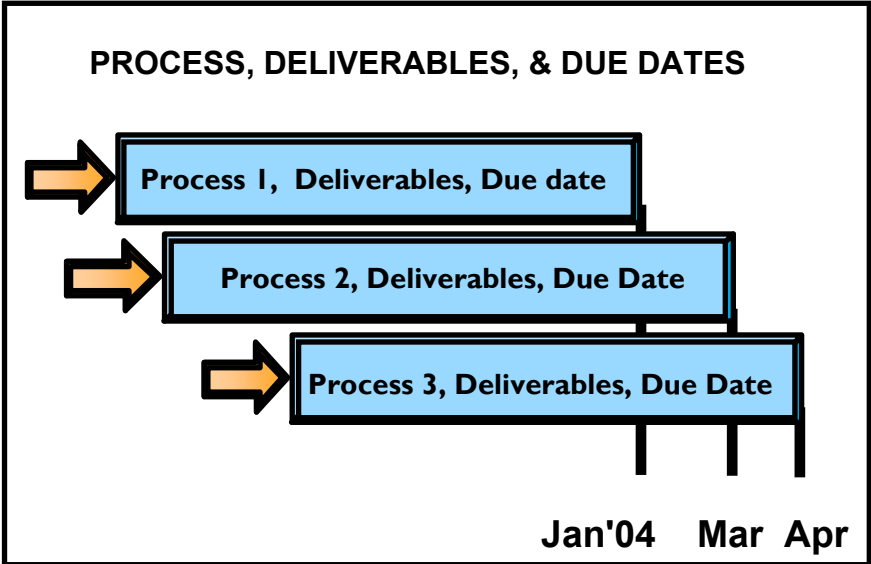
Project Integration Team

B

### Plan for Problem Resolution

- ☐ **Roadblock #1 - Time Table**
  - Remedy* - Act with a sense of urgency
  - Reward* - Meet Deadlines
- ☐ **Roadblock #2 - Cash Flow**
  - Remedy* - Budgets and expense cuts
  - Rewards* - Make expense targets
- ☐ **Roadblock #3 - Resources**
  - Remedy* - Contract workers and Outsourcing
  - Rewards* - Customer Sat and Profit

D



# The Technical Chart

When used effectively, visual aids can have a tremendously positive impact on the audience.

Still, it is important to be aware that visual aids don't work miracles automatically. You have to choose them well, take care in creating them, and develop skills in presenting them if you want them to do the job. The other side of the coin is that, treated carelessly, visuals can easily do a lot more harm than good.

- Don't use a visual aid if it doesn't "say" more than your words alone.
- Don't use visuals for filler or show.
- Don't number key points unless you're indicating priority or sequence.
- Don't mix multiple font types and sizes.
- Don't rely on visuals so much that if the equipment fails you're sunk.

*The Insider's Guide to Giving Great Presentations*  
by Dan Nilsson, Beth Nilsson, and Tom Waldenfels

*When considering what type of visual representation to use for your data or ideas, there are some rules of thumb to consider. Don't use visual aids to:*

- 1. Impress your audience with overly detailed tables and graphs.*
- 2. Avoid interaction with your audience.*
- 3. Make more than one main point.*
- 4. Present simple ideas that are easily stated verbally.*

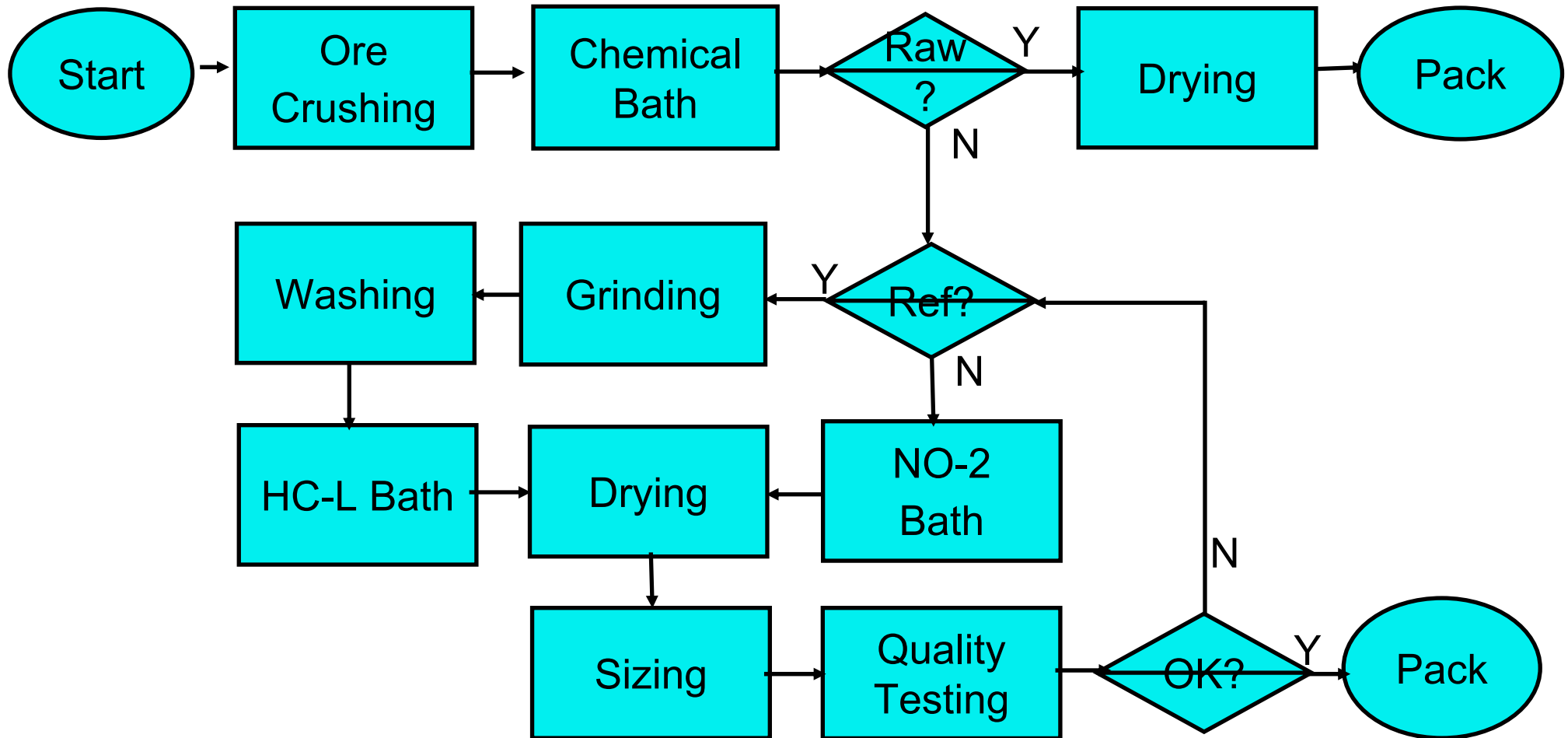
*Technical Presentation Skills* by Steve Mandel

A 3M Corporation study on effectiveness of visuals revealed that the effective use of visuals can make the speaker appear more professional, better prepared, more credible, and more interesting than those who do not use visuals effectively. People remember:

- ▶ 10% of what they read
- ▶ 20% of what they hear
- ▶ 30% of what they see
- ▶ 60% of what they see, hear and read!

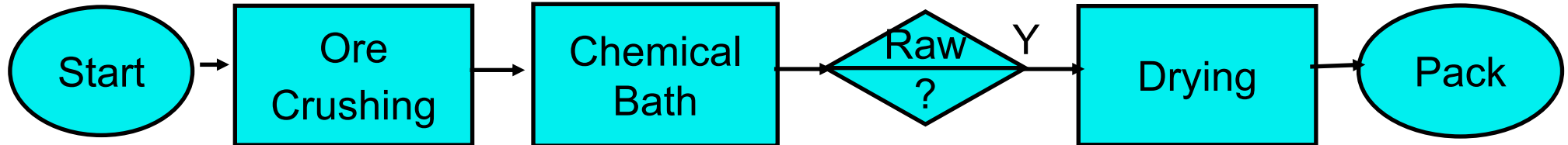
*Bullet Proof Presentations* by G.Michael Campbell

# The Technical Diagram

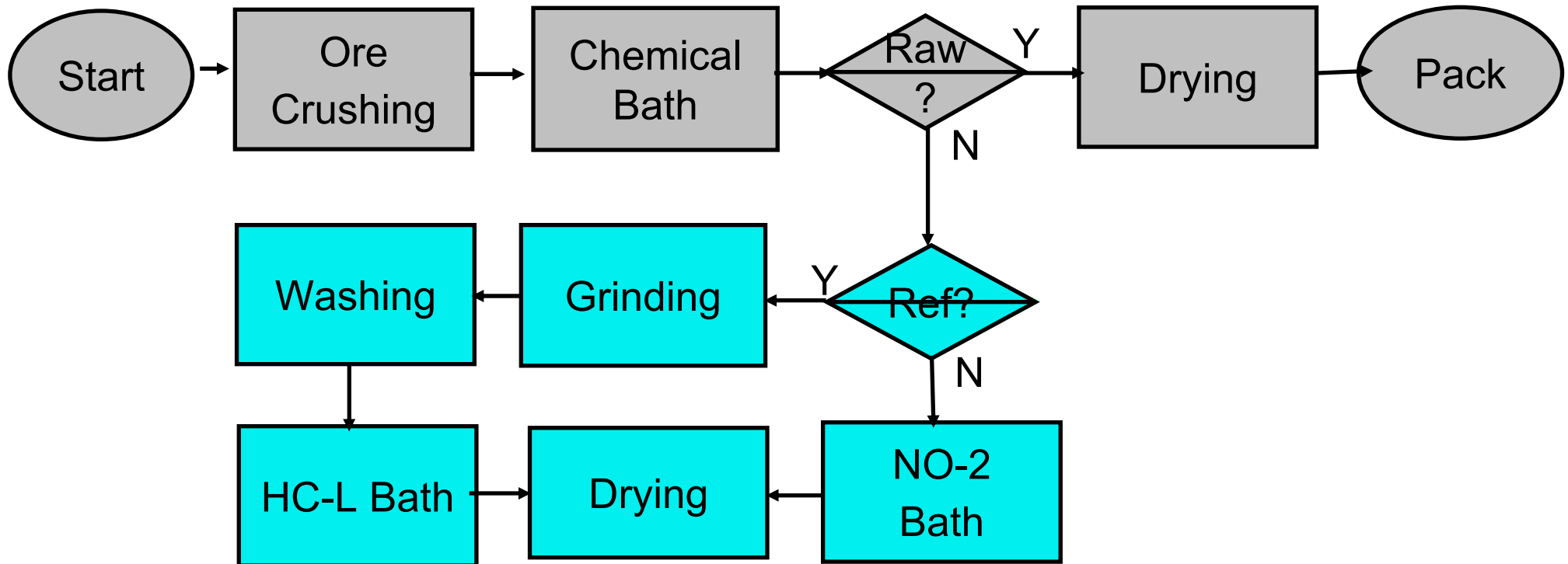




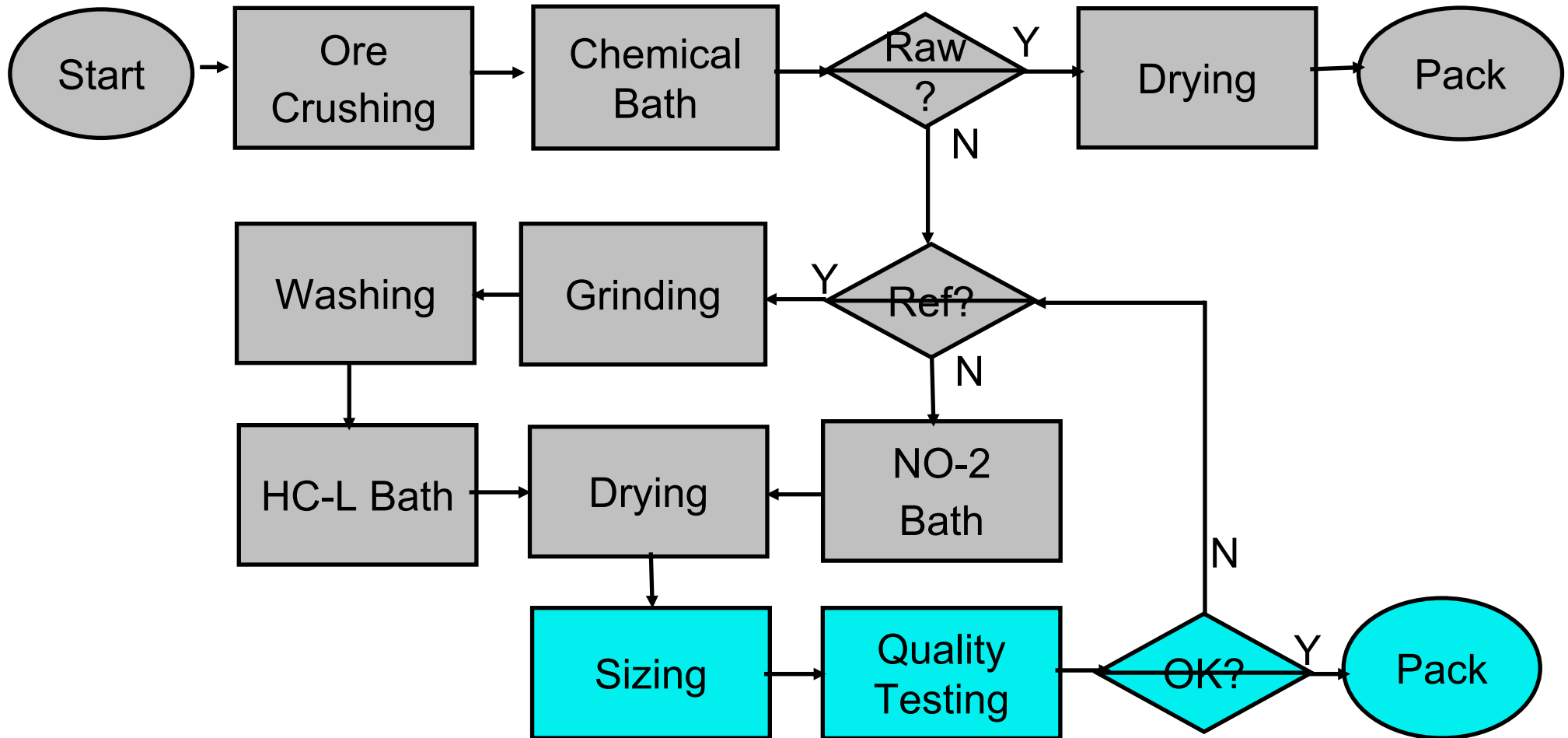
# Building a Technical Diagram - Step 1



## Building a Technical Diagram - Step 2



# Building a Technical Diagram - Step 3



# Basic Graphs in Visual Concept Form

## Pie Chart

**Soft Drink  
Market Share  
2000**

**Coca-Cola 26.3%**

**Pepsi-Cola 17.6%**

**Seven-up 5.9%**

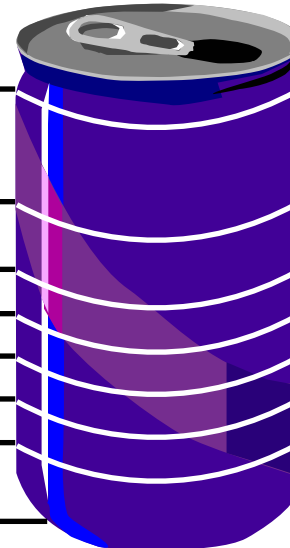
**Dr. Pepper 5.4%**

**Sprite 3.1%**

**Royal Crown Cola 3%**

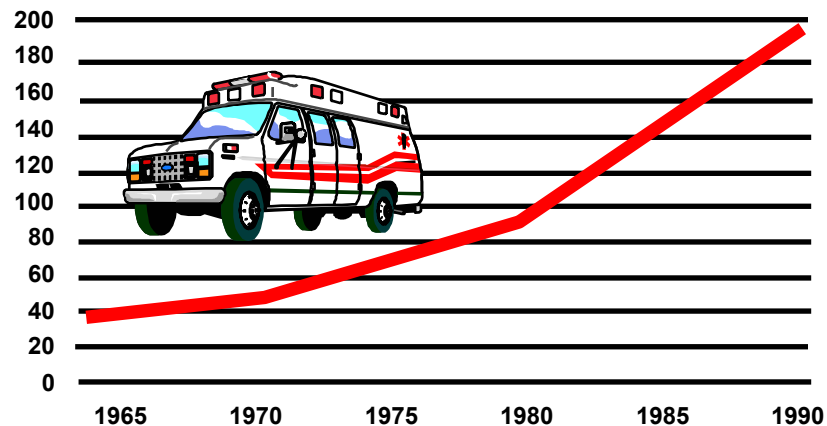
**Mountain Dew 2.4%**

**All Others 36.3%**



## Line Chart

**Cost of One  
Day in The  
Hospital**



# Use Quality Writing Standards

## Content

- Key words
- Subject lines or titles
- Organization
- Audience focused
- Concise - to the point
- Relevant detail
- Parallelism
- No misspelled words
- Short sentences and paragraphs

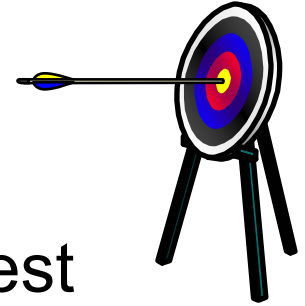
## Emphasis/Highlights

- Bullets
- Headings
- White space
- Bolding
- Underlining
- Lists
- Color and illustrations
- Font size and style
- Charts and tables

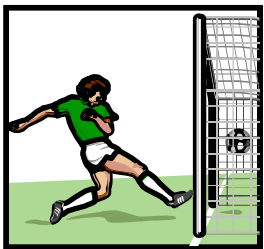
# PRACTICE



## Ways to practice:



- ▶ With someone who can give you honest feedback
- ▶ In front of a mirror
- ▶ Record your voice on audio tape
- ▶ Video tape your presentation



**PRACTICE MAKES PERFECT**

# MORE PRACTICE



## More ways to practice:

- ▶ Practice for time
- ▶ Practice the content and the gestures
- ▶ Practice until you feel comfortable
  - It take 100 hours of preparation for a one hour presentation
  - As a general rule - 15 times for a one hour presentation



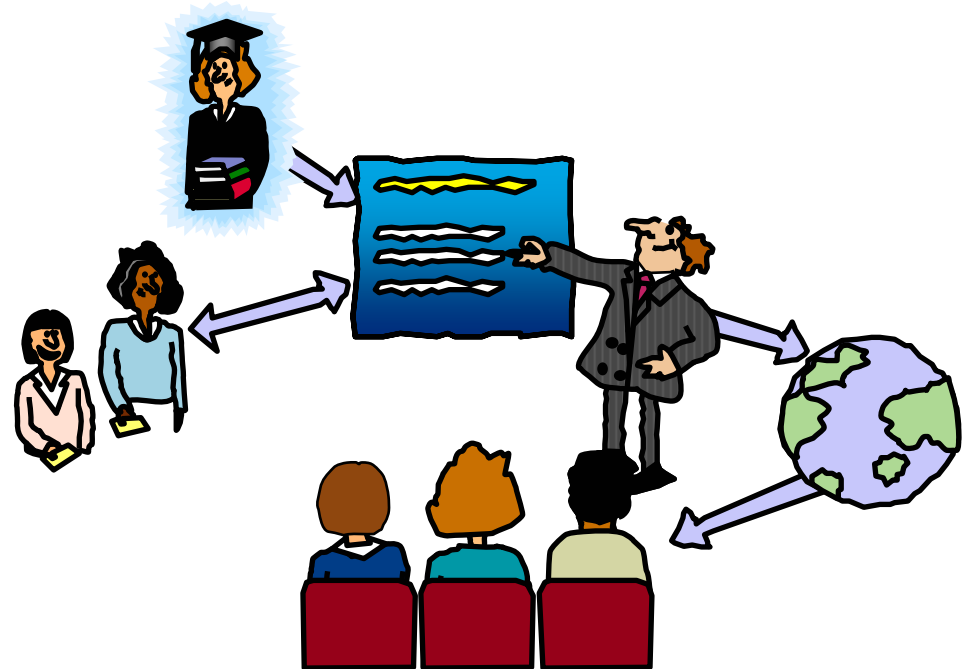
**PERFECT PRACTICE MAKES PERFECT**

## Other Meetings

### Meetings come in many forms:

- One-on-one
- Team Presentations
- A Reading
- Telephone Calls
- e-meetings
- Web Meetings

**Use the same skillful process for all types of meetings**





## Summary

- ✓ Know your audience
- ✓ Establish your purpose, theme and strategy
- ✓ Tell 'em what you're gonna tell 'em
  - Tell 'em
  - Tell 'em what you told 'em
- ✓ Use simple, essential visuals

# Do You Have Any Questions?



# References

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**Published by Adams Media Corporation, 1994**  
**[www.adamsmedia.com](http://www.adamsmedia.com)**