From Ideas to Presentations

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Aim and layout

• **Aim:** Make better presentations

- Item 1: The visual message
- Item 2: The spoken message
- Item 3: The physical message
- Item 4: The emotional message
- Item 5: The logistics message
The Visual Message

Do’s

- 6 words per line and 6 lines per page
- Use a simple font with minimum 24 point size
- Keep a simple layout – visually clear
- Use a pointer or big cursor

Don’ts

- Have too many visuals
- Leave unwanted frames on slides
- Stand in front so people cannot see

Easy to read  Clear and simple  Less is more
Visuals which work

• A picture can speak a thousand words
• Charts are easier to read than tables
• Show the big picture (handout for details)
• Choose the best chart to communicate
• Label charts clearly

What we see we remember, what we read we forget
Visuals which work

• Use a bullet chart like this to show lists of ideas
• Use a flow chart to show a process
• Change numbers to a graph or chart
• Change locations to maps
• Use illustrations for a simpler, clearer focus
• Use diagrams to show how something works

Keep your message simple and your audience will be able to remember it
Visuals which work

Keep your message simple and your audience will be able to remember it
What to say with your visual

- Introduce what the visual is about
- Explain the visual
- Emphasise the key points
- Pause to change slide

Do this for each slide

Introduce  Explain  Emphasise  Pause
Visuals which work

• Large font size (minimum 24 points)
• ’Sans serif’ not ’serif’ font
• Simple background

This is a sans serif font – each part of each letter is same thickness and easy to read.

This is a serif font – the lines of letters are different thicknesses and not easy to read when projected.

Which is easier to read?

These are all 24 points

Background is simple

Visuals need to be easy to read when projected onto a big screen
The Visual Message

Checklist

Spelling correct?
Grammar correct?
Logical layout?
Colours match?
Title slide?
Thank you slide?
Visual Message >>> Story Message

Item 1: The visual message

Item 2: The spoken message

Item 3: The physical message

Item 4: The emotional message

Item 5: The logistics message
Spoken Message

• How to put your message together

Introduction  Body  Conclusion
The Spoken Message

STRUCTURE

• Title
• Aim
• Structure
• Background
• Body – parts 1, 2 … n
• Summary
• Conclusions
• Recommendations
• Questions

What goes in

CONTENT

• Keep it simple
• Use an outline
• Show where you are
• Check before show
Spoken Message

Introduction

- Greeting
- Welcome
- Introduction – self and topic
- Background – rationale > what and why
- Overview – main point 1 > main point 2 > main point 3
- Signpost – end of introduction and begin body
Spoken Message

Introduction – Greeting & Welcome

- **Greeting** – polite, settles audience, gets attention
- **Good morning, Chairperson, VIPs, ladies and gentlemen**
- **Welcome** – say something nice about them to make the audience feel good about you
- **I am so glad, so many of you, have given your valuable time to come here and listen to me today**
Spoken Message

Introduction – Self and Topic

- **Self** – although the mc has introduced you, names are not easy to remember, so give them your name again
  - My name is … and I am the … of …
- **Topic** - tell them your topic, someone in the audience may have come to the wrong room, and those in the right room know what document to look at
  - I would like to share with you my work on … , and tell you why it is important to you. You should all have received … which gives you more information
Spoken Message

Introduction – Background / rationale

- **What** – explain what your topic is about
- I would like to explain to you ....
- **Why** – explain why your topic is important / interesting
- This is important / interesting to us all, because ...
Introduction – Overview and Signpost

- **Overview** – main point 1 > main point 2 > main point 3
  - First, I will share with you ...
  - Second, I will tell you ...
  - Third, I will explain ...

- **Signpost** – end of introduction and begin body
  - That is all I want to say for the introduction, so let us begin with the first main point which is ...
Spoken Message

Body

- **Main point 1** – details / explanations / numbers / examples
- **Signpost** – end main point 1 > begin main point 2
- **Main point 2** – details / explanations / numbers / examples
- **Signpost** – end main point 2 > begin main point 3
- **Main point 3** – details / explanations / numbers / examples
- **Signpost** – end of body and begin conclusion

- That finishes/ends the … part.
- Now I would like to/let’s move on to/turn to the … part
Spoken Message

Body – How to present information

- **Details** – use details to give more information
- **Explanations** – use explanations when you need to give the process or reason for something
- **Numbers** – use quantitative information to support your qualitative information
- **Examples** – use examples to help the audience imagine the application of your point
Spoken Message

Conclusion - Summarise

- That bring us to the end of the main points, so let me conclude by summarising them for you
- **Summarise**
  - Important point to remember from **main point 1** from Body
  - Important point to remember from **main point 2** from Body
  - Important point to remember from **main point 3** from Body
- **Conclusion** – strengths, limitations, recommendations, action to take
- **Thank** audience
Spoken Message

Conclusion - Summarise

- **Summarise**
  - Important point to remember from **main point 1** from Body
  - First we learned that …
  - Important point to remember from **main point 2** from Body
  - Second, we discovered that …
  - Important point to remember from **main point 3** from Body
  - Third, we found out that …
- **Signpost** – end of summary, begin concluding statements
  - I have finished the summary, so now let us go on to my concluding statements
Spoken Message

Conclusion – concluding statements

- **Conclusion** – limitations, recommendations, action to take
- The strengths of this study were:
- This study had some limitations which were …
- I recommend that …
- These are what we should do next …
- **Thank** audience
- I would like to thank you for your attention
- **Signpost** – end of presentation, begin questions
- I will be happy to try to answer any questions you have
Spoken Message
How to get your message across

Introduction – tell them what you are going to tell them

Body - tell them what you want to tell them in detail

Conclusion – tell them what you have told them
The Spoken Message

Speak clearly
Intonation
Pause
Pronunciation
Speak to your audience
Use spoken not written language
Volume
Item 1
• The visual message

Item 2
• The spoken message

Item 3
• The physical message

Item 4
• The emotional message

Item 5
• The logistics message

Story Message >>> Physical Message
The Physical Message

Eye contact
Smile
Posture
Focus attention
Use your hands
Stand straight
Dress for the occasion

Speaker’s Impact

How you look: 55%
How you sound: 38%
What you say: 7%

Dr. Mehrabian, UCLA
Physical Message

Posture – Set Your Feet

Feet shoulder width apart
Balance weight evenly
Stable
Self control
Firm
Confident
Looks good
Physical Message
Posture – Set Your Hands

Attention upper body & easy to gesture

At your sides

Hold gently waist high in front
Physical Message
Posture – Eye Contact

**Look**
- Look for 3 seconds
- Move focus area to area

**Many**
- Look at several people
- Hold for a sentence

**Smiles**
- Make friends with audience
- Facial expression is important
Physical Message
Posture – Voice

150% Louder than normal

Deep breathe using your chest cavity

Put energy and emotion into your voice
Physical Message

Eye Contact

1) Look at an area of the audience
2) Smile
3) Count silently 1-2-3
4) Change the area of the audience
5) Go back to (1) and repeat
Physical Message

Gestures - Counting

1) Hold up the number of fingers for the number of a point
2) Say the point
3) Add one to the number of fingers you hold up and go back to (1).
Physical Message

Gestures - Emphasis

Emphasis

1) Move your body towards the audience
2) Move your hand
3) Use you voice (stress, volume or high tone) to add emphasis
Physical Message

Gestures - Illustration

Illustration

1) Show the audience what you mean with your hands
2) Two hands are better than one
3) Move your hands slowly into place
Physical Message

Gestures – Comparison/Contrast

1) Show the audience what you mean with your hands
2) Two hands are better than one
3) Move your hands slowly into place
Physical Message
Intonation

**STRETCH**
long/difficult words

**... PAUSE before important words**

**STRESS words to remember**

**HIGH TONE key words**
The Physical Message

Look confident
Be relaxed
Move
Where are you looking?
Be aware what your body is doing
Keep calm – Do not panic

- The first minute is the worst, so make sure you can do it word perfect
- Get your workspace organised before you start
- Take a few deep breaths to calm you down before you start
- Look at your audience and give them a big smile and start
Physical Message >>> Emotional Message

Item 1
- The visual message

Item 2
- The spoken message

Item 3
- The physical message

Item 4
- The emotional message

Item 5
- The logistics message
Emotional bonding with audience

Create a good relationship with your audience
Match their learning style

- Visual: How we create and understand pictures – parallel processing – very fast
- Auditory: Sounds stimulate memory – most familiar way of communication – parallel processing – very fast
- Kinaesthetic: Do something – stimulates emotion – effortless and automatically remembered
Emotion

Help your audience to remember your message

Visual

What you see, you will remember

Auditory

What you hear, you will forget

Kinaesthetic

What you do, you will know forever
Emotional Memory Response

When you feel good about something you remember it

Show emotion about your topic

Emotion of audience is stimulated

Audience feels good about what you say

Sub-consciously the brain puts what you say into long-term memory
Feel good about your audience

Make Friends
1. Arrive early and make friends

Eye Contact
2. Look at your audience

Talk with audience
3. Talk with your audience, not at them
Emotional Message >>> Logistic Message

Item 1
• The visual message ✓

Item 2
• The spoken message ✓

Item 3
• The physical message ✓

Item 4
• The emotional message ✓

Item 5
• The logistics message
The Logistical Message

Learn your script
Practice your presentation
Get organised
Logo on slides
Check slides - use a checklist
Prepare thoroughly
Check timing
The Logistical Message

Arrange workspace
Use a pointer for details
Check slide show before showing
Use a laser or physical pointer
Use a remote mouse or presenter
Use a 4 hub extension
Prepare & Practice
The Logistical Message

Good speaker

Good presentation

Good content

Good audience
THANK YOU

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