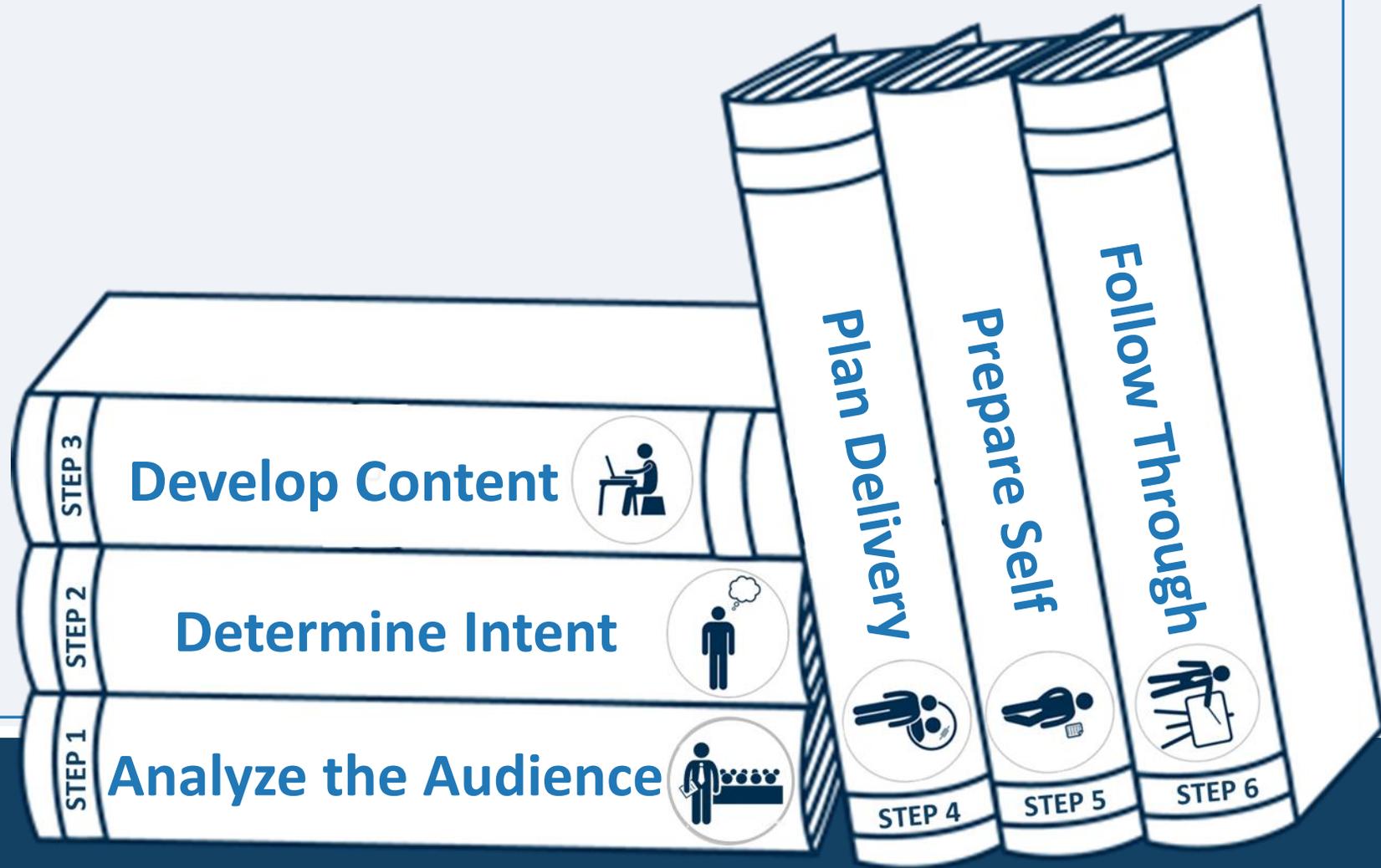


# Delivering Effective Presentations

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INFLUENCING LEADERSHIP DECISIONS IN 6 STEPS

District 2 Organizational Development - Ronnie Sadler



# SIX STEPS TO DELIVERY

**A** Who is your **audience** & how many will view the presentation?

**U** What is their current **understanding** of the topic?

**D** What are their **demographics**; age, gender, background, status?

**I** What level of **interest** do they have in the topic? High priority?

**E** What **environment** will you be presenting in?

**N** What **needs** do the audience and presenter have?

**C** How can you **customize** the message to the audience's needs?

**E** What are the **expectations** of the listeners and/or requestor(s)?



# THE EXECUTIVE MINDSET

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Senior leadership members are interested in “the BIG picture”, not minor details. The *Executive Mindset* aims to:

- Know Your Audience
- Focus On the What- Not the How
- Just the Essentials
- Make the Presentation Brief/Easy to Follow
- Consider the Indirect Audience

# DETERMINING INTENT

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Presentations are intended to:

- Educate
- Inform
- Persuade

***“What am I trying to do?”***

# Exercise

CATCH PHRASE



Exercise

May I Present?

5 minutes(total) to interview one another in order to find out 3 things you don't already know about the person.

Your goal is to formally present your interviewee to the group

# DEVELOPMENT PROCESS

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Regardless of the presentation format, when developing content you will need to:

**“What do I need to tell my audience?”**

- Determine Learning Objectives,
- Brainstorm Subject Matter,
- Draft Your Presentation,
- Finalize Your Presentation, &
- Create Supporting Materials.

# PLANNING DELIVERY

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GROUP BRAIN STORM:

Different Ways to Communicate

# PRESENTATION FORMAT

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What fits the content?

What will capture the interest of the Audience?

# DEVELOPING CONTENT

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## Executive Summary:

Slides 1-3 Describe the problem/opportunity.

Slide 4 Summarize briefly who you are and why you can help.

Slides 5-8 Explain your solution and why now is the time.

Slide 9 Ask for the next step.

Last slide Credits

# PREPARING YOURSELF

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A presentation should be a conversation between you and your audience. Preparing yourself will help the relay of information occur naturally. When preparing mentally and physically, ask yourself,

***“Am I ready?”***

## MANAGING YOUR SPEECH

There are four main terms  
used for defining speech:  
***Volume, tone, pitch, & pace.***

MANAGING  
YOUR SPEECH

MANAGING  
PHYSICAL GESTURES

Consider physical gestures you engage in during presentations, including:

***Visibility, eye contact, body language, & movements.***

MANAGING  
YOUR SPEECH

MANAGING  
PHYSICAL GESTURES

## ***Visibility:***

- *Face the audience at all times.*
- *Avoid looking/speaking towards the screen.*
- *Step away from computer & podium.*

MANAGING  
YOUR SPEECH

MANAGING  
PHYSICAL GESTURES

## ***Eye Contact:***

- *Establish with the majority of the audience.*
- *Limit to 3 second increments.*
- *Occasionally scan the entire audience.*



MANAGING  
YOUR SPEECH

MANAGING  
PHYSICAL GESTURES

## ***Body Language:***

- *Keep hands within “the box”.*
- *Stand up straight, but comfortable.*
- *Use to support or reflect message.*

MANAGING  
YOUR SPEECH

MANAGING  
PHYSICAL GESTURES

## ***Movements:***

- *Move with purpose, don't drift.*
- *Move towards the audience to engage them & answer questions.*
- *Avoid extreme & patterned movements.*



MANAGING  
YOUR SPEECH

MANAGING PHYSICAL  
GEATURES

MANAGING  
NERVOUSNESS

There are 3 ways to deal with nervousness when giving a presentation:

***Expect , accept, & manage it.***



MANAGING  
YOUR SPEECH

MANAGING PHYSICAL  
FEATURES

**MANAGING  
NERVOUSNESS**

## ***Expecting Nervousness:***

- *Get a good night's rest & exercise prior.*
- *Visualize your audience & the presentation.*
- *Monitor caffeine intake.*
- *No dairy products the morning of*



MANAGING  
YOUR SPEECH

MANAGING PHYSICAL  
FEATURES

MANAGING  
NERVOUSNESS

## ***Accepting Nervousness:***

- *The audience usually doesn't know you're nervous, they want you to succeed.*
- *Don't try to be perfect.*
- *Don't act; be yourself.*

MANAGING  
YOUR SPEECH

MANAGING PHYSICAL  
GEATURES

**MANAGING  
NERVOUSNESS**

## ***Managing Nervousness:***

- *Avoid nervous movements.*
- *Take deep breaths prior to beginning.*
- *Don't use pointers or hold papers.*
- *Dress for success; if you look good, you feel good!*



MANAGING YOUR SPEECH

MANAGING PHYSICAL FEATURES

MANAGING NERVOUSNESS

MANAGING YOUR AUDIENCE

Managing your audience includes dealing with interruptions; including:

***Challenging audiences & question/answer sessions.***



# SUMMARY

## *Recap:*

- *Analyze Audience*
- *Determine Intent*
- *Develop Content*
- *Plan delivery*
- *Prepare self*

# FOLLOWING THROUGH

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Once your presentation ends, there is still work to be done to ensure your message is received entirely and as intended. Take time to identify anything you may need to do afterwards. When creating your final action plan, ask yourself,

***“What do I have outstanding?”***



If you don't know what you want to  
achieve in your presentation your  
audience never will.

— *Harvey Diamond* —

# THANK YOU!