



Name:

Prepare To Present

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Presentation Principles

The ability to stand and deliver a powerful presentation that engages the whole minds of audience members has never been more important than today. The ability to speak passionately and clearly is more important today than ever before.

Your job as a presenter is to motivate and impact your audience to think, feel, and act differently as a result of your words. It is to make them take action of some kind, to motivate them.

There are three main ingredients that your presentation should have to achieve this so your audience will take action. Your presentation has to be logical, passionate, and emotional.

Character, Logic and Emotion

Aristotle was the first major philosopher to recognise the importance of rhetoric as an essential tool if you want to convince and persuade someone. He broke down the essential elements of persuasion into three parts:

Ethos Ethic

Pathos Emotion

Logos Logic

- Bring character, emotion, and logic to your presentations. Make your presentation appeal to at least one.
- The most brilliant presentations are those who appeal to all three.
- Weave all three elements—logos, ethos, and pathos—if you want to move people and persuade them to your point of view.

Ethos → Ethics

This refers to your character, ethics, and your believability when you speak. Increasing your credibility with your audience before and during your speech increases the likelihood that listeners will accept your arguments and take action on your recommendations.

We are more convincing if the character we portray is wise, respectful, and likeable, etc. We are more willing to listen to someone who we believe has great character rather than listen to words coming out of a disrespectful, conceited kind of person.

Pathos → Emotion

This is the emotional content of your argument and is perhaps the most important. It is only when you connect emotionally and move people at a fundamental level that you can motivate them to change their thinking and take a particular action.

We all agree that being able to connect or relate to someone is very effective; we tend to like them more. We humans can be easily persuaded through sympathetic emotions, or just knowing that someone understands us. Show emotion by discussing how you feel, an emotional experience, or even an emotional metaphor.

Pathos can be developed by using meaningful language, emotional tone, emotion evoking examples, stories of emotional events, and implied meanings.

Logos → Logic

Logos refers to the logic, the words, and the reasons in your argument. It is important that everything that you say fits together like links in a chain or pieces of a jigsaw puzzle to form a coherent statement or argument. When you think through and plan your talk, you organise your various points in a sequence from the general to the particular, from the start to the conclusion, with each point building on each previous point to form a persuasive argument.

Logos is probably the most critical one that can be used in any situation. Logos is simply "logic." If done right, logic can persuade anyone. Use reasonable explanations, research results, data, inferences, and reasoning to back up your idea.

In order to persuade someone, use details and logic. Ask yourself, "What logical explanations can back up my opinion?"

Focus

The principle of focus states that in any successful communication, every story, slide, or performance should have a focal point that must be defined very early. The rest of the content is organised “around” this point. In your main theme or story, this focal point could be the hero. On a slide the focal point is usually the brightest, the biggest, or the most emotional element that attracts the eye and attention along with it.

Contrast

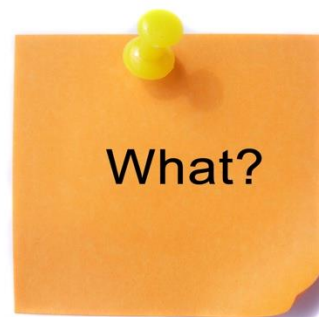
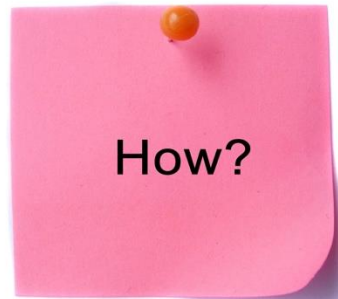
Humans are hard wired to notice differences. Facts do not have a meaning on their own. To make sense they need to be compared to other facts. To be more effective your presentation should make comparisons for your audience to notice and understand the proportions. They need to see change and opposition.

Unity

To make your message to your audience memorable, to make it stick, you need a story. It's a fact that once people hear a well-crafted story, they remember it.



Research your topic



Lack of information is rarely the problem—the issue is culling through the massive amounts of information available at the click of a mouse to find the perfect fact, statistic, or quotation. The internet has made researching easy. By the same token, the internet has made researching precisely more difficult. Mistakes proliferate around the globe at the speed of a click.

Collate the information gathered



Creating Your Structure for a formal presentation

Beginning
**Start with a bang,
Get their attention**

- Introduce yourself and make a credibility statement.
- Tell them what you are going to tell them.
- Show you understand their concerns; tell them why it is worth listening.
- State your conclusions.

Middle
**Introduce each
key point in
logical order**

- Use examples, reference sites, case studies and stories to illustrate each point.
- Back up difficult information with a visual.
- Link each point.
- Make your language vivid.

END
**Summarise the
important points**

- Make a call to action to reinforce their memories.
- Run the question and answer session.
- Recap and tell them what you told them.
- Sign off gracefully.
- End with a bang and not a whimper.

What's the Point?

Write down succinctly what is the one element about Nuclear Disarmament you want your audience to deeply understand from your presentation and one thing that calls them to action.



Ratio of Presentation : Preparation

Preparation is without doubt the most important aspect of any presentation.

There are no real short cuts to effective preparation – it takes time and effort.

If you prepare thoroughly you will find you know your stuff inside out, will feel more confident, less nervous and more relaxed. This will help you to cope better with the presentation and do a great job.

***“It usually takes me more than 3 weeks
to deliver a good impromptu speech”***

Mark Twain

PREPARATION

Getting started is sometimes the hardest thing – but once you do, you find it is not such a chore. It can even be enjoyable and certainly educational.

RESEARCH

Set Objectives

- Why am I speaking?
- What is my message?
- What do I hope to achieve?

How long have I got?

Gather material and research your data thoroughly

Audience Research

- Who?
- How many?
- How well informed are they i.e. what do they already know?
- What do they need to know?

Where will the presentation/talk/session take place?

Set the Scene



Key Message



Point 1	Point 2	Point 3
Assertion	Assertion	Assertion
Evidence	Evidence	Evidence



Key Message

Good Habits of Great Presenters

- Habit 1** Acknowledge and reframe nerves or stage fright
- Habit 2** Focus on the audience
- Habit 3** Don't try to be perfect
- Habit 4** Stick to the point
- Habit 5** See the opportunity
- Habit 6** 'Anchor yourself'
- Habit 7** Practise
- Habit 8** Tell stories
- Habit 9** Use colourful, creative and compelling images
- Habit 10** Involve your audience
- Habit 11** Use videos and props
- Habit 12** Use your voice
- Habit 13** Stay in the present
- Habit 14** Make friends
- Habit 15** Know what you are talking about
- Habit 16** Be consistent
- Habit 17** Be generous
- Habit 18** Help them to see the contrast
- Habit 19** Give them a good reason
- Habit 20** Give them hope

Observe others presenting and learn from them. Try introducing one or two new habits each time you present – don't overdo it or you will revert to your default style of presenting.

Presentation and on the spot feedback form

Please use the following points and corresponding ratings to help you offer more structured and objective feedback.

(Do not forget to take notes to make your feedback as specific as possible for each rating you give.)

	Excellent	Good	Fair	Needs practice	Poor	Specific comments
Audibility and articulation						
Stance and gestures						
Eye contact						
Great start						
Great End						
Good content – Clear message						
Interaction with audience						
Tone of voice						
Handling questions						
Slides and visuals						
Summary						
Call to action						

My goals are:

Specifically what will be achieved?	By When	Self Belief /10

My Priority Actions are:	People I will involve:	Planned in times/dates:	Review Date:
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			