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

Why?  How?

Who?  What?

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

Consolidate  Edit  Group
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.)

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<th>Good</th>
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### My goals are:

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### My Priority Actions are:

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