



## Communication and Presentation skills

MDP for International Centres of  
Excellence

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## 1. Course material

Due to the limited time that course participants have, we have developed this condensed version that enables rapid revision and applicability to professional needs.

The design follows the flow of the course and includes all of the key points covered.

## 2. Business Presentations

The logic behind the course is that successful business presentations are built and delivered from the audience's point of view.

## 3. Workshop objective

Help you to be able to convince the audience that your proposal is the one they need.

## 4. Success factors

From the audience's point of view the main success factors are:

- Introduction
- Audience's frame of mind
- Voice
- Body language
- Visual aids
- Time
- Conclusion

## 5. The 4 key elements for building and delivering

1. **Objectives:** How you are going to grow their business
2. **Who:** The audience
3. **Where:** Logistics
4. **How:** Design and delivery

## 6. Objectives

### What do you have to achieve?

2 things:

1. Grow the audience's P&L
2. Take the audience to Point B  
Take the audience from where they are, Point A, to Point B: what you want them to do to grow their P&L

## 7. Who

### Key questions about the audience

- Who will be there?
- What will make them listen to, understand and accept the proposal?
- What do they know?
- What do they want to hear?
- Why might they stop listening?

## 8. Where

### Know and orchestrate

- Furniture
- Spaces
- Number & position of participants
- Field of view
- Lighting
- Comfort
- Quality control

## 9. How: Design and delivery

**Design:** KISS = Keep it short and simple.

**Delivery:** A delicate House of Cards.

## 10. Design

### KISS 1

**What are you pitching?**

You have to be very clear about the solution and/or competitive advantage you are “pitching” to the client’s business needs.

**PREP: The mental journey**

- Position
- Reasons
- Evidence
- Position

**Structure**

- Introduction
- Body
- Conclusion

### KISS 2

**Avoid clutter & Connect**

**Clutter**

**Merriam-Webster Online Dictionary:**

“To fill or cover with scattered or disordered things that impede movement or reduce effectiveness”.

**Five forms of clutter**

In his book Zag, Marty Neumeier, points out five forms of clutter:

1. Product clutter: Too many products and services
2. Feature clutter: Too many features in each product
3. Advertising clutter: Too many media messages
4. Message clutter: Too many elements per message
5. Media clutter: Too many competing channels

**Connect emotionally**

Thomas L. Friedman, from The New York Times, once observed:

"Connect with people's gut concerns and they'll go anywhere with you without asking for details, don't connect, and you'll never be able to show them enough details to get them to follow."

**Information overload kills emotion & action**

Simply providing tons of information is a no good, people are deluged with information

- Statistics
- Graphs
- Charts
- Facts

**More information will not make them go into action**

Reason leads to conclusions, emotion leads to action

- To get people's understanding, commitment and action:
  - Impact their emotions, not just their thinking
- Know what future your audience wants:
  - What are this audience's needs, objectives and future goals?

## KISS 3

To organise the presentation create a pyramidal structure.

## 11. Delivery: From the audience's point of view

A delicate House of Cards: The audience knows that “Words are cheap”

- You can have a great product and great expertise
- However, everything is “held up” by the presenter's personal style & visual aids

### Presenter's personal style

#### Voice: Key issues

- Volume
- Tone
- Articulation
- Energy

#### The trick

- Avoid monotony
- Be convincing
- Project and protect

Remember that the effectiveness of a presentation is

- 93% voice and body language
- 7% content

### **Presenter's personal style: Body language**

#### **Avoid these typical pitfalls**

- Hands in pockets
- Waving arms
- Fiddling with things
- Pacing about
- Wandering eyes
- Reading what's on the screen
- Standing in front of visual aids

### **Presenter's personal style: Eye contact**

#### **The power of your eyes. Use your eyes to detect:**

- Reactions
- Understanding
- Level of attention
- Body language

#### **Establish individual contact with your eyes:**

- More than 2 seconds = threatening
- Less than 1 second = shifty



## Visual aids

### The power of THEIR eyes

78% of knowledge enters via our sight. Make sure you take advantage of this channel & use it properly.

### Visuals must be legible from where the audience is seated, use

- Short telegraphic phrases
- Double space
- Facilitate positioning with bullets
- Use 7 words maximum per line
- Use 7 lines maximum per slide
- Use a minimum font size of 30

## The Conclusion

What's your goal? 4 typical ways of concluding

- Summarise: Review main points
- Wrap-up: Join the dots, bring together critical issues
- Call to action: Invite the audience to action
- Use sensations: Humour, inspiring quote or anecdote

Don't bore the audience; it's better to restate your "Position" including emotional triggers.

## 12. Final recommendation

### Achieve differentiation by:

Adding value in hard and soft \$

+

Using great process

+

Having KISS content

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- Zelazny, Gene; Say It With Charts, Business One Irwin, 2001

## 14. WEB pages:

- Be Prepared to Speak. The step-by-step guide to public speaking:  
[www.kean.edu/~biology/oral.html](http://www.kean.edu/~biology/oral.html)
- Effective presentation: [www.effectivemeetings.com](http://www.effectivemeetings.com)
- Improve your vocals:  
[www.bbc.co.uk/radio1/onemusic/startingout/vocalp01](http://www.bbc.co.uk/radio1/onemusic/startingout/vocalp01)
- PowerSpeaking®Tips: [www.powerspeaking.com](http://www.powerspeaking.com)
- Presentations in English by Nobel Prize winners, academics, innovators, specialists: [www.ted.com/tedtalks](http://www.ted.com/tedtalks)
- slideshare: The world of presentations. <http://www.slideshare.net>