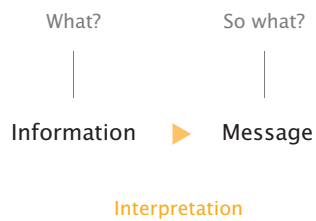


Effective oral presentations

Jean-luc Doumont



Get your audience to

- pay attention to,
- understand,
- (be able to) act upon

a maximum of messages, given constraints

To optimize communication...

First law

Adapt to your audience

Second law

Maximize the signal-to-noise ratio

Third law

Use effective redundancy

For an effective presentation...

1

Plan the presentation

Gather your thoughts

2

Design the presentation

Define a structure

3

Create the slides

Convey messages

4

Deliver the presentation

Master all channels

5

Answer questions

Drive your point home

Planning the presentation

Find answers to the five planning questions.

Why	Purpose
Who	Audience
What	Content
When	Time constraints
Where	Space constraints

Designing the presentation

First, focus on your audience
Introduce yourself in the task

Attention getter
Need
Task
Main message
Preview

A way to lead the audience to the need efficiently
A difference between actual and desired situations
What I decided/was asked to do to address the need
The one sentence I want my audience to remember
A map of the body (ideally three points, max. five)

Point 1
Transition
Point 2
Transition
⋮

Focus again on your audience

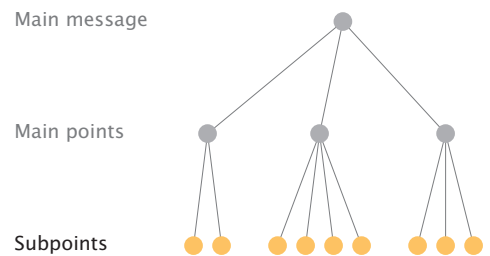
Review
Conclusion
Close

A recap of the body, leading into the conclusion
What the above means to the audience in the end
A way to end the presentation clearly and elegantly

Creating the slides

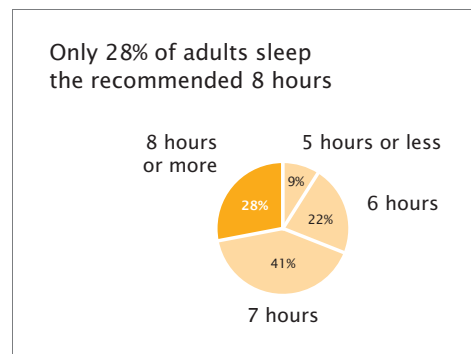
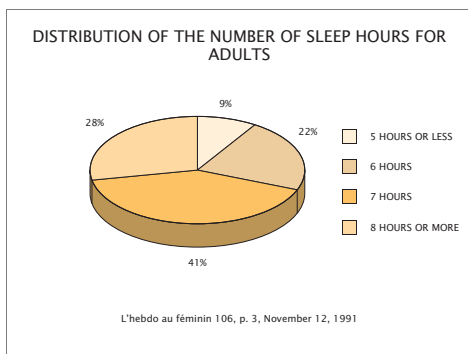
Do your slides right... or don't do slides at all.
Slides are optional; first plan, design... and rehearse.

With each slide, convey one message (only).
State the message verbally, then develop it visually.



Convey each subpoint with a slide

Create slides that make sense on their own
so they are effectively redundant with what you say.



Finally, be concise, both verbally and visually.
"Sometimes add; but oft'ner take away" (*Ars poetica*).

Delivering the presentation

Look at your audience (everyone, at all times, straight in the eyes).

Make large, deliberate gestures (and no noise between gestures).

Stand tall, straight, and... stable (particularly in your lower body).



Verbal delivery

Memorize your outline but not your wording. Eradicate filler words; learn to value silences.

Vocal delivery

Adjust mean tone, rate, volume. Modulate to convey meaning, complexity, importance.

Visual delivery

Project confidence by controlling your body from toe to head: quiet noise, send signals.

Answering questions

For more difficult questions, simply be honest and helpful.

Just say things the way they are, but strive to help, not to offend.

Should you be under attack, remain calm and professional.

First, acknowledge the concern; then you can discuss the opinion.

- 1 Listen to the whole question, to ensure you understand it.
- 2 Repeat/rephrase as needed, so others understand it, too.
- 3 Think to construct an answer that is brief and to the point.
- 4 Answer to the whole audience, keeping eye contact with all.