Bring Your Point Out With Power

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What you can get from this workshop....

• Make your presentation memorable.
• Own the stage every time you are making a speech.
• Avoid the biggest mistake most presenters make.
• Simple tips on powerpoints
What is “Flair”?
10 Biggest Mistakes Made by Executives
Good Evening
How are you? My name is Donald Yee and I am going to talk about how to present effectively to your clients. I hope we’re going to have an enjoyable evening where over the next 30 minutes, we’re going to discuss how to effectively present to your clients......am I boring you already?
10 Biggest Mistakes...

1. TOO RELIANT ON POWERPOINT!!!!!!
Do you like the colors?

Do you like the special effects?

- Are there too many bullet points in the slides where it is impossible for the audience to follow where it ends up nobody remembers anything you've said.

Table 1: First Quarter Survey Results

<table>
<thead>
<tr>
<th>Survey Item</th>
<th>1: The Homepage Helps</th>
<th>2: The Navigation Bar Helps</th>
<th>3: The Course Content Section Helps</th>
<th>4: The Help Section Helps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree strongly</td>
<td>2</td>
<td>7</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Agree</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Consumption
1. TOO RELIANT ON POWERPOINT!!!!!!
2. Mumble & Flat (start with a whimper)
3. Say a lot but where is the message?!
4. Lack passion (No eye contact; look uncomfortable)
5. Hide behind equipment/furniture
6. Misuse of pointers

7. Failing to work the room

8. Ending with Questions & Answers

9. Failing to adequately prepare

10. Failing to recognize that speaking is an acquired skill
10 Biggest Mistakes...

1. TOO RELIANT ON POWERPOINT!!!!!! ✓
2. Mumble & Flat (start with a whimper) ✓
3. Say a lot but message not emphasized!
4. Lack passion (No eye contact; look uncomfortable) ✓
5. Hide behind equipment/furniture ✓
6. Misuse of pointers ✓
7. Failing to work the room ✓
8. Ending with Questions & Answers
9. Failing to adequately prepare ✓
10. Failing to recognize that speaking is an acquired skill ✓
Effectiveness of a speech depends on:

- Content 10 %
- Delivery 50 %
- Voice 40 %
People Remember Best What They Hear and See

<table>
<thead>
<tr>
<th>Communication</th>
<th>3 Hours later</th>
<th>3 Days later</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oral</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Visual</td>
<td>72%</td>
<td>20%</td>
</tr>
<tr>
<td>Oral + Visual</td>
<td>85%</td>
<td>65%</td>
</tr>
</tbody>
</table>
Vocal Variety

Changes in a speaker’s rate, pitch, and volume that give the voice variety and expressiveness.
Conversational Quality

Presenting a speech so it sounds spontaneous no matter how many times it has been rehearsed.
I’m ten years old. School holiday just started! I have absolutely nothing to do. My ten years old brain is thinking “Things doesn’t get any better than this.”

Then mother comes in and asks me if I want to go to the movies. I think, “Yes! Yes! The movies. The silver screen. Blood, guts, action, aliens, 10 year old heaven!! I tell her, “yeah alright, if you want to.”
Body Language
FACE
Non-verbal characteristics

- Posture
- Gestures
- Body Movement
- Facial Expressions
- Eye Contact

Gestures should match your words!
Body Movements

1. Balanced movement with verbal cues
2. Avoid Random movements
3. Step forward to indicate you’re arriving at a point
4. Step back when you’re concluding a point
5. Always lead with your foot nearest to your destination
Demo

• Your interest / Sports / hobbies
5 Elements to Present With Flair!
1. The Speaker

- You are the star not the powerpoint!!
- Warm up & get excited
- Credibility
  - Professionalism vs achievements
Professionalism vs Achievements

Achievements

• I was the table-tennis captain in primary
• I won the baking-cake competition in high school
• I have 4 PhDs in Zoology
• ....
• ...
• ..
Professionalism vs Achievements
Professionalism vs Achievements
2. Audience

- A – Audience (who?)
- U – Understanding
- D – Demographics (Age, Background)
- I – Interest (Why are they here?)
- E – Environment
- N – Needs
- C – Customized
- E - Expectations
2. Audience

- Warm up the audience
- “Betty bought butter but the butter was bitter, so Betty bought better butter to make the bitter butter better.”
2. Audience

- Begin with Audience participation
- Sustain eye contact with individuals
3. Get to the point!

- Start with a “WOW” factor
- Benefits
Presenting with Flair!

4. Be animated

- Vocal variety
  - (Pitch, volume, rate, pause)

- Showmanship
Presenting with Flair!

5. Appearance

• *Dress conservatively*
5. Appearance

- Become aware of distracting habits
- Keep both hands free
- Gestures should mirror your thoughts
- Make movements deliberate
- Don’t seek perfection but naturalness
Recap – 5 Elements

1. The Speaker
2. Audience
3. Get to the point!
4. Be Animated
5. Appearance
Visual Aids
Bad PowerPoint presentations

1. **PowerPoint is not a substitute for preparation.**
   It is a grave mistake to say “I don’t need to practice--all my notes are on the screen.”

2. **Information Trumps Animation, Every Time.**
   “Cute” animation at the expense of information is the mark of a very bad presenter.

3. **No One Will Be Impressed With Your Sound Effects.**
   Superfluous sounds are simply annoying. The most important sounds should be from you.

4. **No One Will Be Impressed With Your Slide Transitions.**
   As soon as people start noticing your slide transitions, your message is lost.

5. **Don’t Turn Your Text Into an Electronic Ransom Note.**
   Compacting, contorting, squeezing or skewing perfectly good type is never a good idea.
Fonts Are Important!

- Use Microsoft sans serif fonts
- Use readable font sizes
- Use appropriate color combinations

40 point Title
28 point Heading
24 point Sub-headings
18 point References and Labels

Avoid using 12 point font or smaller
Fonts Will Make or Break a Presentation

- Use sans serif fonts
- Use readable font sizes
- Use appropriate color combinations

40 point Title
28 point Heading
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Avoid using 12 point font or smaller
The Abuses of Capital Letters

• Bullet points typically have one capital letter at the beginning

• Just because You think a word is Important does Not mean it should be Capitalized

• ALL CAPITAL LETTERS MAKE IT HARDER FOR YOUR AUDIENCE TO DECIPHER WORDS
The Exclamation Point

Warning!

Don’t over use this. Be careful of when and where you use it.
Avoid Using Too Many Words

- Use Bullet Points

- Use Condensed Sentences
  - No parking structure will be considered if the cost per stall to erect the structure is greater than $11,000.

- Parking structures will cost less than $11,000
The Infamous Laser Pointer

• Practice with the laser pointer.
• Use sparingly: Only when necessary
Visual Aids Do’s and Don’ts

**Do’s**
- Design them large enough
- Design them to be simple
- Design them to be clear
- Label them
- Use only what you need

**Don’ts**
- Use too much text
- Use excessive artwork
- Make things look cramped
- Use too many colors
- Overuse caps
Presentation Day - Checklist

• Check the room

• Bring your presentation on a reliable disk

• Check the presentation projection

• Decide how loud you must speak

• Decide where you and your audience will be located