PRESENTATION SKILLS

* A **presentation** is the process of communicating a topic to an [audience](https://en.wikipedia.org/wiki/Audience). It is typically a demonstration, introduction, [lecture](https://en.wikipedia.org/wiki/Lecture), or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.

**An effective presentation is one that increases the likelihood your audience will:**

* Pay attention to you
* Understand what you say
* Remember what you said
* Use what you said

What are presentation skills?

* Presentation skills can be defined as a set of abilities that enable an individual to:
* interact with the audience;
* transmit the messages with clarity;
* engage the audience in the presentation;
* and interpret and understand the mindsets of the listeners.

**6 different Types of Presentation Goals**

* To inform.
* To educate.
* To persuade or convince.
* To activate.
* To inspire or motivate.
* To entertain.

**How to give an effective presentation?**

**1**) Be passionate about the topic and connect with the audience

### 2) Focus on your Audience’s Needs

* Built around what your audience is going to get out of the presentation.
* Bear in mind what the audience needs and wants to know, not what you can tell them.
* Need to remain focused on your audience’s response, and react to that

### 3)Keep it Simple: Concentrate on your Core Message

### You should be able to communicate that key message very briefly.

### Keep your core message focused and brief.

### 4) Smile and Make Eye Contact with your Audience

This sounds very easy, but a surprisingly large number of presenters fail to do it.

If you smile and make eye contact, you are [**building rapport**](https://www.skillsyouneed.com/ips/rapport.html), which helps the audience to connect with you and your subject.

It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.

Make sure that you don’t turn down all the lights so that only the slide screen is visible. **Your audience needs to see you as well as your slides.**

### 5) Start Strongly

The beginning of your presentation is crucial. You need to grab your audience’s attention and hold it.

They will give you a few minutes’ grace in which to entertain them, before they start to switch off if you’re dull.

So don’t waste that on explaining who you are. Start by entertaining them.

6**) Remember the 10-20-30 Rule for Slideshows**

This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:

* Contain no more than 10 slides;
* Last no more than 20 minutes; and
* Use a font size of no less than 30 point.

**7) Tell Stories**

* We all respond to stories.
* Stories help us to pay attention, and also to remember things.
* If you can use stories in your presentation, your audience is more likely to engage and to remember your points afterwards.
* It is a good idea to start with a story, but there is a wider point too: you need your presentation to act like a story

### 8. Use your Voice Effectively

The spoken word is actually a pretty inefficient means of communication, because it uses only one of your audience’s five senses. That’s why presenters tend to use visual aids, too. **But you can help to make the spoken word better by using your voice effectively.**

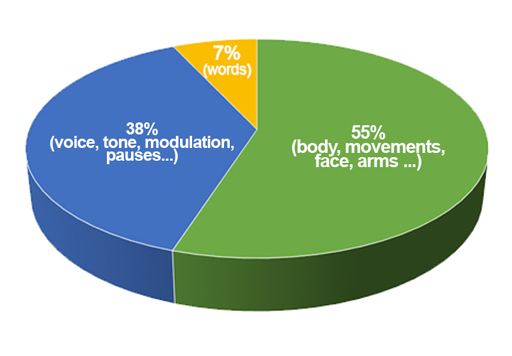
**Varying the speed at which you talk, and emphasising changes in pitch and tone all help to make your voice more interesting and hold your audience’s attention**.

### 9) It has been estimated that more than three quarters of communication is non-verbal.

That means that as well as your tone of voice, your body language is crucial to getting your message across.

Make sure that you are giving the right messages: body language to avoid includes crossed arms, hands held behind your back or in your pockets, and pacing the stage.

Make your gestures open and confident, and move naturally around the stage, and among the audience too, if possible.



# **Using great visuals in your presentation saves you time when creating your slides**

* I know you've heard it before: A picture speaks 1,000 words.
* Most of the time people say it to remind us that pictures help other people understand something quickly, at-a-glance.

The table below lists useful expressions that you can use to signpost the various parts of your presentation.

|  |  |
| --- | --- |
| **Signposting** | |
| **Function** | **Language** |
| Introducing the subject | * I'd like to start by... * Let's begin by... * First of all, I'll... * Starting with... * I'll begin by... |
| Finishing one subject... | * Well, I've told you about... * That's all I have to say about... * We've looked at... * So much for... |
| ...and starting another | * Now we'll move on to... * Let me turn now to... * Next... * Turning to... * I'd like now to discuss... * Let's look now at... |
| Analysing a point and giving recommendations | * Where does that lead us? * Let's consider this in more detail... * What does this mean for ABC? * Translated into real terms... |
| Giving an example | * For example,... * A good example of this is... * As an illustration,... * To give you an example,... * To illustrate this point... |
| Dealing with questions | * We'll be examining this point in more detail later on... * I'd like to deal with this question later, if I may... * I'll come back to this question later in my talk... * Perhaps you'd like to raise this point at the end... * I won't comment on this now... |
| Summarising and concluding | * In conclusion,... * Right, let's sum up, shall we? * I'd like now to recap... * Let's summarise briefly what we've looked at... * Finally, let me remind you of some of the issues we've covered... * If I can just sum up the main points... |
| Ordering | * Firstly...secondly...thirdly...lastly... * First of all...then...next...after that...finally... * To start with...later...to finish up... |

Here are 30 useful phrases for presentations in English for **effective** structure and linking.

## Introduction

* Good morning/afternoon everyone and welcome to my presentation. First of all, let me thank you all for coming here today.
* Let me start by saying a few words about my own background.
* As you can see on the screen, our topic today is......
* My talk is particularly relevant to those of you who....
* This talk is designed to act as a **springboard** for discussion.
* This morning/ afternoon I’m going to take a look at the recent developments in.....

## Presentation structure

* In my presentation I’ll focus on three major issues.
* This presentation is structured as follows....
* The subject can be looked at under the following headings.....
* We can break this area down into the following fields....

## Timing

* It will take about X minutes to cover these issues.

## Handouts

* Does everybody have a **handout** / copy of my report?
* I’ll be handing out copies of the slides at the end of my talk.
* I can email the PowerPoint presentation to anyone who would like it.
* Don’t worry about taking notes, I’ve put all the relevant statistics on a **handout** for you

## Questions

* If you have any questions, I am happy to answer them
* If you don’t mind, I'd like to leave questions until the end of my talk /there will be time for a **Q&A** session at the end...

## Sequencing phrases

* My first point concerns...
* First of all, I’d like to give you an overview of....
* Next, I’ll focus on.....and then we’ll consider....
* Then I’ll go on to highlight what I see as the main points of....
* Finally, I’d like to address the problem of.....
* Finally, I’d like to raise briefly the issue of....

## Highlighting information

* I’d like to put the situation into some kind of perspective
* I’d like to discuss in more depth the implications of....
* I’d like to make more detailed recommendations regarding....
* I’d like you to think about the significance of this figure here
* Whichever way you look at it, the underlying trend is clear

## Conclusion

* I’d just like to finish with the words of a famous scientist/ politician/ author.......
* Now let’s go out and create opportunities for...!

Hopefully, these phrases help you to vary your vocabulary for clear, well-structured presentations with a logical joined-up flow. The most important thing, of course, is that you are comfortable and confident in your delivery, which helps the audience feels relaxed and ready to be engaged by your subject matter. Good luck!

|  |  |
| --- | --- |
| **Section of presentation** | **Signpost language** |
| Introducing the topic | The subject/topic of my talk is ... I'm going to talk about ... My topic today is… My talk is concerned with ... |
| Overview (outline of presentation) | I’m going to divide this talk into four parts. There are a number of points I'd like to make. Basically/ Briefly, I have three things to say. I'd like to begin/start by ... Let's begin/start by ... First of all, I'll...  … and then I’ll go on to … Then/ Next ... Finally/ Lastly ... |
| Finishing a section | That's all I have to say about...  We've looked at...  So much for... |
| Starting a new section | Moving on now to … Turning to... Let’s turn now to … The next issue/topic/area I’d like to focus on … I’d like to expand/elaborate on … Now we'll move on to...  I'd like now to discuss...  Let's look now at... |
| Analysing a point and giving recommendations | Where does that lead us?  Let's consider this in more detail...  What does this mean for...?  Translated into real terms... Why is this important? The significance of this is... |
| Giving examples | For example,...  A good example of this is... As an illustration,...  To give you an example,...  To illustrate this point... |
| Summarising and concluding | To sum up ... To summarise... Right, let's sum up, shall we? Let's summarise briefly what we've looked at...  If I can just sum up the main points...  Finally, let me remind you of some of the issues we've covered... To conclude... In conclusion ... In short ... So, to remind you of what I’ve covered in this talk, … Unfortunately, I seem to have run out of time, so I’ll conclude very briefly by saying that ….. I'd like now to recap... |
| Paraphrasing and clarifying | Simply put... In other words....... So what I’m saying is.... To put it more simply.... To put it another way.... |
| Invitation to discuss / ask questions | I’m happy to answer any queries/ questions. Does anyone have any questions or comments? Please feel free to ask questions. If you would like me to elaborate on any point, please ask. Would you like to ask any questions? Any questions? |