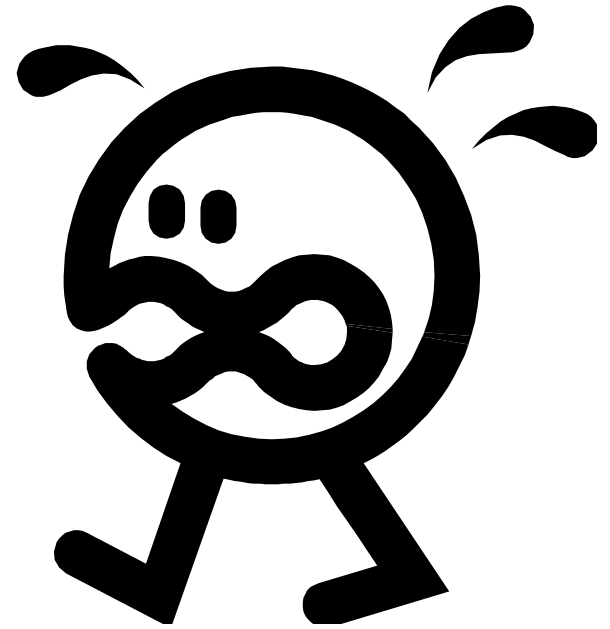


# Public Speaking the

**“Dreaded”**

# Presentation



by

Harry Sambells

Sambells Global Consulting



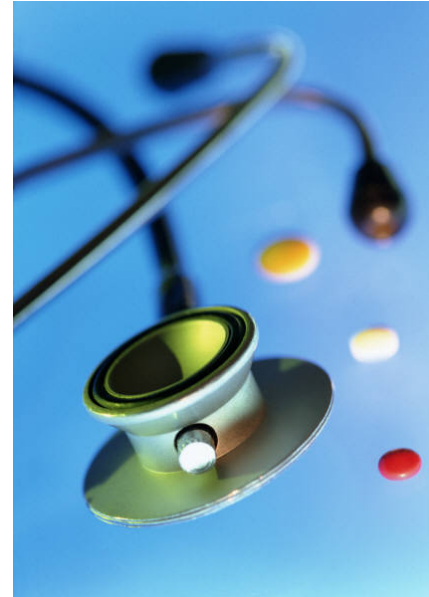
# AGENDA

1. Introduction
2. Safety First
3. Why I want to do this Presentation
4. Theory
5. Interactive Exercise
6. Presentation Preparation
7. Some Simple Slide Rules
8. The Summary
9. Questions



# Safety First

What if.....



**WHY ASPIRIN BY YOUR BED**

**just might save a life...!**



# Heart Attacks

- Pain in the left arm, intense pain on the chin, nausea, sweating,
- There may be no pain in the chest during a heart attack.
- The majority of people (about 60%) who had an heart attack during their sleep, did not wake up!
- If a sharp chest pain wakes you up from your deep sleep then..
- **IMMEDIATELY DISSOLVE TWO ASPIRINS IN YOUR MOUTH** and swallow them with a bit of water.
- Phone 911, and state "**HEART ATTACK!**" and that you have taken 2 aspirins.
- Take a seat on a chair or sofa and wait for their arrival and ...
- Do **NOT** lie down



# Why I want to do this Presentation

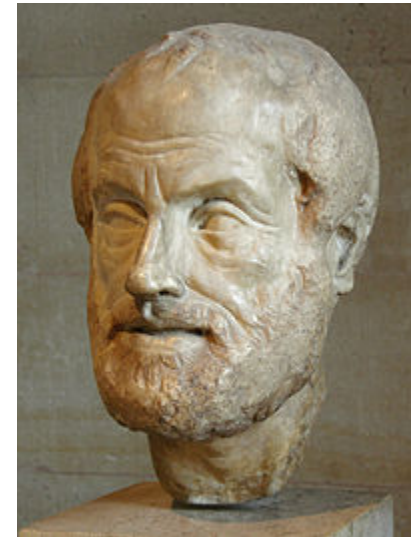
- Share my observations
- Hopefully make the audience better presenters
- Have the audience get to know me and SGC
- Have an entertaining hour



**Sambells Global  
Consulting**

# The Theory – 350 BC from Greece

- Aristotle first recorded observations about speeches and presentations.
- Involves
  - Ethos – **Ethical or credibility** of the speaker
  - Pathos – **Emotional** appeal of speaker
  - Logos – **Logical** argument, persuading through reason
- Aristotle believed that these three components of a speech, when used in perfect balance, could persuade anyone of anything at any time !



# The “Tell Them” Approach

Tell them what you're going to tell them...  
...tell them...sometimes - tell them again  
...then tell them what you told them



# Why make a presentation ?

- To Inform
- To Persuade
- To Inspire
- To Entertain



Most presentations usually falls into the first two categories – **BUT** if we can incorporate the last two thoughts – we are a sure winner





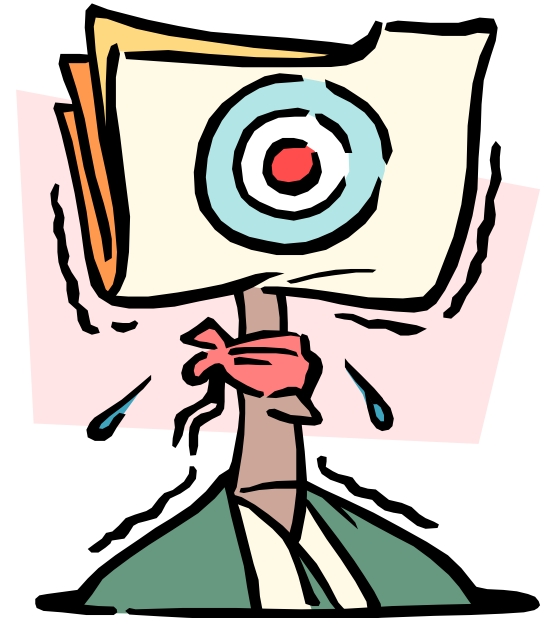
**You are all experts at presentations !**

**.....at least you know what was *NOT*  
a good presentation**



# Tell me 5 irritating characteristics...

- Stand in front the of screen
- Talk to the screen
- Low or inaudible voice
- Fidgets
- No eye contact
- Reads every line on the slide
- Poor slides
- Ah...well...umm...you know...but...ok...Ah



# The best presentation – why ?

- The speaker was convincing
- Presenter was knowledgeable
- Presenter made me feel comfortable
- Good materials
- Message was understood
- Positive experience
- You were entertained



# Convey to your audience...

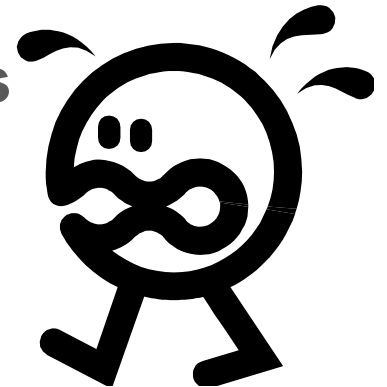
- I will not waste your time – I have something to say
- I know who you are – I feel comfortable
- I am well organized – I make it easy for you to learn
- I know my subject – I am confident in my delivery
- Hopefully you will learn something new
- ...and now I am finished



# Nervous ?

Hands clammy, throat dry, perspiration, heart thumping – what do I do?

- **B R E A T H E**
- Take a breath during the speech – its OK!
- Take pauses
- If you feel a rush of nervousness – get grounded
- If you blush or get a red face - dress appropriately
- Write “RELAX!” on your notes
- Look at the top of people’s heads!



# Presentation Preparation

## Opening – 10%

- Challenging statement
- Be visual if possible
- Grab their attention

## Body – 80%

- Statement of facts
- Proof of facts
- A refutation of contrary view if needed

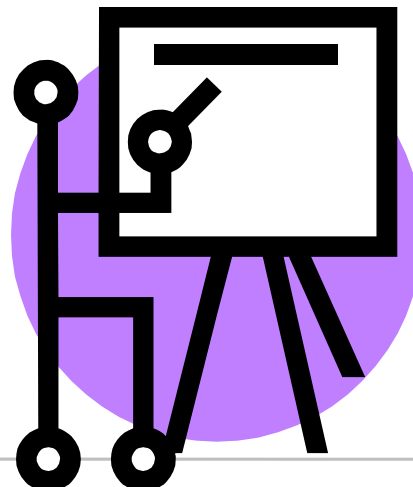
## Conclusion – 10%

- Summary and conclusions that can be drawn
- A quotation or illustration that emphasizes the point



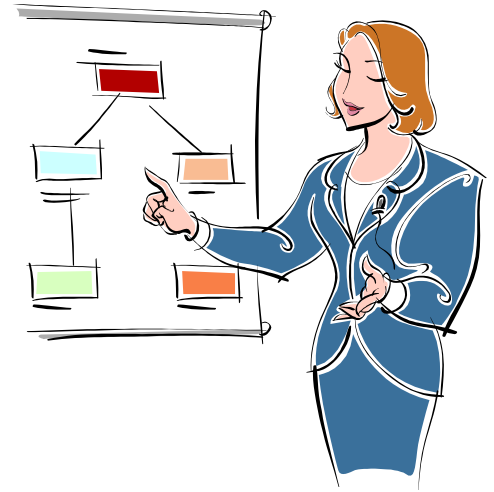
# Presentation Preparation – cont'd

1. **Start promptly – respect the audience**
2. **Introduction - yourself, your topic, your process**
3. **Be professional – your appearance, handouts**
4. **Make eye contact – they want you to succeed**
5. **Speak clearly and loudly so everyone hears you**
6. **Be enthusiastic – you will be less nervous**



# Presentation Preparation – cont'd

7. Practice – does make perfect
8. Go early – systems working, lights, seating
9. Have a back up plan – memory stick, hard copy
10. Use a laser pointer
11. Use some graphics if possible and colour
12. Thank your audience - they invested time in you





# Some Simple Slide Rules

## 1. Slide Content

- Make it **S I M P L E**
- do not type a paragraph and then read it
- 8 bullets maximum (some say less than 6!!)
- try to get topic on one line
- avoid a lot of animation or sounds
- If you cannot read the slide or bullet - don't show it
- See next slide about Fonts



# Font Size - Arial 36, can be easily read

- TITLES - Arial 24 is fairly decent to read
- Times New Roman is a poor font for presentations but good for reading – 30% easier to read
- This font - Lucida Console BOLD is also recommended by some for presentations – personally I prefer Arial 24 – never use all CAPS
- If this is the TITLE Arial 24
  - Sub-bullets are usually 2-4 fonts smaller (these are 20)



# Simple Slide Rules – cont'd

## 2. Graphs and Charts

- Make them simple
- Do not show decimals unless absolutely necessary
- \$745,389.41 – show as \$745k
- If the slide is complicated use handouts 11X17
- One number per line will be remembered
- 12-15 numbers per slide will be forgotten



# Simple Slide Rules – cont'd

## 3. Backgrounds or Standard Formats

- If your company has a standard – use it
- Usually dark background with lighter font is better – although I prefer white with a dark font
- Don't use a busy background - it distracts from your presentation
- Pale colours appear **white** white
- Be consistent in font size, style, type – otherwise it's distracting
- *View your slides from the back of the room*
- **DON'T USE CAPS UNLESS YOU ARE SHOUTING**



# Simple Slide Rules – cont'd

## 4. Timing - The “10-20-30 Rule”

- No more than 10 slides in 20 minutes with 30 font
- Typically it is 1-2 minutes a slide
- Allow time for questions
- It all depends on the time and message you have
- Summarize points in 15 words or less – it has a better chance to be remembered
- 5<sup>th</sup> bullet used 15 words



# Simple Slide Rules – cont'd

## 5. Presenting Bullets

- **DO NOT** read the bullets
- You are insulting the audience in their ability to read
- The audience will lack confidence in you
- Of 8 bullets draw the attention to 2 of them and tell them what you need to tell them
- Look at the audience - not the screen
- Use notes if you must but do not read the notes



# Simple Slide Rules – cont'd

## 6. You and your Delivery of the Bullets

- Talk to your audience not at them
- Be honest and natural
- Humour is OK if you can make it come off
- Show some movement – not a lot
- Show your personality
- Try and have some fun



# Answering Questions

1. If you don't understand the question - ask them to restate
2. Be direct in the answer – vagueness is a killer
3. Be as concise as possible – if they want more they will ask again
4. At the end ask them if this addressed the question
5. Don't say - you don't know – you will find out or you will get back to them
6. Don't become argumentative with the client – you're doomed





# Answering Questions – cont'd

7. Be polite – even if they are stupid questions !
8. Collect your thoughts – “That’s a good question” or “I am glad you asked me that” – it gives you time to collect your thoughts
9. **DON'T** apologize – don’t use them as an excuse for nervousness or poor slides
10. **DO** apologize if you are wrong – there is nothing wrong to admit you are wrong



**You are all experts in your  
chosen field !!!**

**...and you have the skills to  
deliver your message**



# Summary

## Delivery:

- Ethos, Pathos, Logos
- Tell Them
- Preparation

## Visual:

- Simple Slide Rules
- Body Language
- Eye Contact

## Vocal:

- Volume, Direction, Confidence



# Questions



...and we're done

**Thank You...**

