

CREATE AND DELIVER GREAT PRESENTATIONS

Mag. Maria Peer

Strategic Communication Model

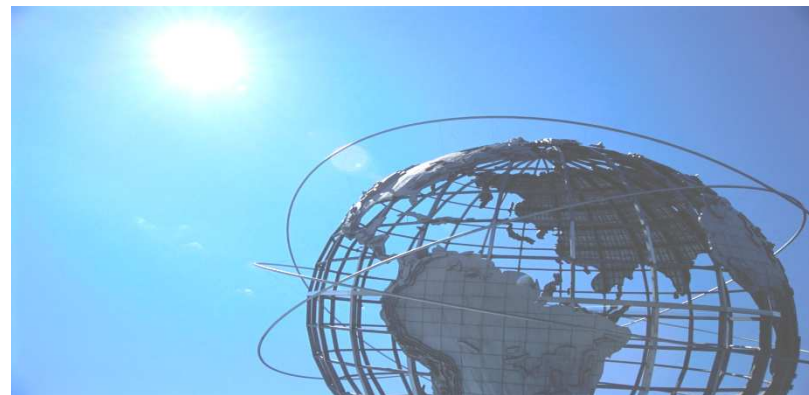
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- Analyse the environment
- Consider your options: media, source, timing
- Select and organize your information
- Deliver your message
- Evaluate feedback for continued growth

Analyze the environment

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- Define the situation
- Define your audiences
 - identify all potential audiences
 - learn about each audience
- Define your objectives with each audience



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Define the situation

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- Limit the problem
- Asses the external climate
- Evaluate the corporate culture



Identify all potential audiences

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- Primary-actual
- Hidden-powerful
- Decision maker –
relies on second-
hand information



Learn about each audience

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- ❑ Gather personal and professional facts
- ❑ Be aware of attitudes: you, your topic, being there
- ❑ Determine their wants over your needs
- ❑ Recognize your consistent concerns



Define your objectives

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Overall goal from mission statement

Specific purpose of the communication

Your hidden agenda

Consider your options

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media

- How the message is sent

source

- Who delivers the message

timing

- When the message arrives

Select and organize information

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- ▣ Review situation, audience, and objectives analysis
- ▣ Plan a beginning, middle, end
- ▣ Focus on personal benefit
- ▣ Limit your information
- ▣ Enhance with visual aids, numbers, examples



Basic outline

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- Introduction: attention-grabber, purpose, agenda, benefit
- Body
- Conclusion: summary, specific action, final statement



Decision making pattern

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Define and limit problem

Establish checklist of criteria

Identify possible solutions

Evaluate solutions, based on criteria

Select best solution

Discuss implementation

Bad news pattern

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- Cushion audience
- Bridge with transition
- Deliver bad news
- Explain reasons
- Suggest alternatives
- Rebuild good will

STARR pattern

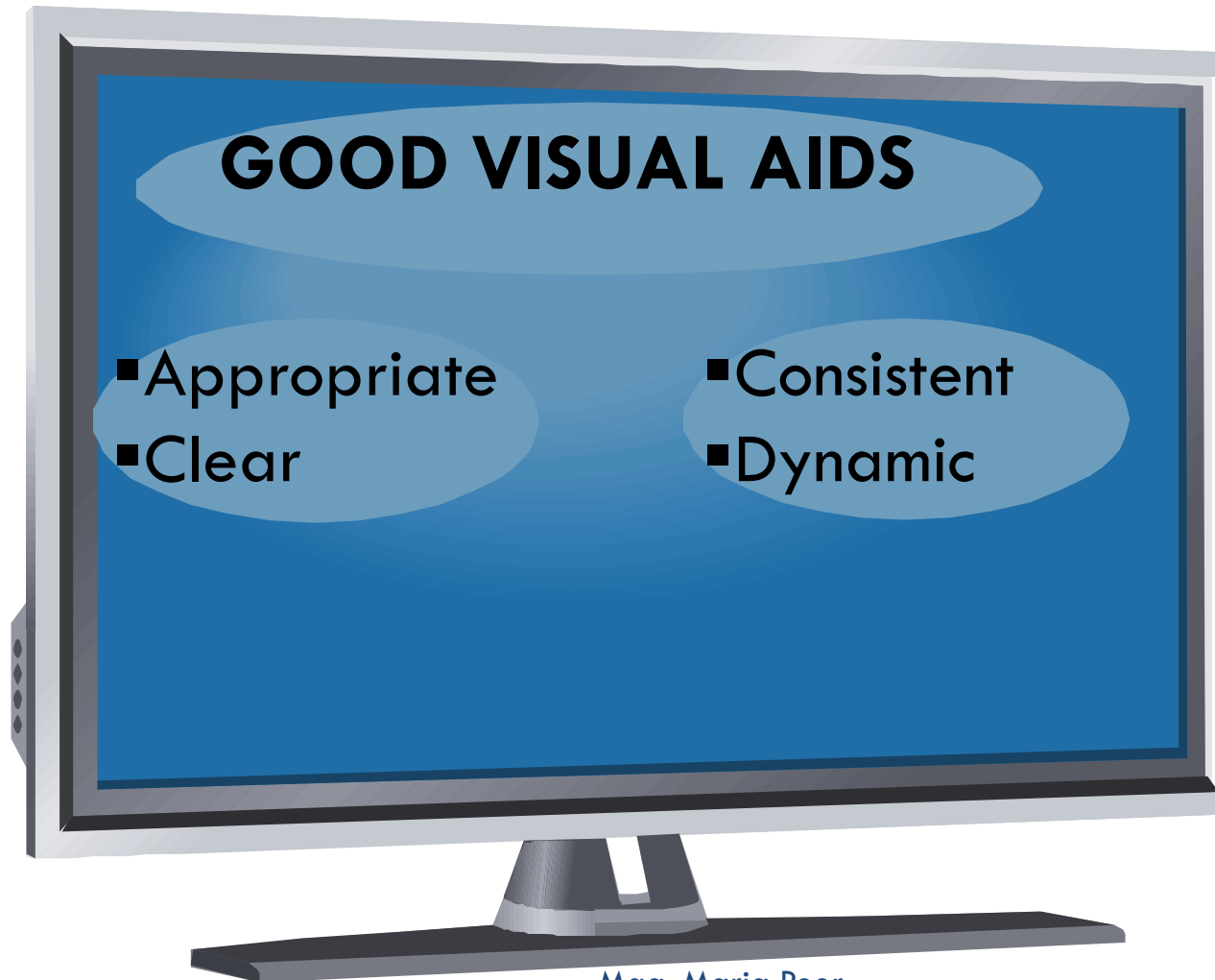
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- ❑ Define situation
- ❑ Describe your task
- ❑ Explain the action you took
- ❑ Show your results
- ❑ Offer recommendations



Match the visual to the words

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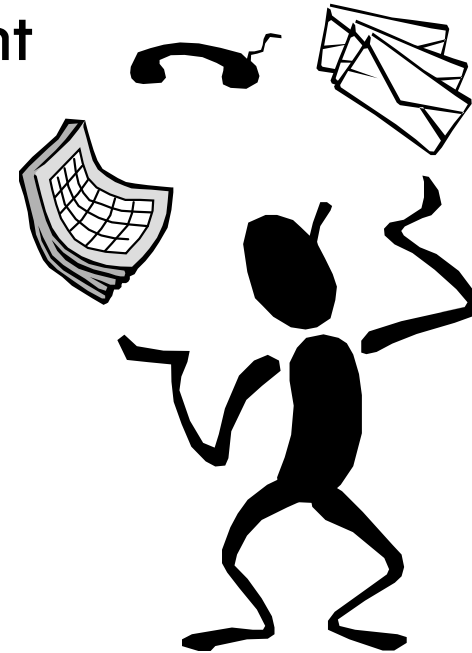


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EFFECTIVE PRODUCT ORGANISATION

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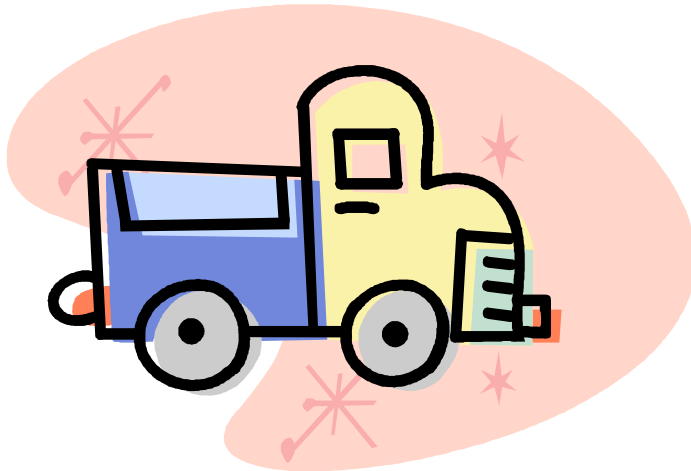
- ❑ Product types are logically arranged
- ❑ Individual products in the right area
- ❑ Safe and attractive physical plant



Deliver your message

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- Polish your verbal and nonverbal skills
- Know your material
- Express confidence
- Be yourself



Polish your verbal skills

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- Speak clearly
 - pronunciation
 - articulation
 - volume
 - pitch

- Speak expressively
 - emphasis
 - pace
 - timing



Polish your nonverbal skills

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- Dress professionally
- Exhibit physical control
 - your face
 - your hands
 - your feet
 - your space
- Above all else,
be enthusiastic

Know your material

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- Practice your presentation in sections
- Use notes with discretion
- Manage visual aids smoothly
- Handle questions succinctly
 - Answer the question
 - Offer one piece of support
 - Stop



Express confidence

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- In your argument
- In your organization
- In yourself
 - Anti-anxiety techniques
 - Delivery tricks
- In the inevitable disaster



Be yourself

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- You are the expert
- You are the one who was asked to speak



Evaluate feedback

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- Give feedback
- Solicit feedback
- Receive feedback
- Evaluate yourself:
The Credibility Test

Giving feedback

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- Describe something positive
- Express constructive criticism in terms of „I“
- Give a specific example
- Offer an option for a solution
- Close with a positive statement



Soliciting feedback

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- Identify people you trust
- Ask them in advance to evaluate you
- Articulate specific issues



Receiving feedback

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- Develop receptive attitudes
- Listen carefully; take notes
- Ask for specifics;
paraphrase
- Accept responsibility
- Correct without overacting
- Find the truth in the
perception
- Say „thank you“

Evaluating yourself: The Credibility Test

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- ❑ **Goodwill:** focus and concern
- ❑ **Expertise:** knowledge, education, and experience
- ❑ **Power:** status, prestige, and success
- ❑ **Confidence:** verbal and nonverbal communication



You will be successful

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- ❑ Analyse the environment
- ❑ Consider your options
- ❑ Select and organize your information
- ❑ Deliver your message
- ❑ Solicit and evaluate feedback for continued growth



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Literature

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- Sherron Bienvenu: The Presentation Skills Workshop, Amacom Books, 2006