Mastering Public & Corporate Presentation Skills

FOR:

NIGERIAN EXPORT PROMOTION COUNCIL

Delivered by:

EMMANUEL AROME SANNI

Principal Consultant

08037062895

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Learning Objectives

1. Introduction – What & Why
2. Engaging Audience
3. Structuring Powerful Presentations
4. Dealing with Challenges
5. Delivering Effective Presentations

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Introduction – What & Why

While hard work & good ideas are essential to success, ability to express those ideas and get others to join you is just as important.

As you grow in your career, there will be times when you will need to face an audience.

If this thought makes you nervous, you are not alone. Many speakers lack the skills & confidence to make effective presentations.

But the **Good News** is - Skills required to give a good presentation can be developed.

Let's unlock the door to Presentation Skills…
Here is the Key!

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Introduction – What & Why

A lot of times it happens that we know the topic and the ideas are written down, but the presentation still does not go well.

Why???

Was it the way you delivered the presentation?

Was it because the audience didn't seem interested?

"I always think a great speaker convinces us not by force of reasoning but because he is visibly enjoying the beliefs he wants us to accept."
W.B. Yeats

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Introduction – What & Why

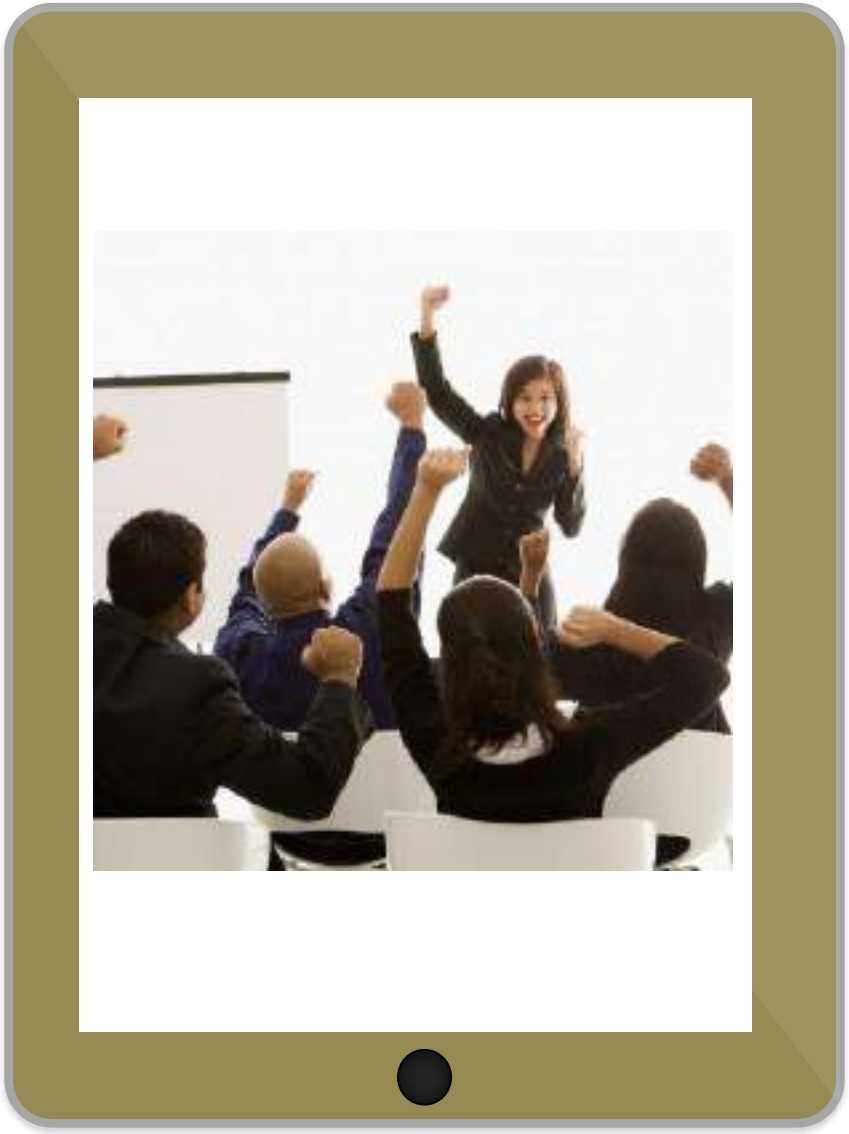
What is a Presentation?

Presentation is the practice of showing and explaining content of a topic to an audience or learner. In the business world, there are sales presentations, informational & motivational presentations, interviews, briefings, status reports, image-building, and training sessions.

What is an effective Presentation?

An effective Presentation is the positive experience that you create for the audience.

"They may forget what you said, but they will never forget how you made them feel."
Carl W. Buechner



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Introduction – What & Why

Why do we need Presentations?

To Inform

To Persuade

To Build Goodwill

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Introduction – What & Why

Based on the ***purpose*** of the presentation, each presentation type requires a specific technique to ensure they are understood & remembered by the audience.

Sales / Persuasive

- *Purpose* - To convince the audience
- Seize attention in the beginning
- Create a desire
- Tell them how they can save time, make money, or reduce effort
- Provide logic, facts, & emotion to sway them to your proposal
- Close with a call to action by asking for an order

Informative

- *Purpose* - To inform good / bad news & ensure there are no / reduced concerns
- Keep them Brief and to the point
- Stick to the facts
- Avoid complicated information
- Largely used to inform stakeholders, community, and / or employees

Training / Instructional

- *Purpose* - To train / instruct employees on a new skill
- Give specific directions
- Cover the "how to" steps & list benefits they will gain by learning the new skill like working faster, reducing stress and effort, etc.
- Have them practice the skill
- Provide the opportunity to ask questions

Arousing / Decision Making

- *Purpose* - To make people think about a problem / situation & make a decision
- Share the need to solve
- Gain attention with a story that illustrates the problem
- Present suggestions & arguments
- Call the audience to help solve the problem
- Tell them what to do & how to do it

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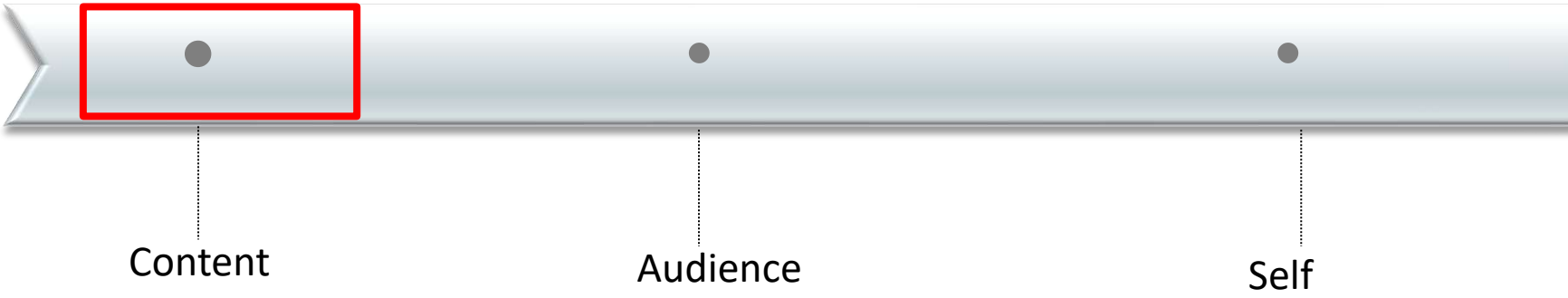
Introduction – What & Why

While Presentations could be simple or complex, few slides or multiple slides, all presentations have three core ingredients:



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Introduction – What & Why

Content

Content

- Make it simple, clear, & relevant
- Match with audience's expectations
- Balance learning with entertainment
- Be realistic about what you can present in limited time

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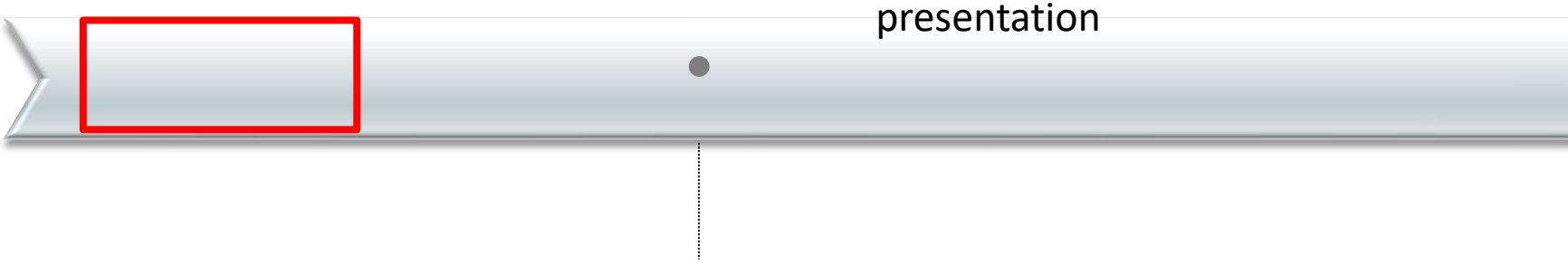
Introduction – What & Why

Audience

Audience

- Focus on the needs of the audience
- Make their needs & desires the prominent part of your content
- Understand how your audience feels
- Consider factors like age, education, attitude, background, experience while preparing for the presentation



Audience

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Introduction – What & Why

Self

Self

- Employ your personal advantage
- As the speaker, you are the centre of the presentation - Look and sound comfortable and appear honest and believable
- Build your presentation around your own personality and style
- “Be yourself” is the secret to success

Self

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Introduction – What & Why

RECAP

- Presentation Skills are very important as a person grows in his career.
- There could be various types of Presentations depending on the purpose of the presentation.
- **The four different types of Presentation are**:
  - Sales / Persuasive
  - Informative
  - Training / Instructional
  - Arousing / Decision Making
- The three core ingredients of any presentation are:
  - Content
  - Audience
  - Self

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Engaging Audience

Joe is a **Manager in the Information Technology [IT] Department** of his organization. He is an **expert in his field**. He is asked by his supervisor to give a presentation on the new IT Process which is soon to be implemented. He is told since the participants can not take much time off work, **he needs to finish his presentation in 2 hours max**. He conducts the presentation on the scheduled day. He explained the new IT Process with technical diagrams and detailed process maps. However, due to lack of time, he could not take questions. He also found few participants yawning but that didn't concern him as they were only 2-3 of them. He is very happy with the way he conducted the session. Post the session, he reviews the feedback forms and is surprised that **on a scale of 1 to 10, 10 being the highest, he has got a 5 on his session**.

He asks himself **WHY**?

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Engaging Audience

Let's get answers to Joe's WHY as we understand more about the importance & need for ***Knowing Your Audience*** before presenting.

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Engaging Audience

Always Remember the **Golden Rule:**

Presentations are about their audiences,
not their speakers.
Before you commit anything to a Power Point slide,
You must….
Give some thought to your listeners.

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Engaging Audience

Know Your Audience

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Engaging Audience

Know Your Audience

Audience Analysis	→	*Benefits*
• What are their names, designation, backgrounds, reasons for attending, etc…?	→	Helps *building Rapport*
• What does the audience already know and needs to know?	→	Helps *defining Learning Objectives*
• What are their needs & expectations from the presentation?	→	Helps *arrange points Logically & Sequentially*
• What are their fears, hot buttons, and attitudes?	→	Helps in *handling Challenges*
• What are their questions likely to be?	→	Helps *preparing for the Questions*

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Engaging Audience

Know Your Audience

Audience Analysis	*Benefits*
• Would they have taken their meal?	Helps *identifying if they have energy to Hear Complex Ideas*
• What is the size of the audience?	Larger audiences demand more energy from the speaker. *Helps Speaker Prepare* for it accordingly
• Is it the first presentation for the audience?	Helps deciding whether the audience needs an *Introduction to Presentation as mode of training delivery*

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Engaging Audience

Know Your Audience

Tip

The worst audience [from the speaker's point of view] is a tired audience. That audience needs President Reagan's rule for after-dinner speeches: 12 minutes, a few jokes, and sit down before the audience stands up.

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Engaging Audience

Engage Your Audience

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Engaging Audience

Engage Your Audience

"There is something in the air today." With those words, Steve Jobs opened Macworld.

This opening statement shall sure engage any audience as it is: **Short**, **Clear**, and **Generates Curiosity**.

A Successful Presentation is all about Engaging Your Audience.

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Engaging Audience

Engage Your Audience

Consider this scenario:
"First slide, please." The hall lights dimmed, the audience hushed, and the speaker launched into his paper – the culmination of 15 years of painstaking research. Flitting from point to point, he realized that he was running out of time and read the paper even faster. He didn't have much time to dwell on his complicated slides. By the end of the talk he was going so fast that there wasn't time to reverse the seven slides that were projected backwards. Finally, the speaker closed the talk. The lights came on. Two thirds of the audience had let under the cover of darkness; the other third was asleep.

Let's answer few questions…

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Engaging Audience

Engage Your Audience

• Did the opening of the presentation [“First slide please”] generate curiosity?	NO
• Was the speaker well versed with his subject?	YES
• Did the speaker try and explain his slides?	NO
• Did the speaker tell a story / share an experience?	NO
• Were the participants happy at the end?	NO… Infact , most of them were sleeping

So… how do we Engage Our Audience?

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Engaging Audience

Engage Your Audience

"Tell them what you are going to tell them, Tell them, and Tell them what you just told them".

Improve Your Presentation Real Time. Skilled speakers monitor the room & look for audience cues such as interest / boredom. You can even stop and ask the audience for their input on how it's going.

Use stories and examples for connection & association. Make a simple point by telling a relevant story.

Make your talk flavorful with a variety of fascinating facts, insights, and bold opinions that are sprinkled with a dash of style, passion, and humor.

Build in Case Studies, Q&A, and Feedback sessions to promote interaction with the speaker and with the fellow participants.

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Engaging Audience

Engage Your Audience

Tip

"Make sure you have finished speaking before your audience has finished listening."

Dorothy Sarnoff

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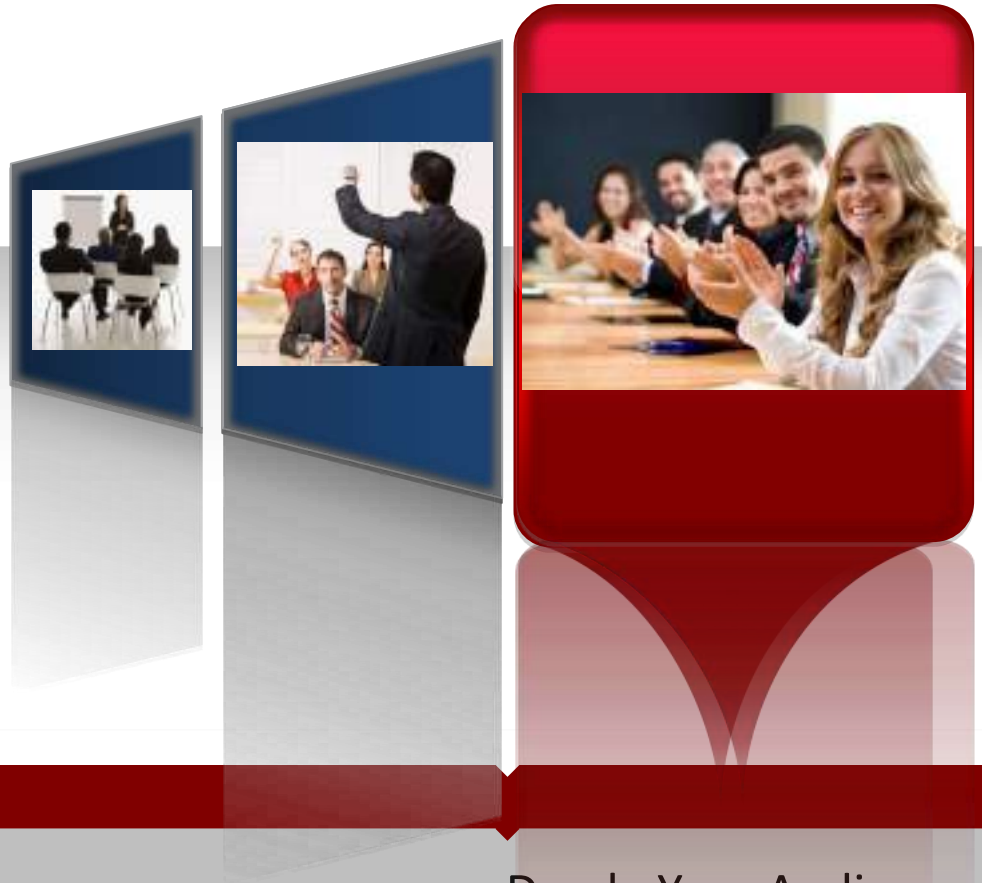
Engaging Audience



Dazzle Your Audience

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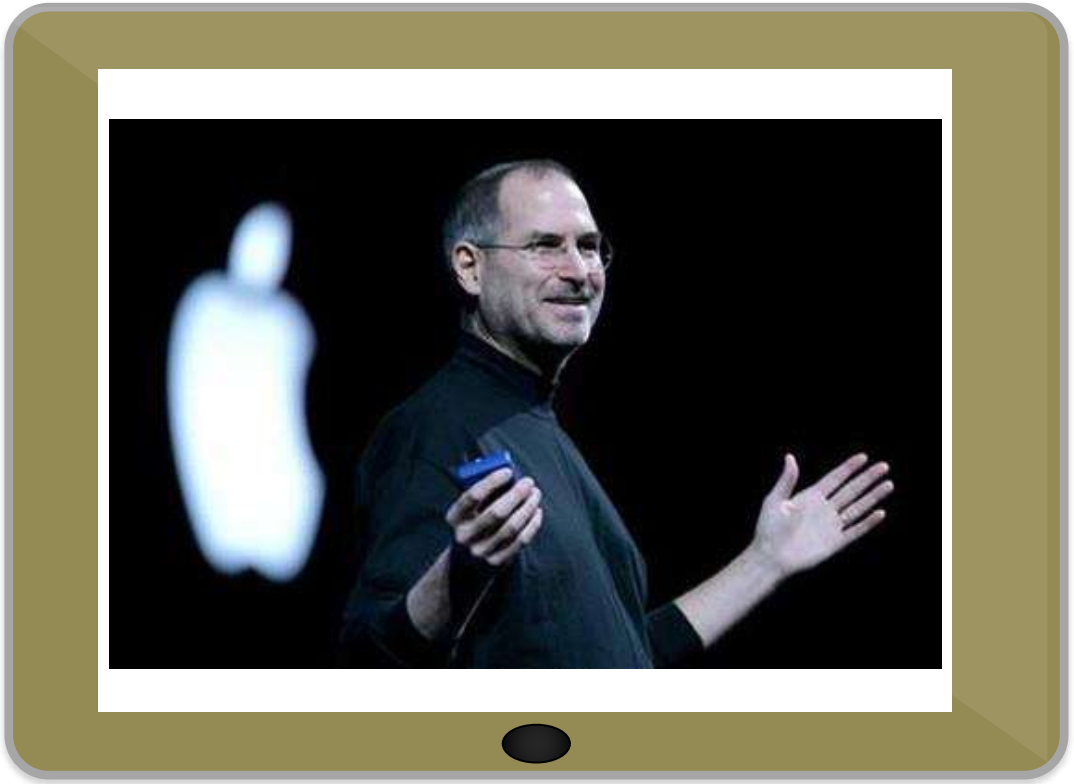
Engaging Audience

Dazzle Your Audience

Steve Jobs was considered as the world's greatest corporate storyteller. He treated every presentation like a theatrical event, complete with a compelling narrative, supporting cast and stunning backdrops.

Here is how he dazzled his audience… all the time!



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* Inputs from: *Deliver a Presentation like Steve Jobs - By Carmine Gallo on January 25, 2008*

Engaging Audience

Dazzle Your Audience

1. Set the theme

"There is something in the air today." With those words, Jobs opened Macworld. By doing so he:

• Set the theme for his presentation and generated curiosity
• Hinted at the key product announcement - the ultrathin MacBook Air laptop.

Remember:
Once you identify your theme, make sure you deliver it several times throughout your presentation.

2. Demonstrate Enthusiasm

When demonstrating a new location feature for the iPhone, Jobs said, "It works pretty doggone well.“
Your audience wants to be wowed, not put to sleep. Therefore:

• Inject your own personality into it.
• Use words like "extraordinary," "amazing," and "cool."

Remember:
If you are not enthusiastic about your own products or services, how do you expect your audience to be?

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Engaging Audience

Dazzle Your Audience

3. Provide an Outline

Jobs outlined the presentation by saying, "There are four things I want to talk about today. So let's get started…"

Jobs followed his outline by verbally opening and closing each of the four sections and making clear transitions in between.

Remember:
Make lists and provide your audience with guideposts along the way.

4. Make Numbers Meaningful

When Jobs announced that Apple had sold 4 million iPhones to date, he didn't simply leave the number out of context. Instead, he put it in perspective by adding, "That's 20,000 iPhones every day, on average." Jobs went on to say, "What does that mean to the overall market?" Jobs gave details to demonstrate just how impressive the number actually is.

Remember:
- Numbers don't mean much unless they are placed in context.
- Connect the dots for your listeners.

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Engaging Audience

Dazzle Your Audience

5. Try for an unforgettable moment

In 2008 Macworld keynote, it was the announcement of MacBook Air. To demonstrate just how thin it is, Jobs said it would fit in an envelope. He drew cheers by opening a manila interoffice envelope and holding the laptop for everyone to see. His presentations built up to one big scene.

Remember:
- This is the moment in your presentation that everyone will be talking about.
- Identify your one memorable moment ahead of time and build up to it.

6. Create Visual Slides

There is very little text on a Steve Jobs slide. Most of the slides simply show one image. For example, his phrase "The first thing I want to talk to you about today…" was accompanied by a slide with the numeral 1. Sometimes, there were no images at all on the slide but a sentence that Jobs had delivered such as "There is something in the air."

Remember:
There is a trend in public speaking to paint a picture for audiences by creating more visual graphics.

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Engaging Audience

Dazzle Your Audience

7. Give ‘em a Show

A Jobs presentation has ebbs and flows, themes and transitions. Since he gave his audience a show instead of simply delivering information, Jobs included video clips, demonstrations, and guests he shares the stage with.

Remember:

Enhance your presentations by incorporating multimedia, product demonstrations, or giving others the chance to say a few words.

8. Don't sweat the small stuff

Jobs was about to show some photographs from a live Web site, and the screen went black while Jobs waited for the image to appear. It never did. Jobs smiled and said, "Well, I guess Flickr isn't serving up the photos today." He then recapped the new features he had just introduced. That's it. It was no big deal.

Remember:

Don't sweat minor mishaps. Have fun. Few will remember a glitch unless you call attention to it.

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Engaging Audience

Dazzle Your Audience

9. Sell the Benefits

When introducing iTunes movie rentals, Jobs said, "We think there is a better way to deliver movie content. We've never offered a rental model in music because people want to own their music. You listen to your favorite song thousands of times in your life. But most of us watch movies once. And renting it is less expensive, doesn't take up space on our hard drive…"

Remember:
Clearly state the benefit of every service, feature, or product. Don't make your listeners guess.

10. Rehearse, rehearse, rehearse

Jobs rehearsed the entire presentation aloud for many hours. Nothing was taken for granted. His words were often perfectly synchronized with the images and text on the slides.
When Jobs was showing examples of the films that are available on the new iTunes movie rental service, one poster of a particular film appeared at the exact moment he began to talk about it.

Remember:
A Steve Jobs presentation looks effortless because it was well-rehearsed.

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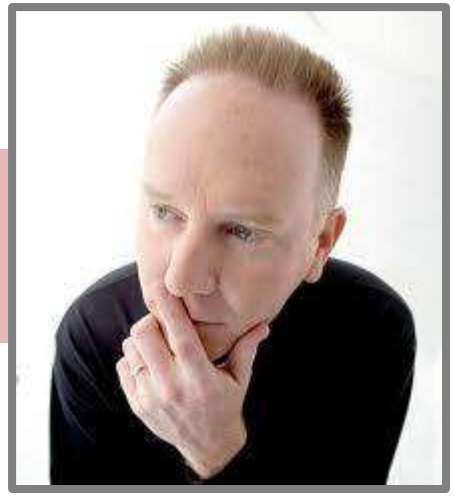
Engaging Audience

Now let's get back to the
Joe's Presentation Failure scenario &
figure out what went wrong…



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He asks himself **WHY**?

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Engaging Audience

Joe did not analyse his audience. [*Know Your Audience*]

He was a subject matter expert but failed to convert his knowledge into simple information for his non technical participants. [*Know Your Audience*]

He had not planned his presentation, hence failed to finish it in time. [*Know Your Audience*]

Subsequently, he could not take any questions. [*Engage Your Audience*]

His participants were yawning but he chose to ignore and not act on this cue. [*Engage Your Audience*]

He failed to dazzle his audience as they scored him very low on his presentation. [*Dazzle Your Audience*]

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