

How to Make a Successful Presentation

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Chances are...

- You are a college student whose grade depends on the quality of a presentation.
- And, you are nervous about it.

Chances are...

- You are sick and tired of sitting through terrible PowerPoint presentations.

Chances are...

- You were never trained to deliver an effective presentation.

Chances are...

- You are willing to spend 10 minutes to become more effective at making presentations.

This eBook will...

1. Give you a simple and effective framework to prepare for presentations.
2. Walk you through the simple steps that will get you there.
3. If you like what is in here, contact me at sandeep@u.washington.edu.

Everything.

- Audience
- Energy
- Organization
- Material
- Interaction
- Surprise
- Staging
- Self-awareness

A-E-O-M-I-S-S-S

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AEOMISSS

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Got all that?

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Definition of Audience

- *“Spectators whose primary purpose is to view a performance.”*
- *“People who are expected to hear the program.”*
- *“The group most likely to be interested in the subject matter.”*
- *“The person to whom the writing is addressed.”*

Do you know who is listening to your talk?



Audience- two out of six

What makes this audience tick?

- Numbers or pictures?
- Quotations?
- Potential for huge profit?
- Stunning New Ideas?
- Candy?
- Bold Take-aways?

What Bore This Audience?

- Telegraphing
 - Complete and utter predictability.
- Stating the obvious
 - Yes, we know that Google is huge.
- Not knowing what you are talking about.
 - Poor or shallow analysis.
- Too much information.
- Too little information.

What does the audience already know about the topic?

- Are there content experts in the audience?
- Have they heard a similar presentation before?
- To find out-
 - Do your research before the talk (e.g. go to organization's web site).
 - Arrive early.
 - Use probing questions in the first 5 minutes.

What offends this audience?

- Research the sensibilities of the audience.
- Some things to watch out for-
 - “Colorful” language or imagery.
 - Stereotypes.
- Understand the culture and context within which the audience operates.

Energy

- AXIOM: A high-energy presentation is, generally, much more effective than a low-energy one.

How to convey energy.

- Voice
 - Use the right Volume.
 - Use the right Intonation (fluctuate rather than drone).
 - Enunciate.
- Act like you have a passionate belief in topic.
- Be confident and engaging.
- Move around. Do not stand in one place.

Organization

- Intro-Body-Conclusion.
- Big start (Bold, Catchy). Big finish (Answer the “So what?” question).
- State the big points up front.
 - “I want to convince you today that the Hispanic market segment is something you cannot ignore.”
- Take-aways
 - “What is the one thing you want audience members to remember in six months?”

On Designing PowerPoint Slides

- Try different organization schemes.
- Be different.
- Do not end with a “Questions?” slide (everybody does it).
- Do not put too much information on a slide.

Minimize Fluff

- Do not spend too much time on something that is easily available through a web search on a company's web site.
- A weak slide takes away from the credibility of your presentation.
- E.g. Joe started the company in his garage with Bob and Sally for \$50.

Material

- Use a variety of material.
- Include-
 - Handouts.
 - Illustrations (e.g. Advertisements, Posters)
 - Videos.
 - Props (e.g. Products).

Interaction

- Works for these purposes-
- a) Understanding where the audience is at-
e.g. how many have heard of Twitter.com?
- b) Customizing your talk.
- c) Tracking audience response.

Remember...

- Building in interaction does not always work.
- Don't go with a high-stake leading question.
e.g., how many of you have been to site xyz.com? (What if the answer is zero?)

Surprise

- Audience has an expectation about the talk. They expect that you will-
 - Follow a linear style and walk through 20 slides.
- Break this expectation by doing something completely unexpected.

Effective use of Surprise

- Provide the top five ideas in the presentation on the first slide.
- Use an image or anecdote to start.
- Be creative!

Staging

- Make eye contact with the audience.
- Do not stand in one place.
- Do not hide behind the podium.
- Practice hand-offs with other presenters.
- Have a plan for moving the speakers along if you have multiple presenters.

Self-Awareness

- Use body language and subtle clues to keep track of audience response.
- Do you know how the audience is reacting to the talk? Are you boring them? Which parts are they liking more?
- Are you aware of your mannerisms? E.g. hand movements, use of “Ums”, “Ahs”.

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