

# 6 Principles of Powerful Presentations

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1. **Give it a purpose:** What do you hope to accomplish? Are you attempting to activate, persuade, inspire/stimulate, instruct, or inform? Based on your goal(s) what is your SOCO?
2. **Make it unconventional:** What could you say or do to present your information that will make your audience sit up and listen?
3. **Keep it lucid and organized:** What information should it contain?
4. **Use a variety of approaches/examples:** What examples or stories can you share with the audience that will make them better understand your work?
5. **Show your passion:** Why are you doing this work? What motivates you? Why do you think it's worth the effort? Why should the audience care?
6. **Make it Pop!** What are your quotable quotes and three talking points?



# The Heart of a Successful Presentation

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Preparation and practice are at the heart of a successful presentation. The ability to “stay on message” and connect with your audience is directly related to the clarity of your SOCO and the amount of preparation and practice. In preparing for your presentation, consider **SSPAM**:

**Situation:** The time and place you are giving the presentation.

*What is the situation, the time and place of where you are giving the presentation?*

**Subject:** The subject/message.

*What is the topic/theme? What is your SOCO in relation to that theme?*

**Purpose:** The goal you hope to achieve with the presentation.

*What is the purpose, the goal you hope to achieve with the presentation? Will you be in front of the audience to activate? Persuade? Inspire? Instruct or inform?*

**Audience:** The people to whom the speech is directed.

*Who are the members of the audience? What are their self-interests? What is your “ask” of the audience?*

**Method:** The methods that will best accomplish the purpose.

*What are the best techniques to get your message across to the given audience?*

# The Anatomy of a Presentation: Body & Soul

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A successful presentation has three parts: the introduction, the body, and the conclusion. It also has “soul”—the elements that make the presentation compelling.

## The Body: Presentation Tips

### **THE INTRODUCTION**

- Get the audience’s attention.
- Hook them in 30-60 seconds.
- Craft a powerful or provocative opening to grab them and convince them that what you have to say is crucial.
- Whet the audience’s appetite.
- Give the audience your theme.
- Begin on a positive note - do not apologize, demean or patronize.

### **THE BODY**

- Speak to the audience’s self-interest.
- Be consistent with your overall vision, mission, accomplishments, objectives, tactics, membership, image.
- Paint powerful pictures with meaningful data ... use “social math”.

### **THE CONCLUSION**

- Make it short and conclusive.
- Make an ask – a specific request for action.

## The Soul: Presentation Tips

### **TELL STORIES**

- Give simple observations.
- Use the power of parables.
- Use short snippets to tell your own personal short story.
- Use the “hook” of the story to transition back to the presentation.



**REPEAT YOURSELF**

- Once is never enough -- repeating the information presented will do wonders to reinforce a point.

**INTERACT AND DEVELOP A RELATIONSHIP WITH YOUR AUDIENCE**

- Use open-ended questions and actually let a member of the audience answer.
- Call on members to explain something to the group. Keep them on their toes.
- Ask them for background on themselves.

**GO LOW-TECH, HIGH TOUCH**

- Use a white board or newsprint instead of Power Point.
- Use a game or activity to illustrate a point.

**PAUSE**

- Give your audience time to reflect and soak up new information/ knowledge.
- Pause at a critical point to help audience retention and involvement.

**RESPOND POSITIVELY TO CRITICISM**

- Reflect; Respect; Respond.

**MASTER NON-VERBALS ... ACTIONS SPEAK LOUDER THAN WORDS**

- 55% of everything you communicate is what you look like when you speak.
- 38% is how you deliver the information
- Only 7% is what you say.
- Because 93% of presentation communication is physical, the actions of the presenter are critical.

**USE VISUALS**

- People take information into their brains in different ways.
- Greater than 50% of the population prefers to receive information visually.
- Just 15% are auditory learners.



# Making Presentations Accessible

## Tip Sheet

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### **PHYSICAL ACCESSIBILITY**

- o Check your presentation space for wheelchair accessibility at the entrances and exits, restrooms, and through doorways and aisles.
- o Be sure there is adequate lighting to identify possible obstacles to movement, and to clearly see sign-language interpretation or the speaker's lips for the hearing impaired.
- o Keep in mind flashing, flickering, or strobe lighting, as well as unusually high-pitched noises, can affect persons vulnerable to seizure.
- o Seating arrangements can include spaces with or without tables, as well as opportunities to participate while standing, for those who cannot be seated for extended periods of time.

### **SIGNS & VISUAL AIDS**

- Using symbols and text for a sign can communicate to a broader audience than text alone.
- Create signs for high contrast printing, for example using solid black lines on flat white paper.
- Print visual aids as large as possible.
- When using audio-visual equipment, be sure the sound is adequate for the presentation space, and that video clips or animations are captioned.
- When using visual diagrams such as pie graphs, flow charts, or other graphics, include a description of the diagram in the oral presentation.



## **PRINTED MATERIALS**

- o Provide a copy or transcript of presentation materials to interpreters or recorders beforehand, as well as to each participant for personal reference.
- o Use large font sizes (at least 14) and allow for “white space,” or breaks in text, for print materials.
- o When adding color in printed materials, be aware of color combinations that can be difficult to differentiate. For example, avoid using greens, reds, and browns or blues, grays, and blacks close together.

## **SPEAKING STYLE**

- Use a public address system with amplification when possible.
- Articulate words as clearly as possible and pause often. The rhythm of public speaking can feel unnaturally slow, but when practiced can become a great skill. A slower speech pattern also helps interpreters to effectively translate.
- If your presentation is longer than 8-10 minutes, make a point to stop and ask for questions from the audience. A good measure to try is to stop for questions once for every 10 minutes of speaking time.
- After a presentation, be available to answer questions and respond to requests for additional format material whenever possible.

