Become a Presentation Powerhouse - Developing Skills for Effective, Meaningful Oral Presentations

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Become a presentation powerhouse

Developing skills for effective, meaningful oral presentations
Bye!
Presentation Overview

THINGS WE'LL COVER

- Takeaways
- Presentation anxiety
- Why bother
- Framing presentation content
- Skills and tactics for presenting
- Accessibility best practices
- Self Assessment
What You'll Take Away

Strategies
What is presentation anxiety, and what can you do about it?

Skills
What makes an oral presentation engaging and impactful?

Success!
What can you add to your toolbox of skills to elevate your own presentation style?
How do you feel about giving presentations?
Wong-Baker FACES® Pain Rating Scale

0  2  4  6  8  10
No Hurt Hurts Little Bit Hurts Little More Hurts Even More Hurts Whole Lot Hurts Worst

Used with permission.
Presentations are scary, right?

STRATEGIES FOR IDENTIFYING AND COMBATING PRESENTATION ANXIETY
MORE THAN KIDNAPPING, NEEDLES, ZOMBIES, OR CLOWNS

According to the Chapman University Survey of American Fears 2018; ranked by percentage of Americans who reported being "afraid or very afraid"

26.2% of Americans fear public speaking

- 75%: Corrupt Gov’t Officials
- 50%: Loved ones dying
- 50%: Global Warming
- 25%: Medical Bills
- 25%: Mass shooting
- 25%: Heights
- 25%: Murder
- 25%: Public Speaking
- 25%: Abduction/Kidnapping
- 25%: Needles
- 25%: Zombies
- 25%: Clowns
According to a 2016 study published in Behavior Modification:

Presentation anxiety can be reduced by exposure therapy and practice; however, there is no way to cause extinction of this anxiety.

A 2017 study published in Psychiatry Research found that:

Public speaking fear was associated with increased reactivity to animal phobia and panic scenes, rather than those simulating social anxiety.
Glossophobia Tips

- Recognize and resolve specific concerns
- Focus on your material and purpose
- Deep breathing and/or stretching
- Visualize your success
More Tips

**Get rid of expectations of perfection**
Expect mistakes and you’ll be able to recover quickly

**Public speaking does not equal self worth**
It's a very small part of overall professional ability and value as a person

**Don't be nervous about being nervous**
Acknowledge that you're nervous, rather than burying it under extra stress about having nerves
WHY IS PRESENTING AN IMPORTANT SKILL?

- **Make friends and influence others**
  
  In addition to personal visibility, it allows your thoughts and ideas to be the dominant narrative.

- **Opportunities for leadership**
  
  No one ever wants to present. Suddenly you have a high demand skill.

- **We present constantly**
  
  Whether in a unit meeting or on a national stage, you can't escape it.
Content

WHAT IS GOING INTO THESE THINGS
Presentation Prep Stages

1. **Decide on a topic**
   - This includes assessing the type of presentation needed

2. **Set goals and outcomes**
   - These should relate to the audience and presenter

3. **Decide on the style**
   - Make sure to choose a style that matches both the type and goals

4. **Plan the content**
   - Dig deep in the content, using your topic, type, goals, and style as guidance
THINK BIG:

SO WHAT?

NEEDS TO BE ADDRESSED
**PRESENTATION TYPES**

**FORMAL**
Conference presentations, pitches or bids, invited presentations, varies on audience

**INTERACTIVE**
Instruction, demonstrations, exhibitions, hands-on-learning, interviews

**INFORMAL**
Internal presentations in committees or units, varies on audience, meeting participation

**VERY INFORMAL**
Casual conversation before or after meetings, testing ideas or pitches, audience of 2
<table>
<thead>
<tr>
<th><strong>Presentation Styles</strong></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Informative</strong></td>
<td>Telling about something that you're an expert on</td>
</tr>
<tr>
<td><strong>Instructional</strong></td>
<td>Teaching how to do or use a skill or product</td>
</tr>
<tr>
<td><strong>Persuasive</strong></td>
<td>Convincing an audience something, an idea or product or vision</td>
</tr>
<tr>
<td><strong>Progress Report</strong></td>
<td>All Employee Meeting tomorrow!</td>
</tr>
<tr>
<td><strong>Motivational</strong></td>
<td>TED Talks. You can do it!</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td>Storytelling, connecting with others</td>
</tr>
</tbody>
</table>
STAGES OF GIVING A PRESENTATION

1. Prep
   Determine the scope, message, audience, and content

2. Present
   Key element: not forgetting any notes or tech needed

3. Follow up
   Follow up on audience questions, requests for slides, feedback or assessment, etc.
How can you become a better public speaker?
BAD ADVICE: picture the audience in their underwear!

BAD ADVICE: you know what's a real crowd pleaser? A knock-knock joke to start

BAD ADVICE: DEEP eye contact with one individual shows you care :)

BAD ADVICE: write down your script and practice it 10 times
Confidence is key.

(EVEN IF YOU'RE BORROWING IT)
Basic advice

- Assume you’ll be asked to speak and always be ready.
- Have in mind a simple three-part structure for your response.
- Practice answering questions in informal settings, such as around the dinner table or in the car.
- Be aware of your body language under stress and avoid misleading tells.
- Treat your anxiety as a normal response and tell yourself: I’m excited.
- Focus on what listeners want and need to know, rather than on yourself.
- Speak in a conversational tone and avoid rushing.
- Strive to convey information and meaning rather than to perform perfectly.
1. Frame your content by your audience. It’s about how they receive the information and can use it, not about how much you know.

2. Organize your materials in the most effective manner to obtain your purpose, and share with your audience how they can expect the information to be presented.

3. Watch the audience for feedback. If they’re not responding, adjust your style.

4. Be wary of over-preparation, or relying on cards or audiovisual elements rather than your delivery.

5. Try to be yourself as much as possible, and keep in mind the human aspect of presenting and connecting to others through speech.
Accessibility
Best Practices

• **Speak clearly, loudly, and at a moderate rate.**
Always use the microphone!

• **Imagine delivering your presentation on the radio.**
Provide verbal descriptions of all visual content.

• **Make your text as big as possible.**
No, even BIGGER. 28–32pt font as a minimum.

Check out more from DLF: https://www.diglib.org/dlf-events/2016forum/guide-to-creating-accessible-presentations/
Ask Yourself

WHAT DO YOU NEED TO DO TO MAKE SURE THE STAGES OF PRESENTING WORK WITH YOUR PERSPECTIVE?
WHAT DO YOU NEED TO PRESENT WELL?

Preparation
PowerPoint? Notecards? Practice? A killer playlist?

Content & Delivery

Follow Up
Assessment – what are you doing with it? How are you taking care of yourself after?
What elements make up your perfect presentation environment? What do you need to present as comfortably as possible?

Your turn!

THINK ABOUT PRESENTATIONS YOU HAVE GIVEN

Potential side effects:
- Nerves, inability to focus on anything else.

Jenessa McElfresh
(signature)
THANKS AND BYE!