SHARPEN YOUR SPEAKING SKILLS!

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What Makes a Good Presentation?

KEY ELEMENTS

- Defined Purpose
- Presentation Type
- Presenter Style
- Audience Awareness
- Organized Material
- Sufficient Knowledge
- Clear Format

DEFINED PURPOSE

- Why make the presentation?
- What is the desired outcome?

Details!

- Example: Teach audience how to make effective presentations while breaking down personal barriers

IF YOU ARE UNCLEAR ON YOUR PRESENTATION OBJECTIVES, YOU MAY LOSE TRACK ALONG THE WAY!

Objectives / Desired Outcome
Color *ENTIRE* Presentation

PRESENTATION TYPES

- Informative
  - Present information
  - Instruct audience
- Persuasive
  - Convince audience to take action
  - Change attitude, ‘sell’ a product

PRESENTER STYLE

- Relax, HAVE FUN, engage the audience
- Go in believing in yourself
  - What you have to say is important
  - You are in control
    - Mistakes are human and ok – recover and move on
    - It's ok to forget ……., um, excuse me, what you wanted to say. Pause, use your notes.

HINTS

- Be excited about the presentation!
- Move around (but not too much)
- Vary voice tone and use hand gestures (again, not too much)
- Sneak in graphics, videos, etc.
- Use humor if appropriate and comfortable

ASK THE AUDIENCE QUESTIONS

I can tell you MY answer

OR

I can make you consider YOUR answer first

GIVE AUDIENCE OWNERSHIP

PRACTICE!

KNOW THE FACILITY!

AUDIENCE AWARENESS

Just who am I speaking to?

- Background
- Motivation
- Demographics

AUDIENCE BACKGROUND

- General knowledge level
  - Technical / Non-Technical
- Professional experience
- Understanding of briefing material
- Position in company
  - Manager, researcher, engineer, technician, etc.

MOTIVATION

- Interested
  - General overview
  - Technical details
  - Vested interest in outcome
- Antagonistic
  - Apathetic
  - Skeptical

YOUR PRESENTATION ‘SELLS’ YOUR PROFESSIONAL ABILITY WORK QUALITY

DEMOGRAPHICS

- Size of audience
- Age
- Gender
- Ethnicity, Language
- Education levels
- Personal background

ORGANIZED MATERIAL

Details can help you make an incredibly effective presentation

- **Outline**
  - Determine breadth and depth
  - Develop logical order for your story
  - Ensure solid conclusions
  - No missing pertinent information

DETAILED NOTES ALLOW A REFERENCE FOR THE SPEAKER

- Ensures you include all info
- Good crutch if you stumble or are nervous

KNOWLEDGE

- Do I know my subject?
- Can I answer the hard questions?
- What are the questions?
- When can I admit ‘I don’t know’?
- What am I missing?
- Pretend you are the dreaded ‘difficult’ audience member
  - WHERE ARE THE HOLES?

FORMAT

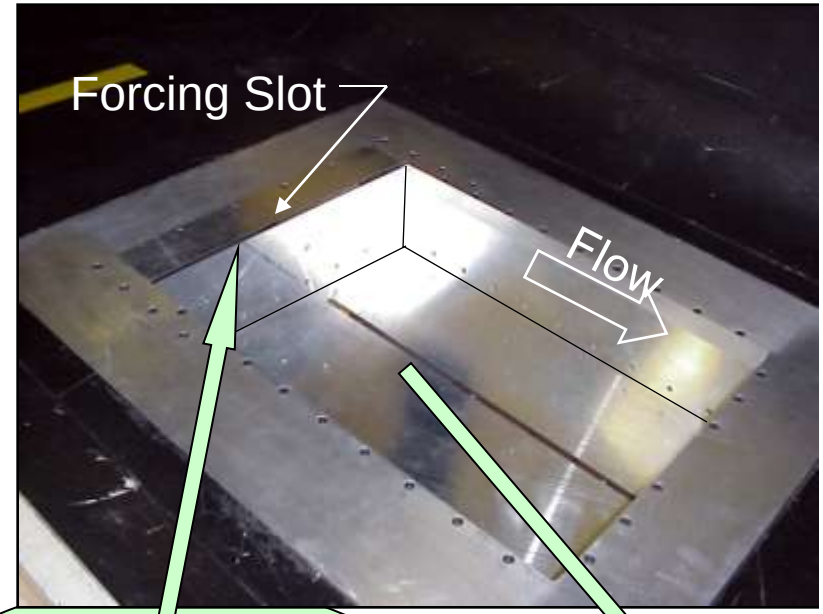
- Consider contrast Consider contrast
  - Can the audience in back see the Content?
- I said, consider contrast
  - Can the audience in back see the content?
- Light on dark or dark on light are best
- Sufficient font size, bold type
- Things change in transition from file to screen
- Minimize amount of text – key words or phrases

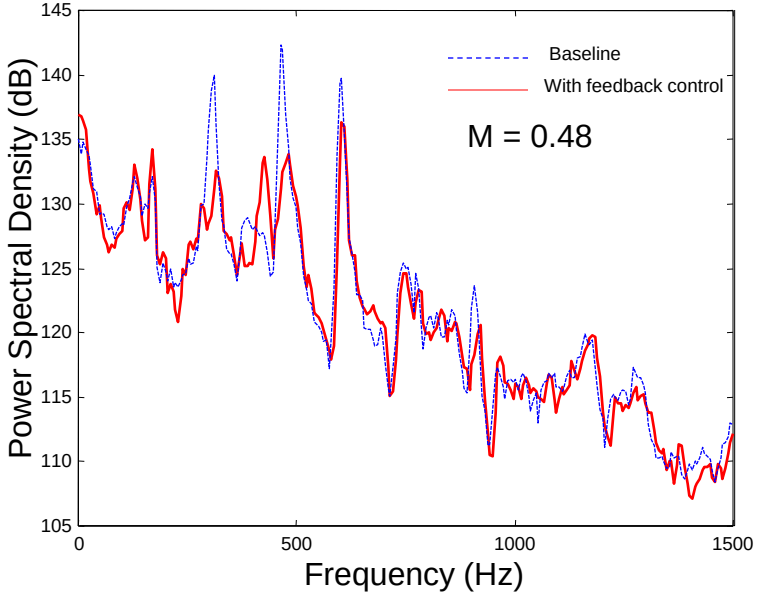
PHOTOS AND GRAPHICS

- Clarify graphics – distinguish lines and points, use legends, label key points
- Use pictures carefully – many difficult to see
  - Label important items
- Do pictures and graphics tell an accurate story?

Adaptive Control with Feedback Suppresses Multiple Modes in Cavity

Three Rossiter Modes Suppressed with closed-loop feedback in IIT cavity model at the Air Force Academy Subsonic Wind Tunnel





Control circuit processes feedback signal and drives actuator

Sensor detects acoustic wave patterns for feedback signal

Slide courtesy of Dr. Dave Williams, Illinois Institute of Technology

PROBLEMS & SUGGESTIONS

- You are your biggest critic
  - Fear of being judged comes from judging others
  - Learn from others' mistakes, then relax
- PRACTICE! Don't read slides, rather elaborate on succinct bullets
- Spell & grammar check
- PREPARE & PRACTICE!
- Critique yourself after each presentation

WHAT DID YOU LIKE / DISLIKE ABOUT THIS PRESENTATION?

HOW WILL *YOU* IMPROVE YOUR NEXT PRESENTATION?