

## Presentations Techniques

### Presentation skills

Presentation skills can be defined as a set of abilities that enable an individual to:

- interact with the audience;
- transmit the messages with clarity;
- engage the audience in the presentation;
- communicate the mission and vision of the organization to the employees
- and interpret and understand the mindsets of the listeners.



### Tips for improving your presentation skills:

1. Practice *always* makes perfect.

Practice speaking in front of friends, in front of mirror and gather confidence while rehearsing.

Record your speech and presentation and visualise yourself for mistakes, pronunciation, non verbal communication etc.

## **2. Know your audience**

Analyse what type of audience you are facing, change the style and level of conversation according to the audience.

## **3. Know your material/topic**

Having a deep and thorough understanding of your material is the best way to deliver a memorable and informative speech that feels natural for the presenter. Should you stumble and lose your place in your speech, recovery is no problem.

## **4. Use less text and more visuals in your presentation**

With an over-abundance of text and long-form paragraphs, the presentation lacks color, images, and all sense of creativity.

Try using creative presentation templates.

Make your PowerPoint templates simple to produce something beautiful, and they can also make you feel like an accomplished designer after seeing the outcome.

Use graphs, pictures, diagrams and some visual aids to enhance your presentations.

## **5. Leverage your personality**

Enhance your personality with good nonverbal communication skills, body language and expressions.

Use your humor, crack jokes, relate stories or throw in your typical mannerisms.

Be empathetic, smile more, create energy and passion in your speech.

## **6. Maintain eye contact with your audience**

It's important to remember that losing eye contact and looking everywhere but at the people that you're presenting to is a common nervous behavior.

Look few people at times and involve them into your conversation.

Pay attention to all sitting there.

## **7. Focus on bodylanguage**

Smiling, hand gestures, eye contact, and a powerful stance all exude confidence.

Showing physical signs of nervousness (ie. tapping, bouncing, shaking, fidgeting etc.) would not allow you to focus on presentations.

Take deep breath, drink a glass of water and gather confidence while you speak.

## **8. Keep it as short as possible**

Everyone's time is valuable and important.

Ensure that you're only sharing the most important information. All of the extra bluff will bore your audience and you will lose their attention very quickly.

## **9. Structure your Presentation Effectively:**

The best way to do this is to start with telling the audience, in the introduction, what you are going to present. Follow this by presenting the idea, and finish off the presentation by repeating the main points.

## **10. Do not read from the presentation**

Reading the text from slides looks waste of time

One should face the audience while speaking to maintain the eye contact.

Just glance the slides once in a while to keep track of the topic

# 7 Ways to Start a Presentation



Tell a captivating story



Ask a rhetorical thought-provoking question



State a shocking statistic or headline



Use a powerful quote



Show a gripping photo



Use a prop or creative visual aid



Play a short video

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## How to Improve Your Presentation Skills: Preparation

1) *Research your audience.* Knowing the needs of your audience can help you tailor your presentation to target their interests and explain how your company can be of use in their specific situation.

2) *Structuring your presentation.* 'The classic format is to tell them what you're going to say,

- Opening - Your opening should be something that makes an emotional connection with the audience. It can be a story, a question, or a shocking static. It should not be an introduction of yourself or five minutes of thank-yous.
- Body - Try to stick to your three most important points. It's more important to engage the audience than to tell them everything you know. You will need to leave some information out. Keep your outcome in mind. Be prepared to present both sides of an issue.
- Closing - The closing of your presentation is the last opportunity you have to give your audience something that will stick in their minds. You can go back to your opening or end on a clever slogan or a call to action. You end on a positive forecast.

3) *Practice, practice, practice...but don't memorize.*

- Rehearsing does not mean memorization - Memorizing your speech can make you sound mechanical and over-rehearsed.
  - Videotape yourself - Recording yourself is the best way to target the areas where you can improve.
  - Calm down your nerves