

HOW TO CREATE IMPACTFUL PRESENTATIONS

MAIN POINTS VIDEO 1. Getting Organized

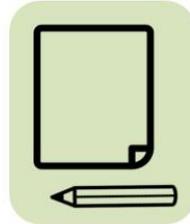
Work on your content before working on your Power Point:



Audience Profile



2 or 3 main points



Go analogue



Write out presentation

1. Create a profile of your **audience**:
It's very important to keep your public in mind when you are creating your presentation.
2. Structure your presentation around 2-3 main **points**, maximum:
Between your introduction and your conclusion, your main points should be balanced and include good supporting information. Remember: less is more.
3. Go **analogue** rather than digital:
Use a white board, Post-Its®, a pad of paper and a pen or pencil.
Just get your ideas down and begin to play with them.
4. **Write** out your presentation, bearing in mind your objectives, the time you have, what your audience expects from you, etc.

Take your own notes while watching the video (below or in a notebook)

MAIN POINTS VIDEO 2. Creating a Powerful PowerPoint

You are the presentation. If you use PowerPoint it should be to help communicate important ideas to your audience. The PowerPoint is for the audience, not for you.

1. Your PowerPoint should include a combination **images** with a small amount of **text**.
2. If you do put text on a slide, it should be very little: things like instructions, quotes, or bullets of main points, or important numbers or statistics.
3. Use **animation**, to feed the information to the audience at the perfect moment.
4. Use a **sans serif font** (one or two different fonts, maximum 3, in the same presentation).
5. Don't overdo do it with the **colours** either.
6. Be careful where you put the text. Make sure the text can be read easily.
7. Use **high-quality photos** on your slides; and use the whole slide, if possible.
8. Keep your **slides simple** and clean.

Take your own notes while watching the video (below or in a notebook)



MAIN POINTS VIDEO 3. Presenting

The three most important things you can do to guarantee that your presentation goes well is:

- ✓ Practice
- ✓ Practice
- ✓ Practice

Other than practicing as much as possible, there are four presentation areas where I encourage people to focus their attention:

1. Eye contact

If you are presenting in a large room, look around the room and make eye contact with different individuals from time to time, for 2 or 3 seconds. If your presentation is virtual, eye contact means looking at the camera, not the computer screen.

2. Posture

Avoid crossing your arms or putting your hands in your pockets. Try to hold an open posture.

3. Gestures

Avoid using distracting gestures, like flipping your hair, touching your ear over and over, or something similar.

4. Filler words

Get rid of those elements you use to fill in the silent space between words, and which don't add to the meaning of your presentation.

Three things that I recommend you do to keep your nerves under control when you present:

- ✓ **Visualization:** about a week before your presentation, spend 5-10 minutes, three times per day, visualizing your presentation going very well.
- ✓ Speaking to yourself in a **positive manner** about the presentation that you have to give, starting about a week before you present.
- ✓ Right before you present, take 3 to 6 **deep breaths**.

Take your own notes while watching the video (below or in a notebook)

WORKSHEET

It's your turn now. Prepare your next presentation.

1. How much time do you have? It is a presentation plus Q&A, or just the presentation.

2. What is your overall objective? Are you persuading, informing, trying to inspire or motivate your audience?

3. Create a profile of your audience, answering the following questions:

- ✓ What are they like?
- ✓ Why are they here...listening to me?
- ✓ What keeps them up at night?
- ✓ How can I solve their problem?
- ✓ What do I want them to do, if anything?
- ✓ How can I best reach them?
- ✓ And how might they resist my message?

4. What are the 2 or 3 main points that you want to communicate to your audience?

5. Begin to create your content (the words you will say).

6. Now, prepare your PowerPoint.

Remember:

1. Include a combination of **images** with a small amount of **text**.
2. If you do put text on a slide, it should be very little: things like instructions, quotes, or bullets of main points, or important numbers or statistics.
3. Use **animation**.
4. Use a **sans serif font** (one or two different fonts, maximum 3).
5. Don't overdo it with **colours** either.
6. Be careful where you put the text.
7. Use **high-quality photos** on your slides; and use the whole slide, if possible.
8. Keep your **slides simple** and clean.

7. Practice, practice and practice.

Each time you give a new presentation, focus on improving one of the following areas. Put the areas in order of priority for you (from 1, most important, to 4, least important). Once you feel comfortable with an area, move on to the next one. Don't move on to area 2 until you are satisfied with your progress in area 1.

_____ Eye contact

_____ Posture

_____ Gestures

_____ Filler words

8. Visualize, speak positively to yourself about the presentation and take 6 deep breaths before starting.

Good luck! And remember, if you really want to improve your presentation skills quickly, consider joining a Toastmasters Club (www.toasmasters.org).

TRANSCRIPTIONS (ENGLISH)

VIDEO-1: GETTING ORGANIZED

Hello. My name is Matthew Ray and welcome to the first video in a series of three about how to create impactful presentations in English, or any other language: presentations that you and your audiences will love.

In this first video we'll talk about the creation stage and getting organized. As the great philosopher Plato once said, "the beginning is the most important part of the work."

In video 2, we'll talk about creating an effective visual aid with PowerPoint

And in video 3, I'll give you tips for improving your presentation skills, in general.

Most people I meet do not like doing presentations and they are not very satisfied with their presentation skills, in general. They get very nervous and don't have a good time when presenting. However, most of them have never really made an effort to improve their presentation skills, well... because they don't like presenting.

So, improving your presentations is not complicated, but it takes time, so it requires patience. If you incorporate the things that I recommend in these three videos, you can greatly improve your presentations very quickly.

If you want more help, or if you are very serious about improving your presentation skills quickly, I recommend joining one of the thousands of Toastmaster clubs there are around the world. If you go to www.toastmasters.org, you can search for a club in your area.

Toastmasters is a non-profit organization that has existed since 1924. It's a very economical and effective way to improve your presentation skills, and your leadership skills.

Okay, as I said... in this first video, I want to talk about the stage of preparation: actually creating the content of your presentation. I'm referring to the words that you will say and the organization of those words.

Most people are worried about their PowerPoint when they begin to prepare a presentation; and they often start by opening up PowerPoint and beginning to create their "presentation" there... digitally. But I always recommend that you work on the content before working on the PowerPoint. You are the presentation, the PowerPoint is a visual aid, which you may or may not use. We'll talk about PowerPoint design in the second video, but first... you have to decide on the content.

What is your objective? What are the 2 or 3 main points that you want to communicate to your audience? Who is your audience? What does your audience expect? Are you persuading, informing, trying to inspire or motivate your audience? How much time do you have?

And speaking of your audience, it's very important to keep them in mind when you are creating your presentation. Nancy Duarte, the author of a half dozen books about presentation skills, recommends creating a profile of your audience, before preparing your presentation. She includes 7 questions to knowing your audience.

- 1) What are they like? (You know, what does their life look like each day?)
- 2) Why are they here...listening to me? (Did they come voluntarily or by obligation?)
- 3) What keeps them up at night? (In other words, what are their fears or their 'pain points')
- 4) How can you solve their problem? (Can you make their lives better?)
- 5) What do you want them to do, if anything? (Make sure there is a clear action to take.)
- 6) How can you best reach them? (People vary how they best receive information, so you have to adapt.)
- 7) And how might they resist? (What will keep them from adopting my message?)

Nancy recommends including a photo of someone that you feel best represents your audience that you will speak to. You can find a photo on internet.

Even if you are speaking to people you know (for example, the members of your department at work), it's good to answer these 7 questions about your audience, before you begin to create your presentation. It helps you to focus on including the most relevant information in your presentation.

Before even thinking about opening PowerPoint, you have to get organized. Everybody has their organizing preferences, but I recommend going analogue first (rather than digital). Use a white board, Post-Its, a pad of paper and a pen or pencil. Just get your ideas down and begin to play with them...move them around. You may use a traditional outline, or use mind maps. Some people combine a mind map on a white board with Post Its.

Remember that people aren't going to be able to remember more than 2 or 3 main points. How you structure your presentation is very important, too. Between your introduction and your conclusion, your main points should be balanced and include good supporting information. This image gives a visual of what I mean. There are three points, A, B and C, and each has supporting material and each is more or less the same duration.

Avoid spending too much or too little time on any of your main points, or not giving any supporting information for those main points. In this image, we see that there is a difference between the time spent on each point, and there is not supporting information.

And avoid introducing new information during your conclusion. This is actually quite common. During the conclusion, speakers often add information that isn't relevant to the presentation that they've been giving. This comes from our desire to want to give, you know, lots of information. Don't fall into the trap. Less is more. Just stick to the main points.

So, the more time you dedicate to this creational or organizational stage, the easier it will be to create an effective presentation. Remember Plato: "The beginning is the most important part of the work."

The next time you have to prepare a presentation, don't do the same thing as always; give yourself time for this organizational stage. Spend at least 30 to 60 minutes creating your audience profile and organizing your ideas, before you begin to write your presentation and, especially, before creating your PowerPoint.

In the next video, we'll talk about how to make a very powerful visual aid with PowerPoint. I'll see you in the next video. This is Matthew Ray.

VIDEO-2: CREATING A POWERFUL POWERPOINT

Hello again. Welcome to video two in a series three about how to create impactful presentations in English, or any other language. My name is Matthew Ray.

In this second video we look at how to create an effective visual aid with PowerPoint. Remember, you are the presentation; using a PowerPoint to present is optional; but if you do use PowerPoint it should be to help communicate important ideas to your audience. The PowerPoint is for the audience, not for you. Never create a PowerPoint slide with the objective of helping you to remember what you want to say. Everything you put on your PowerPoint slides should be for the audience. It's not a cheat-sheet for you. In video three we will look at an option that can work very well if you need help remembering what you want to say.

In this video, we're going to talk a bit about design. Charles Eames, an American designer and architect from the early half of the 20th century said, "Design is a plan for arranging elements in such a way as best to accomplish a particular purpose." Our purpose is to communicate clearly to our audience, and good design can help.

Remember that humans think in pictures; so, give preference to images on your PowerPoint slides.

Studies have shown the importance of using images to help people remember; it is called the Pictorial Superiority Effect. If you show someone text, 72 hours later most people will only remember about 10% of the message. If you show them an image, it jumps to about 35%. But if you show them an image with accompanying text, it jumps to 65%. So, your PowerPoint should include a combination images with a small amount of text.

Look at this example. It's an explanation, in Spanish, of how to tie an Albright knot, which is related to sailing.

I could show you this text, and 72 hours later you would remember about 10%; or I could use an image, which would be much better (with a rate of retention of around 35%). Or, I could use an image with the text, which would raise the retention level to around 65%. And I can use PowerPoint animation in order to control what you see when I want you to see it.

If you do put text on a slide, it should be very little: things like instructions, quotes, or bullets of main points, or important numbers or statistics.

And again, always use animation, to feed the information to the audience at the perfect moment. If I put a lot of text on the slide, my audience will automatically begin to read it, instead of listening to me.

To make a great PowerPoint presentation, you don't have to be a graphic designer, but you should keep in mind some things that graphic designers recommend.

The first recommendation has to do with the fonts that you use. This may seem like a small detail, but a font is like clothing. It affects the audience's first impression. As Rick Poynor said, he's an American author and design critic, "Type is saying things to us all the time. Typefaces express a mood, an atmosphere. They give words a certain colouring."

That's why companies spend so much money on deciding which font is most appropriate for their brand.

It would NOT be appropriate to wear a bathing suit to a formal dinner party. Use fonts that are appropriate for your presentation. The Spanish word “indignado” has a different feeling, depending on the font it is written in.

The second recommendation is to use a sans serif font, which is easier to read on a screen. Examples of sans serif fonts would be Calibri, Helvetica or Arial. In Spanish we say “palo seco”, or “pal sec” in Catalan. Times New Roman is NOT Sans Serif, but rather Serif. In this image you can see the difference between a Sans serif and serif font. The Serif fonts have the little decorative additions, which are marked in red at the bottom of this image.

I also recommend not using lots of different fonts in the same PowerPoint. Use one or two different fonts, maximum 3, in the same presentation. I usually use just one font, but then I use bold, italics, underline and colours when I want to make a word or phrase stand out.

Speaking of colours, be careful not to overdo it on the colours either. Again, use one or two, maximum three, different colours in your text. And if you use a colour, make sure there is a good reason for it. For example, you can match the colour of a certain text to a photo you are using.

If you put text over a photo or image, be careful where you put the text; make sure that the text is easy to read. If not, you may have to make adjustments. Consider the following examples. The second option is much easier to read than the first, but if I put some grey shade behind the text, make the text bold and add shadowing, it is even easier to read. Make things as easy as possible for your audience.

Humans think in images, so whenever possible, use high-quality photos on your slides; and use the whole slide, if possible. Don't worry about putting your company's logo on every single slide. Even if your company has strict rules about this, if some of your slides don't have the logo, no one will notice. I promise.

I found this slide on internet from someone giving tips about using PowerPoint. As you can see it has different colours of text, a background that makes it difficult to read the text. There doesn't seem to be any reason for the colours. And there is too much text, in my opinion. It's better to limit the amount of text, and use an image. We will provide the text when we speak, so it's not necessary to put so much text on your slides.

Instead of this chaotic slide, we can find a relevant photo and put the main points in bullets on top of the image. This creates a lot more impact.

And if we use animation to present the bullet points at the precise moment we want, that's even better.

Here's another example. Which of these is going to cause more impact?

Keep your slides simple and clean. Less is more.

In his blog, Zen Presentation... www.presentationzen.com/ ...Garr Reynolds compares the style of Bill Gates and Steve Jobs. Steve Jobs was considered one of the best corporate presenters of all time. He focused on images and emotions, Bill Gates on text and information.

So when you create your next presentation, spend some time thinking of the design too. The fonts, the colours, the images, graphs or photos that will best help to communicate your message. Limit the amount of text that you put on your slides... Remember that less is more.

In the third and final video, I'll give you tips on how to be more effective as a presenter. I'll see you in the next video. This is Matthew Ray.

VIDEO-3: PRESENTING

Hello again. Welcome to the final video in a series of three about how to create impactful presentations in English, or any other language. My name is Matthew Ray.

In this third and final video, I want to talk about your presenting skills. Hopefully you've organized your content in a clear and logical manner, you've created an effective, well-designed PowerPoint, and now it's time to present. You may have heard before, that the three most important things you can do to guarantee that your presentation goes well is:

- 1) Practice
- 2) Practice
- 3) Practice

Often, we don't have enough time to practice. Nancy Duarte, who I mentioned in the first video, estimates that a 30-slide PowerPoint for a 60-minute presentation will take between 36-90 hours of thinking, creation, editing and rehearsal. So, to really do it well, a 1-hour presentation requires 36-90 hours of preparation time. We rarely have that kind of time, but there are things we can do to improve our presentations, even when we don't have much time to prepare. The key is to actually work on one or two things every time you present. You can't change everything at once, you have to do it little by little.

First of all, if you don't have enough time to prepare, at least prepare your introduction and conclusion very well; that is, the first and last 60 to 90 seconds of your presentation. If you memorize the first minute or two of your presentation, that will help you to feel more relaxed.

If you don't have everything memorized, then include notes in your PowerPoint and use Presenter view. Presenter view allows you to see the slide you are showing to your audience, the following slide in the deck, and any notes that you need to remind you of what you want to say.

Other than practicing as much as possible, there are four presentation areas where I encourage people to focus their attention:

- 1) Eye contact
- 2) Posture
- 3) Gestures
- 4) Filler words (or, as we say in Spanish, "muletillas")

I would say eye contact is probably the most important of the four. If you are not looking at someone when you are speaking to them, your message may feel less sincere. If you are presenting in a large room, look around the room and make eye contact with different individuals from time to time, for 2 or 3 seconds. I should point out that when a presentation is virtual, eye contact means looking at the camera, not the computer screen. I know that may be obvious, but many people are not looking at the camera when they are in virtual meetings or giving virtual presentations. It's easier to connect with people if you are looking into their eyes... or virtually, into the camera.

Posture is also very important. Avoid crossing your arms or putting your hands in your pockets. Try to hold an open posture. This is difficult to do when you are sitting down, so ideally you would be presenting standing up. If the presentation is virtual, try to set up your computer and camera like I have in this video. I'm able to present while standing; and when we are standing, we generally project more energy than when we are sitting down.

When we speak with people, we often use gestures without even realizing it. When you present, avoid using distracting gestures, like, you know, flipping your hair, touching your ear over and over or something similar; if you have a chance to take video of yourself presenting, that's an excellent way to become aware of distracting gestures that you may be using. Use gestures that help people stay focused on your message. For example, if I'm listing something, I might use my hands to indicate that I'm moving down an imaginary list. When you present virtually, your body is less visible. Try to set up your camera so that you can at least see your torso, part of your arms and hands, so your audience can see your gestures, or at least part of them.

Filming yourself can also be useful for discovering any unnecessary filler words or sounds that you are using when you present (the famous "muletillas", as we say in Spanish). I'm referring to things like "ummmm", "errr"... things you use to fill in the silent space between words, and which don't add to the meaning of your presentation. Get rid of them. This takes time, because it's an unconscious activity that you may not even be aware of. You can ask a friend to count any filler words or sounds that you are using when you present, or, as I said, you can film yourself and identify them on your own. The first step is becoming aware of them, and every time you present make a conscious effort to reduce your filler words and sounds. But be patient... it takes time.

And about your nerves, according to different studies, most people are more afraid of speaking in public than they are of death. It's good to be a little nervous when you present, but it shouldn't be debilitating. There are three things that I recommend you do to keep your nerves under control when you present.

The first one is visualization; about a week before your presentation, spend 5-10 minutes, three times per day, visualizing your presentation going very well. Go to a quiet space, close your eyes and create a movie in your mind of yourself presenting and everything going well. This may seem silly, at first, but it can have an amazing effect. It will help you to feel more confident the day you present.

I also recommend, number two, speaking to yourself in a positive manner about the presentation that you have to give, starting about a week before you present. Similar to the visualization, throughout the day, repeat positive affirmations in your mind. For example, I might say, "you'll see Matthew...the presentation will go very well...people are going to love it." Just keep repeating it to yourself. If you have any negative thoughts about your presentation, just reject them.

And finally, right before you present, take 3 to 6 deep breaths. When we are nervous, we often breathe in a very shallow manner. Taking deep breaths right before you present will get oxygen to your brain and help you calm your nerves.

If you make a choice to work on your presentation skills, you will see improvements quite quickly. Just be patient and consistent. As you begin to notice improvements, that will further motivate you to continue your efforts. And remember the Toastmasters option as a way to really systematize your growth. You can look for a club in your area at www.toastmasters.org.

I hope you found these videos useful. Thank you very much for your attention. This is Matthew Ray.