**Presenting with Impact**

**Part 2**

**In-session**

**Workbook**

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| You will by now have completed your pre-work and you will need to be able to access this today. We will be working with this to refresh, revitalise and add to your current presentation skills – that is what this workshop is all about.**Firstly, let’s consider what a great presenter looks, sounds and feels like**A presenter may be systematic, prepared, clear and concise, but if a member of the audience does not feel that they are ‘human’, then the presentation will not be effective. The qualities of a presenter are as important for effective presentations as the planning process and the presenter’s skills. Within what may be a short period of time, the presenter has a responsibility to develop an atmosphere conducive to learning. The atmosphere can be helped by the qualities of the presenter. A presenter needs to:* **Be approachable** so that the audience feels comfortable asking questions and clarifying what has to be done.
* **Be empathetic** so that the audience feels supported in their learning without being drowned in sympathy.
* **Be honest** so that the audience does not feel they are being lied to or told stories and can therefore develop a trust for the presenter.
* **Be trustworthy** so that the audience does not feel that they will be tricked.
* **Have integrity** so that the audience does not feel that their needs will be compromised in order to meet a hidden agenda.
* **Be non-judgemental** so that the audience does not feel their actions are being judged or compared against others.
* **Be patient** so that the audience does not feel pressured or rushed into making mistakes.
* **Have a sense of humour** so that the audience can enjoy the presentation as well as learn.

Displaying such qualities in your presentation can help to make it more effective and earn you the respect of your audiences.**Creating the right atmosphere**Before people can learn from a presentation you will need to create the right environment thus enabling everyone to take something away. You will therefore need to consider the followingFEELINGS AND MOODS - both yours and theirs!* Attitude
* Beliefs
* Enthusiasm
* Tolerance
* Experience
* Respect for others
* Frustration

THE USE OF LANGUAGE* The pitch of your voice
* The speed of delivery
* Tone and volume of voice
* The words you choose
* If English is not the first language
* Consider the use of jargon, slang and professional terms

BODY LANGUAGE – yours and theirs* Do you sit or stand?
* Arm movements
* The overall posture
* The angle of the head
* Walking around
* Eye contact
* Facial expressions
* Touch – being tactile
* Respecting personal space

**Presentation objectives**There is a saying:“*If you don’t know where you’re going, you won’t get there; but if, by chance, you do – you won’t know you’re there”.***WORKSHOP ACTIVITY***You will have prepared objectives before you came along today for the presentation you are going to deliver. Now revisit these and make sure they are doing what you want them to do.* * *To help you plan your presentation*
* *To help you eliminate irrelevant information*
* *To focus the attention of the audience*

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| **Objective 1** |  |
| **Objective 2** |  |
| **Objective 3** |  |

**Planning your presentation*****“TELL THEM WHAT YOU’RE GOING TO TELL THEM”*** It would be a waste of time to try to present anything to an audience before you are sure that their minds are receptive and prepared to listen. A learning event of any description can only be effective if it is properly introduced in a way that is relevant to the session and to the audience. 1. Gain the ***INTEREST*** and attention of the audience by:
* showing a picture, model, diagram or visual aid
* asking an open question
* recounting a personal experience
* relating to something topical
* producing interesting statistical, historical or geographical information
* telling a humorous story
1. Make it clear to the audience their ***BENEFITS*** to them of attending the presentation, for example…..
* how it will help them in their job role
* how it will increase their professionalism
* how it can ensure safety or security.
1. Give the audiences a clear precise ***TITLE*** for the session. This helps to focus attention
2. Give them an ***AGENDA*** for the presentation. A thumbnail sketch of what will be covered [and what perhaps will be left out]. What will be the audience’s degree of involvement (e.g. can they ask questions and, if so when?)

How long will the session last?Will they be required to take notes?1. State the ***OBJECTIVE*** of the session by telling the audience exactly what they will be covered during the session.

**WORKSHOP ACTIVITY***So, what you need to do now is prepare your introduction to your presentation*

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| **Title**  |  |
| **Getting them interested** |  |
| **Selling the benefits** |  |
| **Agenda**  |  |
| **Objectives** | You will also share these with your audience at this point |

***“TELL THEM”***As you know, the second phase of a session cannot be planned until a clear and precise objective has been written.***The main body of the presentation is fitted to the objective, not vice versa.****Information to include*In order to achieve your objective, you will need to analyse your subject. From this information you can extract what you must, should and could include in your session.**MUST** Vital information that must be given to the audience if the objective is to be reached.**SHOULD** Important information that should be given to the audience to help understanding of the MUST and help the audience to reason.**COULD** Information not vital to achieving the objective but useful in enhancing the session, providing it doesn’t side-track.Having analysed the information you are intending to use, you may find that there is too much to include in one event. Now is the time to go back and modify your objective.*Presenting the information*Having decided what information is to be given, it needs to be put into a framework. The golden rules are:* Keep it simple at the beginning then work towards the more complex.
* Start off with information that is known to the audiences.
* Have clearly defined stages – don’t overload
* Present the information in a logical sequence.
* Make maximum use of visual aids.

*Helping the audience** Avoid jargon wherever possible, but if it is necessary, explain it.
* Don’t use complex words where simpler ones are available
* Use visual aids to emphasise the MUSTS.
* Using humour or gravity to make a point but beware of too much becoming a distraction.

**WORKSHOP ACTIVITY***Now take some time to review the information you have in your presentation and adapt this to fit the requirements of your objectives. Remember** *Must know*
* *Should know*
* *Could know*

***“TELL THEM WHAT YOU’VE TOLD THEM”***The content must be tested at the end of the session to determine whether the stated objectives have been achieved. You want to find out how successful your presentation has been.To close the session, ask the group if they have any questions, thank them for their attendance and tell them what the next stage will be if appropriate. End on a memorable note to reinforce the main points of presentation.**WORKSHOP ACTIVITY***Now prepare your closing statements for your presentation including** *Consolidation of your main points*
* *Have a memorable message at the end*
* *Thank your audience for their attention*
* *Invite questions*

**Some hints and tips for virtual presentations**1.    *Get the lighting right*As a presenter, it is essential that people can see you well. Make sure you have good lighting at the front, so that the light shines brightly on your face. If your back is to a window, close the curtains or blinds. Natural light is often the best choice but if you haven’t got it you will need to provide additional lighting.2.    *Choose the right background*Try to use a background that enhances your professional image and is aligned with your message. Avoid a cluttered background or anything that can be distracting. Learn whether your presentation platform enables you to use virtual backgrounds (like Zoom) or whether you can blur your background (like Microsoft Teams). Your background can either add to your professional presence or detract from it.3.    *Know the technology*Nothing kills a presentation faster than a presenter who fumbles with the technology. This is a performance, so make sure you know how to make it work. A dry run is essential so that you’re comfortable with the features. If you can, have a co-host to assist you with the technology so that you can focus on your presentation. Make sure you practice with the same technical set up, including computer and internet connection, that you will use when you deliver the presentation.4.    *Use the camera to best effect*When you are the one speaking, **look directly into your computer’s camera**, not on the screen or at the other participants. This takes some practice, but it makes the viewer feel as if you are looking right at them. Some presenters turn off their self-view so that they aren’t distracted by their own image. **Put the camera at eye level**. Try not to have your camera too far above or below you. If it’s too low, then you run the risk of creating a double chin. A camera too high makes it difficult to maintain eye contact, as you may find your gaze dropping as you speak. If you are part of a panel or a team of presenters, make sure you are aware of when your camera is on. If you are not speaking but your camera is on, make sure you look like you are paying attention! Powerful presenters understand the importance of making eye contact with their audience face-to-face so it is no different with presenting virtually.5*.    Get close…. but not too close*You want the camera to frame your face, neck, and shoulders. People are drawn to faces, so you don’t want to lose that connection by being too far away, but you also don’t want your face to take over the whole screen, it can look a little odd! Practice your positioning and distance.6.    *Stand up*If possible, use a standing desk or position your laptop so you can stand at eye level with your computer. Standing up provides a higher energy level and forces us to put our body in a more presentation-like mode. If you sit, lean forward as you would if you were presenting at a real meeting. Avoid slouching away from the camera, as that sends a signal that you are disconnected from the audience.7.    *Be animated*Just like in a face-to-face presentation, you want to present with some energy and animation. If your voice is too slow or too monotone people can easily disengage. Just like a live presentation, keeping people engaged virtually requires you to be engaging.8.    *Pace yourself*Without visual audience feedback cues, getting the pacing right can be challenging. You clearly want to infuse some animation and energy into your presentation although try to let that not affect the speed of delivery. If you tend to be a fast talker in real life, practice slowing down just a bit. On the other hand, if you talk a little slower, you may want to speed up just a bit.9.    *Do a sound check*Whilst the audience may forgive less than perfect video, if they can’t hear you clearly, they will leave. Practice with someone on the other end of the presentation platform. Make sure your sound emits clearly. Sometimes headphones or external microphones work better than the computer audio, sometimes not. Every platform is different, so make sure your sound quality is excellent every time. And again, you should practice with the same technical configurations and location that you will use for your presentation.10. *Plug directly into your modem if you can*If possible, plug your computer directly into your modem using an Ethernet cable. This will give you the strongest signal and most stable internet connection. The last thing you want to happen during your presentation is to have a weak or unstable internet signal.11. *Your visual support*If you have a co-presenter, make sure they have a copy of the slides just in case your internet goes off and you have to present by calling in. Make your visuals visually appealing. Use high-quality graphics and, as usual, limit the amount of text on each slide. As presenter, you deliver the content. The slides are to support your spoken words, not replace them.12. *Engage with your participants*Just as if you were doing a face-to-face presentation, design your presentation to engage the audience. Incorporate interaction such as chats, polls, raised hand feature. Try not to speak for more than 10 minutes without some sort of audience engagement. Use the participant list to address your participants by name. Encourage people to use chat or raise a hand if they want to speak. Keep track of the order of people and then when it is their turn, ask them to turn on their mics or cameras. 13. *Use your co-presenter to check the chat box*It is quite shocking how your train of thought can be distracted if you attempt to read the chats while speaking. Instead, have your co-presenter monitor the chats. If you do ask people to chat you answers or comments to a question you’ve posed, then pause your talking and engage directly with the chats. Acknowledge, read aloud, and comment on them. 14. *Evaluate and improve*Record the session if you can. Then find time to play back and look for areas that worked well and areas that you might want to improve. Great presenters know the value of continually improving their techniques. Remember to recognise your strengths as well as your improvement areas.15. *Be yourself and have fun*Audiences connect to authenticity, so be yourself. Let your personality show through. Have fun. If you look like you’re enjoying the presentation so will others. Research shows that happy people retain information better than bored or disinterested people, so model the energy that you want to create. The audience takes its cue from you.Remember, the presentation is for your audience. Their time is valuable, so honour that time by delivering the best presentation you can. No matter what kind of presentation you are giving, you should find ways to create authentic audience connection and engagement.Use of visual aidsUse visual aids when you need to:1. Focus the audience’s attention.2. Reinforce your verbal message (but do not repeat it verbatim).3. Stimulate interest.4. Illustrate factors that are hard to visualise.Don’t use visual aids to:1. Impress your audience with excessively detailed tables or graphs.2. Avoid interaction with your audience.3. Make more than one main point.4. Present simple ideas that can be stated verbally.**WORKSHOP ACTIVITY***Take a few minutes to review your visuals aids and make any alterations you feel would make them more effective to get your key messages across to your audience*Now you are ready to deliver your first presentation!Below, you will find a checklist to help you focus on what you need to do……

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| PREPARATION* Practiced
* Good quality visual aids
* Notes that work for you, not a script
* Room and equipment
* Timing
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| THE INTRODUCTION* Create interest and grabs attention
* Identify the benefits for the audience
* Set an agenda
* Share your objectives
* Agree rules – phones, questions, etc
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| MAIN BODY OF PRESENTATION* Explain in a clear and enthusiastic way
* Tone, pace and level right for audience
* Positive body language used
* Deliver information to meet objectives
* Use visual aids to support key points
* Deliver in logical stages
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| CONCLUSION* Summarise main points
* Take questions and answer them well
* End on memorable main message
* Thank your audience
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