



Welcome!



PPT
Powerful Presentation
Techniques




CONNECTINGDOTS
higher resolution marketing



*Powerful Presentation
Techniques*





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Agenda - 10/6/06

1. Introduction
2. Syllabus
3. Great Presenters
4. Theories of Communication
5. Recipe - Presentation Process
6. Class Presentations




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Syllabus and Course Format

Syllabus Review


10/06/06 – Lecture/Discussion
10/14/05 – Lecture/Discussion
10/21/05 – PowerPoint Essentials
10/28/05 – Quiz and Presentations




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Why is this Important?

**“Persuasion is the art
for which
all business
presenters
must be prepared.”**





Source: Jerry Weissman,
Presenting to Win, 2003



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1. Introduction
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7. Speech Anxiety




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Great Speeches



"I have a dream"
Martin Luther King,
9/28/63



"Day of Infamy"
Franklin D. Roosevelt,
12/8/41



Great Speeches




"Nixon Impeachment"
Barbara Jordan,
7/25/74




"Inaugural Address"
John F. Kennedy,
1/20/61



Great Speeches






"Connect the Dots"
Steve Jobs, Apple
Stanford Commencement
Speech, 2005



Questions for you...

- What makes a great presenter?
- What makes a great speech?




Business Week – Best Communicators





5 Dimensions of Credibility

Perception about Speaker

1. Competence
2. Character
3. Composure
4. Extroversion
5. Sociability




Research by McCroskey, Holdrige & Toomb, 1974




What Creates a Bad Presentation

- Lack of preparation
- Not knowing audience
- Inappropriate visual aids
- Too much material
- Using monotone
- Lacking focus




Source: Knockout Presentations, Diane DiResta, 1998



What Annoys About PowerPoint?



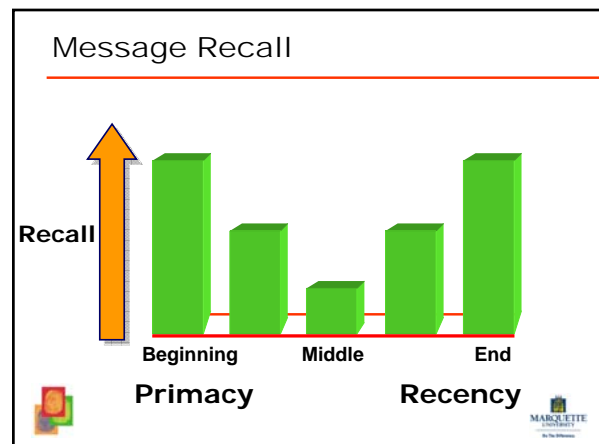
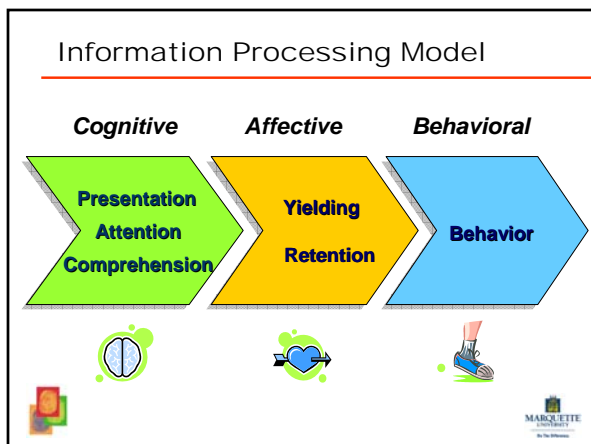
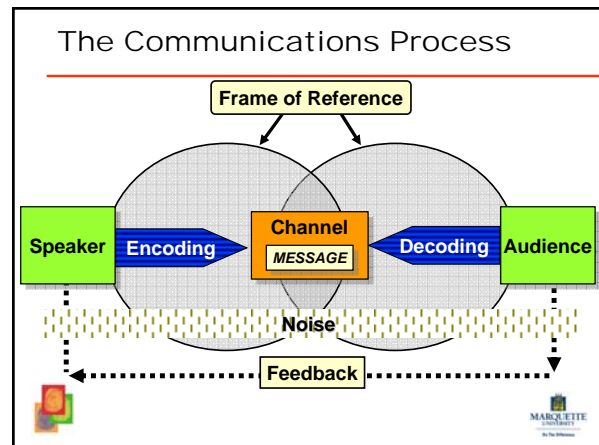
Speaker read slides	62.0%
Text so small couldn't read it	46.9%
Slides hard to see due to color choice	42.6%
Full sentences not bullet points	39.1%
Moving/flying text or graphics	24.8%
Overly complex diagrams or charts	22.2%

Source: "What Annoys Audiences About PowerPoint Presentations?"
Dave Paradi, MBA, The PowerPoint Lifeguard



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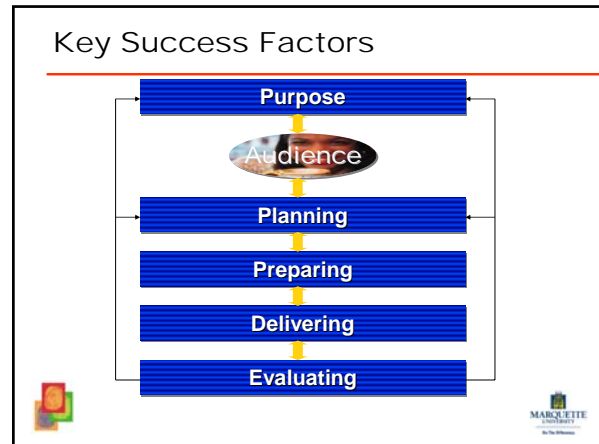




Powerful Presentation Techniques

10/6/06

Agenda - 10/6/06


1. Introduction
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Planning the Presentation

1. Determine your Purpose
2. Write a Statement of Purpose
3. Gather Information
 - Audience
 - Subject
 - Venue
4. WIIFY


Planning



Presentation Purpose

	Inform	Persuade	Entertain
Goal	Knowledge	Influence	Enjoyment
Audience	Uninformed	Informed or hostile	Pleasure
Message	Uncontroversial	Controversial	Humorous
Context	Training Session	Business Meeting	Pre-dinner Speech


Source: Modified from "Between One and Many", Brydon & Scott, 1997



Presentation Purpose

	Commemorate	Recognize	Motivate
Goal			
Audience			
Message			
Context			


Source: Modified from "Between One and Many", Brydon & Scott, 1997



Presentation Purpose

	Advocate	?	?
Goal			
Audience			
Message			
Context			

Source: Modified from "Between One and Many", Brydon & Scott, 1997



Recipe - Planning Presentation

“The only sure way to create a successful presentation is to *begin* with the *goal* in mind.”




Source: Jerry Weissman, Presenting to Win, 2003




Planning the Presentation

1. Determine your Purpose
2. Write a Statement of Purpose
3. Gather Information
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4. WIIFY




Planning




WIIFY

- Important to *you* because...
- What does this mean to *you*?
- Why am I telling *you* this?
- Who cares?
- So what?
- And... here's the *WIIFY*




Source: Jerry Weissman, Presenting to Win, 2003




Preparing the Presentation

1. Outline and Choose a Flow
2. Create **Your** Story
3. Write the Presentation
 - Opening
 - Body
 - Close
4. Prepare Yourself




Preparing




Beyond Bullet Points – Storytelling

Insert story title and byline here		
Act I: Set up the story		
The setting		
The protagonist		
The imbalance		
The inciting incident		
Act II: Develop the action		
5-Minute Column	15-Minute Column	45-Minute Column
Turning point I		
The crisis		
The solution		
The climax		
The resolution		

Beyond Bullet Points Story Template © 2005 Cliff Atkinson www.sociablemedia.com




Mindmapping





The mind map is centered on "Powerful Presentation Techniques" and branches into several areas:

- Delivering the Presentation**: Includes "Story Exercise" and "Introduction" (Who I am: Speaker, Trainer, Consultant; How the course will run: Syllabus; Why is this important: Persuasion in Business).
- Presentation Model**
- Presentation Process**: Includes "WIIFY", "Purpose", "Planning", "Preparation", "Flow", "Storytelling", "MindMapping", "Research".
- Theories of Communication**: Includes "Communications Process", "Information Process Model", "Message Recital".
- What makes a great presenter?**: Includes "Let's look at some..."
- What makes a great presentation?**: Includes "Credibility", "Effective Tools".
- How about a bad one?**





Outlining Flow

- Alphabetical
- Argument/Fallacy
- Case Study
- Chronological Order
- Contrast/Compare
- Features/Benefits



Outlining Flow

- Form/Function
- Issues/Action
- Modular
- Numerical
- Physical Relationship
- Problem/Cause/Solution





Outlining Flow

- Matrix
- OREO – Opinion, Research, Example, Opinion
- Parallel Tracks
- Spatial
- Stories

Presentation Model



Opening Gambit → **Point B**


Tell them what you're going to tell them

Outline

Flow Structures

Tell 'Em → **Point B**

Source: Jerry Weissman, Presenting to Win, 2003



Recipe - Preparing Presentation

“A *clear and concise story* can give a presenter the clarity of mind to present with *poise.*”



Source: Jerry Weissman, Presenting to Win, 2003




Focus on Benefits

Feature – fact or quality about you, your company, products you sell or idea you're advocating.


Benefit – how fact or quality will help your audience.

Source: Jerry Weissman, Presenting to Win, 2003




Delivering the Presentation

1. Read the Audience
2. Body Language
3. Voice
4. Attire





Delivering



Delivering the Presentation

“Give the audience only what they need to know.”



Source: Jerry Weissman, Presenting to Win, 2003

Effective Persuasion




Persuasive Strategies	
Sharing facts	73.5%
Offering a solution	62.1%
Sharing a new idea	52.8%
Telling a story	51.6%
Changing a perception	50.9%

Source: Josh Gordon, "Presentations That Change Minds", McGraw-Hill, 2005



Agenda - 10/6/06

1. Introduction
2. Course Structure
3. Great Presenters
4. Theories of Communication
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Assignment - Story Exercise

- Tell a personal story illustrating how you came to be in your current career.

Presentation Model





Opening Gambit → Point B

Tell them what you're going to tell them


Outline Flow Structures

Tell 'Em → Point B

Source: Jerry Weissman, Presenting to Win, 2003

Class Notes and Resources



CONNECTINGDOTS Education and Training
higher resolution marketing

Services: Industry Focus, Clients and Projects, Strategic Partners, Knowledge and Experience, Resources, Inquiries, Press, Contact

Marketing Consulting, Business Strategy, Marketing Strategy, Marketing Communications, Employee Communications, Education and Training


Course: **Powerful Presentation Techniques**
Prof. J. Gibler, MBA, "The Web Chef"
Marquette University, Fall 2006

Thanks for participating in this MBA Mini-Course on developing your presentation skills and the effective use of PowerPoint. Hopefully you'll find the insights and perspectives that you gain to be valuable in your business and professional career. To gain the most from this course it is important that you complete the readings, the PowerPoint exercises and participate in class.

We placed the following information online for your reference:

- [Syllabus](#)
- [Powerful Presentation Techniques Course Listing](#)
- 10/13/06 - Module 1 Slide Handouts
- 10/13/06 - Module 2 Slide Handouts
- 10/20/06 - Module 3 Slide Handouts
- [Evaluation form](#)

Assignments



Show and Tell

- If available, bring in example presentation.


News Feed

- Powerful Presentation Techniques Blog – <http://www.connectingdots.typepad.com/ppt/>

Readings

- "Making Presentations", Tim Hindle
- "7 Aspects of Dynamic Presentations", Lenny Laskowski, Presentation-Pointers.com <http://www.presentation-pointers.com/showarticle.asp?articleid=84>

Assignments

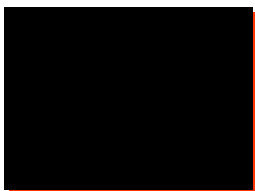


Readings Continued

- "7 Aspects of Dynamic Presentations", Lenny Laskowski, Presentation-Pointers.com <http://www.presentation-pointers.com/showarticle.asp?articleid=84>
- "Presentation Skills for Emergent Managers", Gerard Blair <http://www.see.ed.ac.uk/~gerard/Management/art1.html>
- "Now That We Have Your Complete Attention", Fast Company, Feb/March 1997 <http://www.fastcompany.com/magazine/07/124present.html>

Exercises

- Step by Step Microsoft PowerPoint 2003, Online Training Solutions, 2004, **Chapters 1 – 4**



See you
Next
Week!