Concept Development Presentation Skills
1.) Analysing your audience

- Needs
- Knowledge Level
- Attitude - How do they feel about the topic?
- Demographic information - this may include the age, gender, culture and language of the audience members

Source: [1]
## 2. Outline

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chronological</td>
<td>Shows events in order as they occurred</td>
</tr>
<tr>
<td>Narrative</td>
<td>Takes the audience on a journey through a flowing presentation</td>
</tr>
<tr>
<td>Problem/Solution</td>
<td>States the problem, the why’s, your solution, and a summary</td>
</tr>
<tr>
<td>Cause/Effect</td>
<td>States the cause and explains the effect(s)</td>
</tr>
</tbody>
</table>

Source: [1]
Outline Format

Introduction

Body

Conclusion

Source: [1]
4. Slides Content

- Keep it simple
- Be visual
- Highlight the main features
- Take home message
5.) Movement

• Move appropriately and with purpose
• Your movements should be natural and support your words and presentation
• Don’t move constantly. Pause for effect. **Stand still to make an important point**
6.) Posture and Body Language

- Stand straight, not stiff
- Be relaxed, casual, but don’t be lazy
- Use your hands, arms and gestures to explain
- Make good eye contact
- No hands in the pockets or behind your back
- Your body language reflects your mindset, so rather work on that:

https://www.youtube.com/watch?v=e80BbX05D7Y

Source: [1]
7. Voice

- Your voice reflects your mood
- Make sure you have a good stand
- Find your very own pitch
- Pause! to make a point
- Speech melody
7. Voice & Language

- The first goal is to be understood
  - avoid unfamiliar words or explain them
  - simple sentences
  - active rather than passive
- The second goal is to be taken seriously
  - mind your audience
  - avoid empty phrases, filler words (“ehm”, “also”), and softener (“vielleicht”, “ein Bisschen”)
Mmmm.......
8. Tough Situations

**Problem:** Know-it-all, a participant that feels more of an expert like you

**Solution:**
Don’t fight it, involve this participant in your presentation. They may have some great information to contribute.

Source: [1]
9. Improvements

- Practice your final presentation
- Ask someone to pay attention to a specific aspect and to give you feedback
- Work on one aspect at a time

Source: [1]
References:

[1] Yodhis Antariiksa, Explore HR on Slideshare (www.exploreHR.org)
Please, clean up your space & return unused material...
Prepare a 5 min (final) presentation for Friday 09:00 (c.t.)
include: User (Image), Need, Approach=Video Link, Benefit

Email PDF slides till 08:45 to hanna.schneider@ifi.lmu.de