

# 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

## 2.) Outline

Chronological

Shows events in order as they occurred

Narrative

Takes the audience on a journey through a flowing presentation

Problem/Solution

States the problem, the why's, your solution, and a summary

Cause/Effect

States the cause and explains the effect(s)

# 3.) Outline Format

Introduction

Body

Conclusion



Outline Format

# 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>

# 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.

# 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

# References:

- [1] Yodhia Antariksa, Explore HR on Slideshare ([www.exploreHR.org](http://www.exploreHR.org))
- [2] Jennifer Rotondo and Mike Rotondo. Presentation Skills for Managers, Mc Graw Hill
- [3] David Whetten and Kim Cameron, Developing Management Skills, Harper Collins Publisher.

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@difi.lmu.de](mailto:hanna.schneider@difi.lmu.de)