#### **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

Narrative

Shows events in order as they occurred

Takes the audience on a journey trough a flowing presentation

Problem/Solution

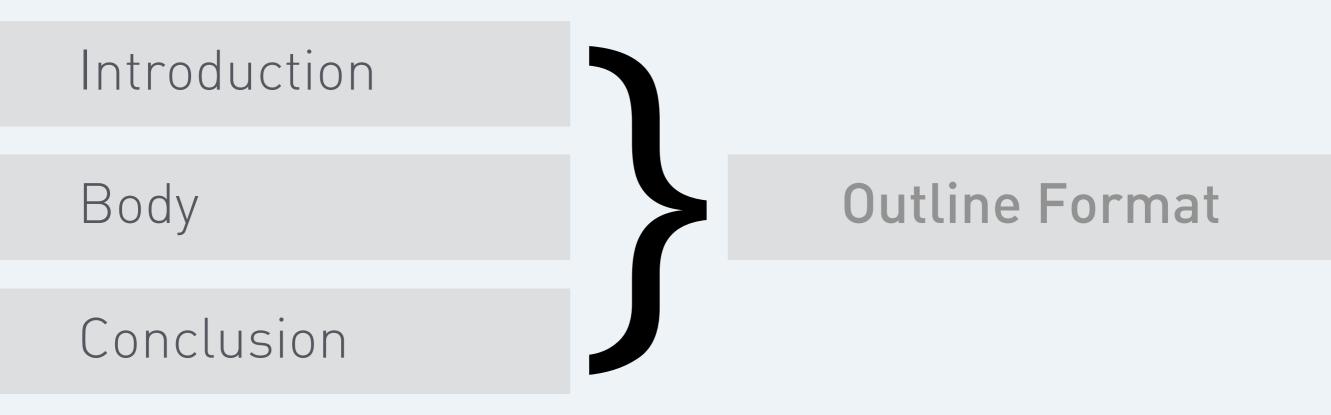
States the problem, the why's, your solution, and a summary

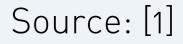
Cause/Effect

States the cause and explains the effect(s)

Source: [1]









- 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

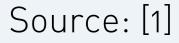
# 7.) Voice & Language

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")

#### Mmm....



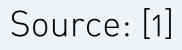
#### 8.) Tough Situations

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

#### Solution:

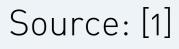
Don't fight it, involve this participant in your presentation.

They may have some great information to contribute.





- 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 (<u>www.exploreHR.org</u>)

- [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@ifi.lmu.de