

Tips & Tactics for a Dynamic Presentation

JIM GRANT

NAESP

Webinar

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jgrant@sde.com

603-924-1140

THREE GOALS

You will learn:

- __ 1. confidence building tips and tactics enliven your presentation.**
- __ 2. the ten critical components of a high-quality presentation.**
- __ 3. steps to takes to evolve into a “*world-class*” presenter!**

GETTING OFF TO A GOOD START

- 1. First, get the lay of the land. Look over your presenting area well in advance.**
- 2. Put yourself in a presenting mindset by**
 - mentally rehearsing your presentation.**
 - using positive self-talk to build self-confidence and stamina.**
 - practicing deep breathing.**
 - talking to your participants beforehand.**
 - relaxing in a quiet place.**
 - listening to uplifting music.**

**“It takes one hour of preparation
for each minute of presentation time.”**

— Wayne Burgraff

**Anyone who fails to prepare
is preparing to fail.**

John Wooden, Coach — UCLA

**I give myself a 1½ hour window to
set up and get the lay of the land!**

Jim Grant

Overlays support slide 2.

Positive Self-Talk

I will keep calm.

I will look for a “*Heather!*”

I will engage my brain before I speak.

I will not look at anyone who is negative.

I will stay on topic.

I will remember to use a “*lifeline.*”

Most people will like my message.

I will be **Boston Strong!**

2A supports slide 2 #2 second tip.

GETTING OFF TO A GOOD START

- 3. Provide a written introduction for the person who will introduce you.
Keep it short... 60 seconds.**
- 4. Connect with individuals in your audience by asking them what they need.**
- 5. Tell your audience the three major points you want them to learn (see slide 1).**
- 6. Set the tone! Open your presentation with something catchy and memorable.**

Big NO, NO...

Do NOT ask participants to introduce themselves and tell what they do and why they came to your presentation. The exception is being in a small group setting!

Overlay supports slide 3.

Handouts...

The Third Leg of Your Message

- 1. Handouts should support your spoken words as well as match the visual information on your slides. Keep in mind, your handouts are an extension of your message.**

Three message Legs

1st Leg... presenter

2nd Leg... visuals

3rd Leg... handouts

4.

Handouts...

The Third Leg of Your Message

2. Minimize the number of handouts.

Less is more. Save paper... post material online!

3. Make reference to your handouts throughout the presentation. Use your handouts as an outline. Handouts must be high-quality ...clean, clear, and readable.

4. Always have on hand more handouts than needed.

5. Provide note-taking space on your handouts.

 **And don't forget to number your handouts!**

The Dirty Dozen Deadly Don'ts: Common Presentation Pitfalls

1. Don't brag about your ***“gifted”*** children, spouse, significant other, etc.
2. Don't tell your audience you are unprepared, tired, not feeling well, this is your first-time speaking, etc.
3. Don't read something to your audience that they can read themselves.
4. Don't ***“TELL”*** any ***home movies!***
5. Don't share long-winded, irrelevant non-stories.
6. Don't announce that you inadvertently left something out of your presentation.
7. Don't be arrogant!

A Big NO, NO!

Paraphrase... Don't read word for word!

**Deciding what you are NOT going to do
can be as important as what you do!**

Boasting is a form of aggression!

Remember...

A story has a beginning, middle, and an end!

**Arrogance is rooted in a person's need to
feel superior and to feel good about themselves.**

Overlays support slide 6.

The Dirty Dozen Deadly Don'ts: Common Presentation Pitfalls

8. Don't use offensive or questionable language.
9. Don't tell jokes... use one liners.
10. Don't “*bait and switch*” your topic.

Deliver what you promised!

Deliver your presentation as
“advertised!”

The Dirty Dozen Deadly Don'ts: Common Presentation Pitfalls

11. Don't present on topics, concepts, or practices which you neither understand nor embrace.
12. Don't overquote other people/sources.
People came to hear **you** and want to know what **you** think.
13. Don't give off ***“bad”*** body language.

The bottom line...

93% of your message is conveyed nonverbally.

Gestures have their own vocabulary!

Gestures speak
louder than words!

Overlays support slide 8 #13.

Are You Authentic?

**It is impossible to be passionate, excited,
and committed to something you neither
care about or know nothing about!**

Overlay supports slide 8 #11.

TECHNOLOGY TIPS

- 1. First and foremost, make sure you understand the technology you are using.**
- 2. Don't hesitate to ask for help setting up.**
- 3. Be sure to back up your presentation on a **FLASH DRIVE**.**
- 4. Technology Checklist:**
 - Extension cord**
 - Power strip**
 - LCD projector/remote control/laser pointer**
 - Have a back-up LCD projector on hand**
 - VGA cord/VGA adapter**
 - Hands-free microphone/house sound system**
 - Extra batteries for the microphone**
 - Devices for sound-effects (batteries)**
 - Document camera**

First Name Basis

Make the technology support person your
“new best friend!”

Murphy's Law

“Whatever can go wrong, will go wrong.”
Pay attention to **platform mechanics.**

Use a *“pilot's”* Checklist!

**NEVER leave your laptop in the
presenting room unattended!**

Overlays support slide 9.

TECHNOLOGY TIPS

- 5. Position the LCD projector so it completely fills the screen (adjust the keystone!).**
- 6. Walk around the stage or presenting zone to check for sound system feedback.**

Unscrew any ceiling lights over the screen to avoid washing out your slides.

Big Take-Away

Keep in mind, technology can breathe life into **dry content!**

Remember, there are times when you are only as good as your technology!

PowerPoint Slide Tips

1. Avoid putting more than 6-7 lines of text on a slide. More lines are permissible, if the handouts match the slides.
Animate your slides and use a white or light background color.
2. Select a bold font size that is large enough to be read from the back of the room.
3. Try to *Minimize* the **NUMBER** of **font** types on **each slide**. Strive to use no more than 3 different **fonts** per slide.
4. Use a variety of cue codes on the corner of your slides.

**Select a background color
that contrasts with the text.**

Got Contrast?

**Avoid using a background color
that blends in with the text.**

Extraordinary Presenters...
**create engaging visuals rather than
off-the-shelf bland ones.**

Overlays support slide 11 #1-3.

PowerPoint Slide Tips

5. Use “overlays” to help tell your story.

6. Use color, novelty, and animation to wake up the brain.

7. Use high-interest visuals to support your spoken words and engage and motivate participants.

PowerPoint Slide Tips

- 8. Ask a colleague or friend to proof your slides for content, accuracy, and sense.**
- 9. The slides are the *second leg* of your message, so be sure they have a logical, sequential flow.**
- 10. Use circles, arrows, boxes, lines and yellow highlighter to help participants stay focused.**

Stand And Deliver Tips

1. Avoid standing behind a podium or table. Place **No** barriers between you and your audience!
2. Be aware of where you stand in relation to blocking the projection screen.
3. Avoid presenting from a sitting position; however, sitting on a tall stool to the side of the screen is acceptable.
4. When speaking, move around the stage or presenting zone.
5. Always make eye contact with your audience.
6. Find a ***“Heather”*** in each audience quadrant and ***“play”*** to those persons.

When the group is small (less than 12), consider presenting from a sitting position.

Overlay supports slide 14 #3.

And *Never* present with your back to the audience!

**Don't forget...
your remote slide changer will allow you to stand away from your laptop.**

Overlays support slide 14 #2.

Stand And Deliver Tips

- 7. Avoid eye contact with any participant giving off negative body language.**
- 8. Don't talk to the wall, floor, balcony, or ceiling.**
- 9. Avoid overreliance on notes. Strive to know your material well enough to speak using notes sparingly.**
- 10. Find creative ways to engage as well as *“edutain”* your audience.**

Making the Case For Engagement

Videos
Activities
Movement

Do Something!
“Edutaining” will
wake up and drag the
wayward brain back
to the task.

Grouping

Unusual
material

**Remember...the average adult has an
attention span of under 10 minutes!**

Novelty
Music
Color
Sounds
Props
Humor
Technology

15A supports slide 15 #10.

Stand And Deliver Tips

11. Use a hands-free microphone.
12. Avoid “*speaking in acronyms*” and euphemisms or you risk losing your audience. Also avoid using idioms with English language learners.
13. Vary your voice. **NO** monotones!

REMINDER... idioms are often incomprehensible to English language learners because the literal meanings often do not apply.

Also idioms are often misunderstood by people with Asperger's Syndrome as they tend to interpret things literally.

Overlays support slide 16 #12.

This will allow you to use your hands for gesturing, pointing out something, showcasing an object, etc.

A microphone attached to the podium perpetrates the notion **you are a monotone speech reader!**

Overlays support slide 16 #11.

Stand And Deliver Tips

14. Encourage folks to sit near the front so they can not only see your slides, but can read your facial and postural cues as well as pick up on your gestures.
15. Present information in chunks in a logical, sequential way (see slide 17A).
Avoid ***“bird walking!”***

“Bird Walking” can cause cognitive dissonance; a physiological response that something isn’t right!

Sidebar...

Tell folks whenever you take a ***“side road!”***

Avoiding *“Bird walking”*

Using your computer as a teleprompter is a great way to keep yourself on message!

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17A supports slide 17 #15.

Stand And Deliver Tips

16. Always use humor, but DON'T cross the line!

***“Read”* The Room!**

17. Watch your audiences' body language. An intuitive presenter picks up cues and knows how to interpret and respond appropriately.

18. Dress one notch above your audience.

**Never let your appearance
distract your audience!**

**Remember...
Your clothing is your first form of
nonverbal communication.**

Overlays support slide 18 #18.

Laughter is a prime stress reliever!

Humor is a tool to drive home a point!

Laughter means the brain is engaged!

Overlays support slide 18 #16.

Stand And Deliver Tips

19. Always keep your presentation practical.

Present in an easy-to-remember style.

An abstract theoretical presentation holds little or no interest for most audiences.

20. Use a table clock/phone as a way to avoid constantly looking at your watch.

21. Always deliver more than you promised.

Questions and Answers

1. It is always wise to decline to answer hypothetical questions.
2. Don't attempt to answer questions you can't interpret.

Remember to repeat and/or paraphrase questions.

**“Fools ask questions
that wise men can't answer.”**
Ben Franklin

Questions and Answers

3. Keep your answers short.
4. Never fake an answer! Tell folks when you don't know something.

If someone ask you what time it is...

don't tell them how

to build a watch!

Tell them the time!

**If you don't know the answer,
then say so!**

Questions and Answers

5. Know when to ask participants to hold their questions or comments until you get to that information later on in your presentation.
6. When you are stumped by a participant's question, ask if someone in the audience can answer it.
7. **Never** embarrass a participant when they ask an *“interesting”* question.
8. Don't argue with an **“ugly”** participant.

Questions and Answers

9. Give participants wait-time.
10. Be aware that your pacing must reflect the needs of your audience as well as the content of your presentation.

Pacing the Goldilocks way...

not too fast.

not too slow.

but just right!

Wait-Time/Think-Time

Give participants think-time to allow sufficient time to process and develop a response to a question.

- ___ 1. Give participants 3-5 seconds of “think-time” for literal/recall questions.**
- ___ 2. Some participants need more than 5 seconds when the question is above their recall level (critical thinking).**
- ___ 3. A participant with expressive language (speaking & writing) difficulty will often need more think-time for the retrieval of words and thoughts.**

23A supports slide 23 #9.

Picking up your pace will add urgency to your message.

When In Doubt...

**Err on the side of a faster pace,
rather than being too slow!**

Time-Tips That Work

- 1. Inform your participants what the presentation time frame will be.**
- 2. ALWAYS start on time!**
- 3. Give participants 30-60 sec. talk breaks for processing information every 15-20 minutes.**
- 4. Provide short breaks every 60-75 minutes.**

Appoint a timekeeper.

Overlay supports slide 24 #1.

**THE MIND CAN ABSORB...
WHAT THE SEAT CAN ENDURE!**

Overlay supports slide 24 #4.

Time-Tips That Work

5. **NEVER** go over the stated ending time! Break on time! If anything, let folks out a few minutes early.
6. Always be prepared to shorten or lengthen your presentation, if and when circumstances warrant it.
7. The audience came to hear **YOU**, therefore, do not allow a participant to ***“hijack”*** your presentation and use up valuable/finite presenting time.

You will never make an enemy by ending early.

Overlay supports slide 25 #5.

Be Prepared...

Always have more content than you can cover!

Overlay supports slide 25 #6.

Beware of The Forum Hijacker!

**Recognize a scripted structured
talking point from an honest question.**

Overlay supports slide 25 #7.

Three Simple Closing Tips

- FIRST** summarize your message in three minutes or less. Review the three major points you want your participants to remember.
- SECOND** keep your closing short. Use something catchy and memorable, fun, inspirational, powerful, etc. Keep it to less than two minutes. Try using: a poem, a quote, a proverb, an anecdote, a short story, a true vignette, or an interesting graphic.
- THIRD** and most important, don't forget to thank your audience.

~ SUMMARY ~

- 1. Three Goals**
- 2. Getting Off To A Good Start**
- 3. Handouts... The Third Leg of Your Message**
- 4. The Dirty Dozen Deadly Don'ts**
- 5. Technology Tips**
- 6. PowerPoint Tips**
- 7. Stand and Deliver**
- 8. Questions & Answers**
- 9. Time-Tips That Work**

26A supports slide 26 First tip.

SAVE THE DATE!

Jim Grant will be presenting workshops on grit, mindset and entitlement at the following state and national conferences:

- **Ohio Principal's Summer Conference**
TRUE GRIT June 11, 2015
- **National Association of Elementary School Principals**
Long Beach, CA ... June 29 - July 2, 2015
- **Staff Development for Educators**
5 conferences co-located
Las Vegas, NV... July 6-10, 2015

Jim Grant
Educator, Author, SDE Founder

