

6 step guide

6 step guide to delivering effective presentations

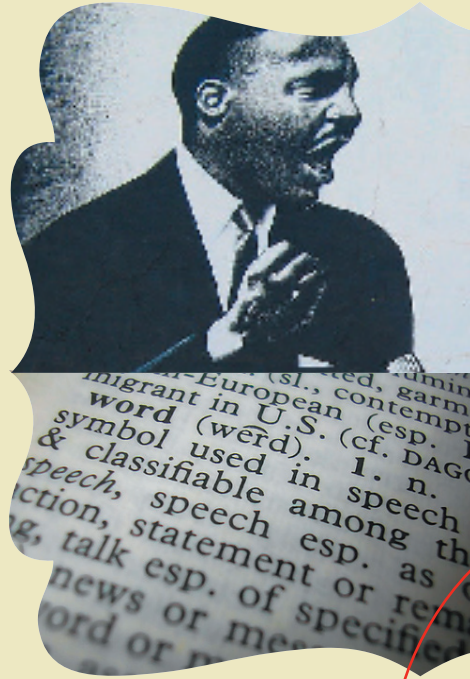


PHOTO BY: YNGRICH

PHOTO BY: WICKED

1

→ 2

3

4

5

6

6 STEP GUIDE TO DELIVERING EFFECTIVE PRESENTATIONS

- 1 Use appropriate volume of speaking
- 2 Use variety in volume, rate, and pitch
- 3 Use appropriate pronunciation and articulation
- 4 Use appropriate eye contact
- 5 Use appropriate facial expressions, gestures, posture, and movements
- 6 Use minimal vocalized pauses (um, uh) or distracting mannerisms

6 steps to effective presentations

Animated and enthusiastic physical behaviors usually engender a positive response.



Use as much eye contact as possible.



Use variety in volume, rate, and pitch.



“Our goal as presenters is to express ideas clearly and in a personal, friendly, and human manner.”

-Sidney Harris

PVCC
★ ★ ★ ★ ★
DR. MARILYN CRISTIANO

USE APPROPRIATE VOLUME *of speaking*

Be sure that your audience can hear you. Look to the audience for cues as to whether your volume of speaking is appropriate (either too loud or too soft). Be aware that your voice will sound louder to you than it will to the audience. You might ask an assistant to send you a signal if you cannot be heard easily.

USE VARIETY *in volume, rate, and pitch*

Develop an oral/conversational speaking style. You want to sound “said” not “read,” even when you choose to read from a manuscript. Your style should be much like normal professional conversation. **a.** Raise or lower the volume of your voice and vary your rate and pitch of speaking according to the thoughts and feelings that you are trying to communicate in an effort to clarify and create interest in them. **b.** Use pauses to separate words into meaningful thought units, to emphasize ideas, to give the audience some time to absorb your message, and to add drama to your speech. **c.** Unless you are asking a question, be sure pitch level drops at the end of words, phrases, or sentences. You will sound more confident in yourself and in your message.

PRONUNCIATION & ARTICULATION *Use proper sound and accent.*

a. Be sure to research the proper pronunciation of words. Consult the diacritical marks in a dictionary. You will lose credibility fast if you mispronounce words. **b.** Use the “respelling” technique (spelling the word the way it sounds or is pronounced) for difficult to pronounce names and terms. **c.** Enunciate your words clearly and distinctly.

EYE CONTACT *Use as much eye contact as possible.*

a. Practice your speech using your outline, note cards, manuscript, and/or presentational aids. Whatever form your notes take, be sure that they truly serve as an effective aid to your memory. **b.** Look at individuals in the eyes for approximately three to five seconds at a time. **c.** Establish eye contact with the entire audience not just those sitting in the front and in the middle of the audience; that is, look at audience members who are sitting in the front far left and front far right seats as well as audience members sitting in the back far left and back far right seats.

FACIAL EXPRESSIONS, GESTURES, POSTURE, AND MOVEMENTS *Animated and enthusiastic physical behaviors usually engender a positive response*

They make a speech more interesting to listen to and easier to understand, and they help to release pent-up energy and to communicate that the speaker knows and cares about the topic. **a.** Relax and let your facial expressions and gestures be a spontaneous reflection of your inner state of thinking and feeling. **b.** Raise your hand when using a question to poll the audience. The audience will then know exactly the response you are looking for without having to use the phrase “by a show of hands” or “raise your hand if.” **c.** When not gesturing, let your hands fall naturally to your side, keep your arms waist level and let one hand rest naturally on the other hand, or let them rest on a table or podium that you might be using. **d.** Use a confident, poised, and natural posture. Keep both feet flat on the floor and shoulder length apart. Place equal weight on both feet. Be sure to square your shoulders to the audience. **e.** Move on transitions or to manipulate presentational aids. **f.** Avoid random movements, pacing, swaying, and turning your back to the audience

MINIMIZE VOCAL PAUSES OR DISTRACTING MANNERISMS

Minimize um-uh **a.** Using vocalized pauses is simply a bad habit. Record yourself on audio or videotape, and see if you use distracting vocalized pauses. Once you are aware of the problem, you will feel yourself about to use a vocalized pause. When you do, simply pause, think about what you are saying, and then continue presenting your thoughts. **b.** Avoid distracting mannerisms like playing with your hair, scratching your head or the back of your neck, pulling on your earlobe, jingling coins in your pocket, taking your hand(s) in and out of your pocket(s), taking your glasses on and off, tossing a pen in the air, overusing a particular gesture, or perpetual motion.