

**HOW TO MAKE POWERFUL
(Technical) PRESENTATIONS**

(After Dr. Michael J. Salkind)

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" I have a dream! "

- Martin R. King -

**** Words - 10% of Speech***

**** Tone - 40% of Speech***

**** Non-Verbal - 50%***

What is in a Speech?

- * *Message*

- * *Voice*

- * *Body*

- * *Presence*

With

- * *Sincerity*

- * *Confidence*

- * *Enthusiasm*

Before Speech,

Reduce Your Anxiety

* *Tension Exercise*

* *Deep Breathing*

* *Visualize*

* *Interact*

*The only difference between the pros
and the novices is that the pros have
trained the butterflies to fly in
formation "*

- Edwin Newman -

The Non-Verbals



- * *Gray Suit, White Shirt*
- * *Remove Barriers*
- * *Eye Contacts*
- * *Natural Gestures*
- * *Hands Above Waist*
- * *Show Your Teeth*

Voice & Tone



- * *Lower Pitch - Credibility*
- * *Articulate - No rambling*
- * *Microphone - for 40+*
- * *Varying - Rate & Pitch*
- * *No Food, Milk or Beer*
- * *Clear Your Throat*

Involve Your Audience



- * *Know who they are*
- * *Picture yourself there*
- * *Remember & use names*
- * *Be sincere & attentive*
- * *Avoid arguing*

Show your knowledge, integrity & commitment;

Show your care & courtesy

Getting Started

It is the hardest

*What is the one point which
you want to convey?*

- * Audience interest*
- * Your motivation*
- * Zero in the subject*
- * Sexy Title*

The Technical Body



- * *Collect information*
- Pro and Con

- * *Organize*
- Problem/Solution

- * *Assess*
- Perspective

*Keep in mind audience
interest, not your own*

*How little can you say
and still deliver the
message.*

The Beginning



- * *Interesting facts*
- * *Self-introduction*
- * *Quotation*
- * *Recent event*
- * *Challenge*
- * *Humor/Laughter*

Laugh with, never at

The Ending



- * *Summarize*
- * *Tie-up neatly*
- * *Refer to the "POINT"*
- * *Appeal for action*
- * *Take a bow*

Remember:

*Purpose is to inform,
persuade, actuate &
entertain.*

About Visual Aids



- * *Supports your speech
- never the other way*
- * *Picture better than word*
- * *Overview in one picture*
- * *Avoid thoroughness*
- * *Minimize using tables*

View graphs are like dishes in French cooking: artistic, elegance and tastful. Just enough to make you wanting it again.

Tips for Visual Aids



- * *One thought per chart*
- * *Label coordinates*
- * *Avoid narratives*
- * *6-bullets is limit*
- * *Avoid use legends*
- * *Comprehend in 10 sec*
- * *Never use* *small letters*

Check List



- * *Purpose/Audience*
- * *Watch (2/3 rule)*
- * *Beginning/Ending*
- * *Visual aids/reheasal*
- * *Anticipate Q/A*
- * *Visit place/microphone*
- * *Put up your best*

