APPEAL

Techniques for Delivering Effective Presentations
March 28, 2012

Elsa Batica, Principal Consultant
Batica & Associates
Effective Public Speaking

“The ability to speak effectively is an acquirement rather than a gift.” – William Jennings Bryan

- One in four
- Public Speaking:
  Presentation vs. Facilitation
Outline

- Check in – Welcome and Introductions
- Context – Goals and Objectives/Safety Agreements
- Content:
  Group Facilitation Methods
  - Design Techniques
    - T.E.A.M.S. for Effective Presentation
    - O.R.I.D. Model
  - Presentation Techniques
  - Roles and Audience Analysis
- Practice Presentation
- Evaluations- Reflections

©Elsa J. Batica & Associates
1. Goals:

Rational Objectives:

- To learn about tools and techniques for delivering effective presentations (in-person or virtually)
- To understand how to present to diverse audiences
- To learn tips for building confidence and strengthening public speaking skills

Experiential Aim:

- List different applications to what they learned
- Start building confidence
3. Designing your own Presentation

What is the “Focus question”?

1. **Rational Aim** – what you want the audience to know or do?
2. **Experiential Aim** – how people will be different at the end of the session?
3. **ORID Model**
EVENTFULNESS
How to build liveliness, momentum into discontinuous activities to increase motivation?

TIME
What is the most helpful use of time to accomplish the stated objectives?

T.E.A.M.S.
for Effective Meetings

ACCOMPLISHMENTS
How to pull together decisions of the team so they can be remembered and built upon?

SPACE
How to shape the space to enable desired results?

METHODS
What are the appropriate methods that will encourage participation and effective action?

ACTION PLANNING

WORKSHOP METHOD

DECOR

SEATING ARRANGEMENTS

REPORTS

CHARTS

PROPOSALS

NEXT STEPS
1. 2.

VICTORY

KEY ACTIONS

CALENDAR AND ASSIGNMENTS
4. Audience Analysis: Putting yourself in the shoes of the audience

1. Who will be listening to your presentation? Why?
   - Informative
   - Persuasive

2. What are the values, needs, and constraints on the audience?

3. What is the knowledge level of the audience?
3b. Warm up – Ice Breaker

- Story
  - Mouse Story
  - Dominant / Non-dominant

- Humor
  - W.C.

- Interactive
  - What’s in a name?
  - Focus Question
Questions for Discussion

1. What were some of the communication rules that you learned when growing up?
2. Are there any subjects particularly uncomfortable for you? Why?
3. What words are “hot buttons” for you and should be avoided? What are some words that apparently offend other people?
4. What alternative words should be used for words that offend certain groups?
What is your Role? – Facilitator? Trainer? Consultant?

Know yourself – Know your audience –
Presentation Techniques

- Posture
- Movement
- Gesture
- Eye contact
- Using your own voice
  - Monotone
  - Talking to fast/slow
  - Volume
- Avoid info dump
Tips for Dealing with Anxiety

- Organize
- Visualize
- Practice
- Breathe
- Focus on Relaxing
  - Inhale “I am.... I can ...” exhale “relaxed”
  - Release tension
  - Move
  - Eye contact with audience
Barriers to communication

- Language differences
- Different cultural values
- Different genders
- Developmental level
- Knowledge differences
- Emotional Expression
- Use of technical terminology
Cross Cultural Communication Barriers

- Accents
- Intonation
- Gestures
- Ethnocentrism
- Idioms/slang
- Technical jargons
- Language nuances
- Different communication styles

- Emphasis on words
- Ways of interrupting
- Use of qualifiers
- Facial expressions
- Listening habits
- Manifestations of attitudes
- Historical baggage

©Elsa J. Batica & Associates
OVERCOMING LANGUAGE BARRIERS

- Listen
- Be flexible
- Respect difference
- Avoid idioms or slang
- Use action-specific verbs
- Communicate clearly and fairly
- Test for understanding
Modes of communication

- Verbal
- Non-verbal:
  - personal appearance
  - tone of voice
  - posture and body position
  - gestures
  - touch
  - use of silence
TEST FOR UNDERSTANDING

REQUEST

SUMMARIZE

Individul Behavior

PROBE

REFLECT

CHECK BACK

©Elsa J. Batica & Associates
Tell me and I will forget,
Show me and I may remember,
Involve me and I’m committed…

- Native American Proverb
Questions & Discussion

Facilitator: Elsa Batica
elsa.batica@gmail.com
www.ebatica.com
612-871-4205

Thank you!

©Elsa J. Batica & Associates