

Design and Delivery of Presentations

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Presentation Outline

- Why Presentations?
- Common Complaints About Speakers
- Designing Presentations
- Preparation of Slides
- Delivering Presentations
- Presentations by Groups
- Conclusions

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Why Presentations ?

- Persuade, inform, convince others
- Sell yourself, your organization
- Seek assistance
- Lead a group meeting

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Why Presentations ?

Typical Presentations

- Project reports
- Proposals
- Job interviews
- Group meetings
- Sales presentations



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Common Complaints About Speakers

- Talked to thin air or to the visuals
- Voice was monotonous
- Apologized for poor speaking or lack of expertise
- Used crowded visuals



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Common Complaints About Speakers

- Too long winded; disorganized
- Lost me; bored me
- Overusing jargon, repeating verbal tics (er, um, O.K.)
- Inappropriate appearance
- Movements (or lack of) were distracting

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Common Complaints About Speakers

- Did nothing to arouse my attention
- May have had a purpose and a plan, but never told us
- Did not seem to have any plan at all
- Buried me in a data dump

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Common Complaints About Speakers

Common Thread in Complaints

- Normally not about the message
- Speaker behavior makes message difficult to receive
- Largest impact on audience from how speakers organize, look, and sound

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Designing Presentations

- Organize for your audience
 - Opening
 - Body
 - Ending
- Make the organization obvious

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Organize for Your Audience

Opening

- Make a strong beginning
- Focus audience attention
- Use introduction slide
- Give an outline of the presentation

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Organize for Your Audience

Opening

- Provide the “why?”
- Give a reason for “what’s in it for me?”
- Provide background
- Forecast the presentation organization and main point

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Organize for Your Audience

Body

- Follow a logical pattern:
 - Pattern can be problem-solution, topical, chronological, etc.
- Focus on a few (four or five) main ideas
- Provide selected details to support main ideas
- Avoid data dump, minute details

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Organize for Your Audience

Ending

- Develop a well-rehearsed ending:
 - If time runs short have a quick way to end
- Use a summary visual or two
- Provide conclusions:
 - Summarize main points
 - Make recommendations
 - Stress benefits
 - Call for action

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Make the Organization Obvious

Follow the Cliche:

- Tell 'em what you'll tell 'em;
- Tell 'em
- Tell 'em what you told 'em

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Make the Organization Obvious

- Include internal summaries from one segment to another
- Use transition and relationship words:
 - Lists, in contrast, compared to
- Use visual aids to reinforce the organization

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Preparation of Slides

- Criteria
- Visual standard
- Fonts
- Figures & Tables
- Pictorials
- Colors
- Don't



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Preparation of Slides

Criteria

- Visibility
- Simplicity
- Clarity
- Short, sweet, and to the point

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Preparation of Slides

Visual Standard:

- One idea
- Six words per line
- Six lines per visual

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Preparation of Slides

Fonts

- Use large font sizes & thick letters
- Titles should be larger font than text used below it
- Use upper and lower case letters
- Use bold, italics, underline, & script effectively

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Preparation of Slides

Figures & Tables

- Pick ones that best illustrate each main point
- Simplify each:
 - Audience should be able to grasp it in 30 seconds

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Preparation of Slides

Pictorials

- Intersperse a few interesting people-oriented pictorials
- Use photos of instrumentation, prototypes, etc.

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Preparation of Slides

Colors

- Highlight portions of slide with color
- Use bold colors for curves on graphs
- Use colors carefully; make sure words and figures are legible
- Critique background colors other than pale pastels - these may be unreadable

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Preparation of Slides

Don't

- Copy all or part of a printed or typed page:
 - Cut out just what is needed and enlarge
- Use long columns or a long tabulation
- Copy computer printout pages
- Use a long list of derivation steps; just give the equation

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Delivering Presentations

- General comments
- Preparation
- Getting started
- Posture
- Gestures
- Eye contact
- Voice
- Questions



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Delivering Presentations

General Comments

- Don't plan on more than one minute per visual
- If visuals are prepared properly, don't need notes or crib cards
- Never apologize for poor speaking ability or lack of expertise
- Control the slide projector

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Delivering Presentations

Preparation

- Don't wait till last minute
- Know your software
- Practice your presentation - time yourself
- Emphasize your introductory procedures
- Check out presentation room and equipment

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Delivering Presentations

Getting Started

- Avoid looking nervous
- Use relaxation techniques
 - Deep breaths
 - Exercise session just prior to presentation
- Give yourself a pep talk
- Focus attention - pose a question, recall recent personal experience, etc.

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Delivering Presentations

Posture

- Get away from lectern or projector
- Move around
- Stand straight, both feet under the shoulders
- Let arms and hands participate



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Delivering Presentations

Gestures

- Avoid distracting gestures and mannerisms
 - Smoothing mustache
 - Brushing hair out of face
 - Pacing
 - White-knuckling the podium
- Natural gestures aren't taught, they happen
- Use a pointer, avoid "flashlight arrow"

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Delivering Presentations

Eye Contact

- Establish before saying a word
- Look at several friendly faces
- While speaking, slowly scan the room, pausing to complete a thought while looking at one person
- Talk to your slides - use slides to talk from

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Delivering Presentations

Voice

- Speak slowly, distinctly
- Be conversational
- Avoid monotone delivery
- Vary pitch and speed
- Use pauses

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Delivering Presentations

Questions

- Anticipate tough questions and negative comments
- Be ready for odd input
 - Questions off the subject
 - People talking to be heard
- Handle uncomplimentary questions without demeaning the questioner
- Be prepared to acknowledge any weak points

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Presentations by Groups

- Devise a simple plan for all in group to participate
- Designate a leader to hold presentation together
- Have “standby” group members positioned orderly, without obstructing view of audience
- Avoid distracting movements when on “standby”
- Have a plan for answering questions at end of presentation

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Conclusions

- Organize for your audience
- Prepare slides based on:
 - Visibility -- clarity
 - Simplicity
- Develop effective delivery mechanics:
 - gestures -- eye contact
 - voice -- mannerisms

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