Communication and Presentation skills

MDP for International Centres of Excellence

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PROFESSOR & COURSE MATERIAL:
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Con la colaboración de:
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1. Course material
Due to the limited time that course participants have, we have developed this condensed version that enables rapid revision and applicability to professional needs.

The design follows the flow of the course and includes all of the key points covered.

2. Business Presentations
The logic behind the course is that successful business presentations are built and delivered from the audience’s point of view.

3. Workshop objective
Help you to be able to convince the audience that your proposal is the one they need.

4. Success factors
From the audience’s point of view the main success factors are:
- Introduction
- Audience’s frame of mind
- Voice
- Body language
- Visual aids
- Time
- Conclusion

5. The 4 key elements for building and delivering
1. Objectives: How you are going to grow their business
2. Who: The audience
3. Where: Logistics
4. How: Design and delivery
6. Objectives
What do you have to achieve?
2 things:
1. Grow the audience’s P&L
2. Take the audience to Point B
   Take the audience from where they are, Point A, to Point B: what you want them to do to grow their P&L

7. Who
Key questions about the audience
• Who will be there?
• What will make them listen to, understand and accept the proposal?
• What do they know?
• What do they want to hear?
• Why might they stop listening?

8. Where
Know and orchestrate
• Furniture
• Spaces
• Number & position of participants
• Field of view
• Lighting
• Comfort
• Quality control
9. How: Design and delivery
Design: KISS = Keep it short and simple.
Delivery: A delicate House of Cards.

10. Design
KISS 1
What are you pitching?
You have to be very clear about the solution and/or competitive advantage you are “pitching” to the client’s business needs.

PREP: The mental journey
• Position
• Reasons
• Evidence
• Position

Structure
• Introduction
• Body
• Conclusion

KISS 2
Avoid clutter & Connect

Clutter
Merriam-Webster Online Dictionary:

“To fill or cover with scattered or disordered things that impede movement or reduce effectiveness”.

Five forms of clutter
In his book Zag, Marty Neumeier, points out five forms of clutter:
1. Product clutter: Too many products and services
2. Feature clutter: Too many features in each product
3. Advertising clutter: Too many media messages
4. Message clutter: Too many elements per message
5. Media clutter: Too many competing channels

Connect emotionally
Thomas L. Friedman, from The New York Times, once observed:
"Connect with people's gut concerns and they'll go anywhere with you without asking for details, don't connect, and you'll never be able to show them enough details to get them to follow."

Information overload kills emotion & action
Simply providing tons of information is a no go, people are deluged with information
- Statistics
- Graphs
- Charts
- Facts

More information will not make them go into action
Reason leads to conclusions, emotion leads to action
- To get people's understanding, commitment and action:
  - Impact their emotions, not just their thinking

- Know what future your audience wants:
  - What are this audience's needs, objectives and future goals?
KISS 3
To organise the presentation create a pyramidal structure.

11. Delivery: From the audience’s point of view
A delicate House of Cards: The audience knows that “Words are cheap”
• You can have a great product and great expertise
• However, everything is “held up” by the presenter’s personal style & visual aids

Presenter’s personal style

Voice: Key issues
• Volume
• Tone
• Articulation
• Energy

The trick
• Avoid monotony
• Be convincing
• Project and protect

Remember that the effectiveness of a presentation is
• 93% voice and body language
• 7% content
Presenter’s personal style: Body language

Avoid these typical pitfalls
• Hands in pockets
• Waving arms
• Fiddling with things
• Pacing about
• Wandering eyes
• Reading what’s on the screen
• Standing in front of visual aids

Presenter’s personal style: Eye contact

The power of your eyes. Use your eyes to detect:
• Reactions
• Understanding
• Level of attention
• Body language

Establish individual contact with your eyes:
• More than 2 seconds = threatening
• Less than 1 second = shifty
Visual aids
The power of THEIR eyes
78% of knowledge enters via our sight. Make sure you take advantage of this channel & use it properly.

Visuals must be legible from where the audience is seated, use
- Short telegraphic phrases
- Double space
- Facilitate positioning with bullets
- Use 7 words maximum per line
- Use 7 lines maximum per slide
- Use a minimum font size of 30

The Conclusion
What’s your goal? 4 typical ways of concluding
- Summarise: Review main points
- Wrap-up: Join the dots, bring together critical issues
- Call to action: Invite the audience to action
- Use sensations: Humour, inspiring quote or anecdote

Don’t bore the audience; it’s better to restate your “Position” including emotional triggers.

12. Final recommendation
Achieve differentiation by:
Adding value in hard and soft $
+ Using great process
+ Having KISS content
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- Improve your vocals:
  www.bbc.co.uk/radio1/onemusic/startingout/vocalp01

- PowerSpeaking®Tips: www.powerspeaking.com

- Presentations in English by Nobel Prize winners, academics, innovators, specialists: www.ted.com/tedtalks