



Presenting Estimates


June 2015





Agenda

- **Effective Presentations**
- **Preparation**
- **Structure of Presentation**
 - Introduction
 - Body
 - Conclusion
- **Content**
- **Delivery**
- **Public Speaking**
- **What to Avoid**



**“I put my heart and soul into
my work, and have lost my
mind in the process.”**


--Vincent Van Gogh





What makes a presentation effective?

- **Three things that contribute to whether or not the presentation is effective:**
 - What the presenter has to say
 - How the presenter delivers the information
 - How the audience feels
- **Research shows you have between 4 – 7 seconds to make a good impression**
 - Have a strong, solid introduction
 - Build your own credibility in your introduction
 - Smile! 😊



“Success depends on previous preparation, and without such preparation there is sure to be failure.”

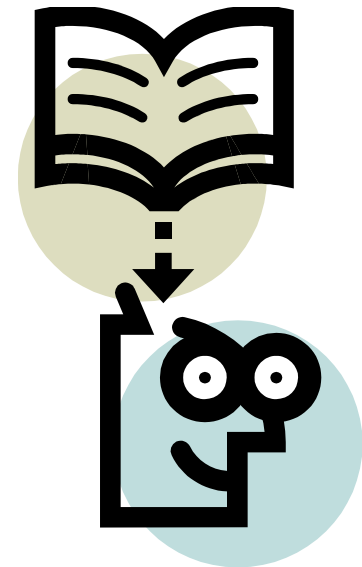
--Confucius





Preparation

- **Before you begin, first think about the end**
 - What is the purpose of the presentation?
 - What are the most important points or take-aways?
 - Rule of three: audience will likely take away only three things from the presentation
- **Appropriate level for the audience**
 - What do they know of the subject?
 - Are these people the decision makers?
 - What aspects will they be interested in?





Preparation

- **Who is your audience?**
- **What do they already know about the topic?**
- **Why is it worth their while to sit through your presentation?**
- **How will it benefit them?**
- **Why is this important for them to know?**
- **Will they be able to use this to do their job better or to make more informed decisions?**
- **Where and when will the presentation take place?**
 - Location and logistics, creating positive experience
 - How big is the room?
 - What equipment will I need and does the equipment work?
 - Will I need to bring handouts?
 - Time of week, time of day, before or after other presentations



Structure

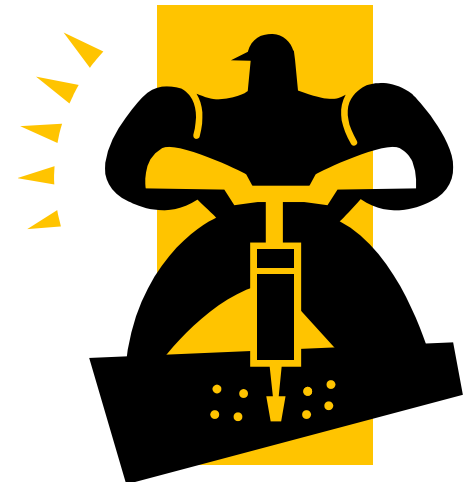
- **Introduction**
 - Get their attention! Start with a “hook”
 - Fact
 - Quotation
 - Real life story
 - Greet and introduce yourself
 - Tell audience why this matters to them
 - Significance
 - Clarify the argument
 - Concise and precise
 - Agenda
 - Buzz words





Structure

- **Body**
 - Present and clarify quantitative and qualitative data
 - Info from external sources
 - Explanation of data
 - Representations on charts and graphs
 - Axes
 - Conclusions
 - Relationships
 - Rationale
 - Justify your conclusions
 - Transition
 - Relate one point to another





Structure

- **Conclusion**
 - Restate the argument
 - Review points
 - Use buzzwords
 - End with clear understanding of how the data supports the argument
 - In closing
 - Give sense of closure
 - Pose question for follow-on or future discussions



Content

- **Include content but keep it simple**
 - Build the story and clarify the argument
 - Avoid “data dumps”
 - Simple does not equal Stupid
 - What should be included? What can be left out?
 - Ask yourself, “So what?”
 - Use examples
- **Create outline**
 - Clear structure
 - Logical
- **Be honest and straightforward**
 - Do not compromise information out of fear



Making the Presentation Visually Pleasing

- **How can I make my presentation attractive and effective?**
 - Simple background
 - Font that is easy to read
 - Large enough print
 - Keep bullets simple
 - No sentences on the slides
 - Use dialogue as fillers
 - Design consistency
 - Graphs, charts, tables should be simple
 - Illustrate points
 - Focus audience attention
 - Involve other senses





Tips for Visuals

- **Use visuals**
- **One message per slide**
- **Not too many special effects and fancy transitions**
- **Take notice of the details – alignment, same type and size of font, tiniest error could look sloppy**
- **Examples of bad tables vs. good tables**
- **Bad colors vs good colors**
- **Uneven fonts, too many variations in fonts, not aligning titles looking sloppy from slide to slide**
- **Plan for no more than 2 minutes per slide**



Fear of Public Speaking

- **Believe it or not, there is a word for fear of public speaking... Glossophobia. Symptoms include:**
 - Anxiety
 - Nausea
 - Panic
- **It is common to have a fear of public speaking**
 - Lack of confidence
 - Lack of control
- **What is the root cause of this fear?**
 - Inadequate preparation and/or rehearsal
 - Lack of experience





How to Begin to Overcome the Fear

- **Realize the source of the fear**
 - Fear of being judged, making a mistake, messing up, etc.
- **Remember that FEAR stands for False Evidence Appearing Real**
- **Know the subject matter well**
- **Organize the presentation and props ahead of time**
- **Practice and rehears**
- **Relax and take deep breaths**
- **Do not panic during moments of silence**



How the presenter delivers the information

- **Engage with the audience – attitude is important!**
- **Speak with confidence**
- **Humor**
 - Entertain and enjoy yourself!
- **Use visuals**
- **Relate material**
 - Share your own experiences with the subject matter
 - Give real-life examples that provide context and relevance
- **Ask questions in a way that the audience knows how to answer**
- **Move around – no standing in one place!**
- **Avoid apologizing**





Avoid these things, too

- Lack of preparation
- Lack of passion
- Slides that are too complex
- Lack of focus throughout the presentation
- Lack of logical flow
- Poor quality charts and pictures



References

- Structure of Oral Presentation.
<http://www.sas.upenn.edu/cwic/docs/so1.doc>
- How Can I Make My PowerPoint Presentations Amazing?
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