



PRESENTATION SKILLS WORKSHOP

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Theme – “focus on the message...”

- ✓ **Encapsulate:** Identify the essential information to be covered. Cut the fat and keep it simple.
- ✓ **Engage:** Build an appetizing package to convey that information. You are both chef and waiter.
- ✓ **Empower:** The ultimate goal is for you audience to apply what they learned from you to do a more effective job. Teach them to fish/hunt!

Objectives:

- ✓ **Build a story**
 - Design effective presentation slides
 - Make them “real” with a demo
- ✓ **Deliver the message**
 - Speak confidently – know basic public speaking techniques and practice them.
 - Engage, enthuse & manage your audience

Building the Presentation (PPT = PowerPoint)

- ✓ **Review the synopsis:** It is your contract with the audience for what you will say.
- ✓ **Select essentials & prioritize:** You know more about this subject than you can include.
- ✓ **Establish a consistent look & feel:** Use the same font background, design and tone. Consider using a template.
- ✓ **ONE major concept:** Don’t over load the slides
- ✓ **Begin with active verbs:** Draw in your listener
- ✓ **Use graphics:** A picture is worth a 1000 words, use graphics that relate to the story. Use screen captures of SW in action. Use **Alt+Print Screen** to capture the current active window. Crop graphic to essentials. Graphics can be overlaid.
- ✓ **Use animation:** Use animation graphics to tell a story or if doing overlays. When using PPT custom animations, use entrance = **Appear** most of the time. Use fancier animation types only where they support the story.
- ✓ **Use few word:** The slide should have as few words a possible. They are a cue for you, not the story. Use the presenter note to write what you want to say.
- ✓ **Avoid jargon:** Do not assume your audience knows acronyms or slang. DO use proper technical terms where appropriate (e.g., data frame, layer, properties, etc.).
- ✓ **Expect to talk NO MORE than 2 minutes per slide**

Build the Demo

- ✓ **Show workflow:** Animate the story by shown how something is done. A demo is like a thumbnail sketch. DO NOT attempt to show every detail. This NOT a class.
- ✓ **Highlight functionality:** Show important features of SW like 3D visualization or raster calculations.
- ✓ **Focus on value/simplicity:** Include only those things that support the story. Don’t show the same thing twice. Use the simplest approach. Limit complexity (e.g., don’t use network/Internet if not needed).
- ✓ **Follow a logical sequence:** Tell a story that connects each part to the next. Move from less complex to more complex.
- ✓ **Write a demo script:** Write a formal demo script. Include enough info to configure the demo. Describe its usage and story. Use screenshot. They are a great recall tool and help if you are going to share with others.
- ✓ **Package and backup demo components:** Put all of your demo components (e.g., maps, data, GP tools, demo script, etc.) in a single folder for easy management and deployment. Use a standard demo location for your demos. (e.g., **C:\Esri\demo**)

Demo Techniques

- ✓ **Smooth transition:** Use **Alt+Tab** to move from PPT to the demo app. DO NOT hit *escape* to exit PPT *presentation mode*. To return to PPT (or the last open window) **minimize** the application window.
- ✓ **Open app in full screen mode:** Avoid showing your desktop or other windows whenever possible. Move from one full screen app to another using **Alt+Tab**.
- ✓ **Pre-cache whenever possible:** Display all layers and then turn off as needed. This will improve performance by reducing render times. DO NOT try to change rendering (e.g., symbology, labeling, etc. in the demo.) Have data to show before and after. You don’t need to perform the operation only show the result.
- ✓ **Make it easy to perform:** Sequence the steps of your demo (e.g., order layers from top to bottom) as you move through the demo. Include demo cues (e.g., code notes to yourself) to help direct your actions.
- ✓ **Zoom to highlight :** Use a zooming tool to direct the audience’s attention and make small text more readable (e.g., properties dialog box or TOC legend).

ZoomIt from Windows Sysinternals is a free download
<http://technet.microsoft.com/en-us/sysinternals/bb897434.aspx>

Speaking Effectively

- ✓ Dress for success: Try for a notch above your audience. Think professional. You are the waiter delivering that steak dinner
- ✓ Look in the mirror: Attend to those grooming details.
- ✓ Confident body language: Stand tall. Don't hide behind the podium. Use hand gestures with purpose. No hands in pocket. Don't be afraid to move.
- ✓ Laser Pointers: Bring beam to the subject pause a moment and turn off the pointer. Don't let it dance on the screen.
- ✓ Active eye contact: Work the entire audience to include everyone in your message. Look above their eyes if needed, but direct contact is BEST.
- ✓ Project to the back: They have to hear you to get your message. Don't yell, but speak with clarity and conviction.
- ✓ Enunciate: Pronounce words clearly. Do NOT mumble this is particularly important for non-native English speakers.
- ✓ Modulate tone & volume: A monotone voice will put them to sleep. Vary the volume to emphasis important points.
- ✓ Phrase & pause: Don't be afraid of silence. It helps them to digest the message. The change may re-engage them.

Connect with the Audience

- ✓ Greet early arrivals: Find out about your audience and make some friends before you start.
- ✓ Actively assess audience's mood: Use your eye contact to watch the audience. Check for positive (e.g., nodding) or negative (e.g., yawning) signs.
- ✓ Evoke enthusiasm: Be energetic you are sharing *your baby*.
- ✓ Relate anecdotes: Connect yourself to the material.
- ✓ Ask questions: Use group questions (e.g., *Who uses...?*) or rhetorical questions (e.g., *How could that be...?*).

Answer their questions

ADDITIONAL RESOURCES:

Esri UC: For individual presentation help, visit the **Speaker Resource Center** in room 33A. Consult with professional Esri instructors. Make an appointment or just drop by to print out slides or view your presentation using an event projector.

Toast Masters: Organization that promotes public speaking skills. There is probably a group near you. <http://www.toastmasters.org>

Books for Presenters:

Successful Presentations for Dummies:
Kushner, M.L. (1996)

Effective Presentation Skills: Mandel, S. (1987)

Effective Presentation: Jay, A. & Jay, R. (1996)

- ✓ Repeat the question: Make sure *everyone* hears it, Rephrase to ensure you understood it. Take time to think...
- ✓ Address answers generally: Use questions to support your message. NO one-on-ones. Don't go off on tangents. Avoid giving to many details.
- ✓ Acknowledge: "*Great question...*". If the question is hostile then **empathize**, but don't let it derail your topic.
- ✓ Know when to defer: Is it coming later? Is it off topic? Is it too specific? Is it hostile? "*Let's take that one offline...*" Do NOT let your message get side tracked by a tangent.
- ✓ It's OK to say "I don't know"... BUT
 - Identify supporting resources or sessions. Direct questioner to Internet sites, knowledge base articles, Esri support, etc.
 - **Follow-up** to make sure they do get an answer!

Combat nerves

- ✓ It's NOT about you: Focus on the **message!**
- ✓ Know your stuff: Know the technical details. Know your presentation & demos. Know your environment.
- ✓ Practice, practice, practice: Out loud, in front of an audience (your peers if possible), in a "*real world*" environment. Get feedback. **Time it!**
- ✓ Plan for contingencies: Have back up of the presentation and demo components.
- ✓ Address your physical needs
 - **Breathe** deeply
 - Have **water** handy
 - Use the **restroom**
 - **Eat** and **sleep** well before you present

