

The text below contains several recommendations for giving effective presentations. Scan the text from a - g to match the points 1 - 7 below. You do not need to read the text in details. Do this exercise in 5 minutes.

1. Choose visuals to support the presentation. _____

2. Have a simple, clear structure. _____

3. Show enthusiasm. _____

4. Use PowerPoint. _____

5. Making informal presentations. _____

6. Consider the audience. _____

7. Dealing with nerves. _____

- a The key to a successful oral presentation is to keep things simple. I try to stick to three points. I give an overview of the points, present them to the audience, and summarize them at the end.
- b My purpose or desired outcome, the type of audience, and the message dictate the formality of the presentation, the kind of visuals, the number of anecdotes, and the jokes or examples that I use. Most of my presentations are designed to sell, to explain, or to motivate. When I plan the presentation, I think about the audience. Are they professionals or nonprofessionals? Purchasers or sellers? Providers or users? Internal or external? My purpose and the audience mix determine the tone and focus of the presentation.
- c When I make a presentation, I use the visuals as the outline. I will not use notes. I like to select the kind of visual that not only best supports the message but also best fits the audience and the physical location. PowerPoint, slides, overhead transparencies, and flip charts are the four main kinds of visuals I use.
- d PowerPoint and slide presentations work well when I am selling a product or an idea to large groups (15 people or more). In this format, I like to use examples and graphs and tables to support my message in a general way.
- e In small presentations, including one-on-ones and presentations where the audience is part of the actual process, I like transparencies or flip charts. They allow me to be more informal.
- f I get very, very nervous when I speak in public. I handle my nervousness by just trying to look as if, instead of talking to so many people, I'm walking in and talking to a single person. I don't like to speak behind lecterns. Instead, I like to get out and just be open and portray that openness: "I'm here to tell you a story."
- g I try very hard for people to enjoy my presentations by showing enthusiasm on the subject and by being sincere. I try not to use a hard sell – I just try to report or to explain – and I think that comes across. In addition, it helps that I am speaking about something that I very strongly believe in and something that I really, really enjoy.