
Powerful Presentation Skills

Tips and skills for preparing, performing and evaluating presentations

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Powerful Presentation Skills

Agenda

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Introduction

Preparing

Performing

Evaluating

Q&A

Introduction

The importance of effective presenting

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Why are presentation skills important?

- Individual success
- Business success
- Stress reduction
- Time management
- Leadership
- Public image and opinion

Introduction

5 types of business presentations

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Sales Persuasion Status report

Product demonstration Business plan or strategy

1. Define your objective

- Inform? Persuade? Sell? Possible objections?

2. Know your audience

- Relationship to topic? Presentations history? There by choice or compulsory?

3. Understand the context

- Formal/informal? Time of day? Place in schedule? Environment?

Preparing

Putting it together

1. **Define your key message**

- What do you want people to remember?

2. **Identify arguments to support it**

- Why should the audience care?

3. **Identify participation points**

- When should your audience react, agree, or buy in?

Preparing

Review and refine

- Does the key message support the objectives?
- Are your logical connections explicit?
- What points can you cut?
- Visuals

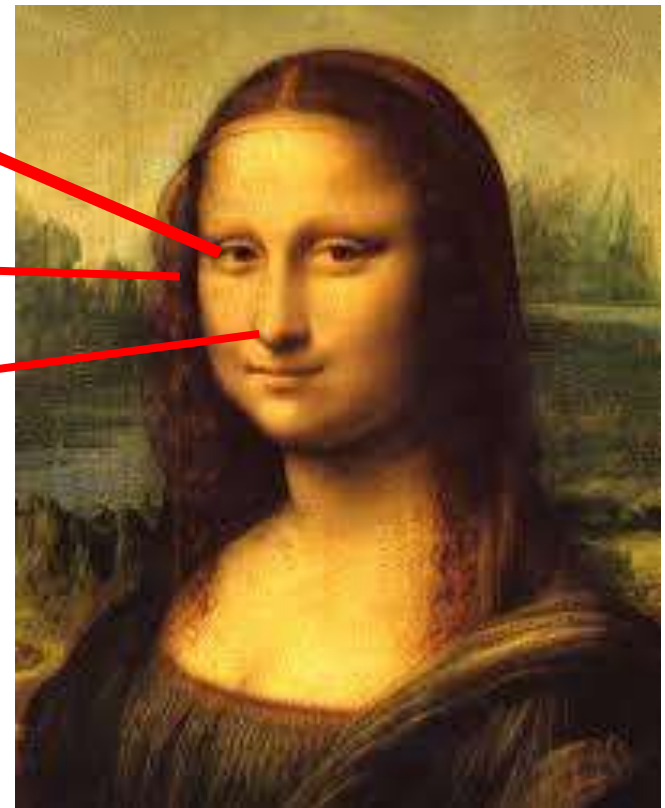
How do good visuals help your audience?

- Maintain attention
- Remember facts
- Understand ideas, relationships, physical layouts
- Recognize that you are moving on to a new topic

75%

13%

12%



Performing

- Rehearse
- Project positive body language
- Make eye contact
- Use your voice well
- Keep the audience engaged
 - humour, stories, visuals, examples, questions, asking for physical response

Performing

Practice: 1-30 conversations

In any oral interaction:

- verbal language = 15%
- **body language** = **70%**
- rhythm and intonation = 15%

Del Campo P. 1997 *La música como proceso humano*
Salamanca: Amaru Ediciones

Performing

Fantastic finishes

Call to action

- Reiterate key message
- Integrate opening points
- Recommend action
- Suggest agreement
- Obtain commitment or buy-in
- Provide closure

Evaluating

During your presentation

- Look for signs of interest/boredom, or ask how it's going.
- Have a colleague take notes.
- Note questions. They may highlight what wasn't clear.

Evaluating

After your presentation

- Make notes immediately.
- Assess your overall effectiveness.
- Ask for feedback.
- What changes would you make to improve the presentation?
- What general lessons have you learned?

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