

PRESENTATION SKILLS

Competency Development Guide

Presentation Skills Defined:

Presenting information clearly and effectively is a key skill to get your message or opinion across and, today, presentation skills are required in almost every field. Whether you are a student, administrator or executive, if you wish to start up your own business, apply for a grant or stand for an elected position, you may very well be asked to make a presentation.

Source: www.skillsyouneed.com

Presentation Skills are effective in a variety of formal presentation settings: one-on-one, small and large groups, with peers, direct reports, and bosses. They are effective both inside and outside the organization, on both data that's understood and hot and controversial topics.

Great Presentations can be divided into these 7 sections:

- Go for the Goal
- Create a Winning Outline
- Open Strong
- Spice it Up
- Use Analogies, Stories and Humor
- Repetition
- Add Anchors and Involvement

SOURCE: Persuasive Presentation Skills: Go for the Goal (Part 1), video from The BizLibrary Collection

Improved Presentation Skills can ultimately help you inspire people to reach goals and persuade them to your way of thinking.



"Any intelligent person can sit down and make lists. It takes rationality but little creativity to design an argument using conventional rhetoric. But it demands vivid insight and storytelling skill to present an idea that packs enough emotional power to be memorable. If you can harness imagination and the principles of a well-told story, then you get people rising to their feet amid thunderous applause instead of yawning and ignoring you."

SOURCE: Harvard Business Review



"When Pericles spoke, they said, 'how well he speaks.' But when Demosthenes spoke they said, 'let us march!'"

-David Ogilvy

"All great speakers were bad speakers at first."

-Ralph Waldo Emerson

"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere."

-Lee Iacocca

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Supporting Behaviors

Have the right goal. If you don't have the right goal, everything else is not going to work. We want to state our goal in terms of what we want the audience to do because of our presentation. Something like- "They agree to a free trial.", "They ask me to come back and do another presentation."

Create a winning outline. Think of every part of the outline as a bucket. We have three buckets to dump our ideas into when we brainstorm:

- Bucket 1: The Problem or opportunity
- Bucket 2: The solution or resolution
- Bucket 3: The Benefits

If you don't hit all three of these areas people won't fully understand the problem and then they won't know why the solution is so important. The benefits help them understand that YOUR solution is THE solution.

Open Strong. If there's no introduction, introduce yourself AFTER you open strong. There are several different openings that are effective.

- 1) The headline opening. If your presentation had a headline, what would it be?
- 2) The question opening. Ask a real or rhetorical question, depending on whether or not you want them to interact with you.
- 3) Use a quote or tell a story.

AVOID starting out by: Introducing yourself, or saying "Thank you." If your presentation is good enough, they should be thanking you.

Spice it Up. Create emotion in your audience. Be memorable. Create imagery in the audience's mind using your language. Get your audience doing things and participating to help create memories.

Use Analogies, Stories and Humor. Use analogies and metaphors, they help drive the point home and can even make the presentations much shorter, more memorable and create imagery. Use stories that are easy for you to remember and easy for your audience to remember. Add humor to your presentation and make it relate to your content. Just adding jokes won't be effective.

Repetition. Repetition is one of the best ways to get people to remember what you said. Most presenters do not repeat themselves enough.

Add Anchors and Involvement. An anchor is elegant repetition. Instead of just repeating content, we add additional layers with the repetition. Use the same gestures or vocalization when you're repeating content. What can you anchor in your presentations? What is important? What do they need to remember?

SOURCE: Persuasive Presentation Skills Series, Video from the BizLibrary Collection

SUPPORTING BEHAVIOR STATEMENTS

To identify competency skill gaps consider outlining key supporting behaviors that are important in your organization.

You can assign a basic Likert scale to each behavior statement (examples outlined below) and have the employee and the employee's manager rate proficiency.

ADAPTS APPROACH WHEN NECESSARY:

Can change tactics midstream when something isn't working.

COMMANDS ATTENTION:

Does this person keep the audience's attention, especially during group involvement when attention is easily diverted?

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Development Activities and Suggestions

As with many competencies, practice makes perfect! The more you present and the more feedback you get, the more you will develop your skill. One great way to develop your Presentation Skills is to join a Toastmasters group. At Toastmasters you'll get assigned a topic to present on and then get feedback from your peers and the leader of the group. Another way to develop your skills is to offer to make presentations as often as you can in the workplace and then welcome feedback. You can recognize the theme here, practice, practice, practice.

SOURCE: Forbes.com

Recommended Resources from The BizLibrary Collection

LEAD NOW: Presentation Skills

The Art of Presentational Speaking Series

Presentation Skills: Handling Questions

To watch these courses and more within The BizLibrary Collection, [request a demo today!](#)

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SUPPORTING BEHAVIOR STATEMENTS

PRESENTS EFFECTIVELY IN VARIED SETTINGS:

One-on-one, small and large groups, with peers, direct reports, and bosses.

IS EFFECTIVE BOTH INSIDE AND OUTSIDE THE ORGANIZATION:

Their influence doesn't end with the presentation or when they leave the building after work.

RESULTS ORIENTED:

Seeks out performance feedback.

Looks to improve own performance and the experience of the audience.