

Art of Presentation By Deepak Bharara



LEVERAGING PEOPLE FOR TOMORROW...



Art of Presentation

Creating an effective Business Presentation is both an art & science. It is a skill that involves combining compelling visuals, engaging content, and effective delivery





Presentation Essentials ...

Ask yourself the following: 5 Questions

- 1. WHY I am giving this presentation
- 2. WHY have they asked/chosen me
- 3. WHAT I hope to achieve
- 4. HOW can make it interesting
- 5. HOW much do the audience already know about the subject



Presentation Principles

- Know your Audience
- Define clear objectives
- Start with big bang/ have a good opening
- Create a structural flow
- Visualize your data
- Keep it concise Simple, Short, Straight
- Engage audience
- Be mindful of time & practice
- End with strong conclusion
- Address Questions effectively



Preparation Tips/Plan

- Decide on what & how you want to say, identify, who is your targeted audience – Freeze the objectives
- Prepare yourself in Good/Relax Time Don't be in hurry...
- Do research for correct data/relevant material make it your own
- Structure it Agenda, Introduction, Main Body, Conclusion
- Use script/notes to highlight
- Use Technology Visual, Pics, Video & Equipment's Check
 them Video, Markers, Slide Pusher, OHP, HDMI Connection,
 Internet Facility, Flip Charts etc.



Preparation Tips/Plan

- Practice before the presentation, use dry run ... it is very important – (Prepare brief notes & Seek feedback)
- Make Comment/Punchline on key outcomes/expectations
- Figure out the Seating Arrangements of key people
- Figure out the possibility of high Noise Level/Disturbance
- Pitch on Timeline, Cost Effectiveness, Quality, Special features
 - USP & Safety issues



Create an Impact

- Size of Font's should be good enough Legible & Readable Use Ariel or Calibri 24 to 28 Max. Use different font size or Colour for emphasis. The Heading font size can be of 40-48
- Do you know that visual aids have been found to improve learning by up to 400 percent?
- Do you know that we can process visuals 60,000 times faster than text?
- Memorizing effects for different presentation techniques 30% Seeing, 20% Listening, 50% Listening and Seeing, 70% Discussing, 90% Practicing
- Pronounce names correctly/carefully & it should be clear



Choose the Color Schemes

Bad
Too Little Contrast
Too Little Contrast
Too Little Contrast
Complementary Colors
Too Many Colors

Good

Good Contrast

Good Contrast

Good Contrast

OK for Accent; Tiring

Best for Colorful Diagnose

- Use very dark or very light background
- ☐ High contrast
- ☐ Avoid red, green



Presentation Timings

It all depends upon the message but in practice

- Word visuals 20 seconds
- Photographs on visuals 30 seconds
- Diagrams and drawings on visuals 40 seconds
- Chart and graphs on visuals 60 seconds





Understand Psychology of Listeners

- Pressures, Mood
- Enforced attendance
- Fear, Shyness, Aggression, Vocal
- Resistance to learning, Know-it-all attitude, Too old to learn
- Status differences
- Mind is not on the learning new things



Use of Flipcharts

ADVANTAGES

- Transportable & easily available
- Need no power/battery back up
- Adaptable, needs no training on equipment's
- Any paper usable
- Easy to use & Retain for future reference
- Lower cost

DISADVANTAGES

Needs good handwriting





Use of OHP/LED TV

ADVANTAGES

- High visual impact
- Usable in light with large image
- OHTs/LEDs widely available
- Used in sitting and standing position
- Professional Production/outlook
- PPT is easily portable on pen drive

DISADVANTAGES

Requires Power/Space







Controlling Butterfly/Stage Fear

- Be sincere & Very natural
- Be Confident & Enthusiastic
- Be pleasant & Smiling
- Take a glass of water
- Breathe deeply & slowly
- Use can use humor but carefully to break ice
- Open presentation with a big Bang Dramatic/Provocative Statement/Relevant anecdote/Story Line



Controlling Butterfly/Stage Fear

- Start slowly Explain the objective/purpose & than gradually pickup the speed...all depends on audience comfort... take a pause when required. Must Know when to start & when to stop.
- Use positive pitch in comfortable language, style & have control on Volume/Tone - Repeat key words .. Don't Read notes/slides....
- Identify good listeners around & pitch with them to gain momentum – though focus/eye contact with all
- Avoid using heavy technical terms, if you don't know much about them



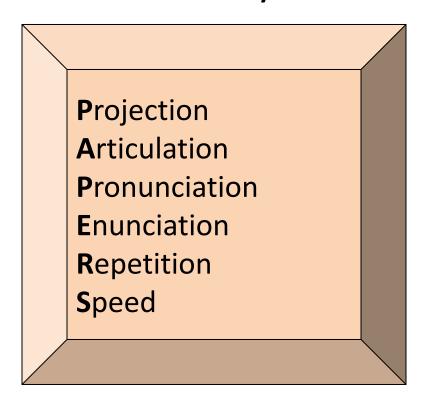
Self Appearance

- Be Causal or Formal but be smart Create Impression
- Dress for the occasion
- Dress for comfort within constraints above
- Check your dress before appearing
- Don't make unwanted movements be natural
- Don't play with props, keys,
- Don't fiddle with hair



Presentation itself

Understand this Chemistry: PAPERS





Closing of Presentation

Question Time

- In a short span of you have given lot of information
- Finish your Presentation on a forceful note, remaining warm
 & friendly
- Smile, invite questions
- Be honest in your answers. If you don't know the answer, say so
- Don't react but responds



In Summary

A good presentation should be Long enough to cover the subject, and Short enough to create interest!!!



LET US EMBRACE THE FUTURE









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