



Columbia University
MAILMAN SCHOOL
OF PUBLIC HEALTH

Professional Presentation and Public Speaking

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11:45-1:15

Hess Commons

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Key Elements of a Good Presentation

- Purpose
- Audience
- Need
- Information
- Communication



Key Elements of a Good Presentation

Purpose

- Have a clear idea of what it is about
 - Are you sharing info?
 - Persuading them?
 - Educating them?
 - Gathering their views?
 - Selling them on something?



Key Elements of a Good Presentation

Audience

- Know as much as possible.
- Focus your talk accordingly.



Key Elements of a Good Presentation

Need

- Your presentation should be considering a need in the audience
- Make sure you tailor your talk to meet this need



Key Elements of a Good Presentation

Information

- Driven by your clear understanding of the purpose of your talk
- Basic Format
 - Introduce the topic: Motivate the audience on the significance
 - Describe how you got the info that addressed the problem.
 - By the end, you should get to:
 - What?
 - When?
 - How?

Key Elements of a Good Presentation

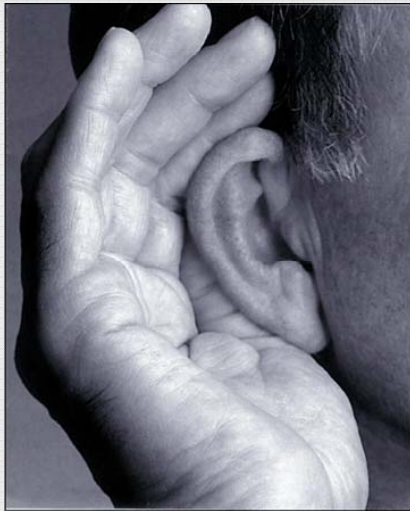
Communication

- What visual aids (if any) will you use?



What the Audience Remembers

- 20 % of what they hear
- 30% of what they see
- 50% of what they hear and see
- 70% of what they do



Five Skills to Improve Presentations

- Fine tuning
- Outcome-oriented
- “Chunking”
- Unlimited points of view
- Success-oriented



Five Skills to Improve Presentations

Fine Tuning

- Refine the talk beforehand so it is tailored
- Practice on tape in front of mirror or for friends/family and time it
- Repeatedly check as you deliver it



Five Skills to Improve Presentations

Outcome-oriented

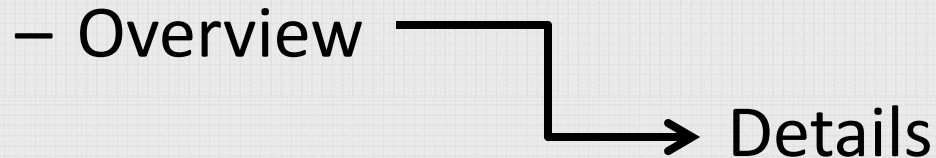
- Be clear about what you want to achieve



Five Skills to Improve Presentations

“Chunking”

- Present info in manageable segments
- “Chunk” downward



- Timing and number of points
 - 10 minutes (10-15 slides): Intro, 1 major point, conclusion
 - 20 minutes (20-25 slides): Intro, 2 major points, conclusion
 - 30 minutes (30-35 slides): Intro, 3 major points, conclusion
 - 60 minutes (60-65 slides): Intro, 4 major points, conclusion

Five Skills to Improve Presentations

Unlimited Points of View

- Give at least 1 or 2 other points of view



Five Skills to Improve Presentations

Success- Oriented

- Develop an unshakeable belief that each presentation is bound to be a success



Endings

- Avoid clichés
 - “In conclusion...”
 - “And finally...”
- Go directly into a summation.
- Lead it towards a “call to action”, i.e., what is needed next
- Leave audience feeling good





Cautions



- Be careful with humor
- Topical references
- Personal anecdotes
- Shocking statistics
- NEVER make excuses



Handling Questions

- Listen to speakers, jot down if needed
- Repeat if no microphone
- Address whole audience
- To move away from a questioner, end response looking away from that person
- Say “I don’t know. I will check.”
- Defuse problematic attitudes (be firm yet polite)



Delivery Factors that Improve Impact, Reduce Fear, and Build Confidence

- Stand straight
- Slower, lower pitch
- Expressive voice
- Project your voice
- Fewer gestures
- Increase your comfort level
- Eye contact
- Positive, confident, and enthusiastic presence



Increase your Comfort Level

- Visit room, podium beforehand
- Check podium– all equipment, slides
- Be there early to greet audience
- Carefully check attire, shoes, jewelry, etc.



Eye Contact Tips

- Find a “friendly” face
- Choose a face toward the back of the room
 - “Aura Effect”: everyone forward will feel as if you are looking at them
- Move eyes randomly, no more than 3-4



Build Confidence

- Use “trigger”
- Stick with
- Have notes and sub-headings
- Practice



and sub-

Visual Impact

Dress to meet audience's expectations



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may atte



of

- Women
 - Blazer
 - Pants
 - Dress (
 - Sober
 - No cons



s on jewelry



Summary

3 keys to success:

1. Know your audience
2. Keep it simple and to the point
3. Have confidence in yourself and in your message

R² Contact Information



R² Website:

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Exercise 1: Relaxation Exercise

1. Find a quiet space for 10 minutes.
2. Sit comfortably– legs on the floor, arms at your side.
3. Close eyes.
4. Count from 1-10 while breathing.
 - Breathe in (1), breathe out (2), breathe in (3), breathe out (4)
 - Repeat for 10 minutes
 - Start from 1 any time your mind wanders
5. Do this once a day everyday for one week before talk
6. Do again for 5-10 minutes a half hour or so before talk.

Exercise 2: Exercise to Lower Pitch and Increase Flexibility

1. Sit comfortably.
2. Sing: “Ding, Dong” “Ping, Pong” “Bing, Bong” down the scale as low as you can comfortably go.
3. Do in reverse.
4. Do 4 or 5 times, one time per day.

Exercise 3: Dealing with Presentation Fear “Circle of Excellence Exercise”

1. Find a quiet, undisturbed place to use for 5-10 minutes.
2. Choose a past vision when you felt extremely confident, safe, happy or relaxed.
3. Recall everything you can about this event and how you were feeling at that moment. Repeat often so that you can recall it instantly and so that it is vivid.
4. Stand Up– Imagine that there is a 3-foot wide circle in front of you.
5. Imagine the circle is filled with your favorite color.
6. Bring your vision to mind.
7. When your vision has reached full strength, say your “trigger word” (e.g., “I’m ready,” “Now,” or “Relax.”)
8. Do this enough so that you will be able to say your trigger word right as you come to the podium.
9. The feeling of confidence will immediately come into being.

MADE to STICK

SUCCESS Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the “kidney thieves” urban legend to JFK’s “Man on the Moon” speech—have six traits in common. If you make use of these traits in your communication, you’ll make your ideas stickier. (You don’t need all 6 to have a sticky idea, but it’s fair to say the more, the better!)

PRINCIPLE 1



SIMPLE

Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?

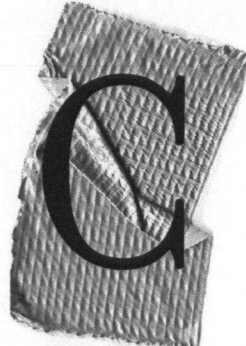
PRINCIPLE 2



UNEXPECTED

To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn's rings made of?) Before your message can stick, your audience has to want it.

PRINCIPLE 3



CONCRETE

To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.

PRINCIPLE 4



CREDIBLE

Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)

PRINCIPLE 5



EMOTIONAL

People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)

PRINCIPLE 6



STORIES

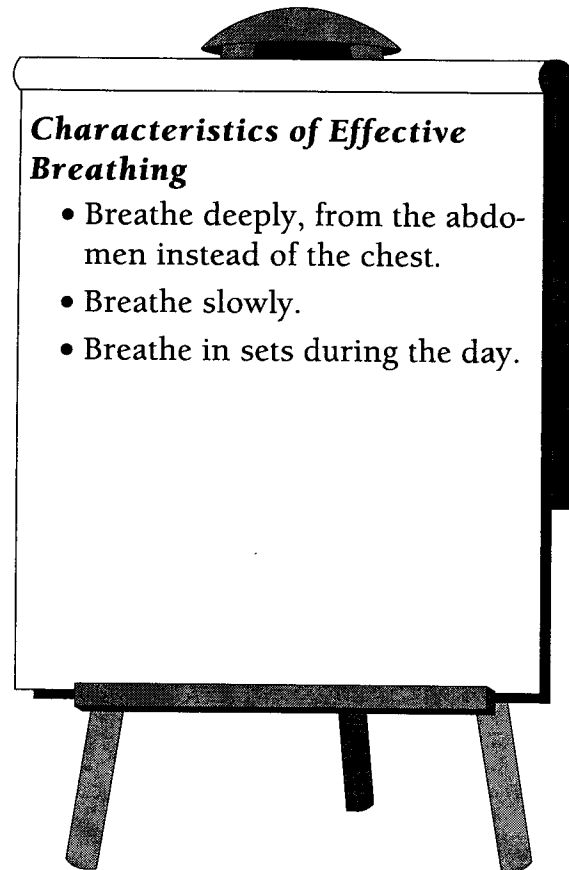
Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Springboard stories (See Denning's World Bank tale) help people see how an existing problem might change.

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Examples of Affirmative Self-Talk

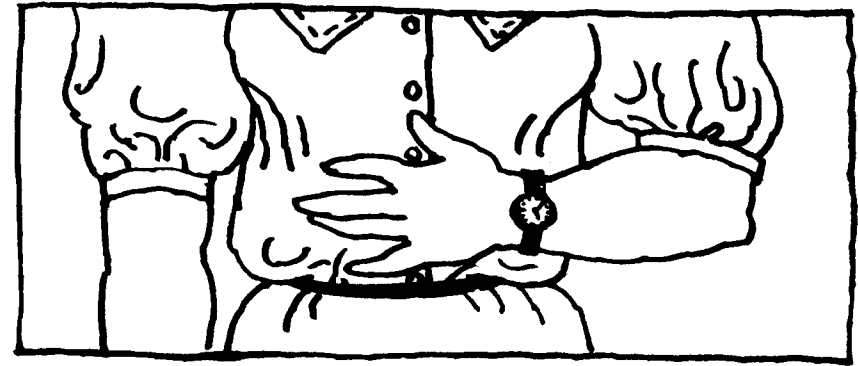
- I am going to do well today.
- I will remember my presentation.
- The audience wants to hear what I have to say.
- I am enthusiastic when presenting my ideas.
- I see myself presenting with power and pizzazz.
- I am calm and relaxed.
- I am excited about this presentation.
- With each breath I take, I feel calmer and more assured.
- I think only of the positive outcomes I seek.
- I can do this. I want to do well and enjoy the process.
- When I think of speaking to this group, I smile with confidence.
- I remember to relax my muscles and breathe deeply as I rehearse, prepare, and approach my audience.
- I open my talk with humor to help myself and the audience relax and enjoy the information.
- I prepare for each presentation.
- I organize my thoughts clearly and logically.
- I practice my speech, looking for ways to improve it.
- I enjoy doing my best.
- I dress appropriately and comfortably for the purpose of my talk.
- I project myself with power, and I develop my vocal skills.
- I stand proudly before my group, balanced and firmly on both feet.
- I move deliberately, using my body to reinforce my message.
- I don't mind making mistakes as I learn to speak more effectively.
- I learn from my errors and become more polished and professional.
- I accept feedback from others with poise and openness. I evaluate myself after each presentation, determining which areas need improvement.
- I use all opportunities to continue learning and developing my skills.
- I communicate with power, polish, and pizzazz.

Source: Deborah Fairbanks, a certified Self-Talk Trainer



Breathe deeply, from the abdomen instead of the chest.

Place your hand flat on your abdomen with your little finger at the waistline and your thumb resting between the place where your ribs separate. Now take a deep breath. Did you feel your abdomen expand? If yes, then you are breathing correctly. *Abdominal breathing* not only helps to relieve tension, but it also helps you project your voice as well.



Breathe slowly.

We often breathe faster when we're nervous. Faster breathing requires more breaths to get enough oxygen, making our heart work harder. Slower, deeper breathing provides more oxygen and helps us relax.

Breathe in sets during the day.

If you are in the habit of breathing from the chest and reacting to stress with quicker breaths, you'll want to develop a new habit of slower, abdominal breathing. Try the following exercise to practice breathing, which will boost your speaking confidence and voice.

Try It Now

The following exercise will help you "take five" anytime.

1. Inhale slowly into your abdomen to the count of five. Hold for two counts. Exhale, slowly counting to five.
2. Repeat.
3. Inhale again to the count of five. Hold for two counts. Exhale, slowly counting to five.
4. Repeat.
5. Inhale again to the count of five. Hold for two counts. Exhale, slowly counting to five.

Appearance Checklist

Check the items you might want to change and then take this list to your closet, your hairdresser, and your favorite shops. Assemble a few outfits that would be suitable for making a presentation, using this checklist as a guide.

Accessories

- Wear jewelry that is simple and not distracting.
- Be consistent with your jewelry.
- Avoid jewelry that can be noisy and distracting.
- Wear large earrings.
- Anchor scarves and pocket-handkerchiefs.
- Wear a belt for a finished look.
- Carry a quality leather handbag or attaché case that is not too large.
- Wear conservative ties.
- Wear quality, conservative socks or stockings.

Shoes

- Wear quality shoes.
- Select classic shoe styles over fads.
- Wear shoes as dark or darker than your hemline.
- Match shoe clips to the same gold or silver tone of your jewelry.
- Keep your shoes polished and in good repair.

Clothing

- Select an appropriate garment for the occasion.
- Dress as well as the best-dressed person at the occasion.
- Wear a jacket for power and authority.
- Buy quality fabrics.
- Buy classic pieces.
- Select solid-colored garments.
- Wear accent colors that enhance your appearance.
- Select styles appropriate for your age.
- Have clothes tailored for a good fit.
- Wear your hemline at the knee or below.
- Power dress appropriately; express your own style.

Cosmetics

- Use makeup moderately. Go to a makeup artist or attend a class on color, products, and application.
- Have your nails manicured; avoid excessive lengths and bright nail polish.
- Do not drum your nails on a table or lectern; it's distracting.

Hair

- Wear a hairstyle that is neat and not trendy. For a business look, hair at shoulder length or above is best.
- Avoid a hairstyle that falls forward into your face or long bangs.

Color

- Wear colors that make you feel good and ones that people compliment you for wearing. Have your colors analyzed by a color expert.
- Wear darker colors for a more powerful look.
- Choose bright solid colors for a television or media appearance.
- Match a bright-colored blouse with a contrasting suit.
- Select a color that supports the message you want to convey.

Color

Teal
Bright yellow
Red
Orange
Pink or blue

Tone

Open communication
Learning
Energy
Agitation
Calming, trusting

- Repeat an accent color somewhere else in your outfit.

Work Sheet 9

Audience Analysis

Audience age range: From _____ to _____

Average age: _____

Educational background:

Job responsibilities:

Number of males: _____ females: _____

Group size: _____

Dress code for this presentation:

Reason/purpose for meeting:

Voluntary or mandatory:

Theme of meeting:

Goal or desired outcome of meeting:

Issues to avoid with this audience:

Special challenges or problems:

Is a question and answer session desirable?

Type of programs presented in the past:

Negative experiences:

Names of previous speakers:

Names of officers or top managers who will be in the audience:

Who will precede my presentation:

Who or what will follow:

Name and title of person who will introduce me:

Time allowed: _____ Starting time: _____

Conclusion time: _____

Who can signal when 5 minutes remain:

Contacts for interview:

Presenting a Good Introduction

1. Know what you are going to say in advance.
2. Know where the speaker will be seated.
3. Lead the applause to greet the speaker.
4. As the speaker approaches the lectern, step back.
5. Greet the speaker with a handshake and a smile.
6. After the presentation, return to the lectern and lead the applause to thank the speaker.
7. Present any tokens of appreciation and words of thanks.
8. Stay in the foreground as the speaker steps back.

1. Know what you are going to say in advance.

If the speaker has not provided an introduction, be sure to interview the speaker and write an appropriate introduction using the five elements of a good introduction.

2. Know where the speaker will be seated.

As the introducer, know exactly where the speaker will be seated in your audience or if the speaker will be seated at the head table.

3. Lead the applause to greet the speaker.

After you complete your introduction, say, "Please join me in giving a warm welcome to _____" and lead the applause. Introducers sometimes forget to lead the applause. The introducer is the leader, and the audience looks to the introducer for guidance and timing.

4. As the speaker approaches the lectern, step back.

Leave room for the speaker to step in front of you. The person relinquishing control of the lectern always steps back and away.

5. Greet the speaker with a handshake and a smile.

When the speaker arrives, greet him or her with a handshake and a smile. Then walk away and be seated quickly.

6. After the presentation, return to the lectern and lead the applause to thank the speaker.

When the speaker is finished, be sure to lead the applause as you approach the lectern to thank the person. Once again shake hands and stand next to the speaker.

7. Present any tokens of appreciation and words of thanks.

Present any certificate, gift, plaque, or token of appreciation and words of thanks regarding the speech just given.

8. Stay in the foreground as the speaker steps back.

After the acknowledgment, the introducer stays in the foreground and the speaker, who is relinquishing control, steps back.