


THE HEALTH COMMUNICATION UNIT

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Strengthening Personal Presentations


Core Communication Skills



1. Understand your audience.
2. Have a three point plan.
3. Be creative in use of material.
4. Make an effective delivery.
5. Learn and keep improving.

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Learning Objectives



After completing this workshop, participants will be able

1. To demonstrate the five core presentation skills that can be applied in different situations
2. To identify personal communication strengths and weaknesses, and personal goals for further development
3. To apply the workshop content for personal presentations and for coaching others on presentation skills

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Purposes of a Presentation



To	The audience comes away
Inform ...	with new information
Instruct ...	with a new skill
Stimulate ...	with a feeling about your issue / topic
Convince ...	supporting your position
Activate ...	motivated & with high intention to take your suggested action

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Core Skill One



Understand Your Audience

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Communicating is a Contact Sport

-Bert Decker



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Approaches to Use Before Presentation



- Get information on the audience point of view.
- Talk to someone who has worked with the group in the past.
- Imagine following a typical audience member through an average day.
- Watch out for people who will mislead you because they think they know your audience.

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Approaches to Use During Presentation



- Make eye contact and spend time looking at the audience.
- Encourage audience participation to get the audience talking about the topic.


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You can observe a lot just by watching.

- Yogi Berra

TUNING INTO YOUR AUDIENCE	
Worst Possible "Position" on Your Issue	Best Possible "Position" on Your Issue
<p>What is already in their hearts, minds, guts and pocket book that supports your position?</p>	<p>What is already in their hearts, minds, guts and pocket book that opposes your position?</p>

Core Skill Two




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Don't use research like a drunk uses a lamp post, use it for illumination, not support

-David Ogilvy

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Core Skill Two



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Have a Three Point Plan

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The Three Point Plan



- Intro: Tell them what you're going to tell them
 - Grabber
 - Theme
 - Announce Plan
- Body: Tell them
 - Main Point 1
 - Main Point 2
 - Main Point 2
- Close: Tell them what you told them
 - Summarize
 - Grabber
 - Call to action

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Mind Mapping



- A way to generate ideas for your presentation
- Can be done by one or a group
- A way to organize your thoughts while someone else is speaking
- A first step to creating a full script and presentation cards

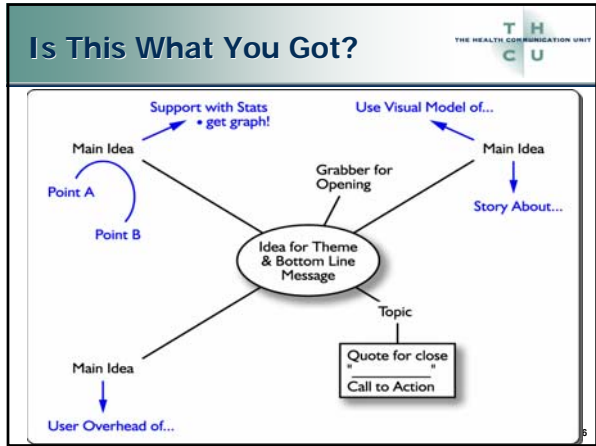
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Mind Mapping Steps



- Write your topic in the middle of page.
- Write unifying theme ideas near topic.
- Add on your bottom line message, key supporting points, a strong opening idea and a strong close.
- Add in all of the tools you will use – stats, examples, stories, visuals.
- Use connecting lines and doodles.
- Transfer your rough mind map to a final organized version.

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Computerized Speech Writer

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Written by Ron Kurtus and available on the [School of Champions Website](#)

Computerized Speech Writer

By Ron Kurtus (revised 15 November 2002)

Computerized speech has been a common practice for many years. It is a quick and convenient way to generate a speech. The program will generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Questions you may have are:

- How can the computer generate a speech for you?
- How can the computer generate a speech for you?
- How can the computer generate a speech for you?

The main use of computerized speech is to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Simulate Thoughts

This computer application will help you to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Topic is Important

The main use of computerized speech is to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Create Speech

The main use of computerized speech is to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Topic or area of concern

The main use of computerized speech is to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Find solution

The main use of computerized speech is to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you. You can use the program to generate a speech for you.

Core Skill Three

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Be Creative In Use of Material

Approaches to be creative in use of material



For Emotion:

- Include something warm and appealing for the heart.
- Include something powerful for the gut.

For Logic:

- Include something for the head.
- Include something for the pocketbook.

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Need for Emotions



- Your listeners will not care how much you know until they know how much you care.
- Emotions are what will change the way people think, feel or act.

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Materials to Strengthen the Emotional Component



- Stories of your own personal experiences.
- Sound bytes and short statements such as quotations from historical figures, folk sayings, etc.
- Stories such as news, parables, movies and TV.
- Music and powerful visuals such as photographs, cartoons and props.
- For more sources, please visit www.images.google.com.

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Materials to Strengthen the Logic Component



- Documents of evidence such as reports, surveys, articles, studies, recommendations.
- Statistics – social math
- Local examples

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Core Skill Four



Make an Effective Delivery

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Identify Presentation Zones



BLUE ZONE

- audience demands a careful, logically supported rationale
- presentations are analytical, highly organized, strong on supporting evidence
- EXAMPLE?

RED ZONE

- best when the audience has feelings about the topic & can be swayed by emotional appeal
- presentations are emotional, surprising, charismatic, creative
- EXAMPLE?

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Approaches to Use Energy

- Don't be too laid back.
- "Energy UP!" before you start. Begin strong. Get the butterflies to fly in formation!
- Vary voice.
- Avoid speaking too quickly - nerves.

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Approaches to Use Silence

- Pause after a key idea or a question to or from the group.
- Let your body language show how you really feel.

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Silence

"The right word may be effective,
but no word was ever as effective
as a rightly timed pause."

Mark Twain

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Approaches to Being Likeable



- Lighten up. Be willing to laugh at yourself.
- Make eye contact.
- Show your humanity by telling stories about touching and humorous situations in everyday life.
- Keep your style conversational.
- Avoid undue emphasis on your own qualifications.

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Approaches to Make a Strong Opening



- Think about your dress, posture and expression.
- Know your opening line.
- Hook the audience in the first 90 seconds.
- Give the bottom line message and answer the question “what’s in it for me?” (from the audience’s point of view).
- Use jokes with caution.

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Approaches to Make a Strong Close



- Never apologize for running short of time – you knew ahead how much you had.
- Summarize your theme and key supporting points.
- Use an anecdote that leaves the audience with a powerful emotional reminder.
- Make a call to action. Don’t waste your final opportunity with: “Thanks, I guess I’m done.”

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"A speech is like a love affair.
Any fool can start it,
but to end it
requires considerable skill."

Lord Mancroft

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Approaches to Keep Track of Time

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- Rehearse, rehearse, rehearse
- Put time codes on text, outline, cards
- Know your WPM (Words Per Minute)
- 2 minute "chunks"
- Pyramid style
- Others....

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**"Few sinners are saved
after the first twenty minutes
of a sermon"**

--Mark Twain

Core Skill Five



Learn and Keep Improving

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Learn from others



Great Canadian Speeches is a wonderful collection of over 60 of the greatest speeches in Canadian history.

More details about the book are available at <http://www.fedpubs.com/subject/refer/speeches.htm>.

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Practice, Practice, Practice



Pick a topic about which you are knowledgeable (hobby, work, vacation, sport) & plan an "opening" to address one of the media, a decision-maker, or the public.

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Steps to Learn and to Improve



- Work in groups of three.
- In turn, each speak for about 1-2 minutes.
- Let one person observe and take a few notes.

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Steps to Learn and to Improve (contd.)



- Provide feedback using the ACE formula.
First **A**ppreciate
Then **C**riticize
Finally **E**ncourage
- Get honest feedback on whether or not you have habits that irritate people.
- Take turns, so that everyone who wants to practice can do so.

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Read, Browse Resources on Public Speaking



To view some great resources, please access our webpage at <http://www.thcu.ca/infoandresources/Step8MessageDevelopment.htm>

You will find the links under Non-THCU Resources.

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