



# Getting you and your research noticed:

The power of effective presentation skills

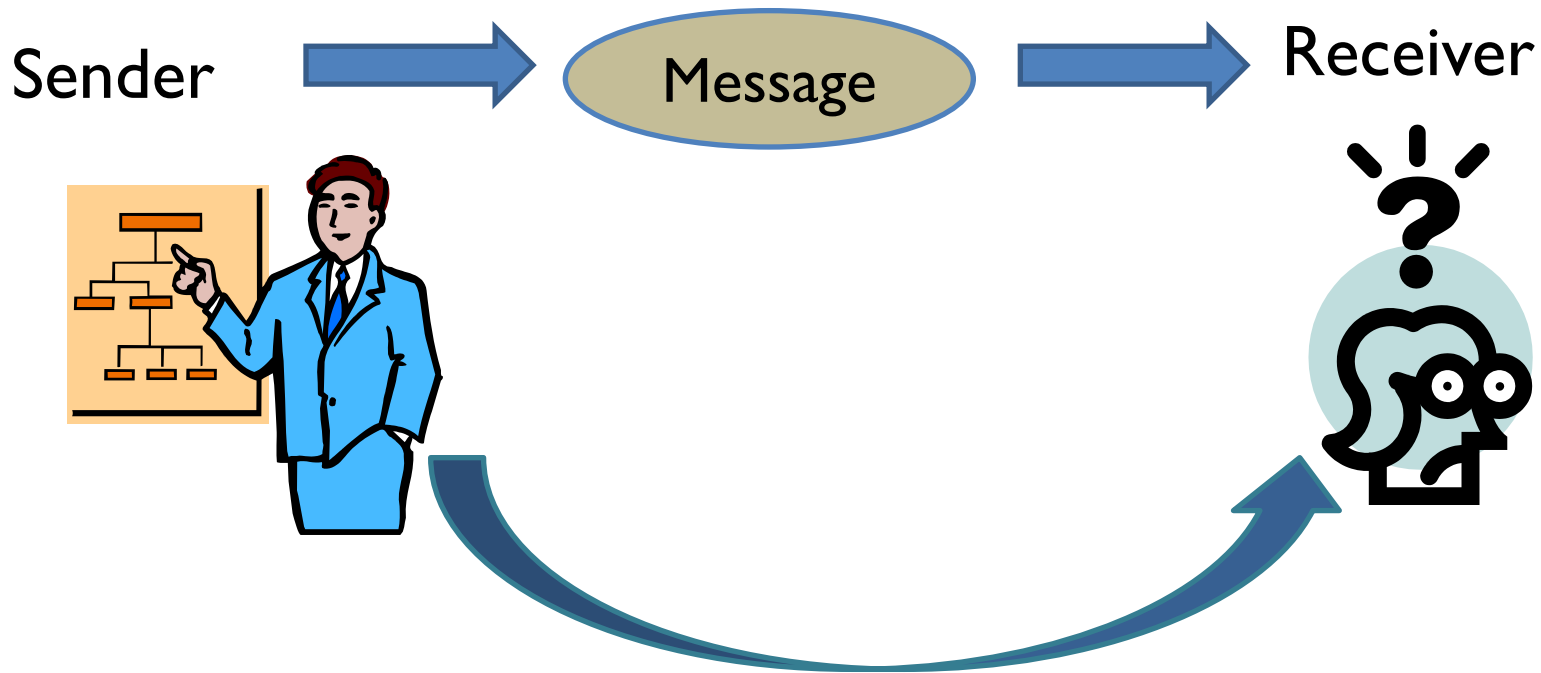
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# What makes a good public speaker?

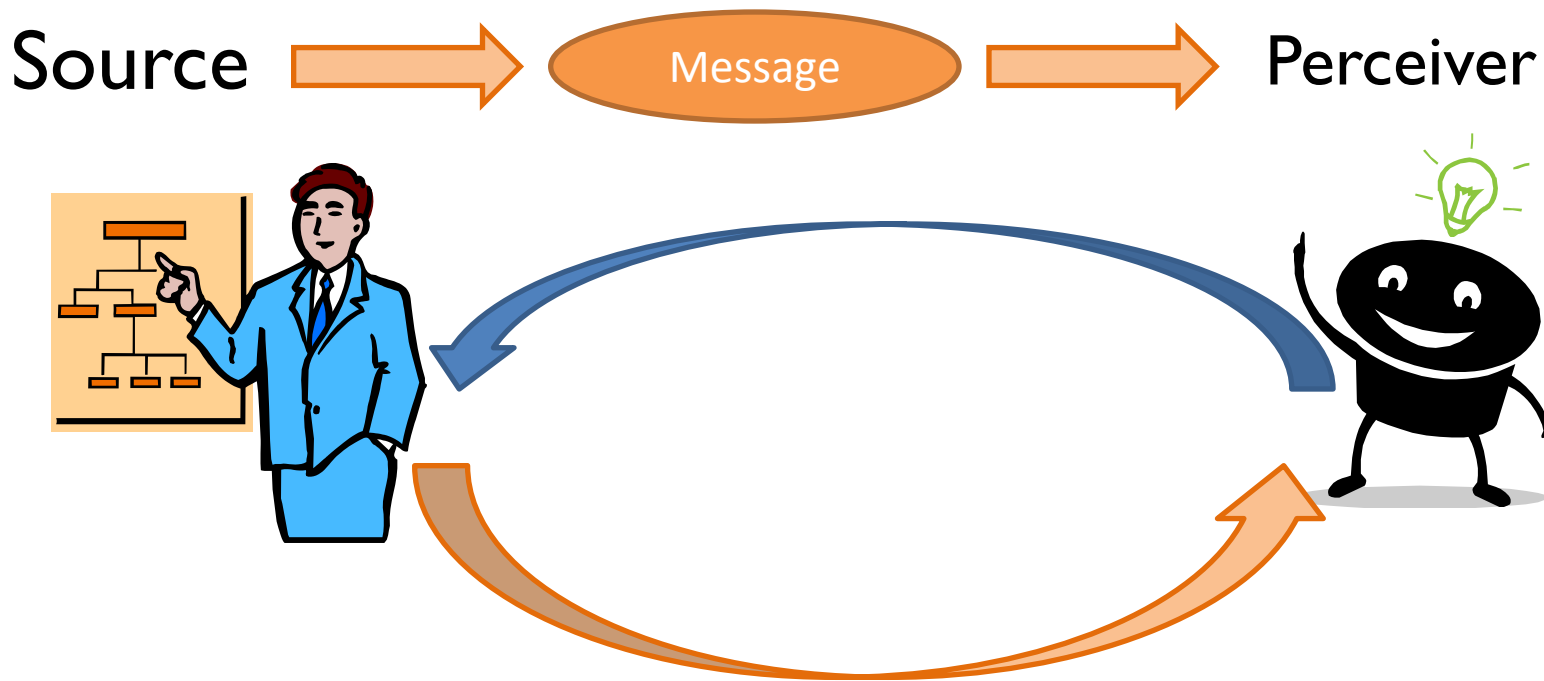
# Session outline

- How we communicate
- 3 Vs of communication
- 10 simple rules for an effective presentation
- Structuring your presentation
  - Use of PowerPoint
- Q&A

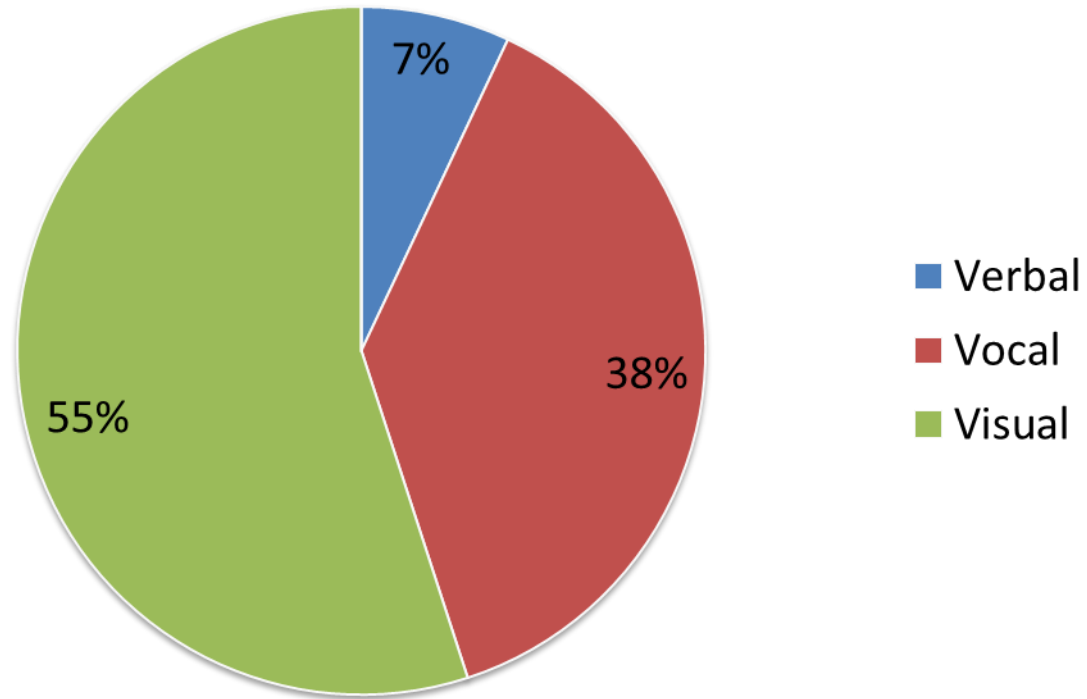
# Traditional definition of communication



# How we *really* communicate



# Three Vs of Communication



# 10

## Simple Rules for an Effective Presentation

# 1

## Know your audience

### Consider...

- Level of education
- Emotional receptivity
- Cultural background
- Psychological needs

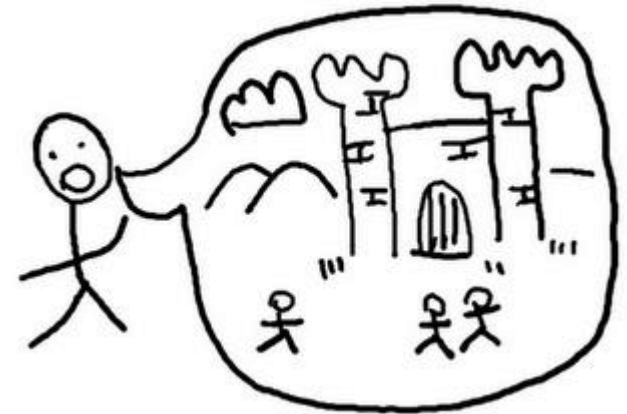


# 2

## Tell Stories

- Paint word pictures
- Express emotion
- Illustrate or prove a point

*“For example...”*



3



# 4

## Body Language & Appearance



**Defensive  
standing  
position**



**Closed body and closed attitude**



**Open body and open attitude**

5

connect

listen

mirror

identify respect

rapport relate

explain build

# 6

## Vary your delivery

- Projection
- Articulation
- Pitch
- Rate



# 7

## Be sincere

“There are three things to aim at in public speaking: first get into your subject, then get your subject into yourself, and lastly, to get your subject into the heart of your audience”

-Alexander Gregg

8

**Avoid distracting visuals,  
verbals and vocals**

9

**Make eye contact**





# 10

**BE PREPARED**

*Practise, Practise, Practise*

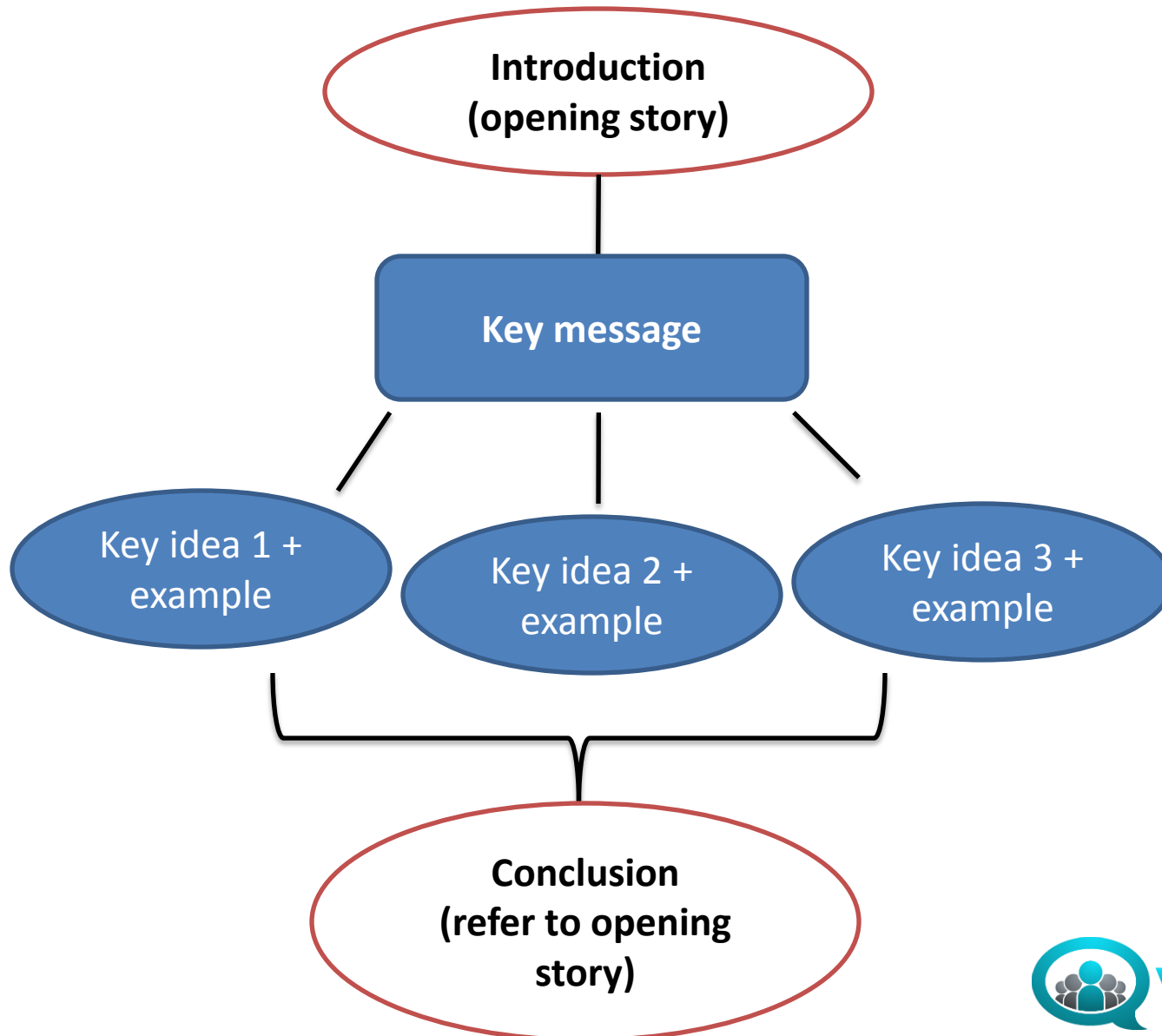
# Structuring your presentation

- What is the purpose of my presentation?
- Who am I presenting to?
  - What do they already know?
  - What do they need to know?
- What is the key message?
- How long do I have?

# *ERS Principle*

- EXPLAIN IT
- REINFORCE IT (*tell a story*)
- SUMMARISE IT

# Presentation Map



# The Beginning

- Own the platform
- Start with a story that is relevant to the theme
- Put yourself in the story so your audience learns something about you



# The Middle

- Talk *about* your audience, not *to* them
- Use analogies to help people understand  
“The internet is like an information super highway”



# The Middle

## Facts and figures:

- Can be powerful or really boring
- Incorporate examples
- Make your case by using people, places and events



# The End

- Summarise
- Highlight the key message
- Go back to your opening story

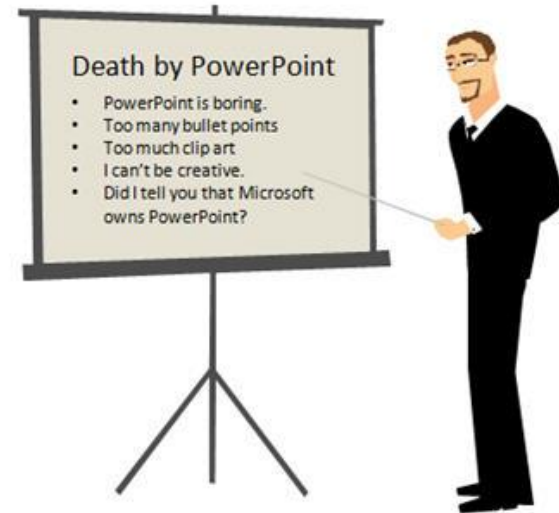
*“Just as the comedian should leave ‘em laughing, the speaker should leave ‘em thinking”*

*- Peter Jeff*



# Use of PowerPoint

- You are the star of your show *not* your PowerPoint
- 7 by 7 rule : No more than 7 words/ line, no more than 7 lines/slide



"In today's presentation, I am going to teach you why Powerpoint doesn't work well for learning. If you look at my first slide...."

# PowerPoint cont...

## Think about...

- Use of graphs and tables:
  - What's the purpose?
  - Are they readable?
- Font
- Special effects
- Practise speaking aloud with your slides

# Q&A

- Be calm
- Be honest
- Be open-minded
- Be prepared



# Summary

1. Be sincere
2. Know your audience
3. Tell stories
4. Build rapport
5. Listen
6. Vary your delivery
7. Keep it simple
8. Be prepared