

IMPROVE YOUR PRESENTATION SKILLS WORKSHOP

INSURANCE INSTITUTE OF BRISTOL

Holiday Inn – Bristol City Centre -16th January 2020

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Workshop Objectives

- Understand the reasons for and scope of presentations.
- Examine audience needs.
- How to structure an effective presentation
- Consider the use of props and other equipment to help the presentation
- Develop techniques for answering audience questions confidently
- Learn and practice impactful presenting skills

AGENDA

- 9.15 – 13.00
- Welcome and Introductions
- Content and Structure of a presentation
- Answering Questions
- Props
- Coffee Break
- Presenting Skills
- Wrap

Workshop rules

- Participate
- Contribute
- Listen
- Respect
- Safe environment
- Honesty
- Enjoy



**Honesty is
the best
policy.
-Benjamin
Franklin**



Listen
just listen



Let's get straight into it.....

- You have 5 minutes to prepare a 2 minute structured presentation to your table. You should introduce yourself, share your experience of giving presentations and say why you are here today.
 - Other delegates will be sharing feedback about your presentation
 - The clock will stop at 2 minutes and someone needs to time.

Presentation Content

- What information should a presentation include?
- How much can you get into say, 10 minutes?

Suggestions

- Title
- Content Plan
- Identity and credibility of presenter
- Further information availability
- Length
- Questions – when and where
- Availability of slides
- **Detail that you want to get across**

- Time considerations –
 - Attention span of the average human!!!
 - Boredom
 - Be memorable
 - Key facts



Structure of a presentation

- There are many thoughts and theories about structure, but let's look at a simple 3 x 3 approach
- What do you think this means in terms of structure and content?

Simple 3 x 3 Structure

- Introduction
 - Tell them what you are going to tell them!
- Detail content
 - Tell them!
- Summary
 - Tell them what you've just told them!

3 x 3 Content

How much information are you able to provide that is ...

- Crucial?
- Memorable?
- Important?
- And Killer – no filler!!?

How much can you pack into 10 minutes?

Remember average attention span!

- Three subjects/topics/points
- Anything else can be picked up in questions or further information links

Can you re arrange your intro presentation this way?

Questions and Answers

- Why is good handling of questions important?

I know my subject, I want to help you
and you can trust me!



How can you prepare to answer questions

- Anticipate what may be asked and revise!
 - You have to do the 'grunt' work
- Practice with colleagues and friends
- If you don't know the answer, admit it and come back later
- Ask the questioner's view

Challenging Questions!

TRACT

- Thank the questioner
- Rephrase the question
- Answer the question
- Check with the questioner that you have answered
- Thank the questioner

Props and Powerpoint

- Why are props useful?
- What can you use?



Why are props and Powerpoint useful?

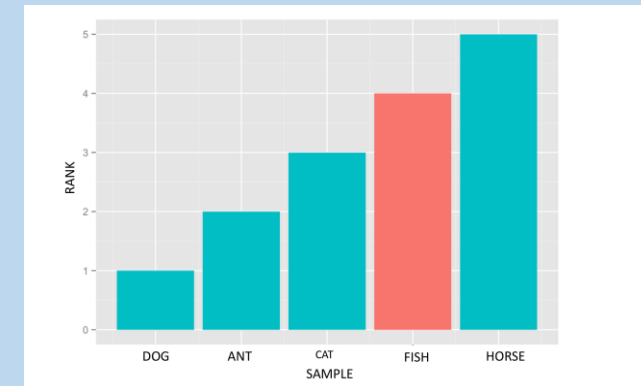
Some suggestions....

- Illustration
- Highlight key points
- Variety for the audience
- Clarity
- Not – for distraction!
- Not too much – less is often more
- Must be relevant to the presentation



Powerpoint

- Use of Powerpoint is a question of taste, audience , content need and confidence
- My usual approach is less is more – I don't want the audience reading slides when they should be listening to me.
- I want pictures and colour to highlight my words or illustrate my points
 - graphs, photos, quotations etc.
- The audience doesn't want me to stand up, turn my back and read my slides to them – I assume they can read!!!



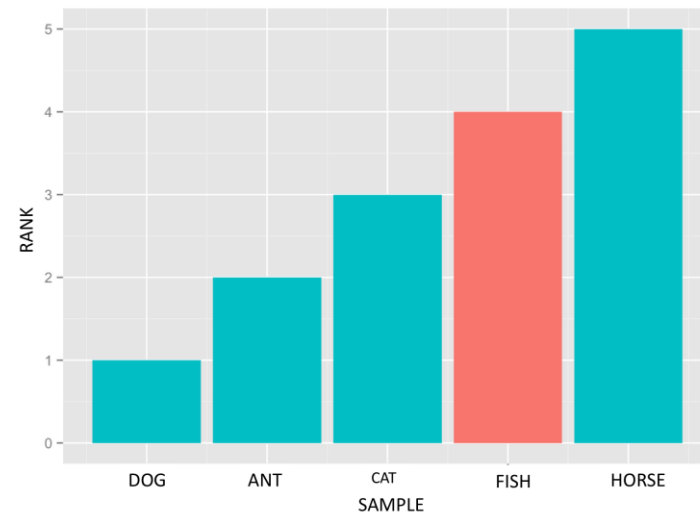
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OSDN
open design



LESS is **MORE**



Presenting Skills

Let's look at

- Stance
- Notes
- Voice
- Pace and pauses
- Eye Contact

REHEARSE

Individual presentations

- In 'new' groups – you have 10 minutes to prepare a 5 minute group presentation, to include Q&A's on

How are we going to use the content of this workshop when we return to the office?

Remember to use the techniques we have discussed, and the group will fill in some feedback forms for you about your presentation and give you at the end.

Wrap up

- Did we cover objectives?
- What next? Action plan?
- Many thanks, good luck and have a safe journey home
- And enjoy your next presentation!!!!