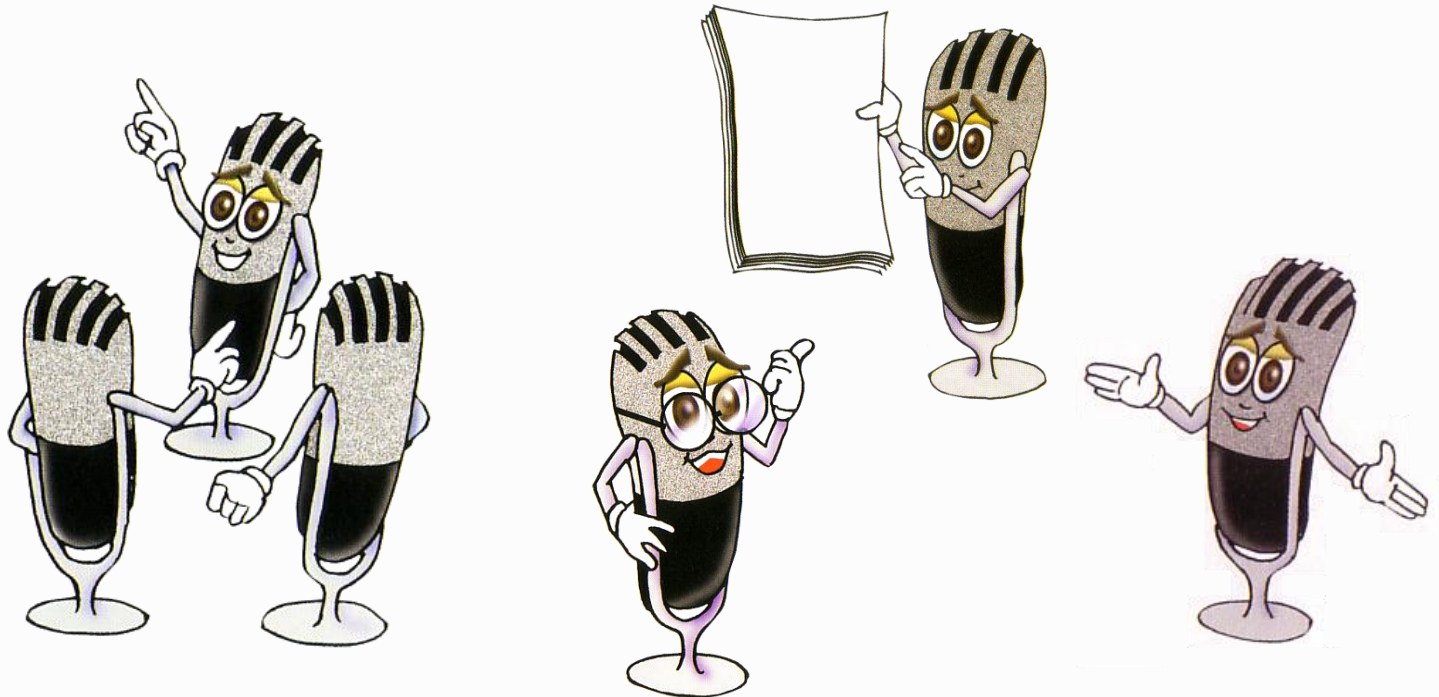


- *Corporate Strategy*
- *Business Consulting*
- *Asset Resolution*
- *Marketing Consulting*
- *Sales Consulting*
- *Market Research*
- *Branding Consulting*
- *HR Consulting*
- *Recruitment*
- *Training*

Presentation Skills



WHO'S WHO

- Who is the trainer?
- Why am I here?
- What do I have to do?
- When are the breaks?
- When can I go home?



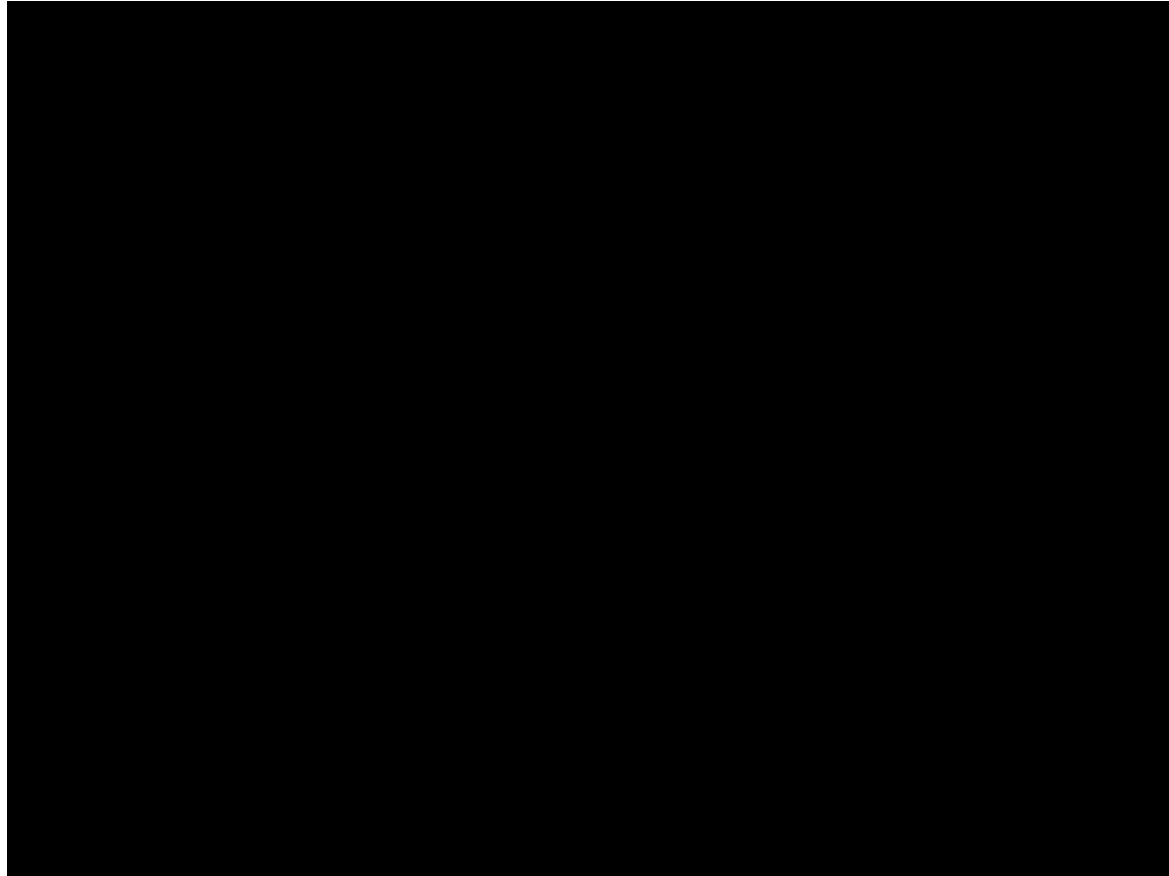
Walid Galal

- Economics & Political Sciences
- Partner in charge for the R&D and Technical Quality Assurance
- Trainer of:
 - ✓ Communications Skills
 - **Who Moved My Cheese**
 - **Spencer Johnson Partners, USA**
 - ✓ Customer Care
 - **SPIN Selling Skills**
 - **Negotiation Skills**
 - **Account Strategy for Major Sales**
 - **Huthwaite International, UK**
 - ✓ Team building
 - **Business Decisions**
 - **Management Gruppen, Denmark**
 - ✓ Basics of Marketing
 - **Developing the Leader Within You**
 - **John Maxwell, USA**
 - ✓ Print Advertising
 - ✓ Time Management
 - ✓ Train the Trainer
 - ✓ Presentation Skills

This Is Embarrassing



...and another one



Courser Objective

To enable participants to
become **influential**
presenters

Table of Content

- 1) Getting Started
- 2) Preparing a Presentation
- 3) Preparing Yourself
- 4) Delivering the Presentation
- 5) Handling the Audience
- 6) Closing

What is a Presentation?

A Presentation is a form of speaking before a group of people whereby a subject in concern is discussed.

Presentation

vs.

Speech



Small group (25 max)
2 ways communication
Commitment to audience
comprehension



Large group (50+)
1 way communication
No guarantee of audience
comprehension

The Relationship



What Makes a Good Presenter?

- Knowledge



- Skills



- Talent

(Handout)



Word of **W**isdom .

Say not always what you
know,

but

always know what you
say.

Claudius

Roman Emperor



Think...Logic

Faulty Fundamentals.

1. “Don’t be nervous”
2. “Use a podium”
3. “Turn the light down to show your slides”
4. “Summarize at the end”
5. “keep control at all times”

The worst enemy of a Presentation
is **RIGIDITY**.



Table of Content

- 1) Getting Started
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Preparing a Presentation

1. Setting the Presentation Objectives.
2. Knowing Your Audience.
3. Developing an Outline.
4. Gathering and Handling Data.
5. Structuring Material.
6. Know Your Venue & Handle Logistics.

1) Setting Presentation Objectives

- **WHY** am I speaking?
- **WHAT** do you want your audience to:

KNOW?

FEEL?

DO?

1) Setting Presentation Objectives

- Structure your presentation around **ONE** or **TWO** objectives only;
- Objectives should capture the main concept of the presentation;
- Use catchy titles that sum up your presentation

“The Role of TQM in BPR”

2) Knowing Your Audience

Find out as much as you can about who will be attending your presentation ?

- Size
- Demographics
- Knowledge / Interests
- Relationships
- Needs
- Context & Environment

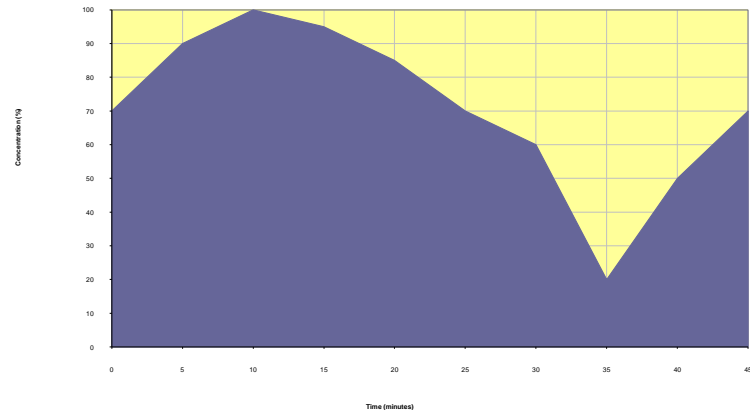


3) Developing an Outline

- Give yourself 15 minutes to focus on your topic.
- List as many things as you can think of, that you want to include. (**brainstorm**)
- Start grouping the items into categories

ATTENTION SPAN !

- Alert at start of presentation
- Reaches the peak after 10 min
- Attention fades until 30-35 min have passed and increases near the end



4) Gathering & Handling Data

Types of Data:

- **Facts, Studies & Statistics**
- **Examples, Stories, Quotes**

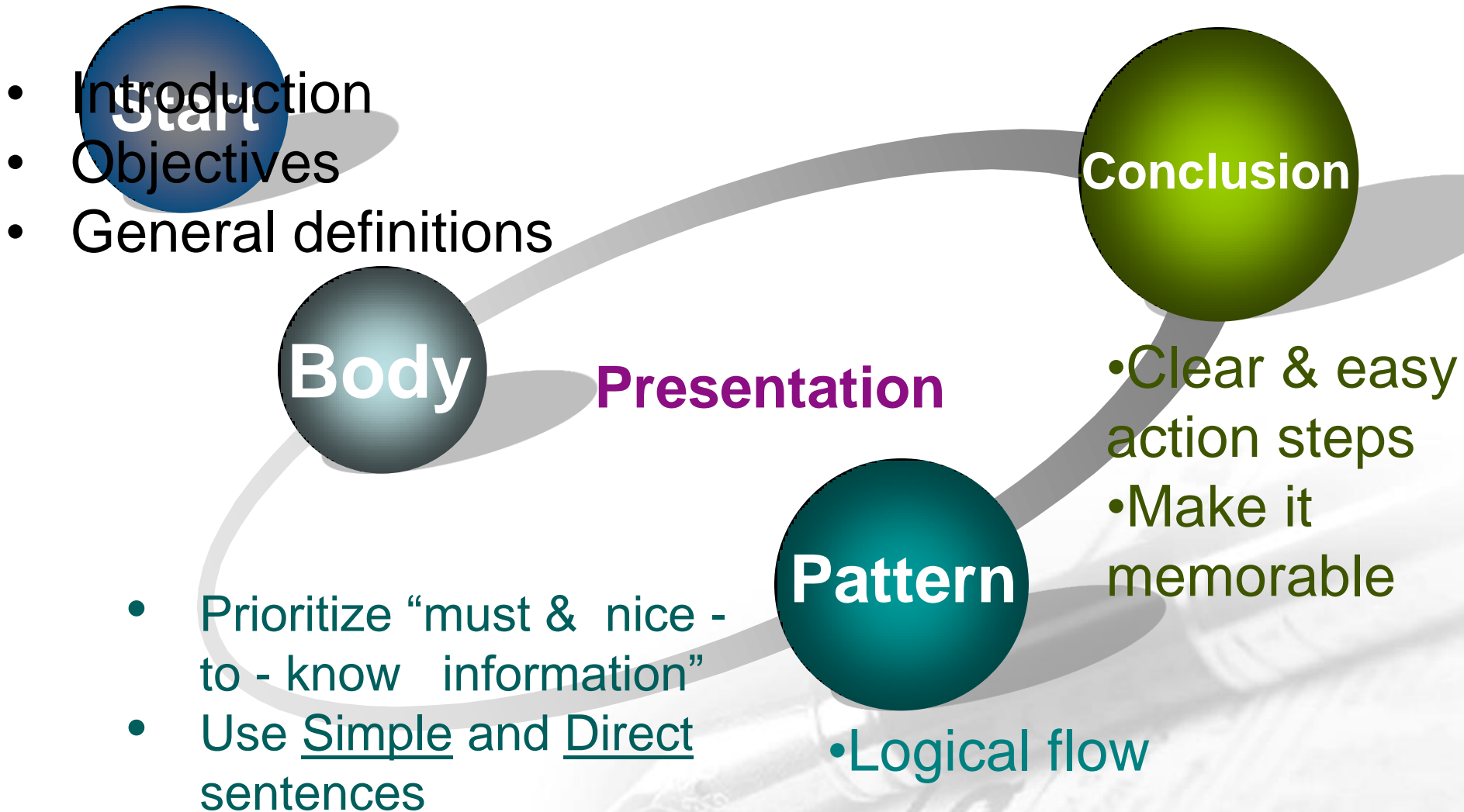
4) Gathering & Handling Data

- Always use a variety of sources, never one:
 - Books, Magazines.
 - Researches, articles, papers.
 - Internet.
 - Own knowledge and experience.

Tip:

Put each main point into a separate folder until you have enough to fill out your presentation .

5) Structuring Material



5) Structuring Material

For every **HOUR** of Presentation, you need at least **10 HOURS** of reparation, for:

- Your presentation to be effective and,
- For you to be confident about it



6) Know Your Venue & Handle Logistics

1. Visit the venue to check the layout
2. Check the lighting, seating, and power supply carefully.
3. Plan your entry and exit points.
4. Try all Audio-Visual facilities (in full).

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Show me a person who says,
I never feel the slightest bit
nervous when I get up to
present" and I will show you
a person who is not to be
TRUSTED.



Make The Unknown Known

- Being Stared At.
- Looking Foolish:
 - Breakdown of Equipment.
 - Forget what to say.
- Negative Past Experience.
- Bored or Hostile Audience.



Methods to Combat Fear



Methods to Combat Fear

1. Ask yourself “So What?”

- So what if you trip and everybody laughs?
- Put things in perspective, you will be less afraid.

2. Diet

- Eat a light meal, empty stomachs do not react to anxiety.
- Do not consume lot of caffeine



Methods to Combat Fear

3. Exercise

- Take a small walk around
- Take deep breaths through nose and exhale through mouth.



4. Familiarity

- Remember your first school day or on job!
- Anxiety associated with “newness” disappears after being in there for a while.



Methods to Combat Fear

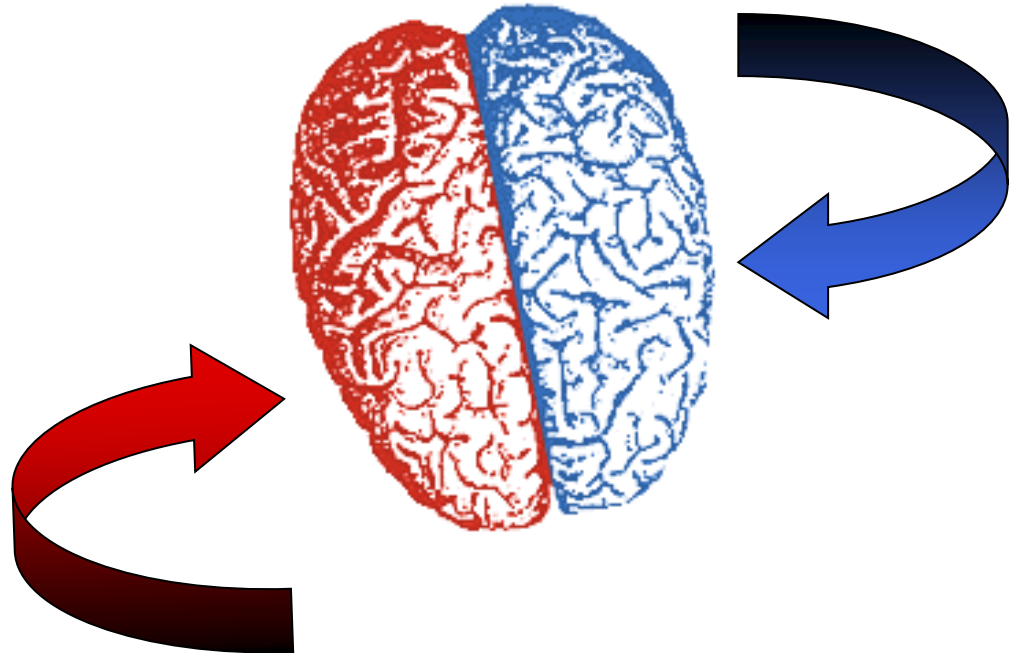
5. Mind Mapping

Left side:

- Numbers
- Logic
- Words

Right side:

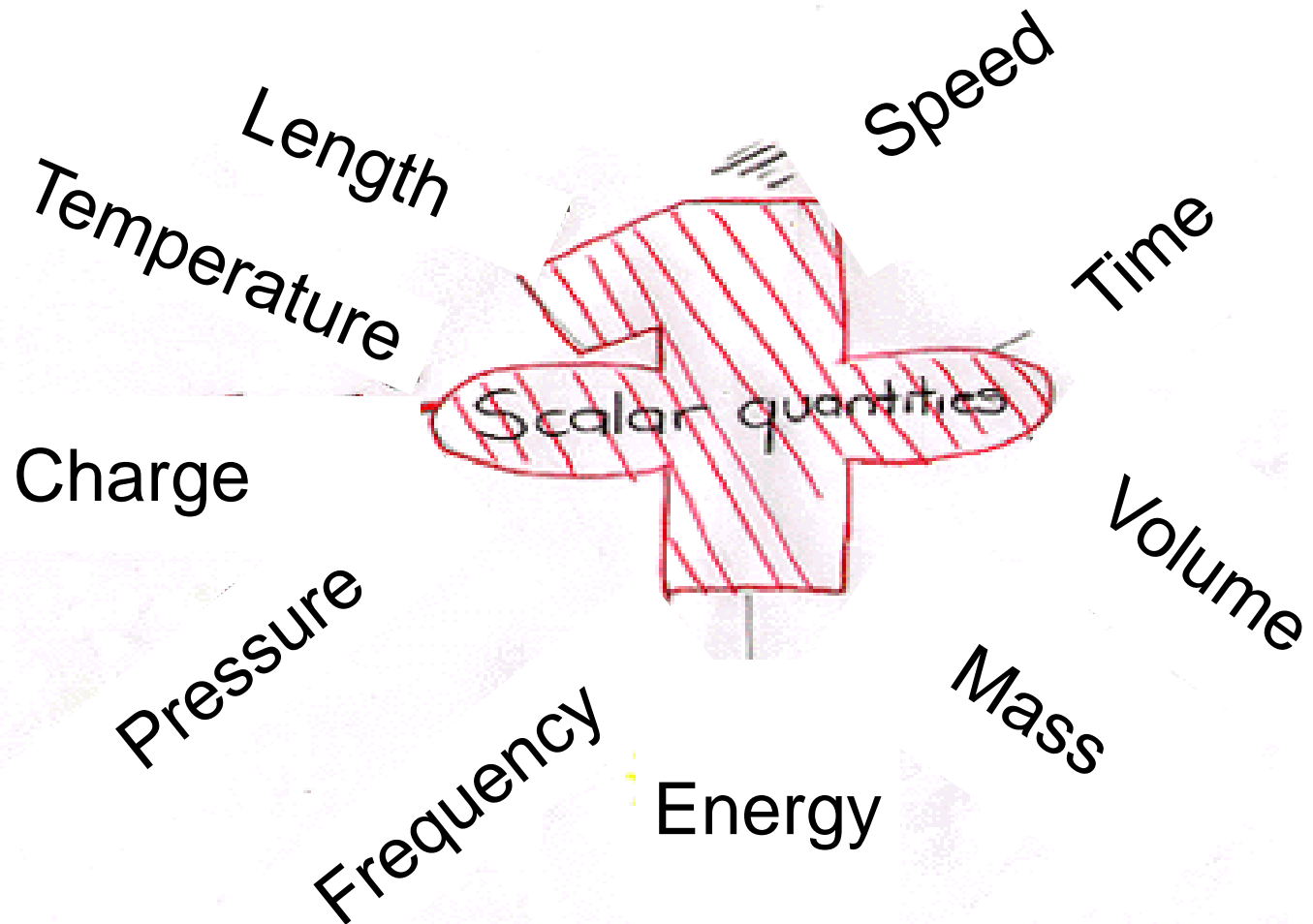
- Rhythm
- Color
- Imagination

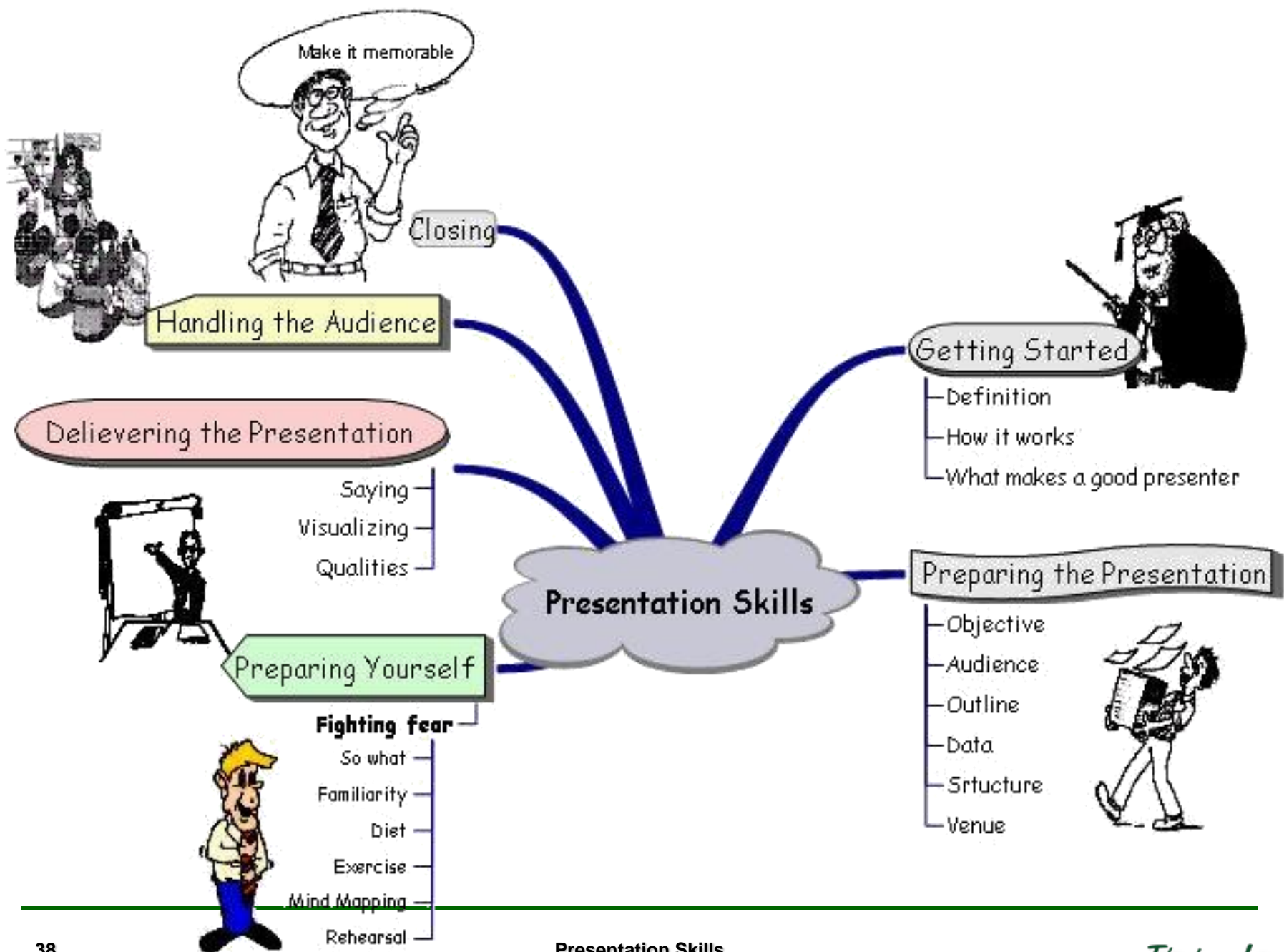


Scalar Quantities

- Speed
- Mass
- Pressure
- Temperature
- Volume
- Energy
- Charge
- Length
- Frequency
- Time

Sample of a Mind Map





Methods to Combat Fear

6. Rehearsal

- Be on top of your material
- **Practice** with an audience
- **Practice** with your Audience
- **Practice** even in front of a mirror
- **Practice, practice, practice your life!!!**

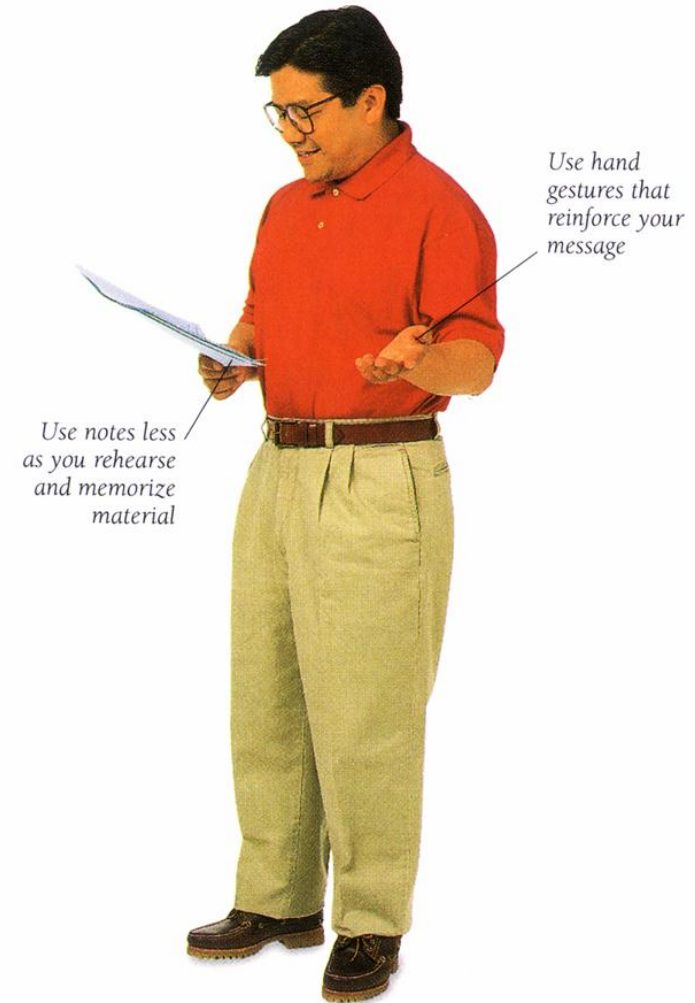


Table of Content

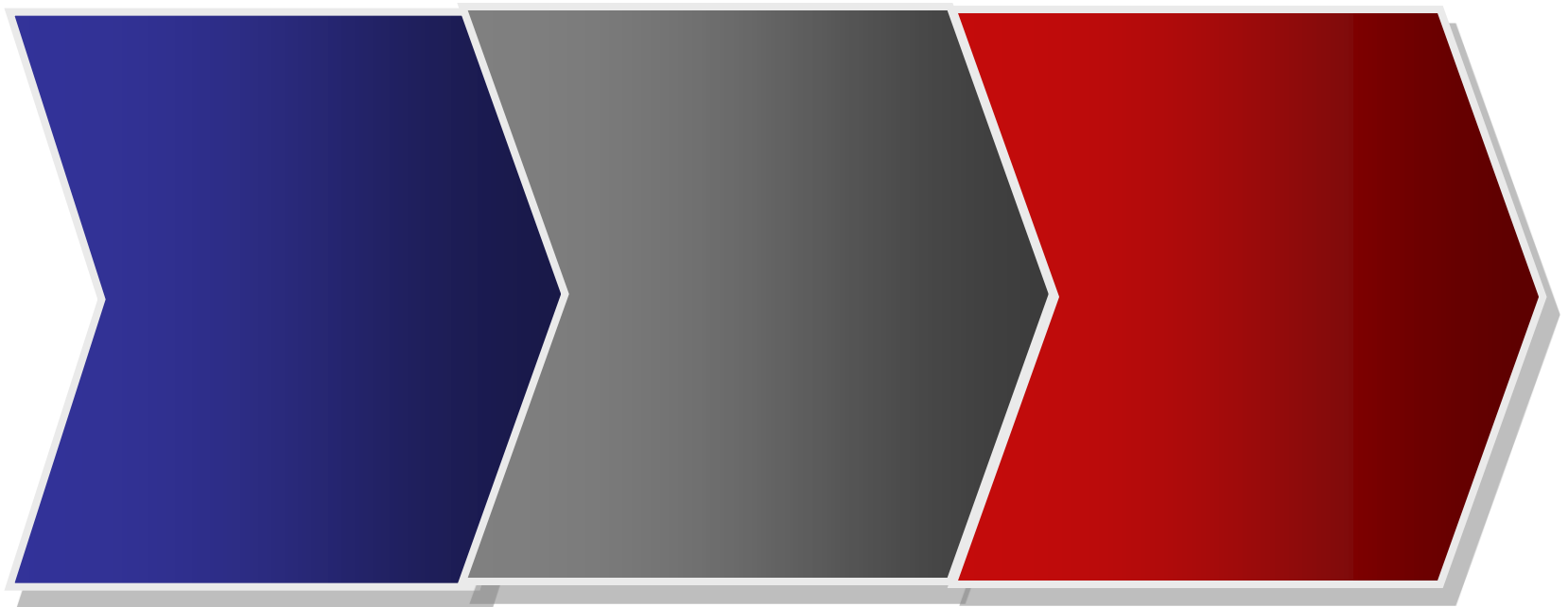
- 1) Getting Started
- 2) Preparing a Presentation
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Types of Presenters

The Blue Zone

The Grey Zone

The Red Zone



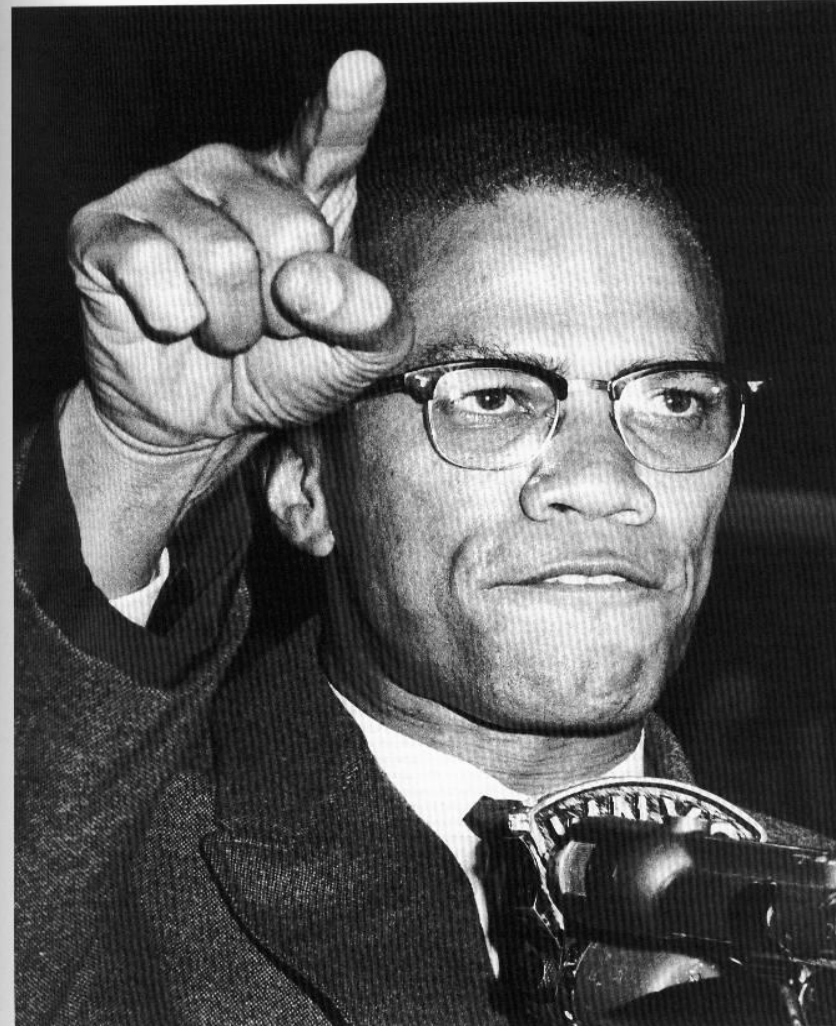
Types of Presenters

1- The **Blue** Zone presenter

- Analytical.
- Logical.
- Thoughtful.
- Calculated.
- Rational.
- Intellectual.
- Insightful.



This is a Blue-Zone



Types of Presenters

2- The **Red** Zone presenter

- Emotional.
- Daring.
- Instinctive.
- Surprising.
- Creative.
- Impulsive.





Types of Presenters

3- The Grey Zone presenter

- Accommodating.
- Boring
- Cautious.
- Compromising.
- Traditional.
- Neutral.



A man in a blue shirt stands at the front of a meeting room, gesturing with his hands as if presenting. Several people are seated at a long wooden table in front of him. Some are looking at their laptops or papers, while others appear to be sleeping or resting their heads on the table. The scene is dimly lit, suggesting a late afternoon or evening meeting.

How To Get Out Of The Grey?

Delivery Techniques

1. Saying It.
2. Participation.
3. Body Language.
4. Your Voice.
5. Audio-visual Aids.
6. Presenting The Data.

1) Saying the Presentation

- **Introduction**

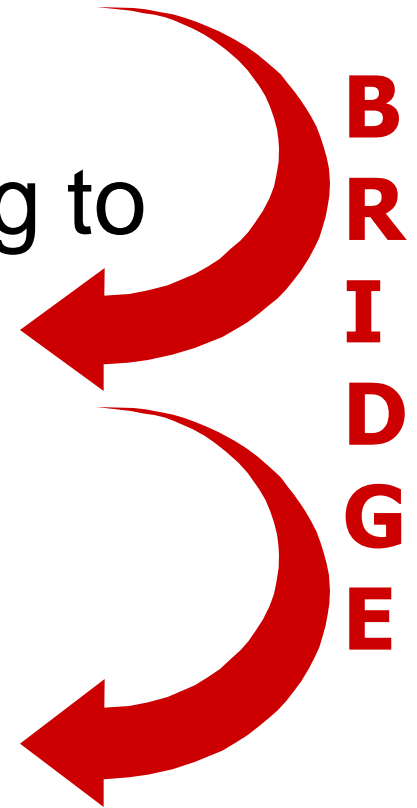
Tell them what you are going to tell them

- **Body**

Tell them

- **Conclusion**

Tell them what you have told them



1) Saying the Presentation

- Think of the best speakers you ever met
- Ease off, soften your language.
- Pause every once in a while.
- Use metaphors, analogies, story telling
- Use the audiences names
- Always talk **to** the audience not **at** them.
- Use humor as appropriate

1) Saying the Presentation

- Slow & pause to give time for thinking.

● عن عائشة رضي الله عنها قالت: (ما كان رسول الله صلى الله عليه وسلم يسرد كسر دكم هذا، ولكنه كان يتكلم بكلام بين فصل، يحفظه من جلس إليه) (البخاري)

- السرد: هوا لاستعجال بالكلام
- فصل: ظاهر يكون بين أجزاءه فصل

1) Saying the Presentation

- Ease off, soften your language.

• قال رسول الله صلى الله عليه وسلم: "إن أبغضكم إلي، وأبعدكم مني يوم القيامة، الثرثارون والمتشدقون والمتفيهقون" (الترمذي)

(الثرثار): هو كثير الكلام تكلفاً.
(المتشدد): الذي يتكلم بملء الفم تعظيماً لكلامه
(المتفيهق) وهو الذي يغرب بالكلام تكبراً وإظهاراً للفضيلة على غيره

1) Saying the Presentation

• قال رسول الله صلى الله عليه وسلم " إن الله يفض البليغ من الرجال الذي يتخلل بلسانه كما تتخلل البقرة بلسانها " (أحمد)

وخص البقرة لأن جميع البهائم تأخذ النبات بأسنانها
والبقرة تجمع بلسانها

Word of Wisdom

**“Make sure you finish speaking
before your audience finish
listening”**

Anonymous

2) Participation

- People remember what they participate in.
- Include games or quizzes.
- Ask audience to share or bounce back questions to them.
- But **WATCH OUT:**
 - Do not pressure.
 - Do not humiliate, just move on...

2) Participation

- Ask questions to stimulate thinking.

عن أبي بكر رضي الله عنه عن النبي قال: "أي شهر هذا؟ قلنا الله ورسوله أعلم. فسكت حتى ظننا أنه سيسميه بغير اسمه، قال: أليس ذا الحجة؟ قلنا: بلى، قال: فأني بلد هذا؟ قلنا: الله ورسوله أعلم فسكت حتى ظننا أنه سيسميه بغير اسمه، قال: فأني يوم هذا ؟ قلنا: الله ورسوله أعلم. فسكت حتى ظننا أنه سيسميه بغير اسمه. قال: أليس يوم النحر؟ قلنا بلى. قال: فإن دماءكم وأموالكم وأعراضكم عليكم حرام، كحرمة يومكم هذا، في بلدكم هذا ، في شهركم هذا" (البخاري)

2) Participation

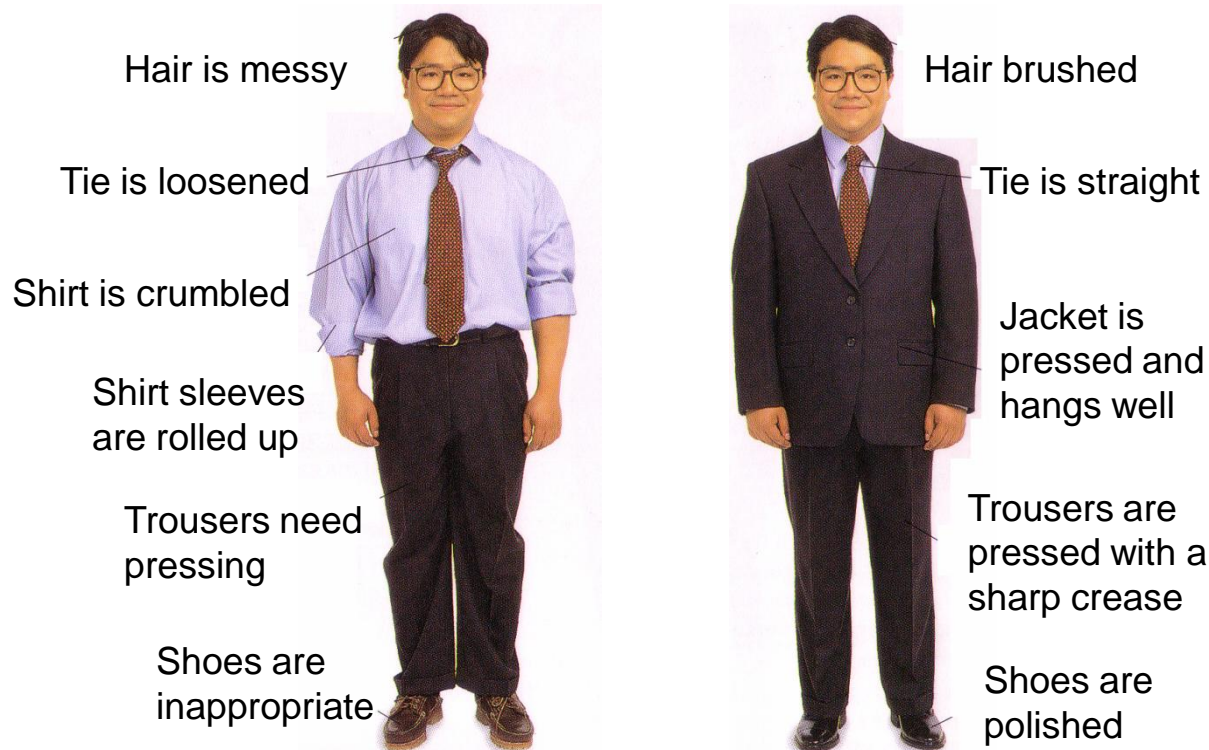
- People recall what they participate in..

عن أبي هريرة رضي الله عنه (أن النبي صلى الله عليه و سلم دخل المسجد فدخل رجل فصلى، ثم جاء فسلم على النبي صلى الله عليه و سلم، فرد النبي صلى الله عليه و سلم قال: ارجع فصل فإنك لم تصل، فرجع الرجل فصلى كما كان صلى. ثم جاء إلى النبي فسلم عليه. فقال رسول الله صلى الله عليه و سلم (وعليك السلام) ثم قال: ارجع فصل فإنك لم تصل) حتى فعل ذلك ثلاث مرات. فقال الرجل: والذي بعثك بالحق! ما أحسن غير هذا. علمني. قال: (إذا قمت إلى الصلاة فكبر ثم اقرأ ما تيسر معك من القرآن. ثم اركع حتى تطمئن راكعاً. ثم ارفع حتى تعتدل قائماً ثم اسجد حتى تطمئن ساجداً ثم ارفع حتى تطمئن جالساً ثم افعل ذلك في صلاتك كلها) (البخاري)

3) Body Language

First Impression

The first **4** minutes are absolutely critical!



3) Body Language



Words , 7%

Body, 55%



Voice, 38%



3) Body Language

“Body 55%, Voice 38%, and Words 7%”

- Clothes
- Stance & posture
- Eye Contact

- لقد كان منبرة صلى الله عليه و سلم بارتفاع ثلاث درجات وهي كافية لتبادل النظر بين الخطيب والمصلين

- Distances & Movements
- Facial expressions

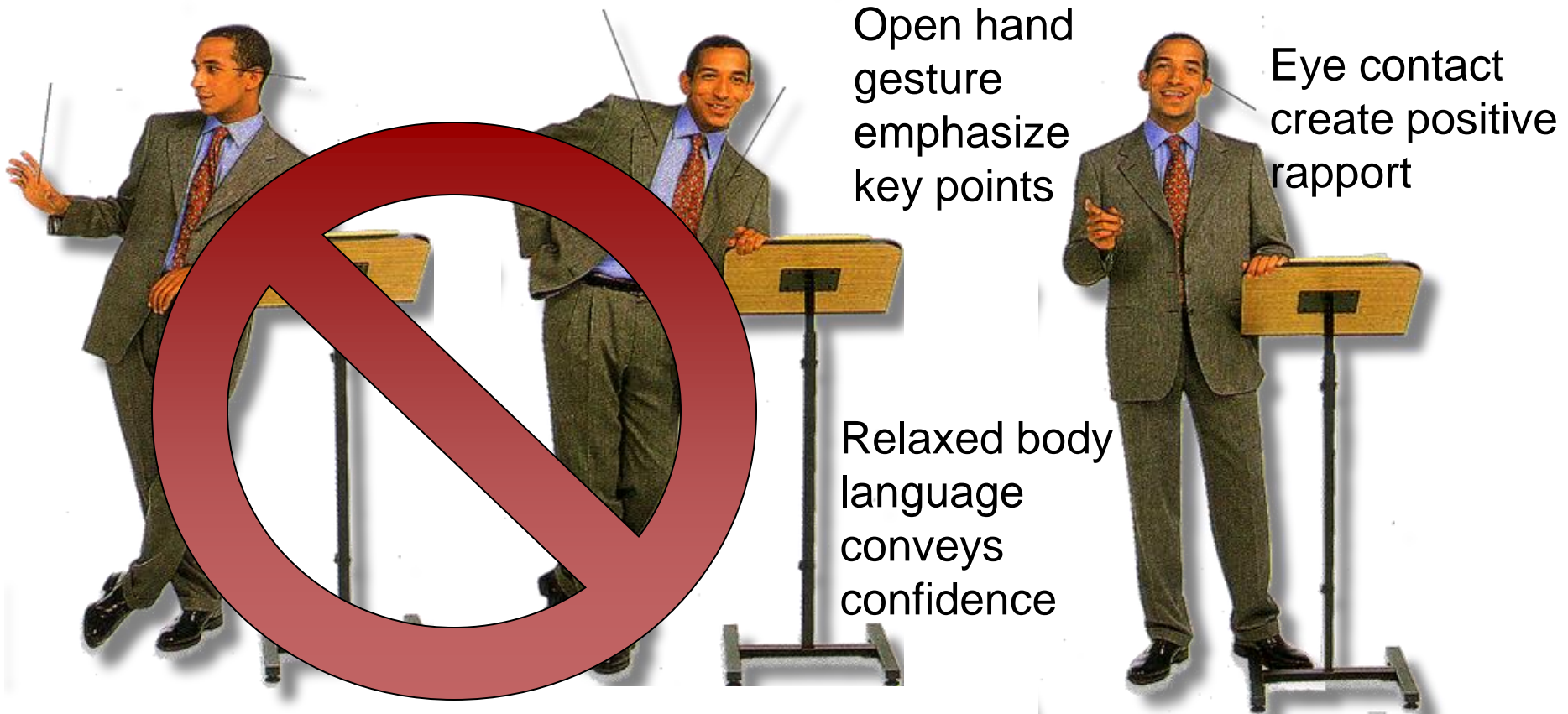
- يقول جرير بن عبد الله: ما حجبني النبي صلى الله عليه وسلم منذ أسلمت ولا رأني إلا تبسم في وجهي (البخاري)

3) Body Language

- **Moving....**
 - Proves you are alive & confident.
 - Forces audience to keep their eyes open.
 - Reduces your own stress.
 - Gives you a legitimate excuse to pause.



3) Body Language



4) Your Voice

<u>Level</u>	<u>Sounds</u>	<u>Come Across</u>
1-2	Inaudible	Timid, Confused
3-4	Weak	Lack Conviction
5-6	Monotonous	Boring
7-8	Firm, Live	Authoritative, Interesting
9-10	Very Loud	Forced, Harsh

(كان النبي صلى الله عليه وسلم إذا خطب وذكر الساعة اشتد غضبه وعلا صوته) مسلم



5) Audio-Visual Aids

- **Audio-Visual (AV) aids:**
 - They are central to any Presentation as they are often able to illustrate concepts more easily than words.

• حديث سهل بن سعد (وفيه صلاة النبي صلى الله عليه وسلم على المنبر) قال: (ثم رأيت رسول الله صلى الله عليه وسلم صلى عليها وكبر وهو عليها، ثم ركع وهو عليها، ثم نزل القهقري، فسجد في أصل المنبر، ثم عاد، فلما فرغ أقبل على الناس فقال: أيها الناس: إنما صنعت هذا لتأتموا بي ولتعلموا صلاتي) (البخاري)

Kilowatt usage data sheet

In an all electrical home. The electrical devices involved are the refrigerator, washer/dryer, and water heater, TV, lights furnace, air conditioning and stove. The following information is provided:

The refrigerator operates on a 24-hour cycle using an average of 33 KW hours per month.

The washer/dryer operates on an average of 1.5 hours a day using 49 KW hours per month.

The water heater operates on an average of 4 hours per day using 82 KW hours per month.

The TV operates on an average of 5 hours per day using 33 KW hours per month.

Lights operate on an average of 6 hours per day using 33 KW hours per month.

The Stove operates on an average of 2 hours per day using 65 KW hours per month.

Heating: In January, February and December the heater operates an average of 6 hours per day using 998 KW hours per month. In March and November it operates an average of 5 hours per day using 831 KW hours per month and in April the heater operates an average of 2 hours per day and uses 230 KW hours per month. In October, the heater operates less than 2 hours per day and uses 208 KW hours per month.

Cooling: The air conditioning operates in June and September for 1 hour per day using 80 KW hours per month. During July the air conditioning operates 5 hours per day using 418 KW hours per month. In August it operates 6 hours per day using 594 KW hours per month.

6) Presenting the Data

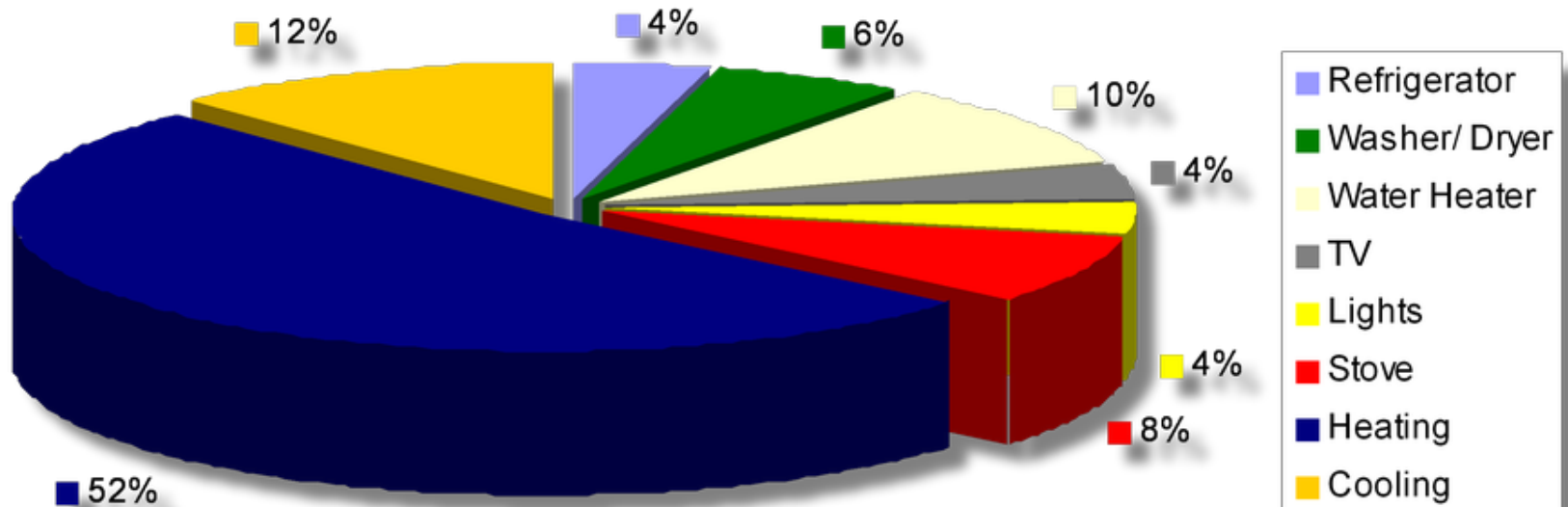
AVERAGE KILOWATT HOURS OF USAGE

Device	J	F	M	A	M	J	J	A	S	O	N	D	Total
Refrigerator	33	33	33	33	33	33	33	33	33	33	33	33	396
Washer/ Dryer	49	49	49	49	49	49	49	49	49	49	49	49	588
Water Heater	82	82	82	82	82	82	82	82	82	82	82	82	984
TV	33	33	33	33	33	33	33	33	33	33	33	33	396
Lights	33	33	33	33	33	33	33	33	33	33	33	33	396
Stove	65	65	65	65	65	65	65	65	65	65	65	65	780
Heating	998	998	831	230	0	0	0	0	0	208	831	998	5,094
Cooling	0	0	0	0	0	80	418	594	80	0	0	0	1,172
Total	1,293	1,293	1,126	525	295	375	713	889	375	503	1,126	1,293	9,806

Tables

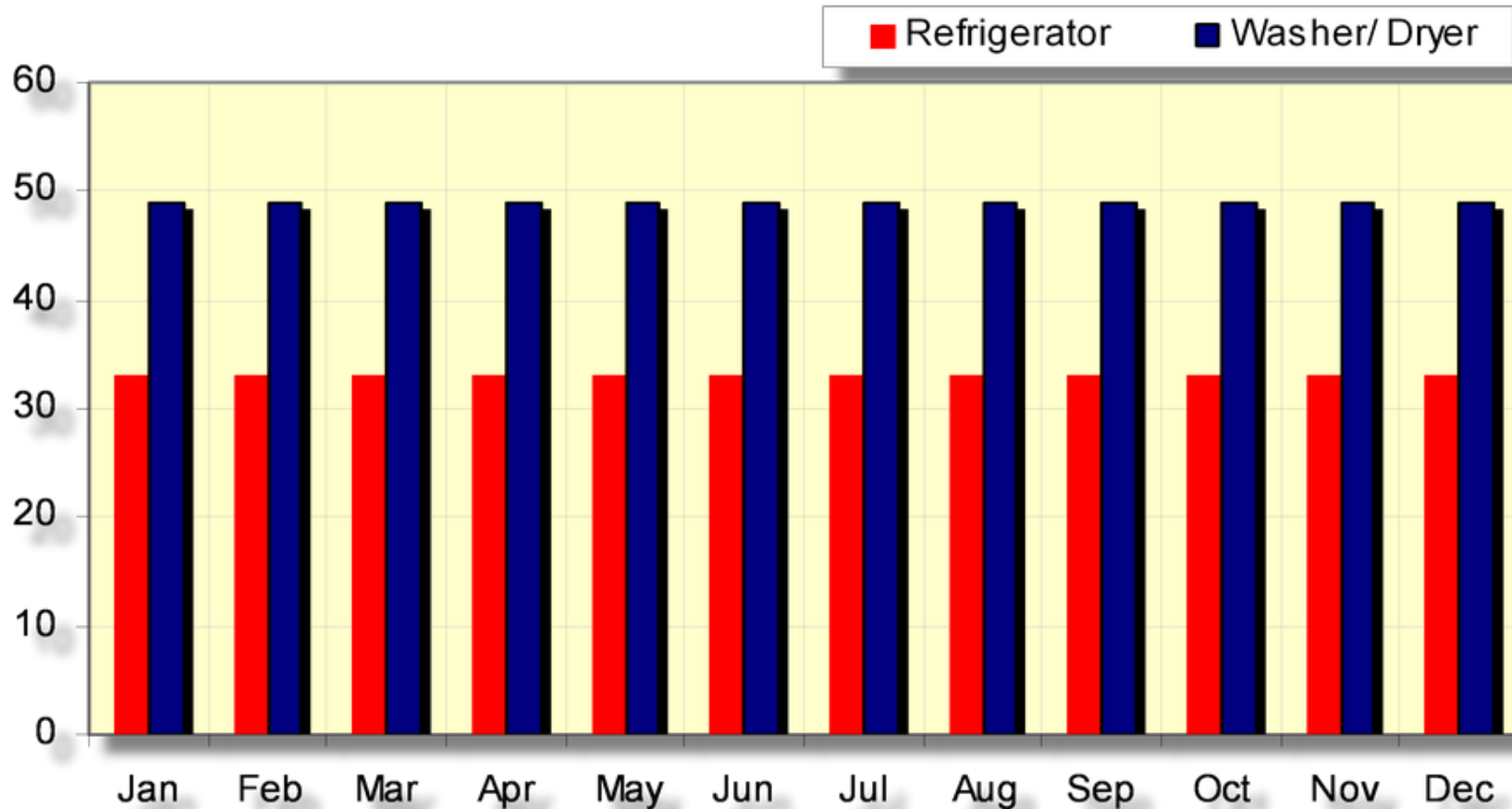
6) Presenting the Data

PIE CHART WORKSHEET



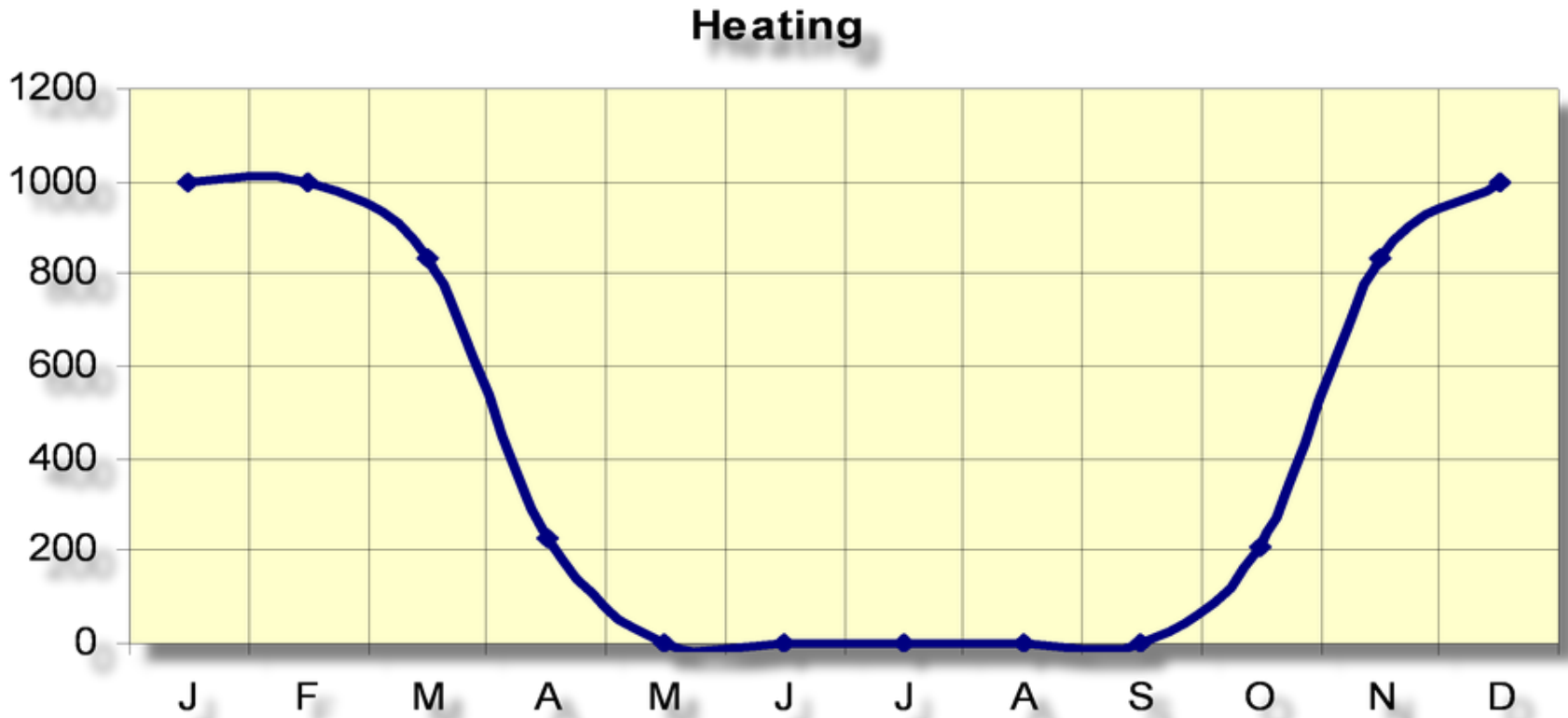
Pie Charts

6) Presenting the Data



Bar Graph

6) Presenting the Data



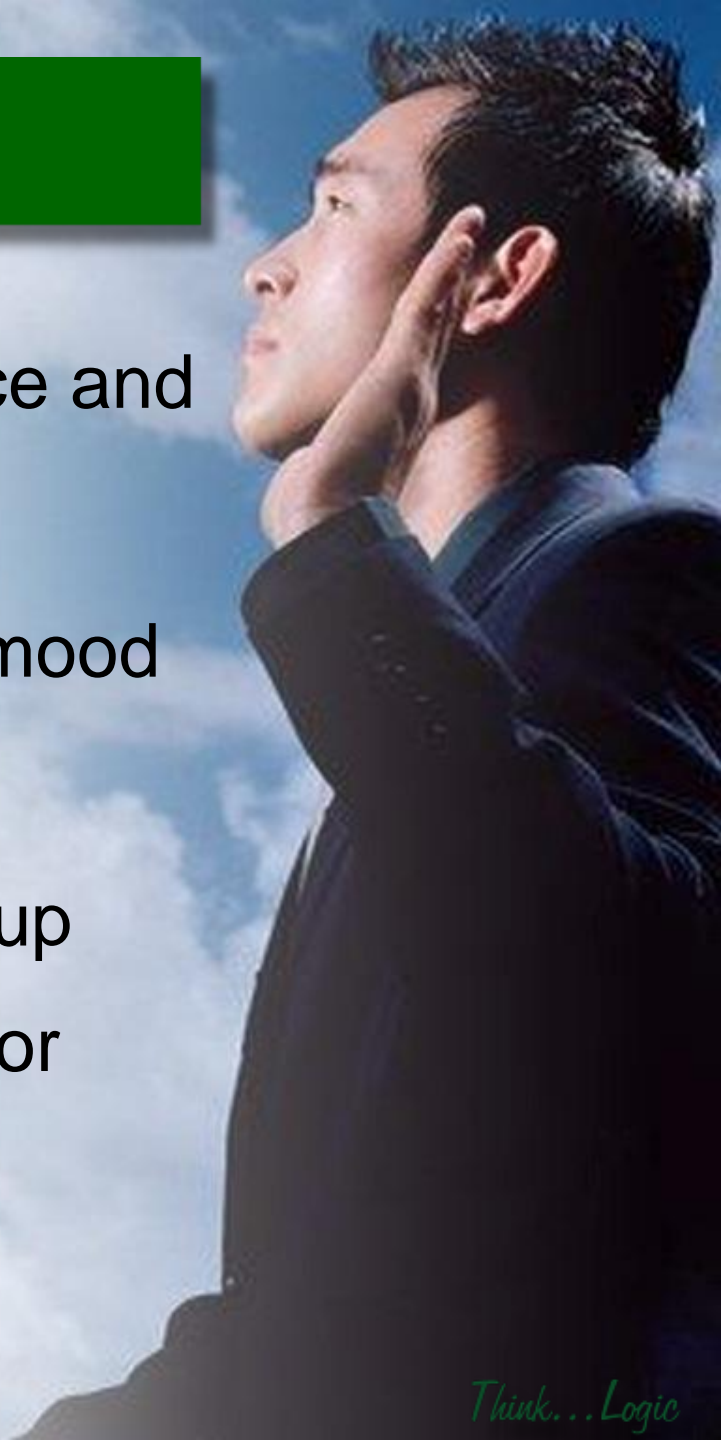
Line Graph

Table of Content

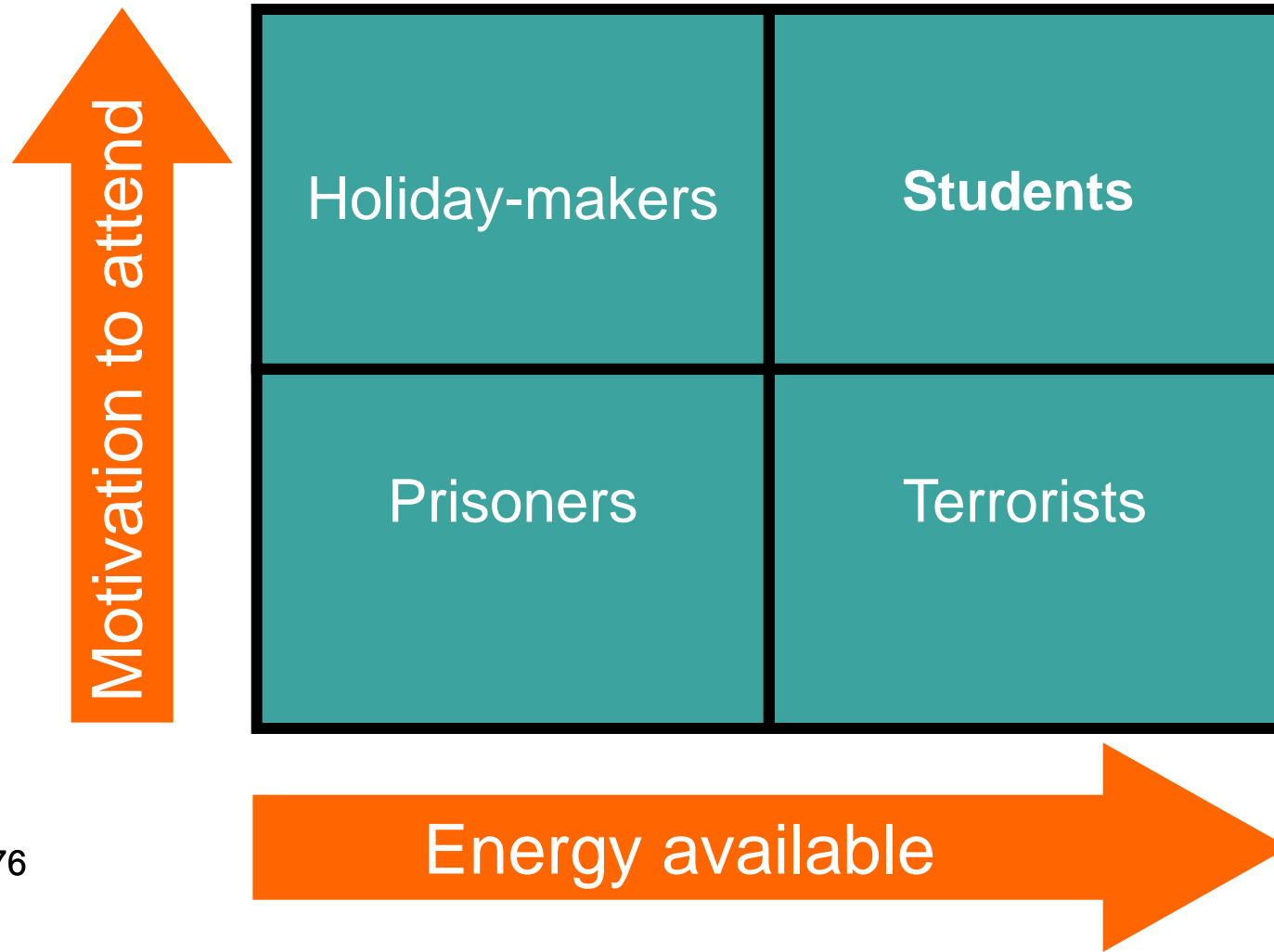
- 1) Getting Started
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1) Judging the Mood

- Try to mingle with the audience and judge their general mood.
- Be sensitive to the audience mood reading their body language.
- Use your eyes & ears to pick up fidgeting of legs (impatience) or whispering of audience.



Audience types



Audience types

- Holiday-maker

“Good to be away from the office for a few days. When does the lunch break?”

- Prisoner

“How do we get out of here? I need to see a customer. Let’s form an escape committee.”

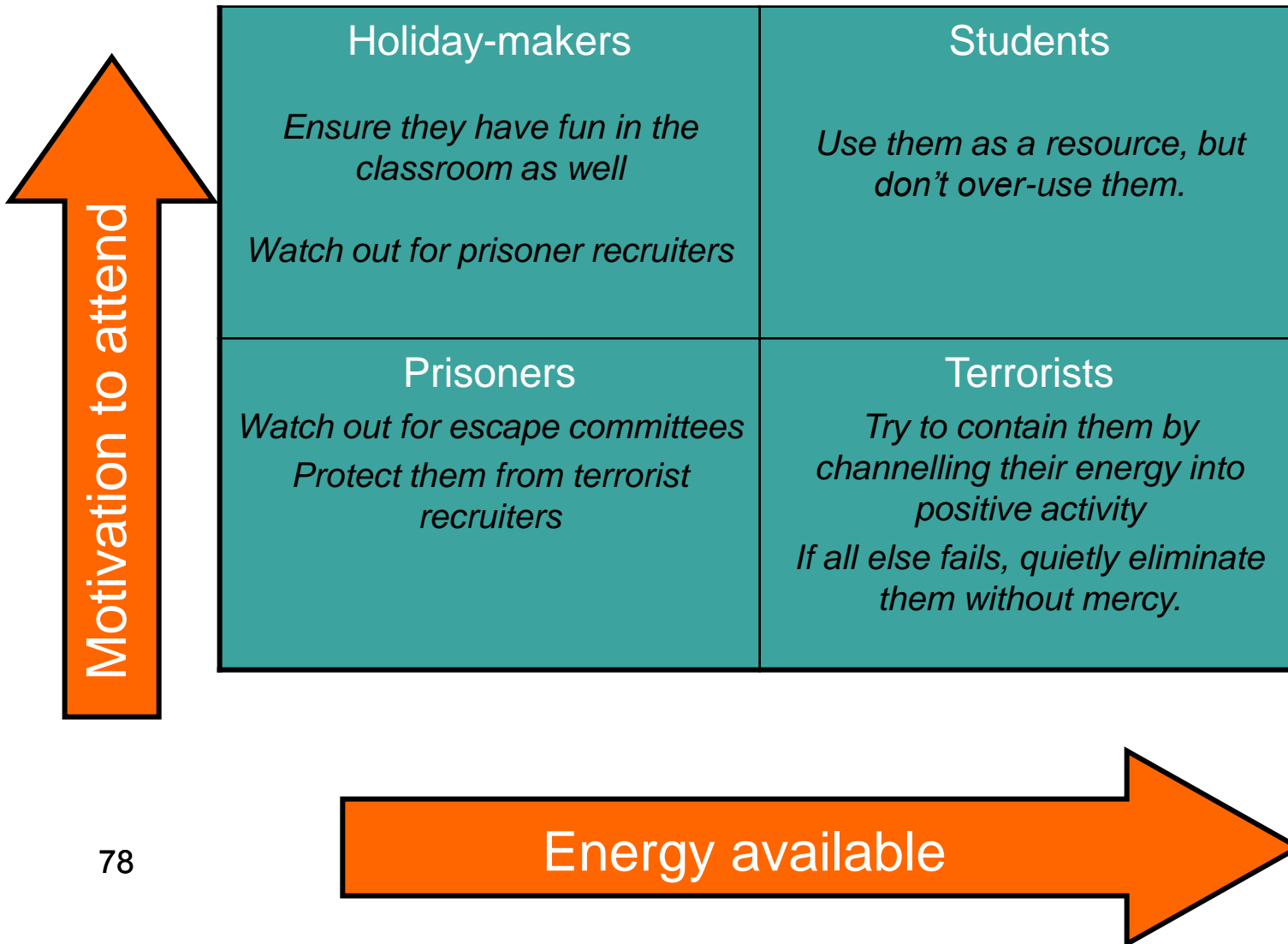
- Student

“I’m glad to be here and I’m looking forward to learning something useful.”

- Terrorist

“I am here to disrupt and destroy. I will try to recruit from the other types.”

Audience types

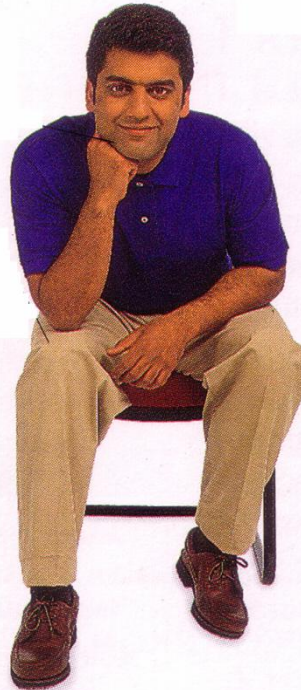


2) Three Audience's Theories

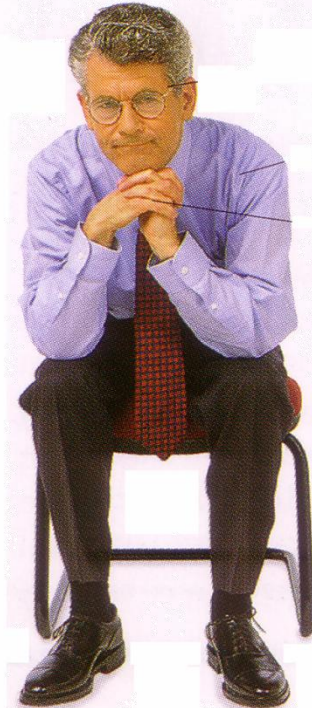
Theory X Bored



Theory Y Attentive



Theory Z Hostile



2) Three Audience's Theories

Theory X Bored

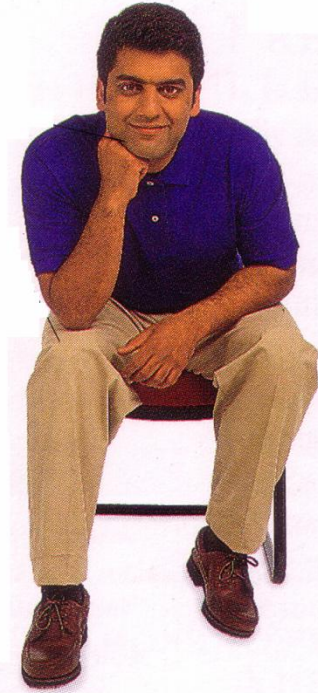


- I am bored
- I don't want to attend
- I don't want to be convinced

2) Three Audience's Theories

Theory Y Attentive

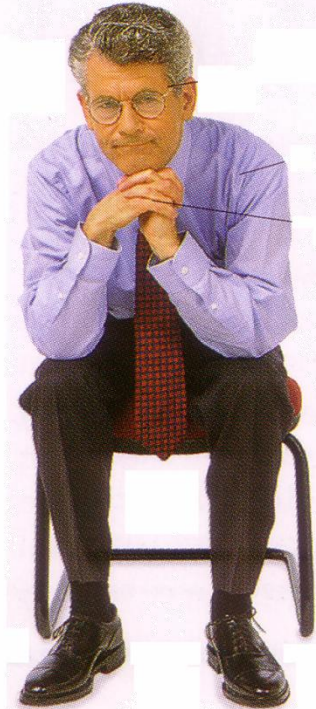
- OK. I am all ears
- Show me something to make me buy.
- I hope this is a good Presentation.



2) Three Audience's Theories

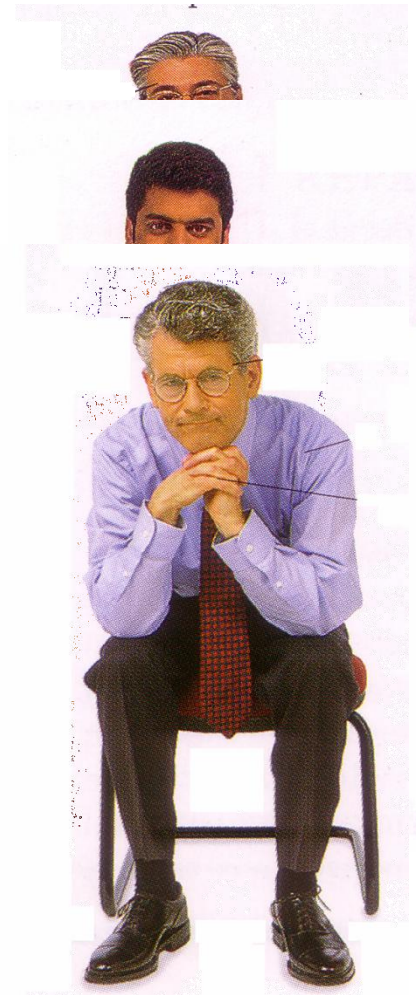
- There is nothing you can say that will make me buy
- I will look for a chance to ruin the Presentation

Theory Z Hostile



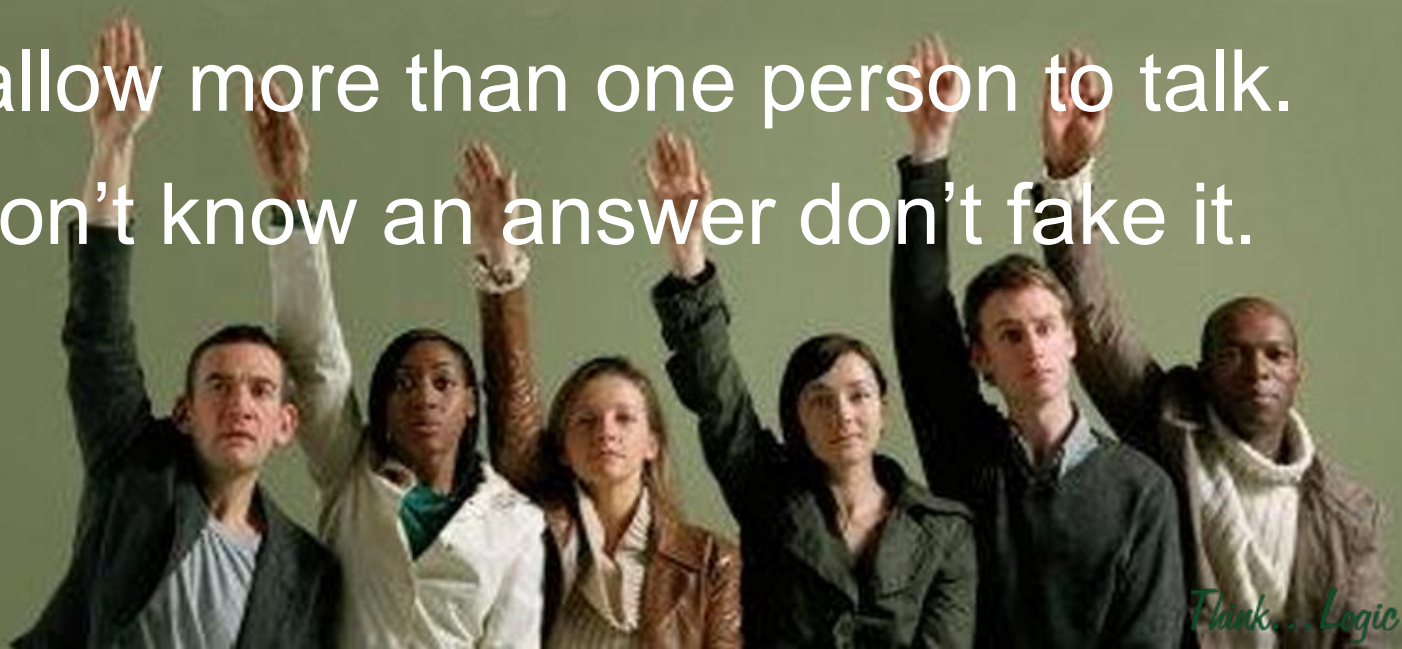
2) Three Audience's Theories

- **Theory X:**
 - Grab their attention
 - Show them what's in it for them
- **Theory Y:**
 - Don't lose them
 - Use them
- **Theory Z:**
 - Prepare well
 - Be assertive
 - Show them what's in it for them



3) Handling Questions

- Answer the question being asked.
- Repeat the question so that all can hear.
- Rephrase complicated / confusing questions.
- Answer questions loudly to show confidence.
- Never allow more than one person to talk.
- If you don't know an answer don't fake it.



3) Handling Questions

- Responding to Unanswerable questions:

“ I don't know the answer, but I can find out for you. If you leave me your address, I will get back to you ”

“ I need to think about that one. Could we come back to it later? Next question, please. ”

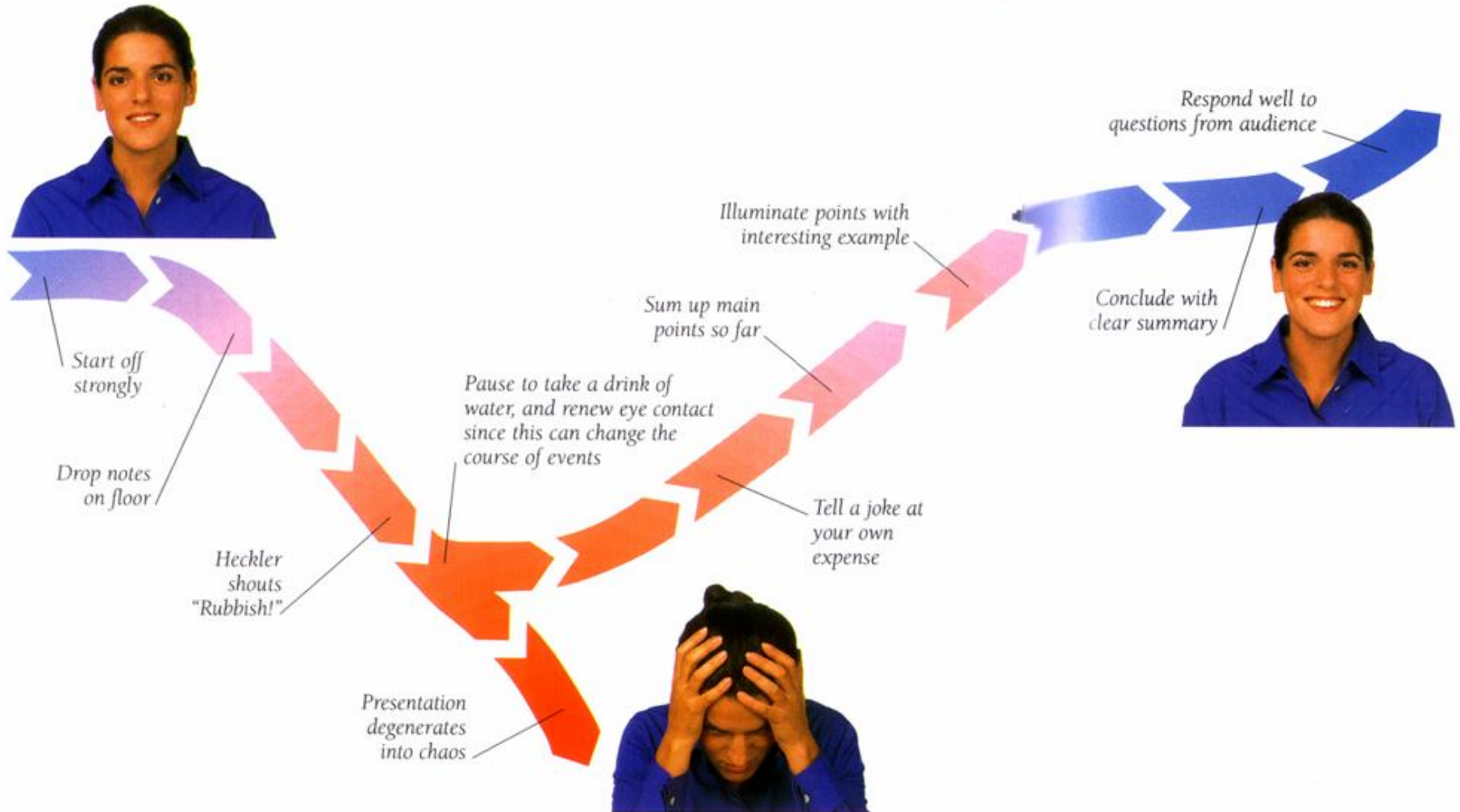
“ I'm not sure I know the answer to that one. Perhaps we could discuss it after the session ”

“ There really is no right or wrong answer to that. However, my personal belief is... ”

4) Coping with Hostility

- Never loose your temper.
- Be polite but firm.
- Your goal must be to get the audience on your side.
- If someone objects avoid argument.
- Give attackers room to speak forward.

4) Coping with Hostility



How to Ruin a Presentation !!

- Hogging:
too much talking by one person
- Bogging:
staying on a subject too long
- Fogging:
avoiding a topic or being vague
- Frogging:
jumping from topic to topic
- Clogging:
slowing down the pace

Table of Content

- 1) Getting Started
- 2) Preparing a Presentation
- 3) Preparing Yourself
- 4) Delivering the Presentation
- 5) Handling the Audience
- 6) Closing

Closing the Presentation

- Always leave a **memorable close.**
- Be **concise, brief, and to the point.**
- **Recap** only high and **critical** issues.



Closing the Presentation

- After the Presentation :
 - Evaluate yourself.
 - Ask for audience feedback.

Word of wisdom



“Only the prepared presenter
deserves to be confident”

Dale Carnegie
American Author, Presenter

"GOOD MORNING"

DAY

2

LUNCH

Plan for Tomorrow

- Remember a **Successful** moment in your life?
- Well share it with us tomorrow for **15** minutes



Break

Time now is
10:30 AM

To be
continued
after **20 minutes**
thanks

SEE YOU
TOMORROW



A man in a dark suit and glasses stands on a light-colored, textured surface. He is looking down at a series of concentric circles drawn on the ground, which recede into the distance. The scene is lit with a warm, golden light, suggesting a sunset or sunrise. The man is holding a briefcase in his right hand.

Wishing You **Influencing** Presentations

Walid Galal