

Effective Presentations

Dr. Mike Aamodt
Radford University



Initial Planning

- Establish the goals and objectives for your presentation
 - Inform
 - Persuade
 - Motivate
 - Entertain
 - Teach a skill
- Choose the proper approach
 - Speech
 - Talk
 - Discussion
 - Demonstration
 - Workshop



Initial Planning Who is your audience?

- Size
- Gender, race, culture
- Age
- Ability level
 - Level
 - Homogeneity
- What have they already heard?
- Anything I should know?



Listening Styles

(Geier & Downey, 1980)

- Leisure
- Inclusive
- Stylistic
- Technical
- Empathic
- Nonconforming



Initial Planning

Where will it be?

- Size of room
 - Comfort
 - Atmosphere
 - Need for PA system
- Seating Arrangement
 - Theater style
 - Rows
 - Circle
 - Conference style
 - Rows
 - U-shape



Initial Planning

Where will it be?

- Physical Aspects
 - Lighting
 - Temperature
 - Noise
 - Distractions
 - Acoustic quality
- Types of chairs and tables



Initial Planning Audiovisual Issues

- Equipment availability
- Location of equipment
- Electrical outlets
- Where will the images be projected?



Initial Planning

- Anticipate problems
 - What if a bulb goes out?
 - What if extra people show up?
 - What if the weather is bad?
- What does the audience need?
 - Paper and pens?
 - Calculators?
- Prepare
 - Your talk
 - Handouts
 - Visuals
 - Marketing materials
- Practice, practice, practice



Developing Your Presentation

- What is your goal?
 - Best approach to reach goal
 - Limitations
- Research your topic
 - Library
 - Internet
 - Interviews
- Develop an outline
- Create or locate learning aids
 - Visuals
 - Handouts
 - Activities
 - Videos



Developing the Presentation

How Long Does it Take?

- Zemke (1997)
 - 30 hours of prep for each training hour
- Diekmann (2001)
 - 50 hours of prep per training hour
- Aamodt
 - 8-16 hours of prep per training hour



Developing Your Presentation

Making the Presentation Interesting

- Informative
 - Relevant to the lives of the audience
 - Unusual or interesting topic
- Fun
 - Humor
 - Stories
- Variety
 - Lecture
 - Discussion
 - Activity
 - Videos



Developing Your Presentation

Making the Presentation Interesting

- Energy
 - Speaker pace
 - Audience activity
- Audience Interaction
 - Expertise sharing
 - Experience sharing
 - Discussion/opinions



Creating Handouts



Creating Handouts

- Considerations
 - Size of audience
 - Budget
 - Length and type of presentation
- Include
 - Cover sheet*
 - List of goals and objectives
 - Information about the speaker
 - Schedule*
 - Notes*
 - Activity sheets
 - References/further reading
 - Form to evaluate your presentation

Cover Sheet

- Title
 - Customize for audience
- Date and location
- Your Info
 - Name
 - Organization
 - Address
 - Phone
 - Email

Speaker Profile: Michael G. Aamodt, Ph.D.

For the past 23 years, Mike has been a professor of Industrial/Organizational Psychology at Radford University in Radford, Virginia. He received his B.A. in psychology from Pepperdine University in Malibu, California and both his M.A. and Ph.D. from the University of Arkansas.

As a teacher, Mike teaches courses in forensic psychology, employee selection, job analysis, compensation, employee training and development, organizational psychology, organizational influence, organizational politics, and forensic psychology. Mike has received teaching awards at both the University of Arkansas and Radford University.

As a researcher, Mike has published over 50 articles in professional journals and presented many papers at professional conferences. He is the author of *Applied Industrial/Organizational Psychology*, now in its 5th edition, *Research in Law Enforcement Selection*, *I/O Psychology in Action*, *Statistics for Human Resource Professionals*, and *Human Relations in Business*. Mike is the associate editor for the *Assessment Council News*, the *Journal of Police and Criminal Psychology*, and the *Journal of Business and Psychology* and is the editor of *Applied H.R.M. Research*.

In 23 years as a trainer and consultant, Mike has helped a wide variety of organizations deal with such issues as employee selection, performance evaluation, downsizing, organizational change, compensation, and motivation. He is considered one of the nation's experts in police psychology. Mike's fast-paced and humorous presentation style makes him a frequently requested speaker throughout the region.

In his spare time, Mike likes to make lame attempts at being athletic, cook what at times turn out to be edible meals, travel, and SCUBA dive. He lives in Pulaski, Virginia with his wife Bobbie, son Josh, three neurotic dogs (Gretchen, Ally, and Sydney), and a three-legged cat named Ilean.

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SHRM EXAMPLE

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Mike has been an active SHRM member since 1985. He has been the chapter advisor to the Radford University SHRM for 21 years, a board member of the New River Valley SHRM for 10 years, and coordinates the annual salary survey conducted by the New River Valley SHRM.

He is the author of several books including *Applied Industrial/Organizational Psychology*, now in its 5th edition, *Research in Law Enforcement Selection*, *I/O Psychology in Action*, *Statistics for Human Resource Professionals*, and *Human Relations in Business*.

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Presentation Schedule

- Registration and Refreshments
- Starting Time
- Breaks
 - Every 45-60 minutes is good
 - Organizational rules may differ
- Lunch
 - Included or “on own”
 - Where can I go
 - Allow 90 minutes if possible
- Ending Time
 - Never finish late
 - Getting out a little early is good



Notes

- Outlines
- Text
- PowerPoint Slides
 - 1 per page
 - 2 per page
 - 3 per page
 - 6 per page

Practicing Your Presentation

- Simulate the presentation setting
 - Practice aloud
 - Practice standing up
- Time your presentation
- Memorize your opening few sentences
- Watch yourself in a mirror



Prior to the Presentation

Relax

- Identify your fear
- Solid preparation reduces anxiety
- Memorize your first few lines
- Warm-up your voice before hand
 - Sing in the car
- Be familiar with the equipment
- Arrive early so you can settle in
- Remind yourself that you are good and that this is YOUR house!
- Walk calmly to the podium, smile at the audience, and begin



Making the Presentation

The Introduction

- What are you trying to establish?
 - Identity
 - Credibility
 - Personality
 - Atmosphere
- Issues
 - Do they already know you?
 - How long is the presentation?



Making the Presentation

The Introduction

- Who will make the introduction?
 - Other person
 - Provide an introduction in advance
 - Do not just give a resume
 - Bring a copy with you
 - Self-introduction
 - Keep short
 - Rely on speaker info in the handouts



Making the Presentation

The Introduction

- **Introducing Someone**
 - Practice the introduction
 - Pronounce speaker's name properly
 - Repeat the name several times
 - Greet the speaker on the stage
 - Don't leave the stage empty
 - Shake hands and then leave/sit
 - Opening should grab the audience's attention
 - Body should briefly establish purpose
 - Closing should lead into the presentation
 - Get the audience to applaud before and after the presentation

Opening Your Talk

(RAMP: Reimold & Reimold, 2003)

- **Build Rapport**
 - Make eye contact
 - Smile
 - Introduce self
 - Indicate that you are pleased to be there
- **Get Their Attention**
 - Story or anecdote
 - Problem (oral statement or visual)
 - Question

Opening Your Talk (cont.)

- **State Your Main Message**
 - What are you really saying
 - How can your talk help the audience
- **Tell Audience the Plan for Your Talk**
 - Placing the major points on a slide is a good idea
 - Don't read directly from the objectives slide
 - Ask if the objectives meet the needs of the audience

Opening Your Talk (cont.)

- Discuss “rules” if applicable
 - Turn off cell phones and pagers
 - No smoking
 - Don’t criticize others

Making the Presentation Icebreakers and Energizers

- Why?
 - Get people to know one another
 - Get people talking
 - Wake-up the audience
 - Get people thinking about the topic



Making the Presentation Icebreakers and Energizers

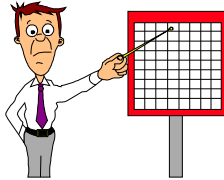
- Types
 - Introductions
 - Jokes or stories
 - Group activities
 - Open-ended questions to elicit audience response/discussion
 - Free writes
- Considerations
 - Time
 - Nature of the audience



Making the Presentation

Minimal Presentation Skills

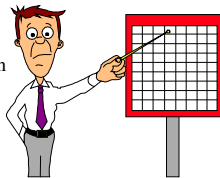
- Making eye contact with the audience
- Using effective gestures
- Not reading your presentation
 - Use your visuals to guide you
 - Know your topic
 - Practice
- Not hiding behind a podium



Making the Presentation

Minimal Presentation Skills

- Using a conversational style
- Being Confident
 - Avoid use of fillers
 - Speak at an appropriate volume
 - Don't brag about yourself
- Speaking at an appropriate pace
- Not swearing or putting others down



Making the Presentation

Answering Questions

- Anticipate questions in advance
- Repeat the question if the room is large
- If you are unsure of the question
 - Ask the person to repeat
 - "Is what you are asking..."
- Ask if you have answered the question sufficiently
- If you don't know the answer
 - Don't bluff, but you can qualify a guess
 - Ask if anyone in the audience knows
 - Tell the person you will get the answer for them



Making the Presentation Using Humor

- Don't force humor
 - If you are not a funny person, don't rely on humor
 - The humor should meet an objective
 - Keep the audience interested
 - Demonstrate a point
- Humor can come from
 - Jokes
 - Stories
 - Clip art
 - Audience members
 - Video clips
 - Cartoons



Making the Presentation Using Humor

- Humor should not be at the expense of others
- Self-deprecating humor works well in moderation
- Avoid jokes that might offend



Humor Examples



Top Ten Stupid Interview Tricks

- A manager at Wells Fargo won't hire MBA's who take more than 60 seconds to scan the menu at lunch
- A CEO wouldn't hire applicants who salted their food before tasting it
- Holiday Inn doesn't hire applicants who smile less than four times during the interview
- An HR professional wouldn't hire applicants who didn't have the back of their shoes properly shined
- An auto insurance executive takes off points for education – "I don't want the valedictorian, I want the kid who sold cigarettes in the bathroom."

Top Ten Stupid Interview Tricks

- An HR manager asked applicants about their favorite book
- A town manager likes to leave the room, not come back, and then wait to see how long an applicant will wait
- An HR recruiter asks applicants, "If you could be any animal, what would you be?"
- A local school superintendent won't hire men with hair in their ears
- Any interviewer who does not use structured interviews!

Rating Exercise

Who is the toughest rater?

Sgt. Esterhaus

Sgt. Jablonski

Capt. Furillo


1 is a low rating

5 is the highest rating

	<u>Sgt. Esterhous</u>	<u>Sgt. Jablonski</u>	<u>Capt. Furillo</u>
Bobby Hill	5	1	3
Andy Renko	5	1	3
Howard Hunter	4	2	3
Neal Washington	3	2	3
Joe Coffey	4	3	4
Norman Buntz	4	2	2
Lucy Bates	3	3	5
Harry Garibaldi	3	3	1
Leo Schnitz	2	4	1
Ray Callentano	1	3	5
John Larue	1	4	4
Henry Goldblum	3	5	2
Tina Russo	2	4	4
Michael Belker	2	5	2

Quotes From Actual Performance Evaluations

- Since my last report, this employee has reached rock-bottom and shows signs of starting to dig
- His men would follow him anywhere, but only out of morbid curiosity
- I would not allow this employee to breed
- This associate is really not so much of a has-been but more of a definitely won't be
- He would be out of his depth in a parking lot puddle
- This young lady has delusions of adequacy
- This employee should go far – and the sooner the better
- This employee is depriving a village somewhere of an idiot
- He sets low personal standards and then consistently fails to achieve them



I want to make it perfectly clear that I'm not turning you down because you're a woman, or because of your age or marital status—I'm turning you down because, in my opinion, you're a chowder head.

32 Hammer Blows Ruled Not a Suicide

The case of a man who died of 32 hammer blows to the head was reopened Wednesday after a prosecutor announced what the coroner had argued all along: He could not have committed suicide and must have been murdered. The conclusion by Lake County Prosecutor Jack Crawford, who reviewed state police evidence, was a victory for Coroner Daniel Thomas, who has insisted police were wrong about the death of 52-year-old James Cooley.

The Charlotte Observer, April 3, 1986

Lessons Learned

Given a choice between a root canal and getting data from a federal agency....



New Suicide Methods Not Mentioned in Previous Studies

- Listening to the "Barney Song" for two days
- Eating airline food for sustained periods. American Airlines "Bistro" most effective.
- Taking a midnight drive with Ted Kennedy
- Watching nonstop videos of Al Gore doing the Macarena
- Using the terms "think outside the box" or "empowerment" at a meeting one more damn time!

Dealing with Difficult Participants

(Pike & Arch, 1997)

- **The Latecomer**

- Announce when breaks begin and end
- Write the times on a flip chart
- Close doors after a break
- Don't interrupt presentation for latecomers
- Make the latecomer the time keeper



Dealing with Difficult Participants

(Pike & Arch, 1997)

- **The Domineering**

- Look away from the person when asking a question
- Directly ask questions for specific people
- Use small groups to generate answers
- Use small incentives to get others to participate



Dealing with Difficult Participants

(Pike & Arch, 1997)

- **The Sleeper**

- Change the pace
- Use humor
- Use activity
- Take a break
- Provide refreshments



Dealing with Difficult Participants

(Pike & Arch, 1997)

- **The Preoccupied**

- Have participants clear their desks
- Establish policy of no cell phones or beepers
- Keep the activity level high so people won't be bored

- **The Prisoner**

- Address their reservations about being there
- Include them in your talk



Dealing with Difficult Participants

(Pike & Arch, 1997)

- **The Introvert**

- Use small group projects
- Ask for written responses
- Rotate group leadership
- Provide small incentives

- **The Know-it-All**

- Acknowledge their expertise
- Involve them in your presentation



Dealing with Difficult Participants

(Pike & Arch, 1997)

- **The Skeptic**

- Use practical examples
- Establish your credibility
- Elicit testimonials

- **The Socializer**

- Ask if they have a question
- Ask them to share
- Pause or lower your voice
- Switch group members



Choices in Displaying Information

- Chalkboard or whiteboard
- Flipcharts
- Overheads
- Computer projection
- Slides
- Videos



Is PowerPoint Useful?

- The Good
 - Helps with organization
 - Lectures are more “visible”
 - Easy format to provide copies of notes
 - The instructor
 - Doesn’t have to have notes
 - Hides bad penmanship
 - Protects against bad spelling
- The Bad
 - Can get repetitive
 - Makes fast talkers even faster
 - Reduces discussion?

PowerPoint “Rules”

- Don’t read slides!!!
- Use upper and lowercase letters
- Limit the amount of information on each slide
- Don’t go crazy
 - Limit colors
 - Use a standard font
 - All motion, transition, and audio should have a purpose
- Include other activities to break the repetition

Considerations in Making Slides Background and Style

- Background Color
 - White
 - Off-white
 - Blue
- Style
 - Corporate custom
 - Simple
 - PowerPoint template



Considerations in Choosing the Right Method

- Audience
- Room
- Presentation

- Size
- Amount of interactivity desired



Considerations in Choosing the Right Method

- Audience
- Room
- Presentation

- Size
- Lighting
 - Amount
 - Adjustability
- Setup
 - Audience
 - Speaker

Considerations in Choosing the Right Method

- Audience
- Room
- **Presentation**

- Give presentation again?
- Frequency of changes
- Number of slides
- Will you have to carry it?
- Technology comfort level
 - You
 - Your host
 - The audience

Considerations in Making Slides Minimize Amount of Material

- Font should be no smaller than 24 point
- No more than
 - 8 lines per slide
 - 8 words per line
- Use plenty of white space
- Use key words to lead the audience
- One main thought per slide

12
18
24
36
48
72

Considerations in Making Slides Go Easy on the Colors

- One color for the title slide
- Another color for subheadings
- Text color
 - Black if background is light
 - White if background is dark

Light Background

Dark Background

Dark Background

Dark Background

Considerations in Making Slides

Go Easy on the Eyes

- Use upper and lower case
- Font
 - One simple font
 - Vary the size
- One basic style

Times New Roman
Arial
Century Schoolbook
Harrington
Old English
STENCIL

Considerations in Making Slides

Clip Art

- Clip art should
 - Complement a point
 - Have a purpose
- Clip art
 - Brightens a slide
 - Reduces formality
 - Should not be offensive



Considerations in Making Slides

Movement Features

- Options
 - Transitions
 - Builds
 - Other movement
- Use for a purpose
 - Transition for topic change
 - Build to reveal one point at a time
 - Animation for energy



My Preferences

- No builds
- Goofy clipart
- Use “activity” slides

My Preferences for Teaching

- Give students copies of slides
 - Email at least two days in advance
 - Need to remind students to use RU email
 - Student version is a little different from mine
 - Remind students to take notes
 - Put on website as a backup
 - Need to show students how to save and print
 - Is public access a good idea?
