Using Technology to Improve Your Presentation Skills

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The 3 Presentation Skill Categories are Embraced by Technology

Information Technology Tools used in Many Presentations

1. MS PowerPoint 2010
2. Adobe Photoshop CS6
3. Adobe Acrobat X

1. MS PowerPoint 2010
   - Top presentation software in the world
   - Standard in US federal government departments
   - Standard in most US businesses
   - Standard in most businesses worldwide

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1. MS PowerPoint 2010

- Compatible with
  - Windows operating systems
  - Apple operating systems
- Supports
  - Local computing
  - Network computing
  - Cloud computing

2. Adobe Photoshop CS6

- Top image editing software in the world
- Standard with US federal government designers
- Standard with most US designers
- Standard with most designers worldwide

3. Adobe Acrobat X

- Top image portable document format (PDF) software in the world
- PDF documents used for every kind of document
- Standard with US government and businesses
- Alternative to paper
3. Adobe Acrobat X

Compatible with
- Windows operating systems
- Apple operating systems

4. Lynda.com Premium Training Site

Courses:
- 333 Adobe
- 83 Photoshop
- 86 web design
- 67 digital photography
- Hundreds more

Presentation Basics
The Purpose of a Presentation

- Persuade
- Transfer Knowledge

The purpose of a presentation is to persuade your target audience.
Transferring knowledge to your target audience is how you do it.

Remember:
Presentation skills are learned.
They improve with practice.

Presentation Listeners Always Ask:

- Why am I here?
- What do you want from me?
- How long will this take?
You must answer these questions very early in the presentation to put your listeners at ease.

Or else ...

...The audience will be trying to answer them during your presentation, and not thinking about you and your message ...

Left-Brain, Right-Brain Concepts

- Left Brain
  - Fact-oriented
  - Analytical
  - Logical

- Right Brain
  - Personal feeling-oriented
  - Emotional
  - Creative

Cognitive Ability Inherent in:

Renee Aredondo
The Buyer’s Rule of Thumb
Justify on Facts, But Buy on Feeling
Justify for Professional Reasons, But Buy for Personal Reasons

Verbal and Non-Verbal Communication
Sender*

Message

Receiver*

Verbal
“It is very important”

Nonverbal
“It is somewhat important”

Mixed
Feedback

*Both have knowledge, background, motives

McGraw & Briggs, 1989

Guidelines: Keep Going, but Pause Frequently
• Speaker keeps it simple
• Speaker emphasizes win-win with the audience
• Audience thinks when the speaker pauses

PAUSE FOR THOUGHT

Play video (notice the pauses)
Presentations – funny – Pauses in comedy routine (Mrs. Hughes).mpg

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Visual Interest is Good

1. Coordinated color
2. Relevant imagery
3. Several fonts (title and bullet)
4. Readable font faces
5. Contrast

“Don’t bore me.” Clint Eastwood

Follow Reading Convention
Top to Bottom, Left to Right

Put Podium to the Left of the Screen

- Eyes go from you to the screen and back
- A natural flow
- Less mental work for the audience
Identify Yourself On Every Slide

1. University name
2. University logo
3. Your name
4. Your college
5. Attribution, if copyrighted material used

Title Case Rules

Capitalize all words (including first and last—even if hyphenated), except for articles (a, an, the), short prepositions (of, on, in, into, to, by, with, etc.), and short linking words (and, but, or, nor).

Bullet Case Rules

Capitalize the first word and all proper nouns (a specific person, place [ex., town, city, country, mountain, or river names], association name, or intellectual concept [ex., Archaeology, Project Apollo, American Automobile Association]).

Use Sentences Rarely

“The only time you need a sentence is when you need to demonstrate verbatim accuracy.”
Use Bullets Correctly

- Observe 5 by 5 guideline
  - 5 bullets per slide maximum
  - 5 words per bullet
- Be consistent, parallel
- Use active voice
- Never bullet a single level
- Use one bullet sub-level, preferably

Use Sentences Rarely

“A full sentence almost always causes word wrap, which requires an extra eye sweep and more work for the audience.”

Example Research Presentation Format
Example Research Presentation Form

1. Introduction
2. Background (literature review)
3. Theory
4. Methodology
5. Results
6. Discussion
7. Conclusion
8. Limitations
9. Future Research
10. Bibliography
11. Appendices

Standard Research Presentation Form

3. Theory
   a. Previous theory dealing with area
   b. Theory being used in this paper
4. Methodology
   a. Research framework
   b. Hypotheses
   c. Description of the study
   d. Measures
5. Results or Findings
   a. Data analysis
   b. Model reliability and validity
   c. Novel or interesting techniques used

1. Introduction
   a. Overview
   b. Problem
   c. Purpose
   d. Contribution to the discipline
   e. Summary of the paper’s structure
2. Background (literature review)
   a. General summary of the area
   b. Summary in problem area
   c. Specific summary of research on the problem

6. Discussion
   a. Summary of the results or findings
   b. Comparison with previous results or findings
   c. Unique findings, if any
7. Conclusion
   a. Overall implications of the study
   b. Discussion whether purpose was accomplished
   c. Assessment of contribution
   d. Significance
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Standard Research Presentation Form

8. Limitations
9. Future Research
10. Bibliography
11. Appendices

Example: Chenyan Xu’s Dissertation Proposal Presentation

- Uses an identifiable
  - Structure
  - Layout
  - Contrast between text and backgrounds
  - Background placement in View > Slide Master

Ice-Breaker Exercise

1. In 15 seconds, you introduce yourself
   a. Begin standing and relaxed, arms at your sides
   b. Be still, be flexible
   c. Smile and make eye contact
   d. Speak clearly and deliberately
2. Tell the class
   a. Name
   b. Major
   c. Graduation target date
   d. Career plans

Presentation Preparation

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Good Presentation Skills are Always Needed

You should know how to use them properly ...

Good Technology Skills Can Be Helpful

...if you know how not to use them...

Know Your Target Audience

- Who will I persuade?
- What motivates them and why?
- How do they know and feel about my objective?
- What will it take to achieve my objective?

Know Your Main Message

- What is my main message?
- What are 3 main points that describe it?
Know Your Target Audience

- Who will I persuade?
- What motivates them and why?
- How do they know and feel about my objective?
- What will it take to achieve my objective?

Don't Start from Scratch

Use or Create a PowerPoint template
- PowerPoint file
- Color Schemes
- Backgrounds
- Images
- Sound files
- Video files

Put All Materials Together in a Folder

Know Your Time Window

- When is it?
- How long do I have?
- How many slides? (2 to 4 per minute)
- What precedes me?
- What follows?
- How long for questions?
Know the Environment

- Where is it?
- What is the:
  - Size of the room
  - Presentation HW and SW availability
  - Lighting
  - Dress code

Appropriate Appearance

- Appropriate attire
- Conservative grooming
- Professional appearance
- Shined shoes

www.brooksbrothers.com

Presentations – Poor dress (Andy Griffith 1964).mpg
As You Walk on Stage, Select a Person
- Establish eye contact
- Smile
- Take your position
- Lock, talk, and pause
- Develop a rhythm

Hands at Your Sides
- Keep hands relaxed
- Use hands for emphasis and painting a picture
- Don’t fidget
- Don’t grab on to the podium

Don’t Hide Behind the Podium
- Move around, but be graceful
- Refer to your notes, but keep eye contact
- Avoid clutching the podium or microphone

Speak Up, Speak Clearly, and Pause
- Keep eye contact
- Pause frequently
- Take a breath when you pause
- Enunciate
- Vary pitch, tone, and volume
A good presenter knows how to control positive and negative verbal feedback.

**Verbal Feedback**

- Questions
- Comments
- Objections
- Disruptions

http://www.newyorktimes.com

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Answering a Question

- Eye contact
- Affirm the person
- Listen and do not interrupt
- Understand the question
- Paraphrase it in your own words
- Give your answer

Dealing with Objections

- Eye contact
- Remain calm
- Be courteous
- Be understanding
- Maintain control

Assignment

In MS PowerPoint, create and deliver a verbal presentation of between 3 and 4 minutes.

1. Explain what should be in an academic research presentation
2. Use research presentation form
3. Select a MS PowerPoint Theme from the PPT Design tab
4. Illustrate your presentation
5. Use proper preparation
6. Use acceptable deportment