

You might be asked to deliver a presentation as part of the selection process for graduate employment.

- Stand alone
- Alongside an interview
- As part of an assessment centre day



Presentations assess your ability to communicate clearly and formally, testing your skills in timing, persuasion, analysis, public speaking and creativity.

Think of an example of a good presenter

What specifically makes them a good presenter?

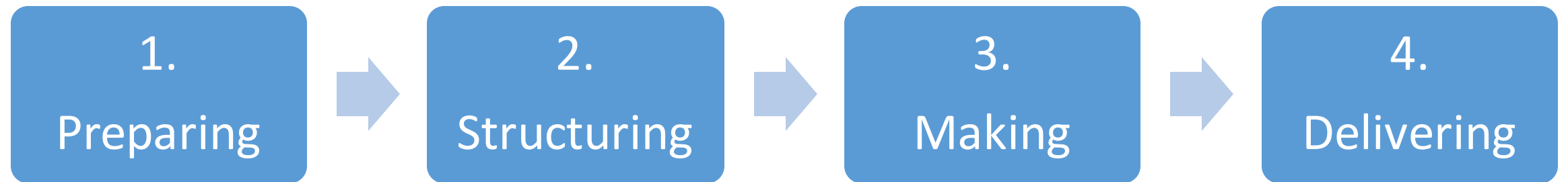
What was the speaker's key message?

How was the presentation structured?

Did they use visual aids?

How did they retain your attention?

Presentations – 4 stages





Stage 1 - Preparing – the 3 W's

- Why?
- What is my message?
- Who is my audience?



Why?

Why am I giving this presentation?

- To provide information/instruct
- To persuade
- To stimulate or provoke discussion/action

What?

What is my message?

- To provide information – concentrate on the MUST knows and keep the NICE to knows to a minimum
- To persuade - concentrate on the benefits of your idea rather than the detail of your proposal
- To provoke – balance content with opportunities for questions/debate

Who?

Who is my audience?

- Understanding your audience is key
- Who are the participants? Level? Background?
- What do they already know about the subject?
- Are they really interested? (it's up to you to make it interesting!)
- What do they expect me to say? (say it and leave them with more!)

Stage 2 - Structuring

Structure is important for you and your audience

- Tell them what you're going to say, say it, tell them what you've said.

OR

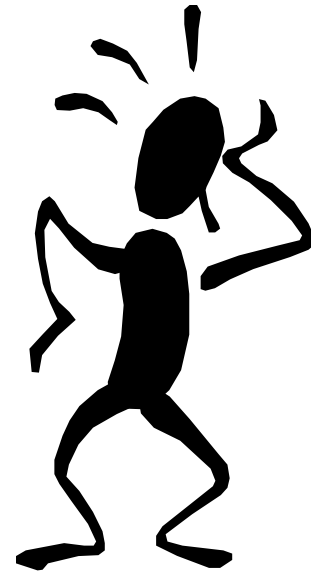
- Beginning – set the scene, introduce the topic and what you are going to talk about. Introduce yourself
- Middle – this should be the main content
- End – summarise the main points

Beginnings and Endings

- Basic things - welcome, length, flag the content, when questions will be taken
- Advanced things – grab attention with story, statement, quote, picture
- Endings - summary, questions, thanks, handouts, definite end

Stage 3 - Making - Visual Aids

- Called visual aids for a reason
- *Called aids for a reason*
- Choose right aids for the type and size of audience. Consider using them LESS.
- 6X6 RULE – max. 6 key points per slide
max. 6 words per line
- Certain things irritate
 - Too many slides
 - overuse of animations
 - talking to/obstructing the screen



Stage 4 - Delivering

Verbal and non verbal communication

Consider in % the impact of the following;

- What you say 7%
- How you say it 38%
- Body Language 55%

What you say and how you say it

Pitch

- Vary your pitch and volume

Pace

- Vary your pace – usually need to slow down! Pause; give your audience time to absorb information

Projection

- Don't talk to the floor. Use words you would normally use when talking
- Avoid using jargon or technical language unless you are sure your audience will understand them
- Eye contact

Body Language

DOs

- Smile
- Make eye contact
- Address the audience
- Dress appropriately

DON'Ts

- Read from notes
- Use excessive hand gestures
- Pace around the room

You can't change your personality!

- Build on who you are
- Don't be afraid to break the rules
- Always be professional

Presenters nerves

We all suffer from them. Preparation and rehearsal will help.

- Know your subject not your lines
- Mistakes often go un-noticed
- Don't apologise through words or body language
- Lost your way? – pause, get back on track