

Strategies for Effective Presentations

A Seminar for TPP @ MIT

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Jane Dunphy

Humanities & Sloan School

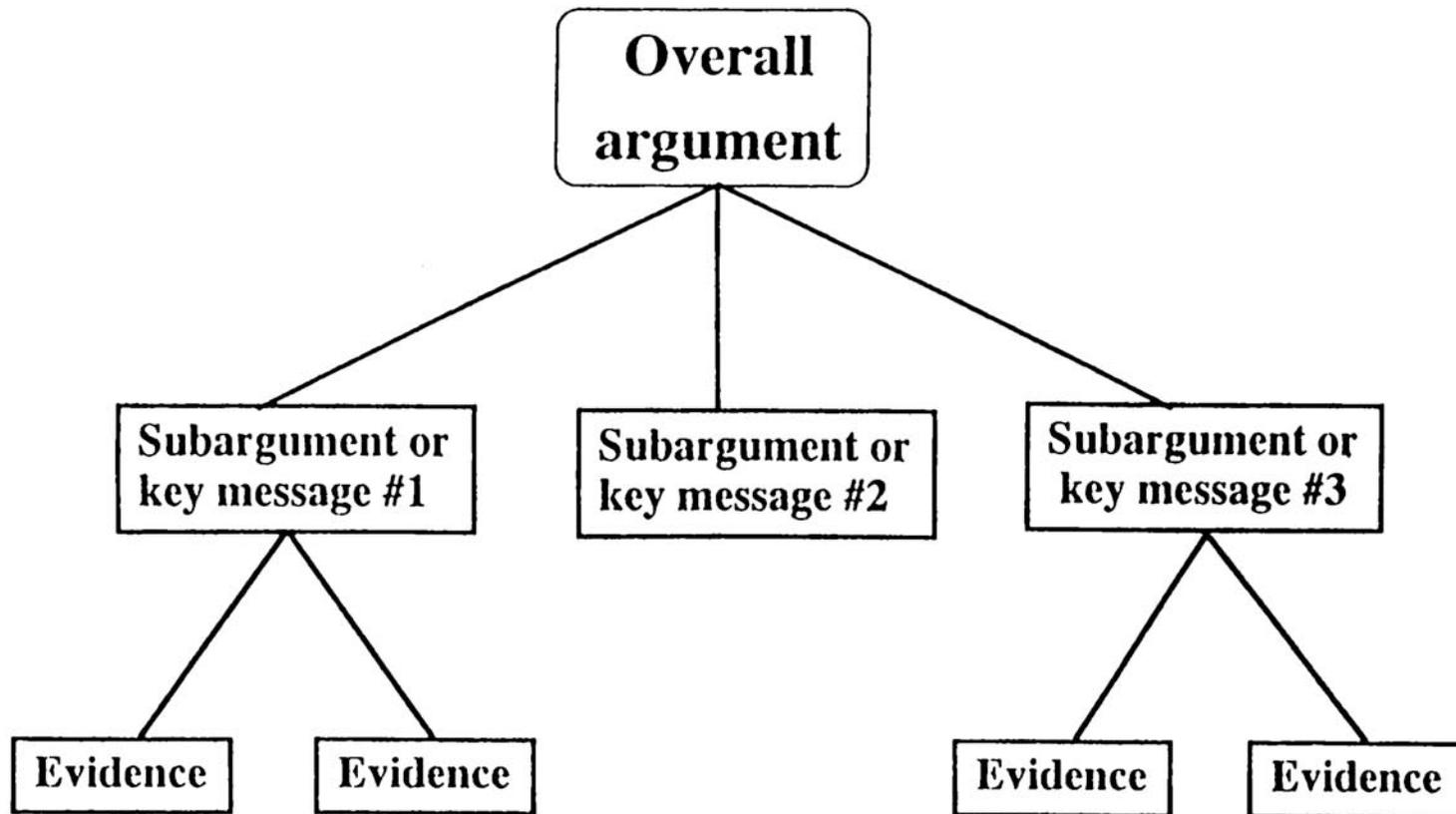
Key Topics

1. Presentations: Strategic Planning
2. Fine-Tuning
3. Interactivity

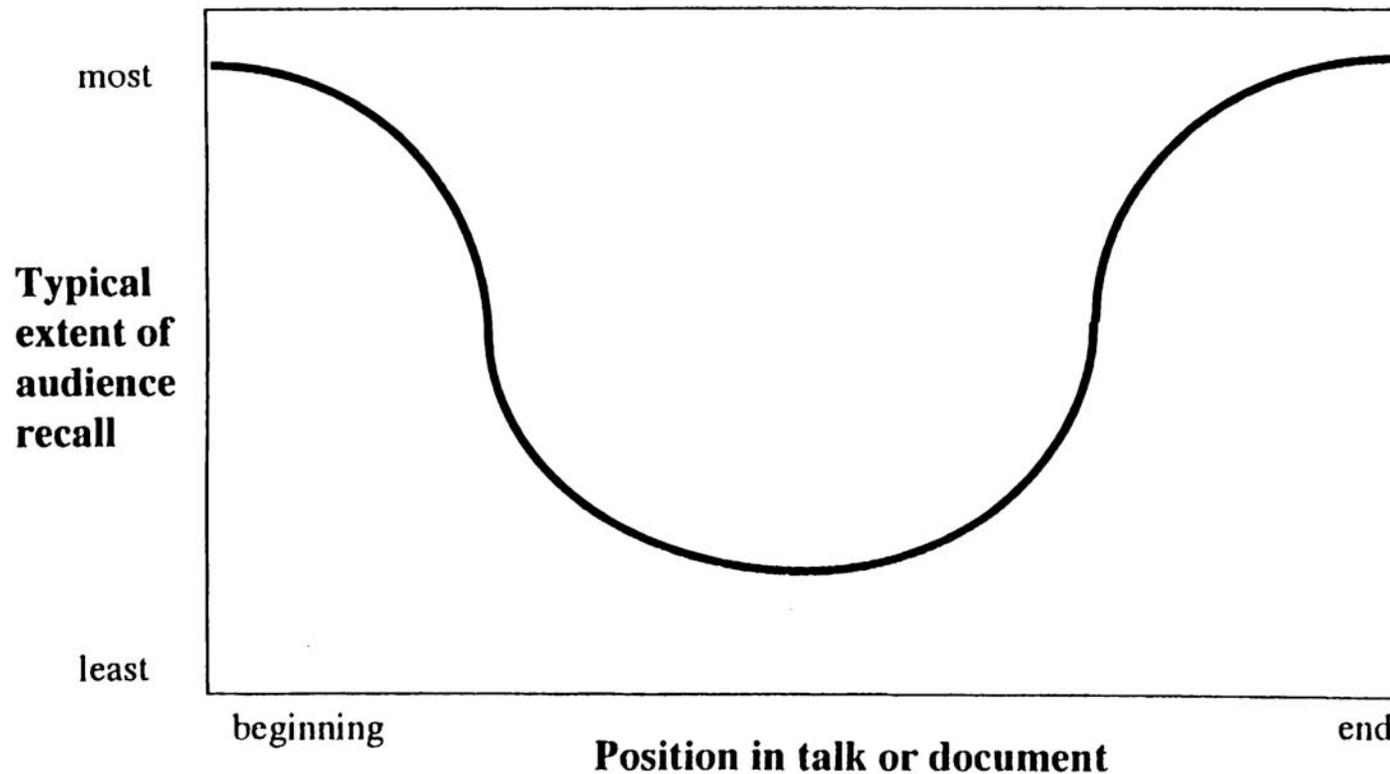
Preparatory Questions

- Why am I giving this presentation?
- Who is my audience? What are they expecting?
- What do I want the audience to take away with them? What is my point?
- How much time do I have?
- Where will the presentation take place?

Building Evidence into Arguments



Deciding on a Structure: Cognitive Processing Constraints



Delivery

- Respect your audience.
 - Enthusiasm, confidence, body language, preparation, timing
- Be selective in your presentation; manage data
- Keep your main points clear.
- Pay particular attention to your introduction and conclusion.

Handling Nerves (1)

- Know what your listeners expect
- Check the room in advance
- Rehearse your presentation
 - Avoid memorization
- Eat before you present
- Avoid excessive caffeine

Handling Nerves (2)

- Chat with the audience before you present
- While presenting, talk directly to individuals for several seconds
- Beware of nervous mannerisms
- Speak slowly and clearly
- Prepare good notes and practice using them

Effective Word Choice for Presentations

- Active voice
- Personal language
- Short words and short sentences
- Explicit transitions
- Word pictures
- Unbiased language

Introduction (improve draft)

Over the past two decades, the automotive industry has undertaken planning as a response to growing markets and an increasingly competitive environment. Understanding historical environmental trends and how they are expected to change is critical to development of successful strategies for Thomas Industries.

The purpose of this presentation is to:

- Examine the automotive industry today and how it got there
- Assess future trends and their implications
- How are other companies reacting and changing in response to the external environment?

Thomas Industries: Keeping the Competitive Advantage

- Examine historical trends
- Assess future trends
- Analyze competition

Slide image removed due to copyright restrictions.
See slides from Michael Alley - "The Craft of Scientific Presentations"
<http://www.writing.eng.vt.edu/speaking/rethinking.pdf>

Effective Q & A Sessions

- Anticipate questions and plan the answers
- Understand the question
- Be direct and honest
- Reinterpret loaded questions - control interchanges

Teamwork in Team Presentations

- Organize by content area
- Provide graceful content transitions
- Use visual aids consistently
- Answer questions consistently
- Rehearse as a group
- Be a team player

For Effective Speaking

**Macro
Features**

**Micro
Features**

**Interactive
Features**

Success

TPP Orientation