The Five Minute Proposal Workshop 2009

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The Tasks….

- Analyze the situation
- Design and deliver the pitch
- Create your visual aids
- Prepare for Questions
- Manage anxiety
Analyze the Situation

- How many? → Small vs. Big audiences
- How interested are they? → Receptive vs. Hostile
- How familiar are they with your idea? → What should the technical level of discussion be?
Analyze the Situation

- How much time do you have?
- 3 or 4 slides for a 5 minute talk
- What props/equipment will you need?
- Laptop, flip charts, handouts?
- Who else is presenting and about what?
- Adjust your presentation to stand apart from others.
Idea is Key....

- **Know your project**
  - Collect *more* information
  - Draft graphs/charts
  - Anticipate gaps
  - Sketch the storyboard

Storyboard Planning
Outline the Plan

- The Key Questions:
  - Where does it take place?
  - What is the problem?
  - What are the lessons learned?
  - What do you want your audience to know/learn/do?

- What graphics will tell the story?
- What questions will keep them interested?
- What do they already know about the subject?

- What other questions will they ask you?
Finish Strong -- Synthesize

- Summarize the Main Points

- Summarize the lessons
  - The key points
  - The next steps
  - The next problem?

- Synthesize
Anxiety: Prepare for air play

- What do you look like?
- What do you sound like?
- What questions will you get and do you have answers?
Rehearse and ReHEARse

Non-verbal communication

Speaks Loudly!
Rehearse

- Practice at least 7 X out loud
- Practice with your friends and enemies
- Ask for feedback
- Time yourself
Before You Meet Your Audience…

- Focus and center yourself
- Be excited about your idea
- Be yourself—don’t imitate others’ styles
- Use natural tone/pace
Connect with the Audience

- Use examples to explain your idea

- Engage the audience
  - Eye contact; look at *people* not the screen
  - Use friendly hand gestures
  - Speak to specific individuals
Connect with your audience

- A presentation is *two-way* communication
- Pay attention to audience reaction
- Look for nods, smiles and strange looks
Deliver the Presentation

- Where to Stand?

- How to Speak?
  - Use pause
  - Use silence

- Take questions at the end to maintain focus and rhythm
The Pitch doesn’t live on the screen

- Don’t just read the slides or your paper
- Say more than you show
- Hand-out more than you say
- Leave paper trail
The Proposal must Live in You

- What’s your idea in 3 minutes?
- What’s your idea in 1 minute?
- What’s your idea in 30 seconds?
- Why should they agree to fund it/display it?
Finish Strong

What was your primary message again?
Sources

- **Purpose, Movement, Color: A Strategy for Effective Presentations**

- **The Quick and Easy Way to Effective Speaking**

- **The Visual Display of Quantitative Information**