Skills for Learning
Study and work more effectively

Giving presentations with confidence and impact

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Objectives

• Strategies for feeling less nervous

• Ideas for structuring presentations

• Strategies for giving short presentations effectively
Why are you here?

• What are you most concerned about with regards to presentations?:
  – Structuring?
  – Presenting information?
  – Presenting itself?
  – Technology?
Impact!

‘To communicate effectively you need to know your audience. There is fierce competition for attention; you have ~3 seconds to attract, ~30 seconds to secure attention by conveying an overall understanding of your message’.

(Imperial College London, 2013)
What’s going on...?

- Who is nervous?

- Why is that?
  - Fear of looking silly
  - Fear of making a mistake?
  - Why are they all looking at me?!
Presenting

• 55% is non verbal
• 38% is vocal, including tone of voice, inflection etc…
• 7% is verbal

• You have less than 3 seconds to secure the attention of your audience.
We can change our body language
The practical!

• This is where we get to practice!
The audience: a reminder

• You need to tailor to the audience: Who are they?

• Don’t overload them with verbal detail

• Remember they are only human!

• What do you MOST want them to take away?
Structure

- Keep it simple
- State and restate your structure. Highlight your main points.
- If necessary, outline it for your audience in print
- Use verbal signposts
- Summarise your argument/main points at the end
The Presentation Sandwich

Tell them what you’re going to tell them

Tell them

Tell them what you’ve told them
In other words

• Introduction: introduces you and the presentation. Be clear!

• Main body: logical and gives proof for your findings

• Conclusion: Gives a summary of the main ‘take away’ ideas of the presentation. Be memorable!
Notes

• Powerpoint slides

• Cue cards

• Full notes

• Memory!
PowerPoints

- Keep it simple
- Keep it clear and clean
- Don’t use too many
- Only use when necessary
- Think about whether you also need a handout
Need help with Powerpoint?

http://www.salford.ac.uk/skills-for-learning/home/all-workshops
Using technology

- Practise using the equipment in the room you will be presenting in
- Who will be changing slides?
- Have a plan B in case there is a problem with the equipment
In short...

• What are your strengths?

• Build your presentation around this

• Don’t try and be someone else!
The Bad...
The Good...
The Ugly...
Dealing with questions

• Try to think beforehand about what you might be asked, and plan your responses

• Take your time, and answer calmly

• Remember – most people are not trying to catch you out!

• Don’t allow yourself to drift off topic
How would you deal with the following situations?

- You don’t know the answer
- Question is too complicated
- Questioner seems hostile
- Questioner asks repeated questions or wants extended discussion
- Questioner interrupts during your talk

(Matthews & Matthews, 2008)
Elevator Pitches

• Can be used in multiple situations

• 20-30 seconds

• Needs a clear goal, to be succinct and communicate what is original to you

• May need to be to a layperson, not just a subject specialist
What do you think?
What do you think?
Help and Support

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