

# Presentation Skills

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Interreg Finance Management Camp  
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 @InteractEU

**Edith Neudhart**



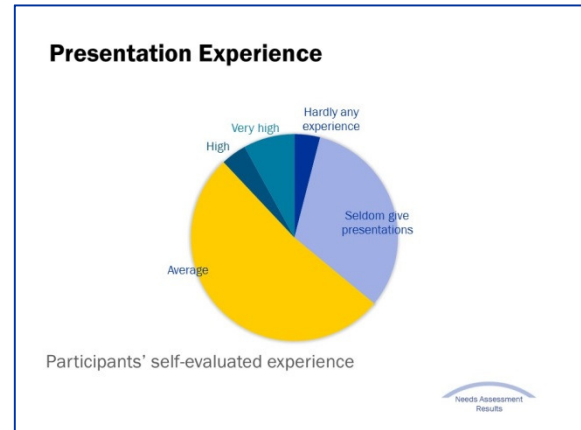
# Contents

- Elements of Good Presentations & Speakers
- Preparation: Target Groups & Objectives
- Focus & Structuring of Contents
- Visuals & Media
- Appropriate Openers & Endings
- Delivery Techniques



Contents
Elements of Good Presentations & Speakers
Preparation: Target Groups & Objectives
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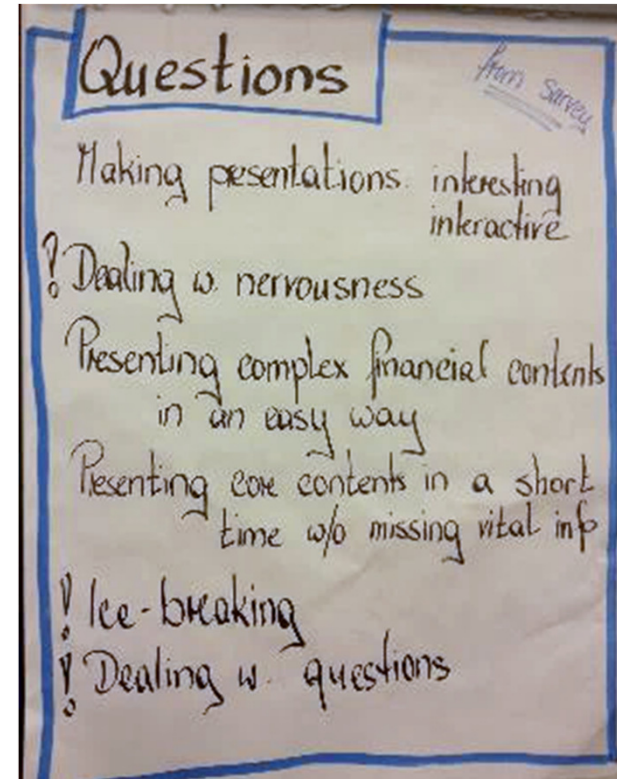
# FMC Participants' Questions



## Surveyed Needs



- Making presentations...
  - more interesting
  - more interactive
- Dealing with nervousness
- Keeping listeners motivated
- Breaking the Ice
- Highlighting important parts of a presentation
- Attracting attention
- Presenting financial contents in an easy to understand way
- Presenting core contents in a short time without missing vital information
- How to explain reporting in first level control seminars

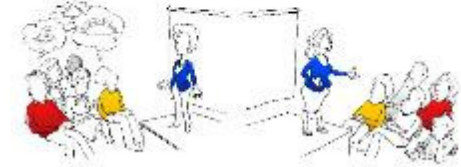


# Top 5 Characteristics

## Poor & Good Presentations

### Top 5 Characteristics

- Brainstorm with your neighbour ..
  - the top 5 of poor presentations
  - the top 5 of good presentations
- top 5 of table
- 2 minutes



**Top 5** poor presentations

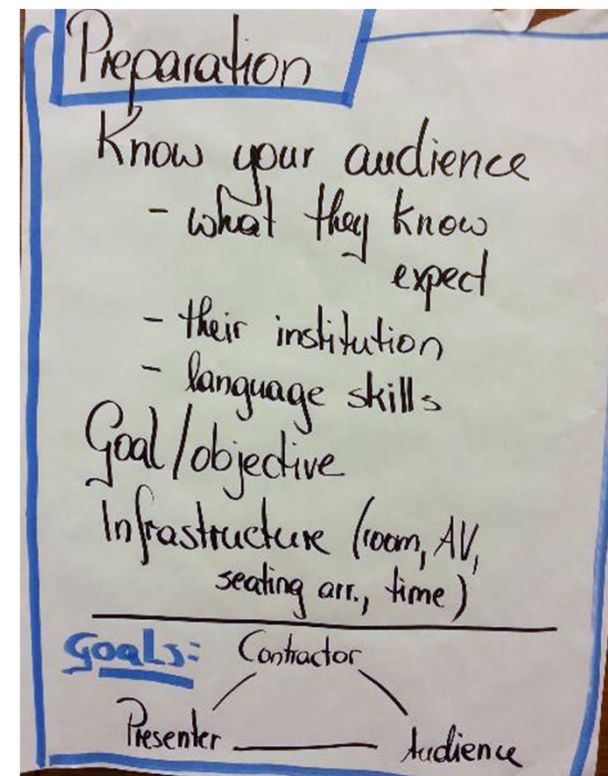
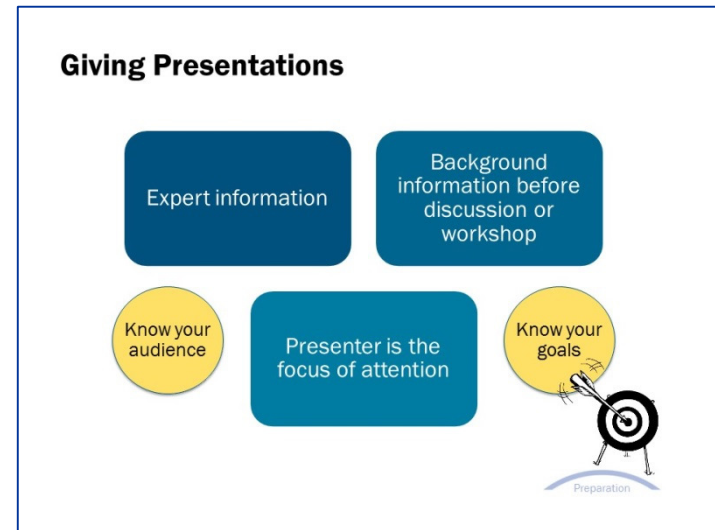
- too much text on slide(s)
- monotonous voice
- too many slides
- too fast/slow speaking
- poor timekeeping
- reading from slides
- no graphic elements (visuals)
- no examples
- language / contents too complex

**Top 5** good presentations

- good / concrete examples
- time for questions
- interesting + relevant content
- interaction w. audience
- good time management
- info clear - concise - to the point
- doing sth unexpected → surprise
- repeating of most important point
- good attitude tow. topic + audience
- structure (signposting)

# Good presentations are well-prepared

- Planning and preparation demands time & creativity
- Goal clarity is vital for selecting...
  - the right contents
  - a suitable delivery method (incl. choice of words, examples)
- Audience expects the presenter to address *their* needs – in *their* language
- Presenter takes role of expert and is seen as such by the audience




# Typical Presentation Types for FMs

- Combined informative & instructional type of presentation
- Presentations are divided into 3 parts
- Main aim is to provide knowledge and a new skill

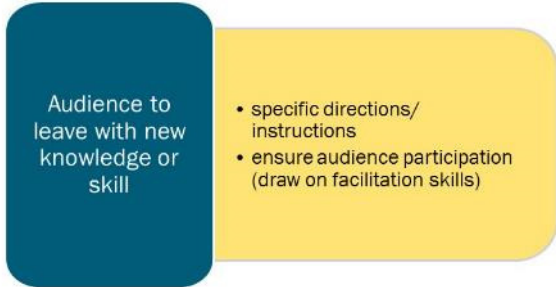
**Informative Presentations**

- Introduction
- Structured Content
  - time - place - cause & effect
- Summary



Contents

**Instructional Presentation**



Audience to leave with new knowledge or skill

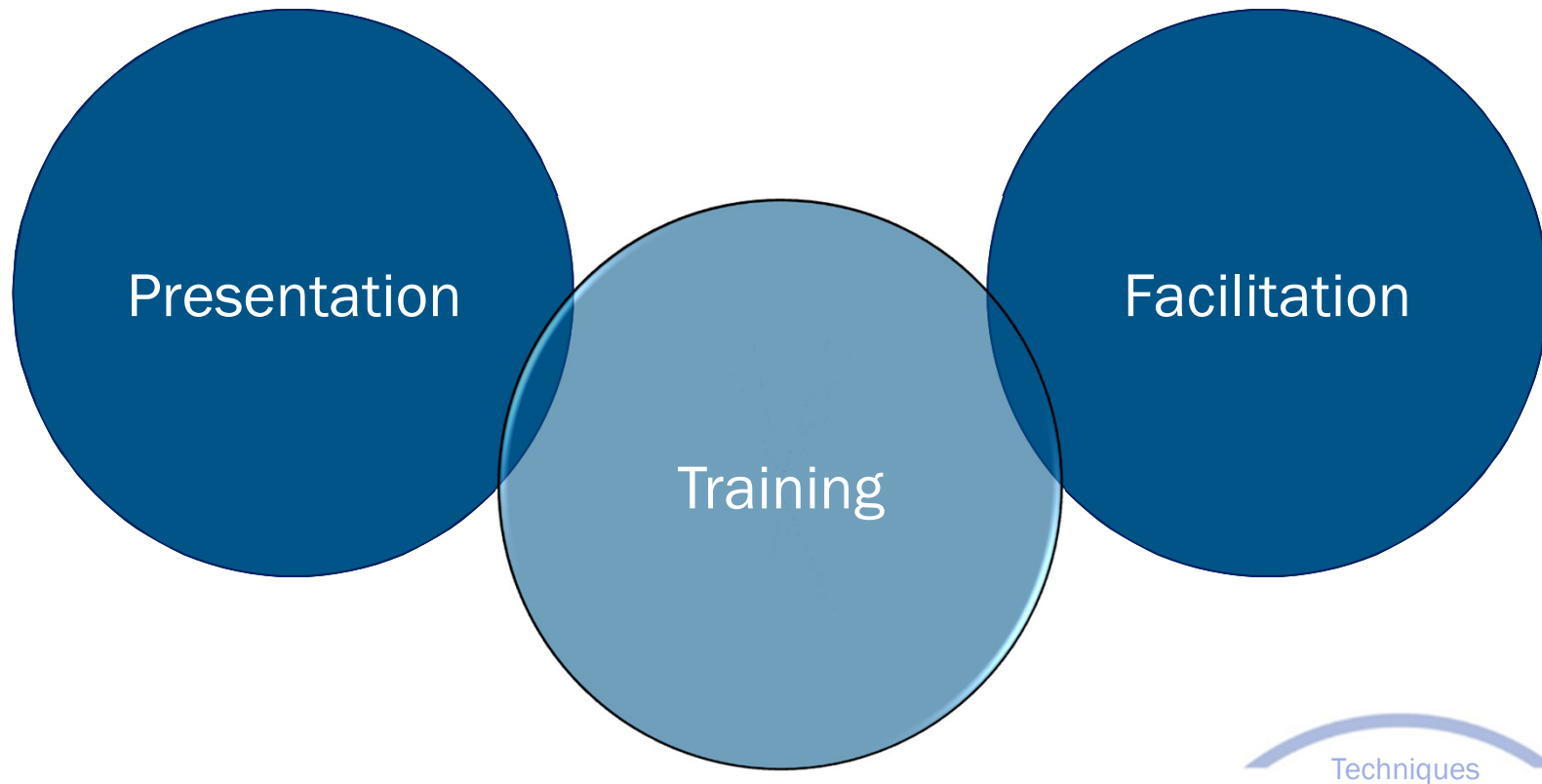
- specific directions/ instructions
- ensure audience participation (draw on facilitation skills)

Contents



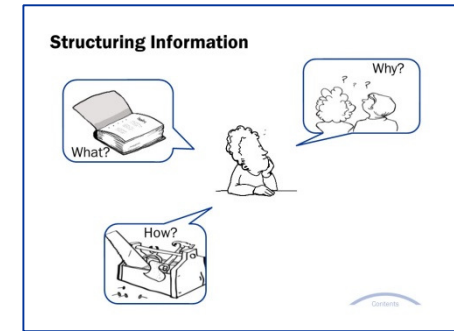
# Conveying Information

- Use a combination of methodologies to engage your audience and ensure knowledge transfer....



# Conveying Information

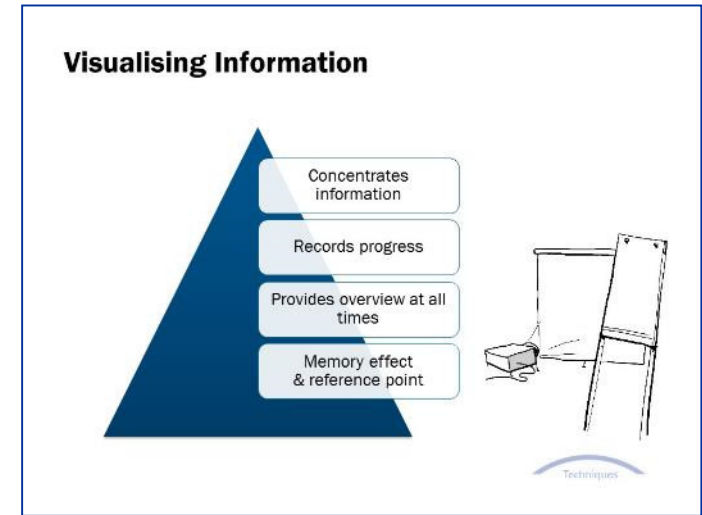
- Provide information in chunks
- Give structure to your presentation
  - General to specific
  - Problem first, then solution
  - Positive information before less pleasant points
- Use the technique of signposting:
  - Announce what you're about to say
  - Say what you want to say (group information into set of three)
  - Summarise the key message
- Let your audience have answers to questions:
  - What? - Why? - How?
  - Add who & when if necessary





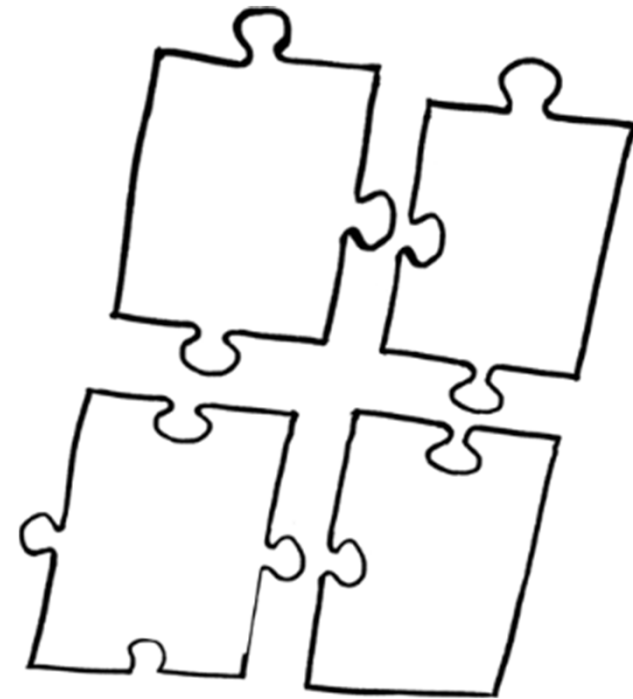
# Visualising Information

- 75% of all people process information over the visual sensory channel
- Visuals help to
  - focus attention
  - ease conveyance of complex contents by showing connections & by highlighting key facts
  - enhance the memory effect by providing ‘pictures’ & by reducing the spoken word to key points
- Key tips:
  - Differentiate between presentation visuals and handouts
  - Visuals aim to aid the audience - do not abuse as speaker’s notes
  - Less is more: avoid ‘death by PowerPoint’  
<https://www.youtube.com/watch?v=Mjc02ExtHso>
  - Consider alternating (e.g. flipchart) for longer presentations



# Presentation Layout

- Ensure uniform structure
  - slide master / corporate template
- Easy guidance
  - 1 message per slide
  - maximum 6 bullets
- Meaningful headline
- Main elements at a glance
  - place core information in the centre
  - illustrations aide memory

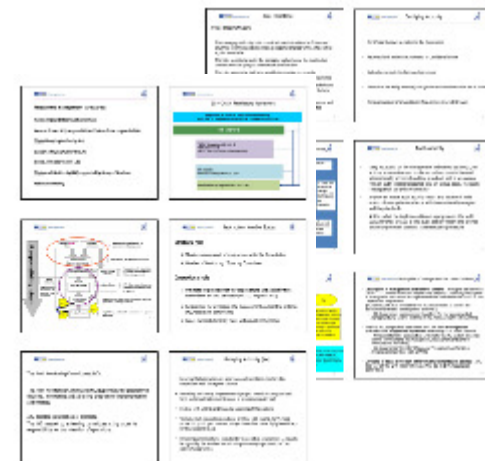


# Exercise: Presentation Design

Analyse your slide handout...

- Is an aim visible?
- Suitability for an external project partner?
- Which slides are clear and which are not?
- Review slides and recommend alternatives.
- Present your recommendation in the plenary (sketch).
  - Group task
  - 15 minutes discussion
  - 2 minutes presentation

The following slides show a set of alternate ways of presenting information....




# Before & After

- Avoid too many bullet points / bullet point slides

**Informative Presentations**

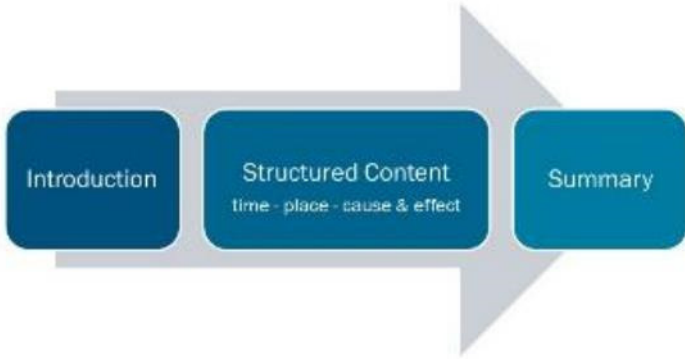
- Introduction
- Structured Content
  - time - place - cause & effect
- Summary



Contents

- Use PowerPoint SmartArt function to transform bullets into more striking visuals

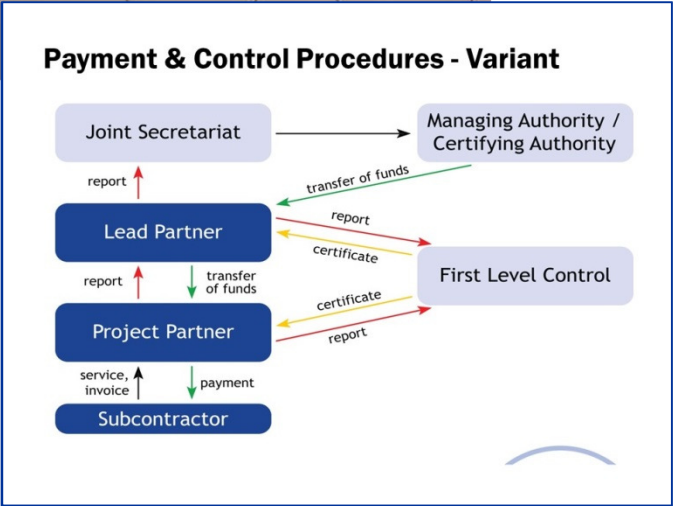
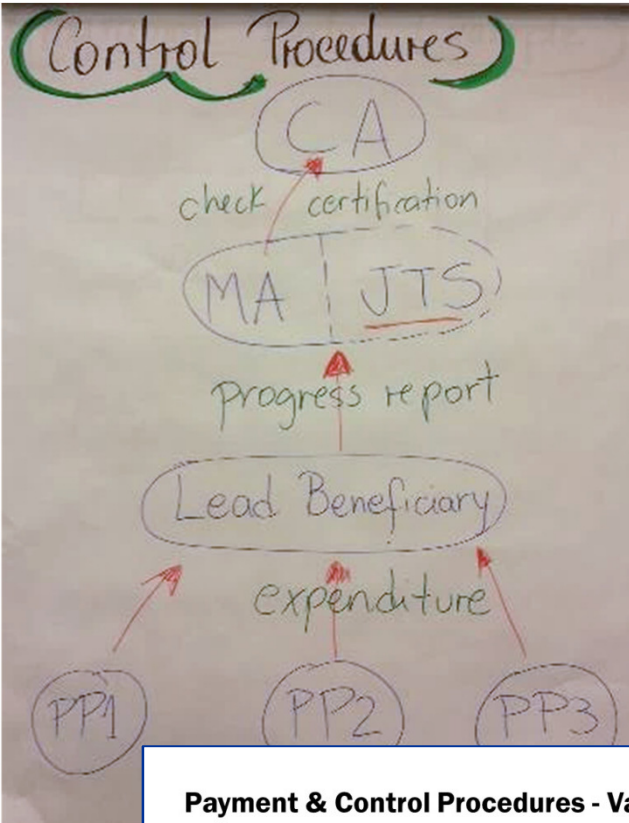
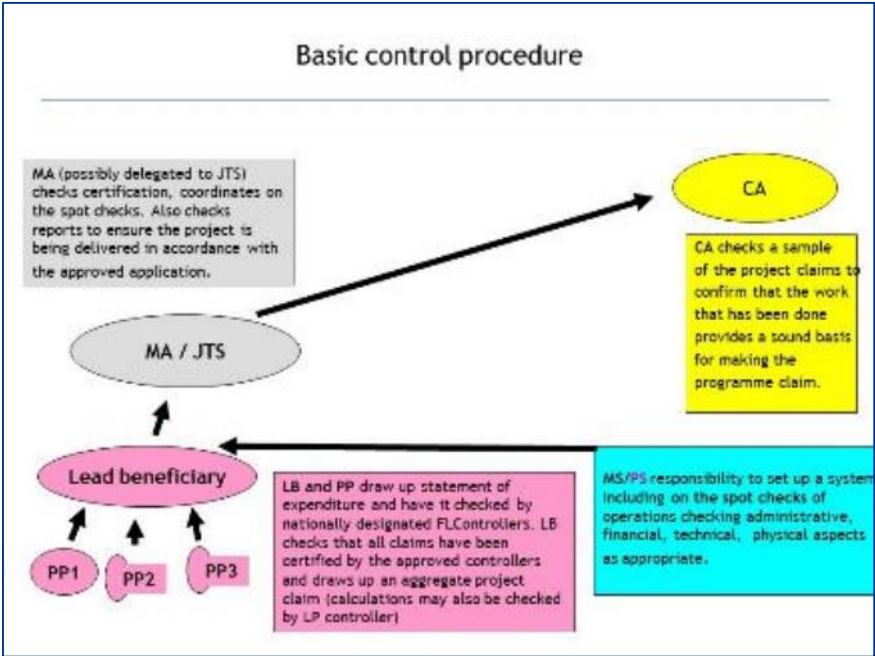
**Informative Presentations**



Introduction      Structured Content  
time - place - cause & effect      Summary

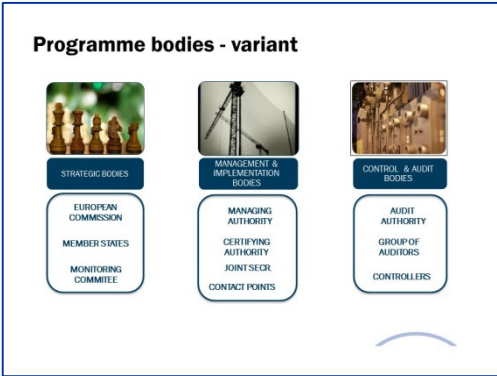
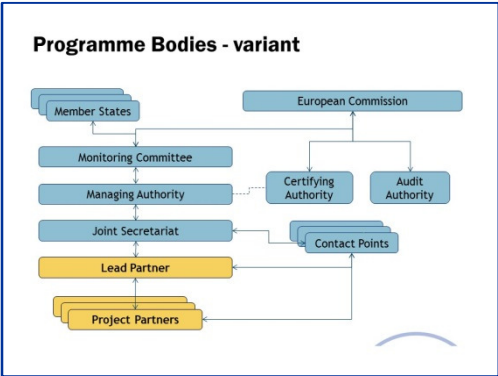
Contents

# Before & After



# Before & After

- Reduce information
- Use pictures / symbols



Programme management structures:

Monitoring (and Steering) Committees

Member States (MS) responsibilities/Partner State responsibilities

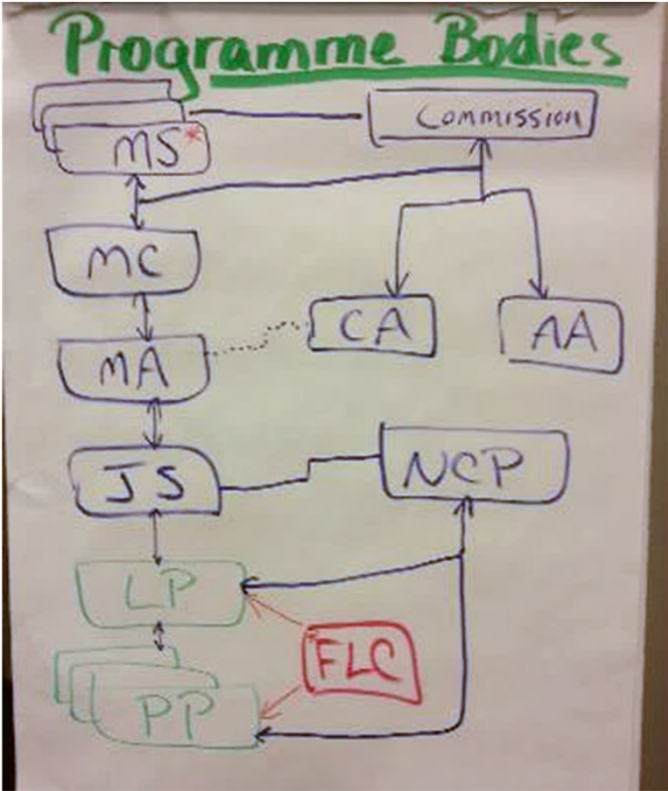
Single Managing Authority (MA)

Single Certifying Authority (CA)

Single Joint Secretariat (JS)

Single Audit Authority (AA) supported by Group of Auditors

National Authority

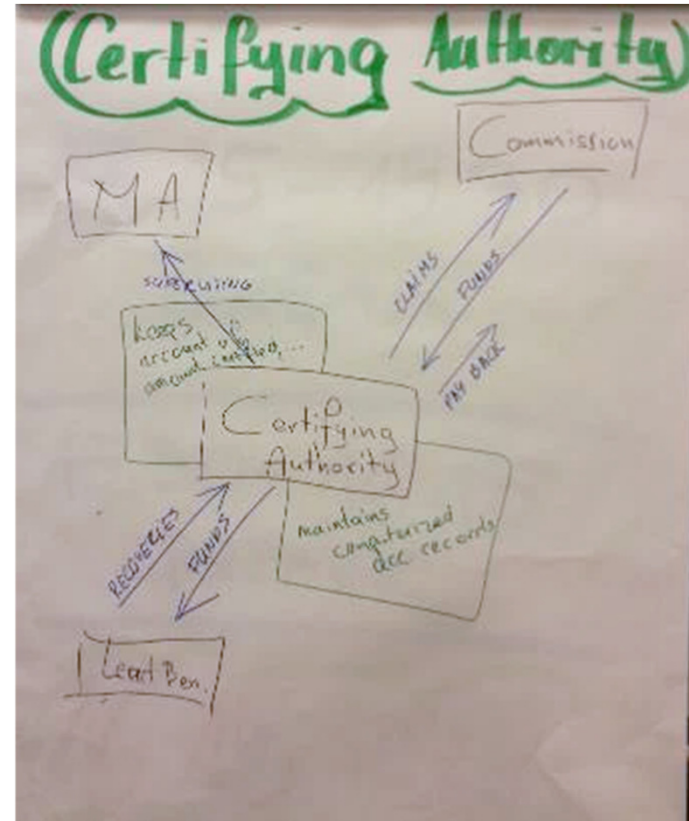


# Before & After

- Avoid long text passages
- Provide an overview if you want your audience to remember

## Certifying Authority

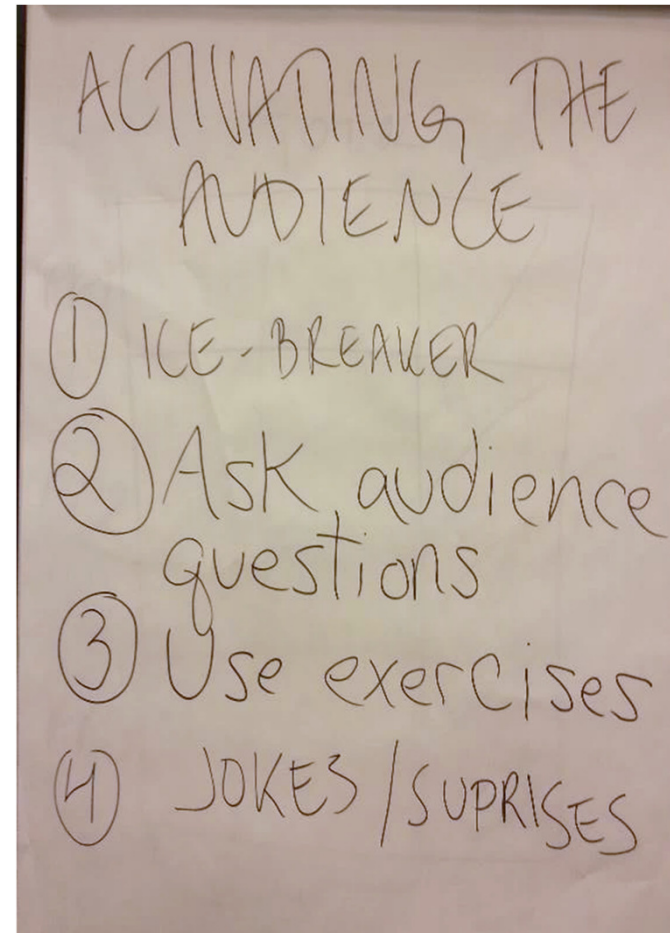
- Certifies and draws up claims to the Commission.
- Receives funds and makes payments to Lead Beneficiaries.
- Maintains computerized accounting records.
- Supervises the MA by ensuring that systems and documentation are in place.
- Keeps an account of amounts certified, recoveries, withdrawals.



# Activate your Audience

For engaging presentations, look at the world (topic) from your audience's perspective:

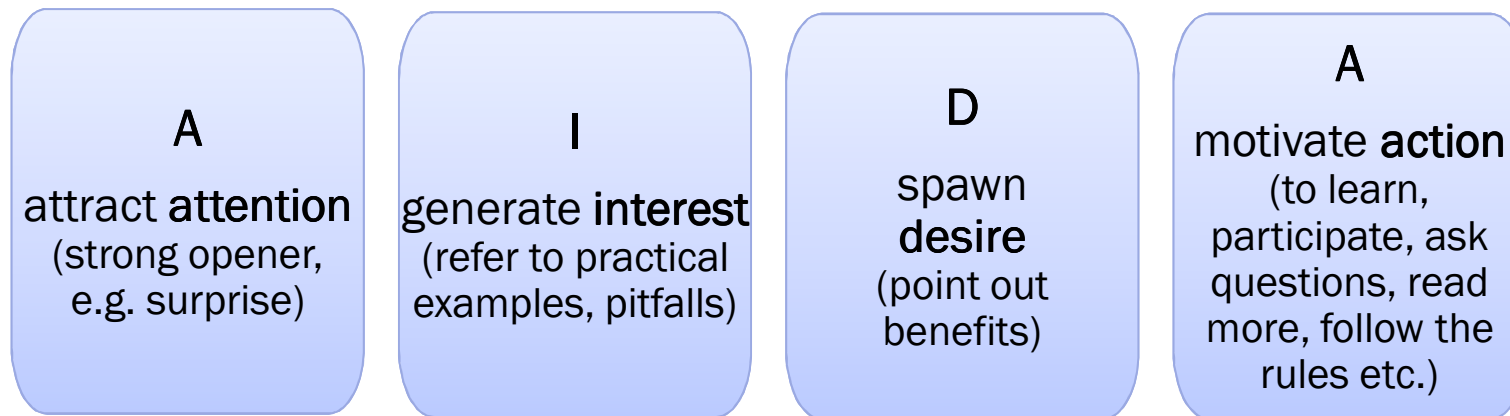
- Even if you give this presentation again and again or it's contents are more than logical for you, understand that your audience has its very own needs, questions, perspectives...
- Good presenters focus on their audience's position.
- Let your audience know the advantages they have after they have attended your presentation.





# The importance of good Openers & Endings

- Introductions give orientation and help the audience decide whether this is worth listening or not.
- Use the AIDA formula from advertising to guide you at the start and throughout your presentation:



- Prepare your introduction and your closing message well

# Ideas for Introductions

- Humorous examples
  - (relax tension)
- Quotations & idioms
  - (direct attention)
- Statistics & figures
  - (theoretic background)
- Preview / overview
  - (orientation)
- Examples & personal experiences
  - (activate emotions)

Put emotion in your presentations



Give life / energy to presentations

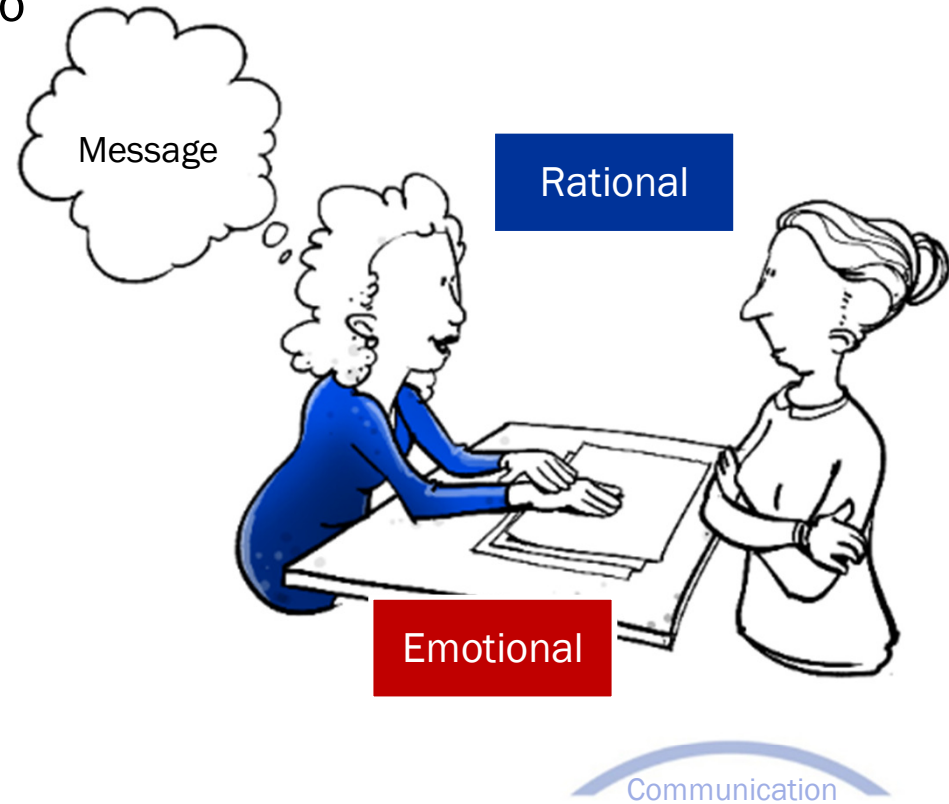


Surprise your audience



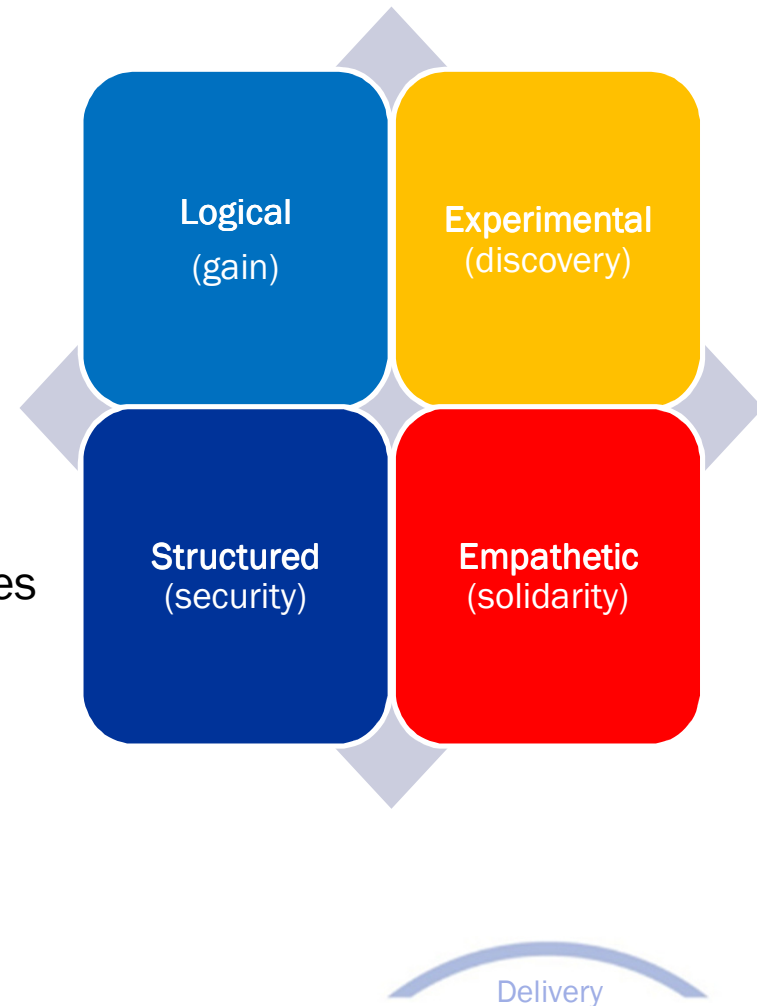
# Levels of Communication

- Each message, however rational has an emotional content too
- Communicate with a positive attitude
- Use the emotional component to activate your audience (story-telling)



# Reach your target group

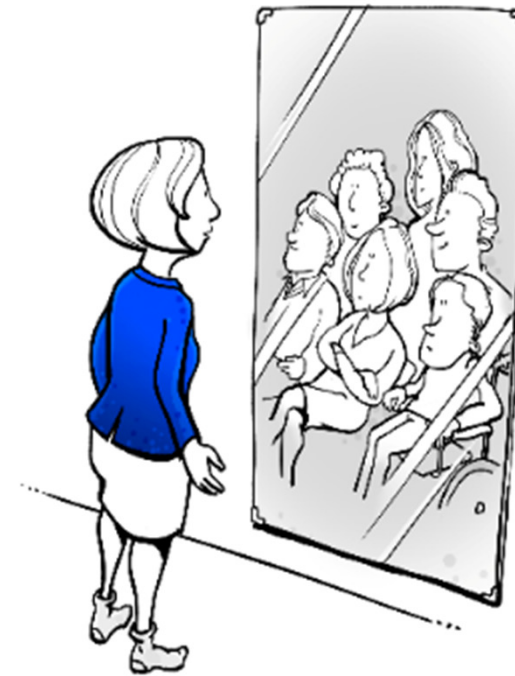
- Provide different activators to address different (limbic) participant types:
  - Logical type
    - facts, data, figures
  - Green type
    - tried and tested contents, relate to known items
  - Red type
    - human, love stories, positive outcomes
  - Yellow type
    - love innovation, original references



# Elements of Speech

## Work on delivery...

- Volume: speak out clearly
- Melody: avoid monotony
- Tone/intonation: use your voice to emphasise important / less important points
- Speed: give your audience time to catch up by pausing
- Pause after each thought: pauses emphasise, give orientation, aide understanding



# Presenting Information

You can only  
ignite in others  
what **burns** strongly  
within yourself.

Augustinus



# Inviting Participation

- Guiding / inviting
  - Let's consider this in more detail...
  - What does that mean for....
- Prompt by giving examples:
  - For example....
  - A good example for this is...
  - To illustrate...
  - To give you an example...



# The Okay Grid

- Meet your audience at eye-level
- Your attitude towards your audience will help you to...
  - hit the right tone (+/+)
  - deal with difficult situations (-/+ or +/-)
  - overcome nervousness (-/+)
- The okay grid symbolises the way you feel / address other persons:
  - +’/- : superiority
  - /+ : lack of self-confidence
  - +/+ : eye-level

I'm okay. You're okay. + +	I'm okay. You're NOT okay. + -
I'm NOT okay. You're okay. - +	I'm NOT okay. You're NOT okay. - -



# Key Presentation Tips

PICSFAL

7 points to  
remember



Review

# Key Tip: PICSFAL

- Be...

prepared

interesting

creative

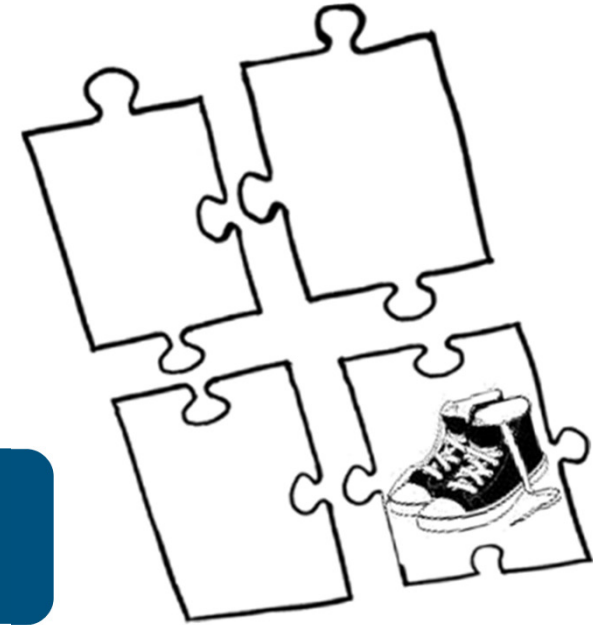
structured

focussed

authentic

and remember...

less is more



Put yourself  
in your  
audience's  
shoes

Review

# Cooperation works

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## Lots of success

for your future presentations

