Look Up, Speak Up – And Watch Them Follow

Program #380
Texas Library Association

What differentiates a good presentation from a poor presentation?

How did you feel, what did you think, and how were you responding when listening to the presentation?

What to **KNOW** before you speak.

What you need **TO DO** while you are speaking?

**How** to take your audience to the desired place
How To Take Your Audience To The Desired Place

Are you a “guide on the side” or a “sage on the stage?”

Let your audience know if/when you will take questions

Follow up on your presentation with supportive questions to your audience

Know what the take away will be

Before You Begin To Speak

Be able to state your topic in one simple sentence.

Determine what is my objective in speaking
   a) Explain a policy
   b) Teach a new concept
   c) Motivate an audience
   d) Gain support for an initiative
   e) Advocate for the library

Know your audience (who am I speaking to)
   Kids vs. administrators
   Judges vs. attorneys
   Novice vs. experts
   Government officials vs. parents
   (differing levels of detail/nuance)

Put yourself in the audience (WII-FM)
   (present to yourself first)

While You Are Speaking

Utilize your entire body
   (presentations are more than just words)

State your point and review it before going to the next point
   Don’t read to them
   Sprinklers are for lawns (eye contact)

Use stories/examples/practical illustrations
   Don’t let PowerPoint speak for you
Resources For Further Study

18 Tips For Killer Presentations, Scott H. Young
http://www.lifehack.org/articles/communication/18-tips-for-killer-presentations.html

Better Presentations From A – Z, Carol Smith White; Toastmasters Magazine, May 2008
http://www.toastmasters.org/ToastmastersMagazine/ToastmastersArchive/2008/May/FromAZ.aspx

Presentation Skills, Lee Ann Kendrick
Presentation Skills – Jennifer L. Peel, Ph.D

Resources For Further Study

Ten Qualities of an Effect PowerPoint Presentation
http://aces.nmsu.edu/directory/eSource/view_resource.php?resource_id=490

“Well Said: How to Give An Effective Presentation, Max Messmer
Strategic Finance, August 2003