



**Enhanced Learning
Educational Services**
“the study skills specialist”

PRESENTATION SKILLS



Developing your presentation skills will be useful in many careers when you leave school and also be useful in many aspects of your personal life.

- You should read each point and **highlight the key phrases** in that point.
- Discuss with a friend or parent as you read through the handout.
- You may like to work through this over a number of sessions.



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Enhanced Learning Educational Services Profile

Our Organisation:

Enhanced Learning Educational Services (ELES) is the leading provider of study skills resources in Australia. Since 2001 over 500,000 students across Australia have benefited from our study skills worksheets and workbooks. An Australian business based in Sydney, our clients extend throughout Australia and to international schools overseas. We are committed to helping all students improve their ability to learn and study by providing study skills seminars and resources on the topics students need.

Our Mission:

To provide a worthwhile and effective service to teachers, students and parents, enhancing students' learning skills and abilities through dynamic programs, resources and strategies to unlock the power of the mind and enable greater success at school and in life.

Our Commitment:

As part of ELES' commitment to education, 5% of all gross income is donated to charities that help and assist children.

For further information about ELES or our products or contact details:

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1. BEFORE YOU START WRITING

Determine the requirements of the task:

- Is the topic given or do you need to choose your own topic?
- What type of presentation is required?
- How will the presentation be marked?
- What is the teacher looking for?
- Do you know the marking criteria?
- Will you just be talking or can you incorporate visual aids?
- What length should the presentation be?
- Who is the audience? Classmates?
- What will this audience already know about your topic?
- Is it a formal or informal style presentation?
- Do you need to also hand in any written or supporting info?
- What is the purpose of this presentation?
- Will your presentation be interactive? Will questions be allowed?
- What are you trying to achieve?
- What guidelines have been given for what is and isn't permissible?
- What message are you trying to convey to the audience?



Brainstorm the ideas of what you want to cover:

The first stages of preparing a presentation are like writing an essay. So take the time to work through the following steps.

- Brainstorm all your ideas and thoughts about the topic.
- Look at all of your ideas and decide what ideas to keep and develop.
- Order or structure your ideas logically to develop the framework for your presentation.
- Do any further research as needed on particular areas.
- Think about whether you have too much/little content for the time available.

Now get ready to write your presentation:

Remember with essays we have an introduction, body and conclusion. Well it will be the same for presentations. You need to introduce what you are going to talk about, then talk about it, then sum up what you have talked about.

Aristotle is credited with the following instructions for giving a speech:

**Tell them what you're going to tell them,
then tell them,
then tell them what you told them!**



a. Before you start writing do you consider all the criteria outlined in this section?

2. INTRODUCTION OF THE SPEECH

Generally the beginning and end of the presentation will be remembered. So this means you need to plan your opening words carefully for maximum impact and to ensure you make a good first impression. Your introduction should be short, sharp, and to the point.

PURPOSE:

- To set audience expectations.
- To attract your audience's interest and attention.
- To explain anything they need to know eg if they can ask questions.
- To summarise the content of your presentation.
- To give the audience a mental framework for the structure of your presentation.



TECHNIQUES TO GRAB ATTENTION:

It is easier if you can win over your audience at the beginning as you will find they are much more receptive throughout your speech making it easier for you! Don't go overboard and use all of the techniques below, just choose the techniques that are most suited to your style of presentation. Most importantly, make sure you link these techniques to the purpose or content of your presentation.

- Tell a human interest story that relates to your topic.
- Emphasise the benefits or importance of what you are talking about to the audience.
- Make it personal so your audience can relate to it.
- Use a personal story or anecdote from your own experience.
- Arouse curiosity, get them wondering.
- Use props, hold some sort of object up.
- Make topical references ie something in the news or current affairs.
- Use a quotation, you can usually find something that ties into your topic eg www.quotationspage.com
- Ask a rhetorical question. (This is a question you put to the audience, but that you don't want/expect anyone to answer.)
- Ask a thought-provoking question.
- Be unexpected or surprising.
- Use a startling statistic (while statistics can be boring, some statistics used carefully can act as wake-up calls for your audience).
- Use a startling fact, something fascinating that relates to your topic.
- Use an historic event related to your topic.
- Use something that is special about that particular day (the date of your speech) in history.
- Try and weave the title of your presentation into the introduction.
- Say something confronting or provoking to get people's attention.
- Tell a relevant joke (only if you are good at telling jokes!).



b. Tick which of these techniques to grab attention you have tried. What do you think makes the most impact at the start of a speech or presentation?

3. MAIN BODY OF YOUR SPEECH

DECIDE STRUCTURE:

Depending on the topic, the ideas may lead to a particular structure, but if not here are some ideas you might like to consider.

- **PROBLEM/SOLUTION:** State or outline a problem and then offer or explain a solution or a number of possible solutions.
- **CHRONOLOGICAL:** Plotting the path of a series of events in the order in which they occurred.
- **METAPHOR/SIMILE:** Comparing something using an analogy or story (see the section on rhetorical devices).
- **NUMBERING:** In the intro explain how many points there will be and then cover those points systematically in your presentation.

GOOD PRACTICES:

- Use short, sharp and simple language.
- Include only one idea per sentence.
- Ensure your points follow a logical sequence.
- Avoid putting in too much info and overwhelming the audience.
- Find relevant quotes or examples to support your argument.
- Put statistics in familiar terms (eg '.. as long as 5 soccer fields').
- Paint a verbal picture so your audience can see what you are saying.
- Define terms you use if necessary.
- Use a mix of different types of material: examples, stories, statistics, quotes to maintain interest.



USING HUMOUR:

Make people laugh and they will not only remember more, they will listen better and take away a better impression of your presentation. The occasional unexpected item of humour is effective (depending on the topic). Types of humour to consider are listed below but remember, it is essential that the humorous item is related to your presentation or helps you make a particular point.

- Personal anecdotes or stories.
- Funny analogies. Comparisons between two objects or concepts. (eg. 'People can be like potatoes. Some people never seem motivated to participate, but are content just to watch. They are called Speck Tators.')
- Funny quotes. (eg. 'Time is a great teacher, but unfortunately it kills all its pupils ... - Louis Hector Berlioz.')
- You might like to try www.coolfunnyquotes.com/
- Funny definitions. (eg. 'Microwave oven: Space-age kitchen appliance that uses the principle of radar to locate and immediately destroy any food placed within the cooking compartment.')
- Acronyms. (eg. 'WWW - World Wide Wait.')
- Funny signs or bumper stickers. (eg. 'Warning, Success Ahead. Take Exit Now.')
- Jokes. ('Why did the student not look out the window in the morning? He needed something to do in the afternoon.')
- Cartoons.



RHETORICAL DEVICES:

You want your presentation to make you stand out from the crowd! Some other devices you can try are listed below. Which of these have you ever used?



- **HYPERBOLE:** This just means exaggeration, it is useful for emphasis.
- **ALLUSION:** Reference to a well-known person or a person or event from history, literature, mythology. (eg. 'Achille's heel')
- **ALLITERATION:** Where a sound at the start of the word is repeated. (eg 'perfect practice makes practice perfect')
- **METAPHOR:** Metaphors are comparisons that show how two things that are not alike in most ways are similar in one important way.
- **SIMILE:** Comparison of two or more objects to draw attention to their similarities. The main difference between a metaphor and a simile is that a simile makes the comparison explicit by using "like" or "as".
- **RHETORICAL QUESTION:** A question that is posed for effect rather than to get an answer. (eg. 'Would you like having nothing to eat?') The answer should be obvious to the listeners.
- **REPETITION:** Repeating a key catch-phrase throughout the speech, or at the start of a number of sentences. This will help create a rhythm or make a point.



c. Tick which of the strategies and devices in this section have you tried before. Which of these that you haven't tried appeal to you?

4. CONCLUSION OF YOUR SPEECH

Like your introduction, the conclusion of your speech must contain some of your strongest material and is your last chance to make a good impression.

Let the audience know you are coming to the end: 'And turning to my final point..' or 'Finally, and in conclusion..' or 'The main point I'd like you to remember..' or 'One final thought to leave you with..' or 'If you remember one thing from today..'

PURPOSE:

- To sum up what you have covered, your main messages and how these relate to each other.
- To really hammer home your point and finish with a strong impression.
- To thank your audience for listening.

MAKE FINAL WORDS MEMORABLE:

- End on a quotation.
- End by asking a question.
- Tell a story or recite a short poem.
- Provide some further food for thought for your listeners.

