

## **Brief Guide to Effective Oral Presentations**

### **Step One: Be clear on the subject and purpose of your presentation**

Are you hoping to persuade your audience, or do you simply have some information that you wish to convey to them? Know your purpose or goal before you begin to prepare to for the presentation!

### **Step Two: Analyze your audience**

Are you speaking to someone in particular or a general group? What are the characteristics of that individual or group? What will they find interesting? Be sure to tailor your presentation to engage your audience.

### **Step Three: Gather your material**

Gather together all the information that you are thinking of including in your presentation. Placing each idea that you want to express on a note card is one system that has worked for many speakers but you may find a simple list on a legal pad effective. Whatever system you use, be sure to have all your ideas together first!

### **Step Four: Arrange and outline main ideas**

Once you've gathered your material, it is time to arrange it. You should have an introduction that previews what you hope to accomplish in your presentation and a conclusion that reviews what you have said. The main portion of your speech should be logically organized and easy to follow. Remember the primacy/recency principle: Place your most important or significant points at the beginning and ending of your speech. Listeners will remember them most. You should also begin and end your presentation with a memorable idea. Effective attention-getters and catchy endings will leave the audience with a favorable impression of your presentation. Humor, vital information, novel information, conflict, ideas with which the audience is familiar, activity or movement, suspense, startling statistics, and quotes or stories are all ways to gain attention. To keep attention throughout the presentation, offer diversity and utility. In other words, be sure your audience sees the importance of your ideas from a variety of perspectives. Graphically enhancing your ideas through carefully crafted visual aides is another sure way to maintain the interest of your audience.

### **Step Five: Develop and communicate confidence**

Be yourself – a public presentation is not the time to ACT like someone else. Look at your listeners, communicate with your body (i.e. use gestures) and your voice (vary your pitch, volume, rate and tone for emphasis). Above all, be prepared – rehearse your presentation. And remember – if you're not nervous, you're dead! Channel your nervous energy into excitement. A presentation is a fantastic opportunity to show your audience your strengths and abilities, and it is an opportunity you should not approach haphazardly. Being organized, informed and prepared will allow you to make a favorable impression on the audience you encounter. Be sure to have an outline to follow while speaking. Finally, before you speak take a few deep breaths, relax and mentally tell yourself that you are about to seize an opportunity to accomplish the goal you established when you first started preparing for the presentation.