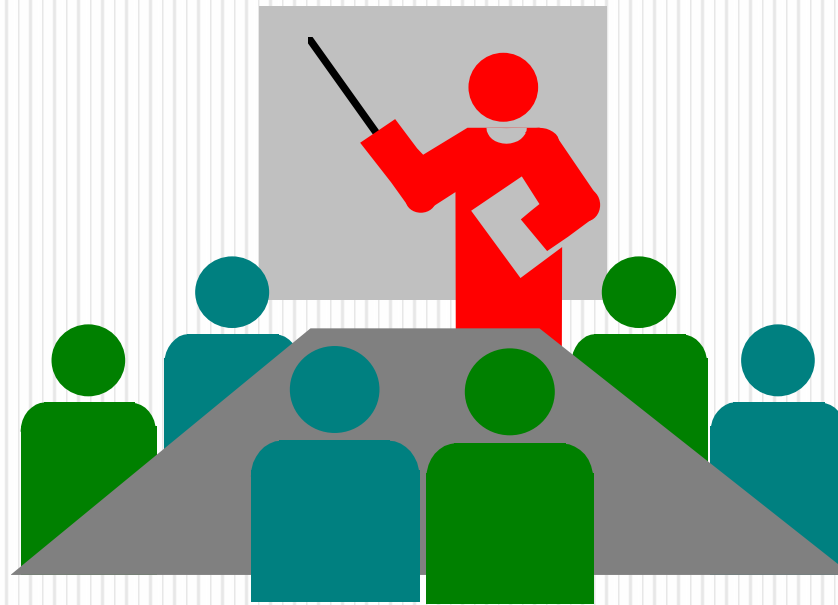


Making GOOD presentations



The 55/38/7 Rule

- People will judge you and your presentation based on your ability to communicate
- Do not be shocked by the fact that an audience's judgment is based on the following rule of thumb:
 - 55% Body Language
 - 38% Voice
 - 7% Visuals & Content

Body Language



Body language is defined as the gestures, movements and mannerisms by which a person or animal communicates with others

Your body gives 80,000 different signals

Body Language

Gestures:

Optimal gesticulation, meaning gentle movements without distracting

Eye Contact:

Look the audience in the eyes – one at the time

Facial Expression:

Friendly smile

Attire:

Plain and pleasant

Stance:

Firmly planted feet, square with shoulders



Voice

- Loudness
- Inflection and Vocal Variety
- Emotional Tone Level
- Beware not to use interjections, like: Ah!, Great!, Eh!, Well!, Hmm!, Like!, Yo!, So!, Indeed!, No!
- Do NOT use Jargon, Technical Words, Acronyms or Abbreviations
- Speak S L O W L Y
- Articulate....even more so with different nationalities amongst your audience

Content

- Only 7% of your presentation evolves around the content of your message.
- And it's the content you want to put across !!!
- This means:
 - your Body Language and your Voice must be “under control”
 - the Content must be flawless
 - the Visuals you use must captivate your audience
- Your message must be understood !!!
- Do a spellcheck and proofread your text to avoid linguistic errors

Use a Slide Template

- Use one and the same set of fonts and one single color scheme
- Different styles are disconcerting to the audience
- You want the audience to focus on what you present, not the glitter of artsy slides

Fonts

- Choose a clean font that is easy to read
- **Arial** and **Geneva** typefaces are easier to read than *Handwriting* or **Courier**
- Use one or two types of fonts in your presentation
- Font Size:
 - Bulleted items should be no smaller than 22 points
 - Titles should be no smaller than 28 points

Bullets

- Each bullet should have 1 or 2 lines at the most
- Limit the number of bullets on a screen to 6 or 4 if there is a large title, logo or picture
- Too much text is hard to read
- 100 words or numbers on one slide should be the maximum – this slide has 64
- Our reading speed does not match our listening speed

CAPITALS and *Italics*

- Do not use all CAPITAL letters
 - Makes text hard to read
 - Denies their use for EMPHASIS
- *Italics*
 - Used for “*quotes*”
 - Used to *highlight* thoughts or ideas
 - Used for book, journal, or magazine *titles*

Colors

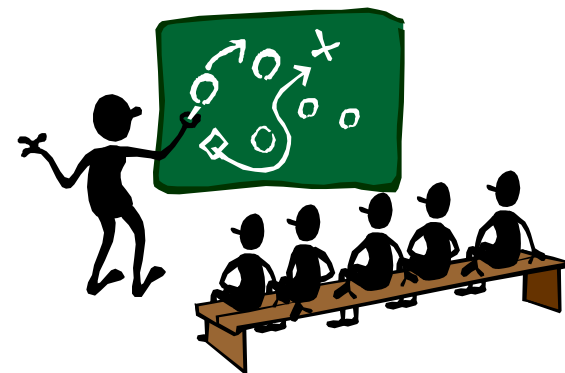
- Reds and oranges are high-energy, but are difficult to stay focused on
- Greens, blues, and browns are mellower, but not as attention grabbing
- Black on white is always the most advisable
 - This set of slides is a good example for both small groups and a large audience
 - You can easily read these slides up close and far away
- White on a dark background should not be used if the audience is more than 6 meters away

Backgrounds

- A white font on a dark background is advisable:
 - If the audience views this presentation on a monitor, or if this presentation will be viewed on a laptop
 - Having a dark background reduces glare

Illustrations

- Use only when needed, otherwise they become distracters instead of communicators
- They should relate to the message and help make a point
- Ask yourself if it makes the message clearer
- Simple diagrams are great communicators



NEVER use

- Complicated tables and graphs with a multitude of columns, rows, numbers and arrows
- Pictures with copyrights
- Illegible copies of downloaded brochures
- Enlarged low resolution images
- Flying, circling, exploding, imploding bullet points
- Annoying transitions and sounds
- Silly fonts: stretched, curved, double, shaded, etc.

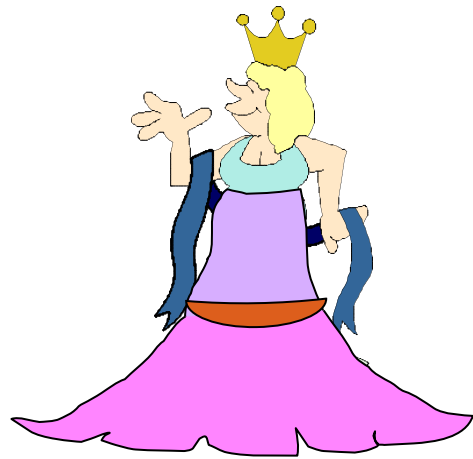
The First Seven Seconds



Seven seconds is the average length of time to make a first impression.

If your first impression is not good, you will not get another chance.

Miss Communication



Approximately 75% of daily spoken communication is ignored, misunderstood or quickly forgotten.

Practice

- Rehearse in front of a mirror or a volunteer audience
- If you use your laptop, switch off “power save”, “auto-sleep” and “screen saver” modes
- If you connect to a projector, test the connection and possible compatibility issues beforehand
- If you use another computer, do a dry-run

YOU

- Do not hide “behind” your slides
- The audience came for YOU
- Speak to your audience, NOT to the screen
- Your slides should ENHANCE the presentation, not BE the presentation
- If all you are going to do is read from your slides, then just print and hand them out



Last, but not least

- Only present if you know the topic you are presenting
- Use cue cards and a remote control
- Do not give hand-outs at the beginning
- Again: NEVER read your slides: assume that your audience can read
- Interact with your audience: let them ask questions during your presentation about the slide on the screen
- Therefore: forget about “Questions?” at the end of your presentation: at the end it’s time for hand-outs

Thank you

www.GlobalStrategists.com

International Business Development & Marketing
MedTech - BioTech - CleanTech

**“The problem with communication is the ILLUSION
that it has been accomplished”**

George Bernard Shaw