

## **From Dull to Dynamic: Transforming Your Presentations**

2003 Purdue Road School

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### **I. Dealing with stagefright**

“Luck is when preparation meets opportunity.”

–*Elmer Letterman*

- A. A little bit of stagefright is healthy.
- B. Tips for dealing with stagefright:

### **II. Creating bookends for the presentation**

“When a mouth is open for laughter, you may be able to shove in a little food for thought.”

–*Virginia Tooper*

#### **A. Introductions**

- 1. Audiences decide after just a few seconds whether they want to listen.
- 2. Components of an effective introduction:
  - a. Attention device
  
  - b. Reason to listen
  - c. Preview (doesn't have to be explicit)

#### **B. Conclusions**

- 1. People remember best what you say last.
- 2. Components of an effective conclusion:
  - a. Forewarning of the end
  - b. Summary
  - c. Exit line: earns you the right to sit down

### **III. Organizing your thoughts**

“The way to become boring is to say everything.”

–*Voltaire*

- A. Like a good story, a presentation must have a beginning, a middle, and an end.
- B. The basic unit of organization is the point and support.
  - 1. Make minor changes in length by adding or removing \_\_\_\_\_.
  - 2. Make major changes in length by adding or removing \_\_\_\_\_.
- C. Make main points clear.
  - 1. Audiences respond well to \_\_\_\_\_ main points.
  - 2. Be consistent in your wording to help audiences remember.
- D. Respect time limits and expectations.

#### IV. Holding an audience's attention

"To be human at all is to speak, however poorly, and to be human at best is to speak exceptionally well."

—*Wendall Johnson*

- A. Pause
- B. Keep support relevant.
- C. Use statistics sparingly.
- D. Engage or show emotion.
- E. Tell stories.
- F. Use visual aids.

#### V. Handling the question and answer session effectively

"It is better to ask some of the questions than to know all the answers."

—*James Thurber*

- A. Encourage questions.
  - 1. Let the audience know early in the speech that you want questions.
  - 2. Ask, "Who has the first question?"
  - 3. If no one asks a question right away, say, "A question I am often asked is..."
  - 4. Listen to the entire question before speaking.
  - 5. Keep answers as concise as possible.
  - 6. Be willing to say, "I don't know."
- B. Develop a technique that keeps you in charge of the situation.
  - 1. Always maintain control.
  - 2. Repeat the question before answering.
  - 3. Make eye contact with the questioner while that person is speaking.
  - 4. Make eye contact with everyone when you answer the question.
  - 5. Don't say more than the question requires.
  - 6. Defuse loaded questions.
  - 7. Treat each question with respect.