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U N I V E R S I T Y

Giving Effective Presentations 101

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Overview

- **Communication**
- *...Ethics...*
- **Public speaking fear and confidence**
- **Audience analysis**
- **Effective delivery**
- *...Presentational aids...*



Communication

- **Meaning**

- Communicare (Latin) – *“to make common to many, share, impart, divide”*
- Process and product
- Definition – *“the sharing of meaning by sending and receiving symbolic cues”*

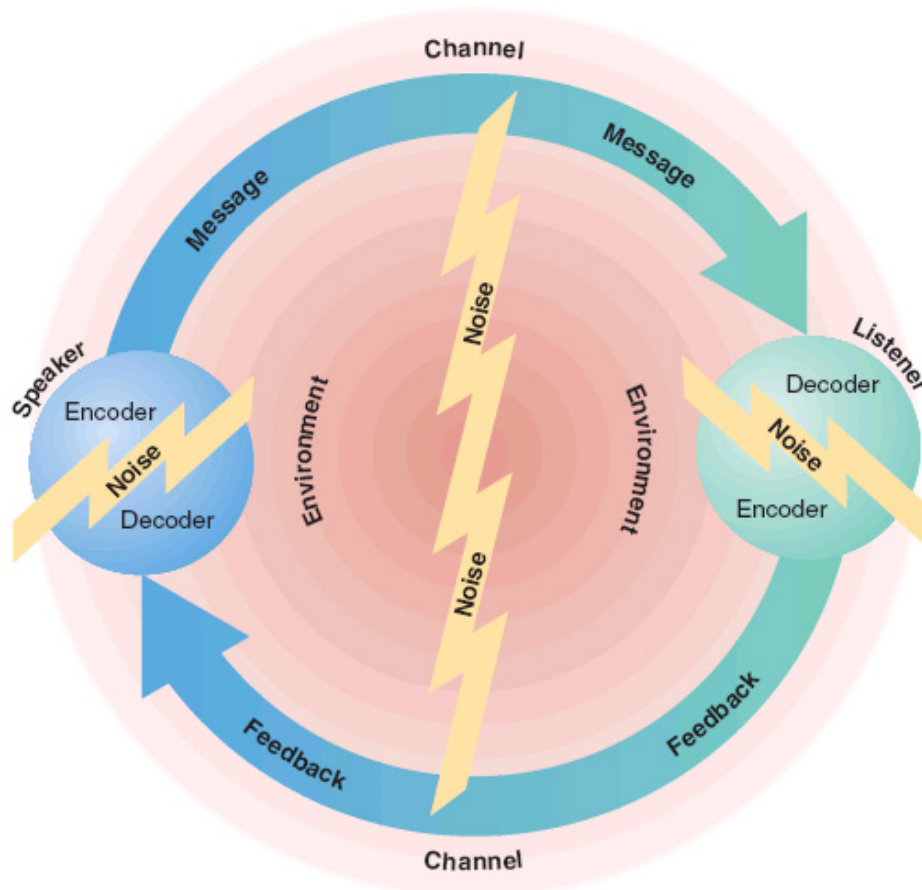


Communication

- **Goal**
 - To ensure that the message your audience hears matches as closely as possible to the message you intend.

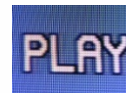


Communication

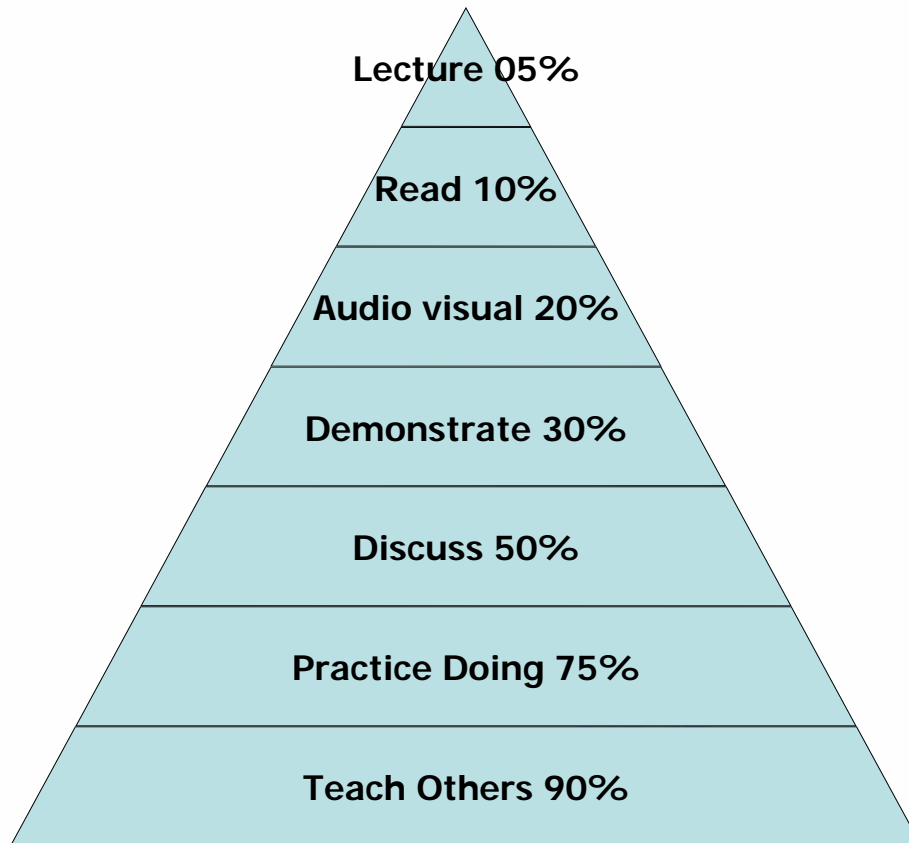


The Communication Elements Model

A speaker encodes a message, sending it through a channel to a listener, who decodes it. The listener provides feedback, sending it through a channel to a speaker. This interaction takes place in an environment with Varying levels of internal and external noise.



Communication



Retaining What We Learn

National Training Institute,
Bethel, Maine



Ethics

- **Topics you consider important**
- **Topics that promote positive ethical values**
- **Speak to benefit your listeners**
- **Truthful supporting material and valid reasoning**
- **Consider consequences of your words and actions**
- **Strive to improve your public speaking**



Public Speaking Fear and Confidence

”According to most studies, people’s number one fear is public speaking. Number two is death. Death is number two. Does that seem right? This means to the average person, if you have to go to a funeral, you’re better off in the casket than doing the eulogy.”

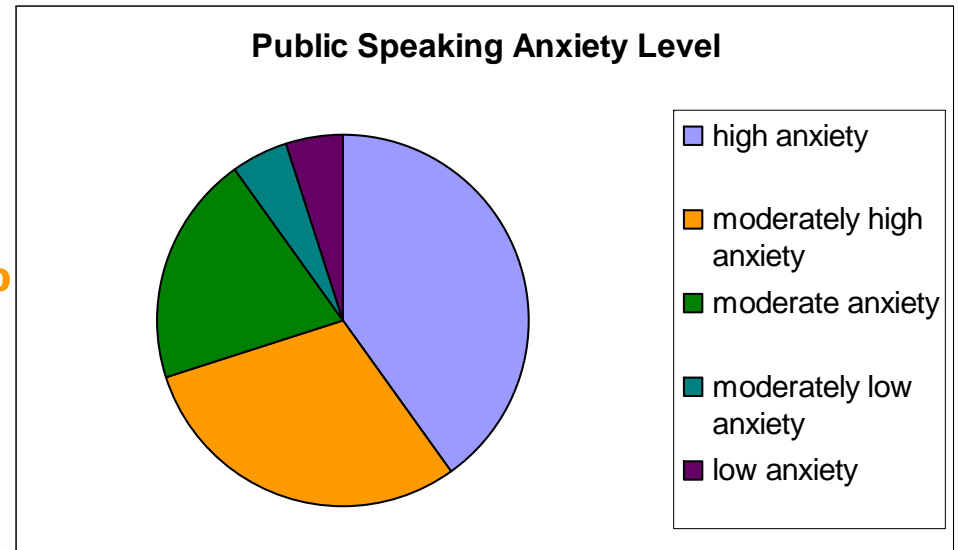
– Jerry Seinfeld



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Public Speaking Fear and Confidence

- Anxiety level of public speaking
 - high – 40%
 - moderately high – 30%
 - moderate – 20%
 - moderately low – 5%
 - low – 5%



Guidelines for Building Speaker Confidence

- Know how you react to stress
- Know your strengths and weaknesses*
- Know speech principles
- Know that it always looks worse from the inside*
- Know your speech
- Believe in your topic



Guidelines for Building Speaker Confidence

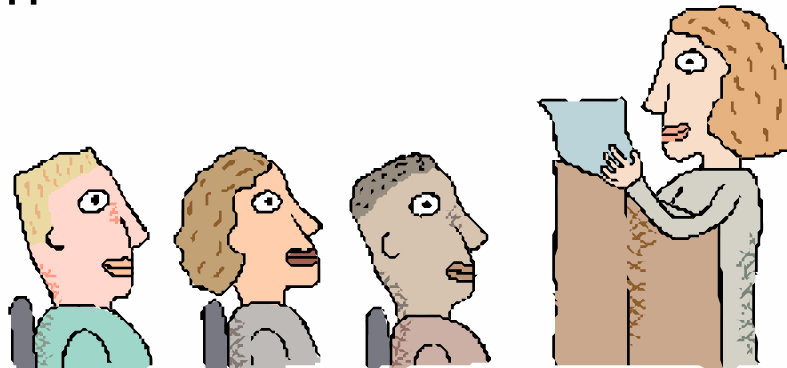
- **View speech making positively***
 - Cognitive restructuring
- **Visualize success**
- **Project confidence***
- **Test your message**
- **Practice**
- **Learn from experience**



Analyzing Your Audience

- **Demographics**

- Age
- Gender
- Ethnicity
- Education
- Religion
- Economic status
- Group membership



Analyzing Your Audience

- **Audience segmentation**
 - *dividing an audience into subgroups*
- **Audience targeting**
 - *directing a speech toward one or more segments*



Analyzing Your Audience

- **Speaking situations**
 - Types of audiences*
 - Audience disposition*
 - Size of audience
 - Occasion
 - Physical environment
 - Time
- = Audience profile



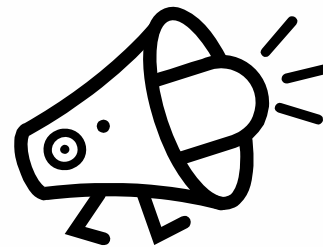
Delivering Your Speech

- **Nonverbal communication**
 - Deliberate vs. unintentional
 - No universal meaning
 - Trust the nonverbal
 - Breakdown of communication
 - 55% body language
 - 38% tonality
 - 7% actual words



Delivering Your Speech

- **Methods of Delivery**
 - Impromptu
 - Memory
 - Manuscript
 - Extemporaneously
 - Q/A – repeat questions



Delivering Your Speech

- **Characteristics of effective delivery – how it should look**
 - Helps everyone
 - Natural, comfortable, spontaneous
 - Audience is not aware of aspects of delivery



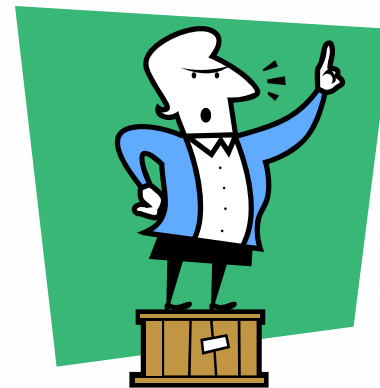
Delivering Your Speech

- **Elements of vocal delivery**
 - Rate and pause
 - Volume
 - Pitch and inflection
 - Voice quality
 - Articulation and pronunciation



Delivering Your Speech

- **Elements of physical delivery**
 - Appearance
 - Posture
 - Facial expression
 - Eye contact*
 - Movement
 - Gestures*



Delivering Your Speech

- President Bush example

PLAY



Using Presentational Aids

- **Reasons for using PA's**
 - Message clarity
 - Message impact
 - Speaker dynamism
 - Speaker confidence



Using Presentational Aids

- **Types of PA's**
 - Objects
 - Graphics
 - Pictures
 - Diagrams
 - Line/bar/pie graph
 - Chart
 - Map
 - Projections
 - Electronic aids
 - Handouts
 - Audio aids



Using Presentational Aids

- **Guidelines for designing PA's**
 - Focus
 - Layout
 - Highlighting
 - Fonts
 - Color and art



Using Presentational Aids

- **Strategies for using PA's**
 - Before speech
 - Determine information
 - Select best type of aid
 - Ensure easy viewing
 - Aid should communicate clearly
 - Professional appearance
 - Practice using
 - Safe transportation
 - Backup supplies
 - Proper position
 - Test
 - During speech
 - Reveal only when ready
 - Talk to audience
 - Refer to aid
 - Keep in view until understood
 - Conceal aid
 - Careful w/handouts



Using Presentational Aids

- Bill Gates example

PLAY



Summary

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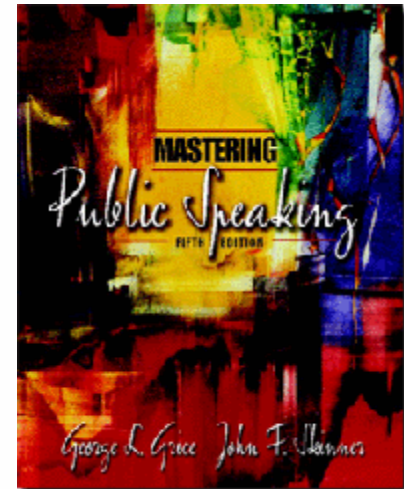




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Thank you!

Resource: Mastering Public Speaking, George L. Grice & John F. Skinner





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Questions/Comments

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