

Public speaking: top tips to deliver a presentation with impact

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Did you feel cool, calm and collected?



Or stressed out?

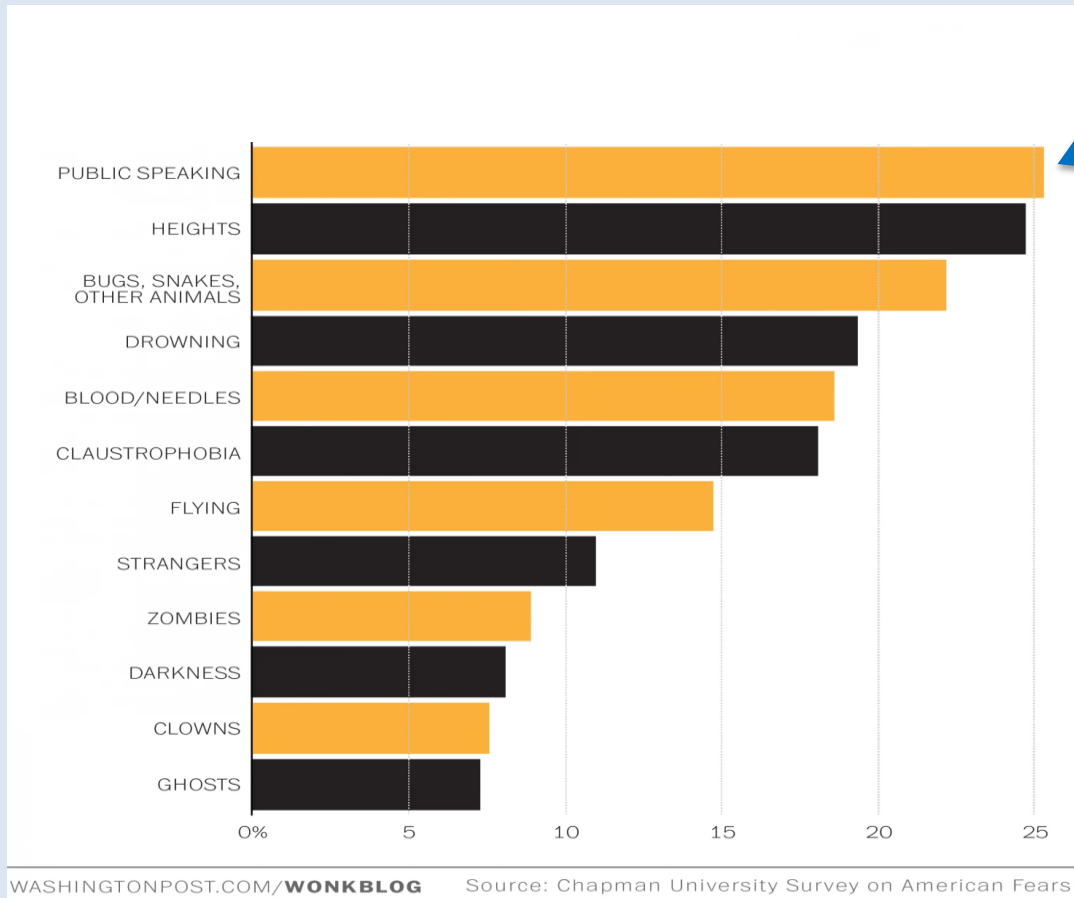


Exercise:

**Remember one
of your
experiences of
speaking in
public.**

*Think of two words or short
phrases that describe what
you remember about the it?*

Why is that?




Source: Washington Post

Exercise:

Think of good
and bad
presentations
you've seen.

Talk with your neighbours
about what worked, what
didn't and how you felt as
an audience member.



Do's

A good example...



https://www.ted.com/talks/sheryl_sandberg_why_we_have_too_few_women_leaders

Key ingredients

- **Keep it simple:** short attention spans
- **Emotion:** something personal / memorable
e.g. funny, sad, surprising
- **Images** – lots
- **Time keeping**
- **Be positive**

Prepare yourself

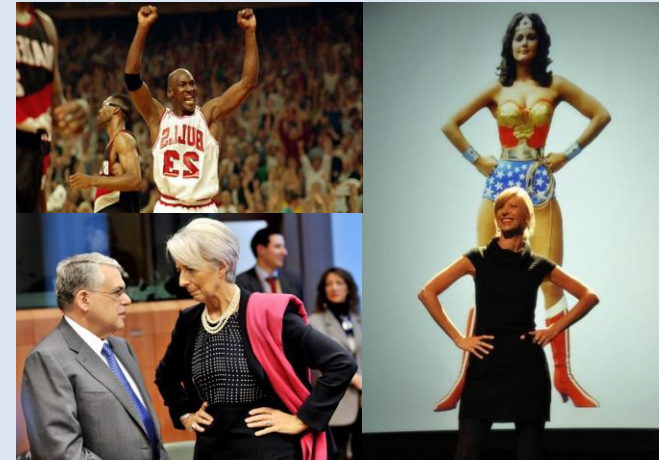
- **Plan:** create a structure for your presentation: beginning, middle and end
- **Know your audience:** who, age, expertise, languages ... tailor
- **Include** in your notes: **SLOW DOWN** or **BREATHE**
- **Practice your presentation:** time yourself
 - 1) Out loud on your own (record / video if possible)
 - 2) In front of a friend / colleague

- **Smile and use hand gestures:** engages your audience and releases those 'happy' hormones e.g. dopamine
- **Eye contact:** look around
- **Move around:** or sit down if it's more appropriate



Power poses?

Some research, like that co-authored by Amy Cuddy of the Harvard Business School (there's a [TED Talk](#) if you're interested) suggests that our posture actually affects how we feel – standing in so called 'power poses' for as little as two minutes, even if you don't actually feel confident, can affect testosterone and cortisol levels in the blood and change how confident we feel.



Cuddy suggests, for example, standing 2 minutes in a power pose before giving a presentation to help boost your confidence.

Of course, in the cut throat world of academia, these conclusions have been questioned and one of the report's original three authors Dana Carney has subsequently said the claims are nonsense!

But there is absolutely no doubt that body language is a crucial part of communication.

Tips for keeping calm

- **Go for a walk:** 10 minutes of fresh air to clear your head up to an hour beforehand
- **Visualise:** somewhere calming
- **Deep ‘belly’ breaths:** count 3,2,1 relax, relax, relax
- **Place a back-up question:** in the audience

The golden rules



Compose yourself



Familiarise yourself with the room



Think about whether your attire suits the event



Don't get stuck behind the lectern – move around



Stick to time (and your timing)



Smile and enjoy yourself!



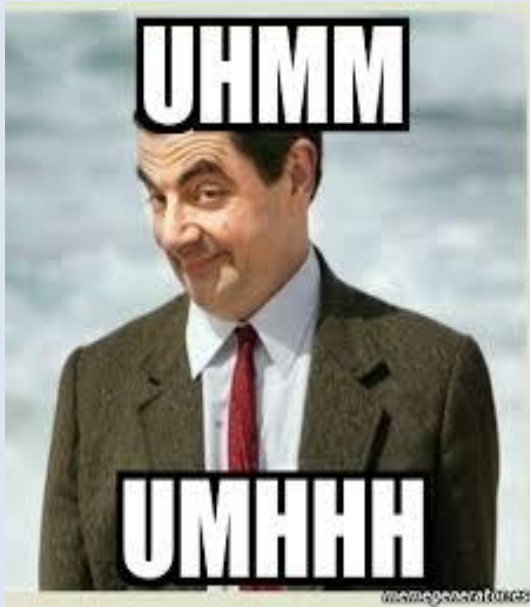
and
don't's

What not to do!



<https://www.youtube.com/watch?v=rIABo0d9MVE>

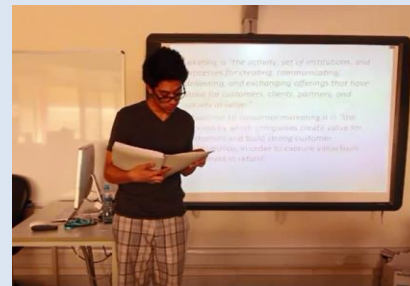
Things to avoid



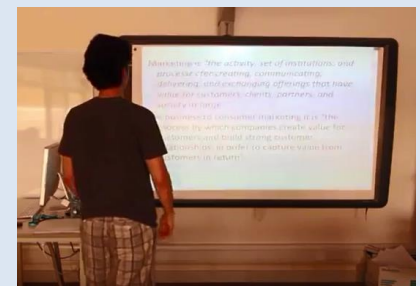
The occasional 'um' or 'er' is normal but too much gets distracting



Death by PowerPoint!
Including...



Just reading from
your notes...



...or your slides



“I’m not Barack Obama. I’m not Bill Clinton. Both of them carry themselves with a naturalness that is very appealing to audiences. But I’m married to one and I’ve worked for the other, so **I know how hard they work at being natural. It’s not something they just dial in. They work and they practice what they’re going to say. It’s not that they’re trying to be somebody else. But it’s hard work... to present yourself in the best possible way.**”

Practice makes perfect...

In groups of 4-6:

- * Each person in turn speak for 1 minute about their holiday.
- * After each speaker, take 1 minute to provide constructive feedback.
- * Agree 1 person to report back to the group on the 2 key things your group learned.



Dealing with the unexpected

- **Arrive early** : make sure everything is working
- **Take a back-up of your slides** and a hard copy of your presentation
- Stay calm, **explain what's happening** and get back on track
- Don't spend half your presentation trying to fix an IT problem – **carry on** and offer to share slides afterwards
- If there are **fewer people** than expected, consider changing the room layout
- Think about **what you'd cut** if others run over time or the session starts late
- Have organiser **contact details to hand** in case you're running late



https://www.youtube.com/watch?v=i1J_mxJotkl

Keep going – it gets better every time ...

- **Find opportunities** - personal & work
- **Ask for honest feedback:** colleagues, friends, family
- **Watch TED talks** www.ted.com



How can you share your knowledge?



Spend 2 mins on your own:

What opportunities could you find to **practice your skills**?

Can you think of ways to **share your knowledge with other colleagues** –support researchers, junior team members, even your boss?

Practice makes perfect...

In groups of 4-6:

- * Each person in turn speak for 1 minute about how you got into comms.
- * After each speaker, take 1 minute to provide constructive feedback.
- * Agree 1 person to report back to the group on the 2 key things your group learned.

- **Books:**

Garr Reynolds: Presentation Zen

Carmine Gallo: *Talk Like TED*. The 9 Public Speaking Secrets of the World's Top Minds

- **Courses:** public speaking, presentation skills (OLI)
- **Coaching:** private coach from £50 per hour

Please contact us with your questions



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