

Giving better presentation

Bí quyết để thuyết trình hiệu quả

GIAI ĐOẠN CHUẨN BỊ

a. Nội dung: Bạn nên dùng nhiều thời gian để nghiên cứu kỹ về chủ đề, đề tài của bạn, và phát triển thành các ý tưởng.

b. Cách tổ chức bài diễn thuyết: Sắp xếp các ý tưởng của bạn vào các phần mở bài, thân bài, kết luận một cách logic.

c. Thẻ ghi chú: Làm các tấm cards ghi chú những ý chính sẽ nói trong bài diễn văn. Nhớ là chỉ ghi những ý chính một cách ngắn gọn thôi nhé. Chúng sẽ giúp bạn nhớ lại nhanh chóng các ý chính mà không cần phải đọc nhiều.

d. Thực hành: Muốn thuyết trình thành công và hiệu quả còn đòi hỏi bạn cần phải thực tập nhiều lần trước ngày thuyết trình.

GIAI ĐOẠN TRÌNH BÀY

a. Phong thái tự nhiên: Cố gắng thuyết trình một cách tự nhiên, như đang trò chuyện với khán giả. Tránh nói một cách đều đều như trả bài, cũng không nên chỉ nhìn và đọc lại bài thuyết trình đã chuẩn bị sẵn.

- *Sự nhiệt tình:* chứng tỏ quan điểm rõ ràng và tích cực, niềm yêu thích về chủ đề bạn đang nói thông qua giọng nói và các biểu cảm trên nét mặt.

- *Giao tiếp bằng mắt (eye contact):* phải duy trì sự giao tiếp bằng mắt với khán giả để tăng sự tin cậy, tăng sự thích thú, tập trung nơi khán giả, và bạn cũng có thể nhận ra được sự phản hồi ngầm từ khán giả đối với bài thuyết trình của mình.

- *Sự rõ ràng:* phát âm rõ ràng, sử dụng ngôn ngữ phù hợp với khán giả của bạn.

b. Ngôn ngữ cử chỉ:

- *Cách đi đứng:* một dáng điệu và sự di chuyển tốt sẽ truyền tải được sự tự tin, chuyên nghiệp, và đáng tin cậy ở chính bạn.

- *Điệu bộ:* giữ điệu bộ của bạn một cách tự nhiên, tránh những cử chỉ lặp lại. Dùng cử chỉ của bạn để nhấn mạnh các điểm chính và thu hút sự chú ý nơi khán giả.

c. Phương tiện trợ giúp (visual aid): Thường là powerpoint, tranh ảnh, đồ thị... Các phương tiện nhìn nên:

- Đủ lớn để khán giả có thể thấy rõ.

- Được đặt tại vị trí dễ nhìn.

- Đơn giản và dễ hiểu.

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By Ben Yoskovitz

Here's my suggestion: Do what you need to in order to feel *confident and comfortable* giving the presentation.

If you're not sure what to do in order to feel confident and comfortable, then I'd lean towards being more prepared than not.

Here are some tips for things you can do:

1. **Start with your key talking points.** There's no point writing a full script or presentation until you know what points you want to hammer home. Then, you can stick with a standard format: (a) tell them what you're going to show them; (b) show them; and, (c) tell them what you just showed them.
2. **Write a script.** I think this is a good idea. It lets you write everything out and start massaging the words the way you want. It also gives you a benchmark against which you can practice and refine things.
3. **Don't get hung up on specific words.** It's unlikely that missing or changing any one word will totally ruin your presentation, so don't worry about perfection. The only person that knows you "screwed up" is you...
4. **Find your speaking style.** Over time with enough practice you can learn to speak and present in any style, but if you're in crunch mode and don't have enough time, just try and find your own speaking style. Find your groove. Some people are ultra-enthusiastic. Some are much calmer. For DEMO, I'm aiming for *calm confidence*. I'm not a flashy guy. I want people to see the practice I'm putting in, my enthusiasm and my confidence – but I'm not going "Tony Robbins" on them.
5. **Practice in front of people.** I haven't done this yet, but I'll be doing it soon. If you haven't given a lot of presentations this *will feel awkward* but it's better to get over those feelings now rather than when you're on stage. So practice in front of others. But be careful about taking their advice, especially if the presentation is fast approaching. The risk is that you try to incorporate changes you're not really comfortable with, whether it's in the actual script or in your presentation style, and you end up causing more damage than good. Given the opportunity you should seek expert help with your presentation, but be careful about how you take any advice, especially late in the game.
6. **Practice with distractions.** It's great to sit in a bubble with no distractions whatsoever and practice. You need the quiet time to memorize things and get a feel for what you're doing. But I'm also practicing while distracted – be it by other sounds or visually (people walking by my office door, for example) because it makes me feel more confident that I can pull it off. On the DEMO stage there will be distractions. One person told me there's a huge clock facing you counting the seconds menacingly. There are big lights, TV screens and oh ya ... the people. I have to be prepared for anything, and practicing with distractions is helpful.
7. **Practice piece by piece.** I've found it quite helpful to practice each section of my presentation in pieces. I'll focus on one part, memorize the core elements, run through it till I'm comfortable and then move to the next piece. Then it's just a matter of stringing the pieces together, which is easier.

8. **Think ahead.** While practicing my DEMO presentation I've found my comfort zone when I can think of the next 1 or 2 sentences while speaking. So I'm on sentence #5 but my mind is already bringing up sentence #6 and #7. I don't have to think *too far ahead* but just enough that the transition from sentence-to-sentence is ultra-smooth and simple. Each sentence triggers a reminder for the next one.
9. **Practice hand gestures.** If you're giving a "naked" presentation (with nothing in front of you like a table, etc.) then you need to be aware of what you're doing with your hands. And your feet. So think about your hand gestures and how they relate to what you're saying. If you plan to move around, pace in sync with your words. I've been practicing this for a few days with great success. The hand gestures and where I'm walking are triggers cuing what I should be saying.
10. **Find your comfort zone.** All the advice in the world won't help if you can't get comfortable with your preparation, practice techniques and ultimately, the presentation itself. *Do whatever makes you feel comfortable.* The more comfortable you feel, the more confident you feel, and the better things will go.

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<http://www.presentationmagazine.com/presentationtips.htm>

Write it down

Write down your speech, but try not to read from it. If you have written it down - if you dry up, you will be able to pick it back up again.

Put it on tape

When you practice your presentation, do it with a tape recorder or with a video recorder and then play it back to find out which bits sound weak.

Put it on tape

When you speak -try to speak with passion and enthusiasm. If you speak passionately it will make up for many other shortcomings.

Use pauses

Pause - the power of pausing in a presentation can be very profound. It will also give you a chance to catch your breath.

Don't leave it to the last minute

Don't leave it to the very last minute to work on your presentation. When you know you have to give a presentation - make sure that you leave yourself real time to present - and this is more than half a day the night before. You will be standing up in front of a lot of people - you want to to go well. Plan at least 8 hours over the week before.

Prepare the room in advance

Make sure that you have spent time in the presentation room before your presentation. get to know the room and run through your slides beforehand to ensure that everything is working smoothly.

Always leave handouts.

You have gone to a lot of effort to produce your presentation. Leaving handouts will reinforce your messages, and will help them to remember your presentation when they look at them again. Always include your contact details so that the audience can contact you.

Memorize your speech.

Do not read from your notes, unless you have frozen or not prepared. It will sound flat and stilted. If you have learnt your speech it will sound natural and you will even have the chance to ad lib, if the opportunity arises.

If you fail to prepare, you prepare to fail.

This is one of the biggest mistakes I see. People think that they can "wing it", but in reality those who appear to be "winging it" are often very well prepared. Every one of Frankie Howard's muses such as "ooh, now where was I?" was in the script and well rehearsed.

It takes more than three weeks to prepare a good impromptu speech. - Mark Twain.

Off the cuff should mean well planned. I once heard a tale about someone who went to the Garrick Club and accidentally left wearing Enoch Powell's coat. In his pocket was a small pile of postcards, with his speech written on them. The speech started with the words "I never expected to be asked to speak this evening!" The professionals do it - so why shouldn't you?

You have been asked to give a presentation. To make it easier for you they have also let you choose your own topic.

The problem is that you have too much choice. Now you are worried and are going to spend too much of your creative time trying to pick the right topic and not rehearsing your presentation. So how do you choose the right presentation topic?

The right presentation topic.

It is easy to pick the topic. Just follow these two simple rules.

Pick a subject you are passionate about. The passion will come out in your voice and in your body language and will be naturally picked up by your audience.

Pick a topic that could be illustrated by pictures. A lot of the research shows that you could increase message retention dramatically if you use pictures rather than bullet points.

Job interview topics

Pick a project or area of your work that was well received. Ideally one where you received lots of positive feedback and got the end result despite all the setbacks. This will show you as someone who can get things done and is well liked. If you can please do include the feedback you received.

If you are going for a management or leaders position it is a good idea to ask your team to describe your leadership style. If you have not led a team before - just ask the people you work with to describe your style.

Personal topics

The key is the passion. Examples that can work well are hobbies and holidays. These are both topics that can be well illustrated.

Your holidays should have lots of photos and most hobbies have lots of photos available. You can probably find lots of travel photos on the web, but please do ensure that you have the permission of the copyright owners.

If you pick a hobby make sure that you keep the jargon out of it and bring the topic down to a simple enough level everybody will be able to understand. This is an area where your fellow hobbyists should be able to help you with lots of pictures. Here are some of the great hobby presentations that I have seen - all very visual

- Steam trains
- Archaeology
- Lorries and trucks
- Needlework
- Amateur radio expeditions

Professional topics

If you are looking to speak on a professional (paid) basis the best topic is one that grabs people's attention. Here are a few examples

The seven deadly sins of presentations

Motivating people in boring jobs

The physics of football

PowerPoint poisoning - the antidote

CRM - holy grail or holy smoke

Essential Presentation Skills

On the Presentation Magazine Forum we get asked the same question many times - "Help, I've got a presentation coming up next week and don't know what to do"

In this survival guide we highlight the three skills that YOU MUST KNOW before your next presentation.

They are tried and tested and make it very easy to improve your performance.

Advert

Looking for presentation skills

Essential Presentation Skills - **the three things YOU MUST KNOW.**

and tips? Try [Audience response systems](#) for more audience engagement in your presentation.

Here we expose the three essential pieces of information that can make your presentation fly.

Most of these are common sense, but you'd be surprised how often they are missed out.

The Three Presentation Essentials

- Use visual aids where you can
- Rehearse, rehearse, rehearse
- The audience will only remember three messages

OK? Want to know more? We have built a number of lessons that will take you through the whole process.

Click on this link to take you to the first of the essentials.

Presentation Skills 1. Use Visual Aids

One of the most powerful things that you can do to your presentation is to add in visual aids.

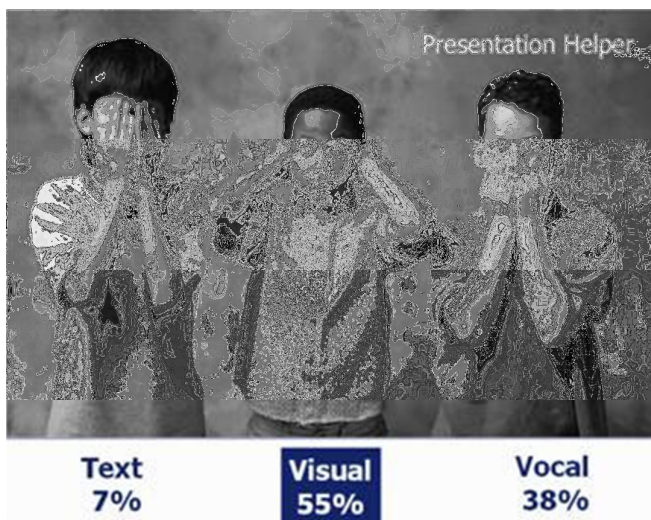
Research shows that if you use visual aids you are twice as likely to achieve your objectives.

Ditch the bullet points – use pictures instead.

Use visual aids in your next presentation.

Why should you use visual aids?

1. How we take in information during a presentation

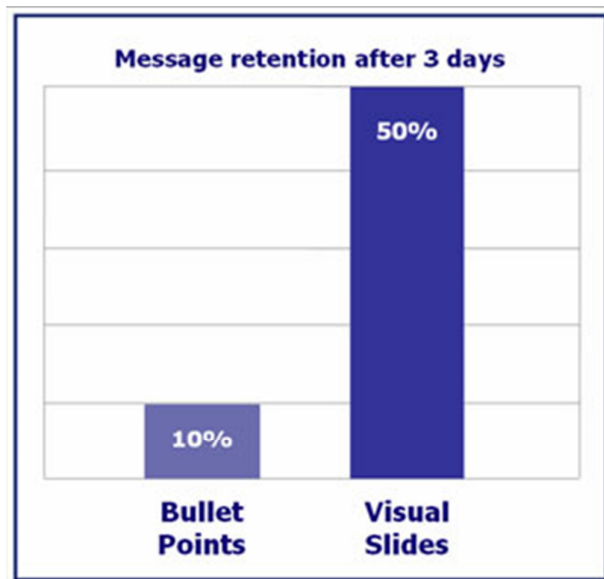


Professor Albert Mehrabian did a lot of research into how we take in information during a presentation. He concluded that 55% of the information we take in is visual and only 7% is text.

There are some important conclusions that we can take in from this information

1. Use visuals (pictures, graphs, tables, props) whenever you can
2. In a speech you are only using 38% of the communication medium
3. Ditch the bullet points

2. Making the presentation memorable



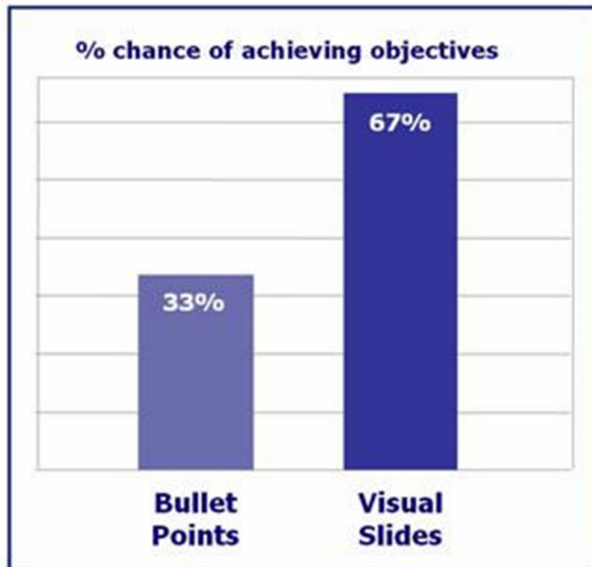
In a Study at the Wharton Research Centre they showed that using visual slides had a dramatic effect on message retention.

The effect of using visuals is truly staggering!

The old adage that "a picture is worth a thousand words" is as true today as it has always been.

3. Achieving your objectives

If I said that I could double your chances of achieving your objectives in a presentation with just one piece of advice you would probably be very skeptical. And yet if you use visual images that is just what happens.



This study by Decker Communications showed that by using visuals in your presentation you could expect roughly to double the chance of achieving your objectives. And if you are trying to make a sales presentation or a job interview presentation, this piece of advice could have a major impact on your bank balance.

The conclusion: Use visual aids

So hopefully by now you have got the message loud and clear. Use visual aids in your next presentation.

Click on this link below to take you to the second of the essentials.

Presentation Skills 2. Rehearsal

We see no end of people who spend hours pouring over their bullet points but fail to rehearse properly for the presentation.

The old adage is as true now as it has always been.

"If you fail to prepare, you are prepared to fail"

Rehearse your presentation and it will get better.

Sorry to sound like a bit of an old nag. It's obvious – rehearsing – isn't it? But it's also a bit of a drag and one that is easy to forget. It is probably the most common mistake of all presentations that I have seen.

You wouldn't dream of going to see a Shakespeare play at the RSC only to find that they hadn't properly learnt the script. You wouldn't dream of going to the opera to hear the band play out of time because they hadn't got round to rehearsing properly. Yet in presentations and in speeches we see this happening all the time.



The impact of inadequate rehearsal on the audience

Rehearsing could make the difference between a good and an average presentation.

1. Plan to rehearse your presentation out loud at least 4 times.

We suggest that you should rehearse at least four times, and if you can get word perfect so much the better. I know that you haven't got the time, but we have seen so many presentations that have been let down due to a lack of rehearsal.

Make sure that one of your rehearsals is in front of a really scary audience - **family, friends, partners, colleagues; children**. They will tell you quite plainly where you are going wrong – as well as providing you with the support that you need.

2. Rehearse against the clock



If you have to give a presentation in a short period of time then try to practice your presentation against the clock. This is particularly true with something like the five minute job presentation. You can add in parts from the script or take them out to fit the time. Allow extra time in your presentation for questions and watch out for nerves – this could mean that you talk faster on the day.

In the actual presentation you could take in a clock or take off your wrist watch and put it on the podium. This way you can see how the timings can develop.

3. Take a leaf out of Winston Churchill's book – memorize your script.

He is widely attributed as being one of the great speakers. It took him six weeks to prepare his Maiden Speech in the House of Commons and he learnt it word perfect.

4. Video or tape record yourself



A very simple trick that could help you with your performance is to video or tape record yourself. This will give you some immediate feedback and will enable you to fine tune your performance.

Videoring a rehearsal is the staple of many presentation training companies – so why not save time and money and do it yourself?

Does it work? – Just read this bit of feedback from someone who got a new job using these techniques

"Then I practised, I think this is the key. I practised in front of my husband, my brother in law, my 12 year old daughter. Then my 4 year old son on the day, he wasn't impressed, he just wanted me to put the telly on.

I blew their socks off!! he he

Definitely could not have done it without your help"

Rehearse and you will get better.

Click on this link below to take you to the third of the essentials.

Presentation Skills 3. The Rule of Three

This is one of the oldest of all the presentation techniques – known about since the time of Aristotle.

People tend to remember lists of three things. Structure your presentation around threes and it will become more memorable.

The Rule of Three – We remember three things.

The rule of three is one of the oldest in the book – Aristotle wrote about it in his book Rhetoric. Put simply it is that people tend to easily remember three things.

Remember as a kid when your mum sent you down to the shop to buy a number of things. But when you got to the shop all you could remember were three things. This is the rule of three

Odds are that people will only remember three things from your presentation

What will they be?

1. The audience are likely to remember only three things from your presentation – plan in advance what these will be.

Believe it or not, the chances are, people will only remember three things from your presentation. So before you start writing your presentation, plan what your three key messages will be. Once you have these messages, structure the main part of your presentation around these three key themes and look at how they could be better illustrated.

2. There are three parts to your presentation

The beginning, the middle and the end. Start to plan out what you will do in these three parts. The beginning is ideal for an attention grabber or for an ice breaker. The end is great to wrap things up or to end with a grand finale.

3. Use lists of three wherever you can in your presentation

Lists of three have been used from early times up to the present day. They are particularly used by politicians and advertisers who know the value of using the rule of three to sell their ideas.

Veni, Vidi, Vici (*I came, I saw, I conquered*) – Julius Caesar**

"Friends, Romans, Countrymen lend me your ears" – William Shakespeare

"Our priorities are Education, Education, Education" – Tony Blair

A Mars a day helps you to **work, rest and play** – Advertising slogan

Stop, look and listen – Public safety announcement

A classic example of the rule of three was Winston Churchill's famous Blood, Sweat and Tears speech. He is widely attributed as saying I can promise you nothing but blood sweat and tears. What he actually said was "I can promise you Blood, Sweat, Toil and Tears". Because of the rule of three we simply remember it as Blood sweat and tears.

There are lots of other examples of the [rule of three](#) on this link

4. In Presentations "Less is More"

If you have four points to get across – cut one out. They won't remember it anyway. In presentations less really is more. No one ever complained of a presentation being too short.

Presentation Essentials

Three Presentation Essentials

- Use visual aids where you can
- Rehearse, rehearse, rehearse
- The audience will only remember three messages

So there you have the presentation essentials. I suggest that you print out this little box and stick it in your work book for future reference.

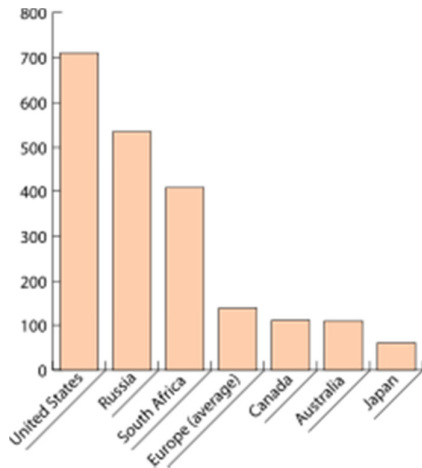
So does it all work? Well it works most of the time – but don't take my word for it Read these three posts on the Forum and make up your own mind....

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A **bar chart** or **bar graph** is a [chart](#) with [rectangular](#) bars with [lengths](#) proportional to the values that they represent. The bars can be plotted vertically or horizontally.

Bar charts are used for plotting discrete (or 'discontinuous') data which has discrete values and is not continuous. Some examples of discontinuous data include 'shoe size' or 'eye colour', for which you would use a bar chart. In contrast, some examples of continuous data would be 'height' or 'weight'. A bar chart is very useful if you are trying to record certain information whether it is continuous or not continuous data. Bar charts also look a lot like a histogram. They are often mistaken for each other.

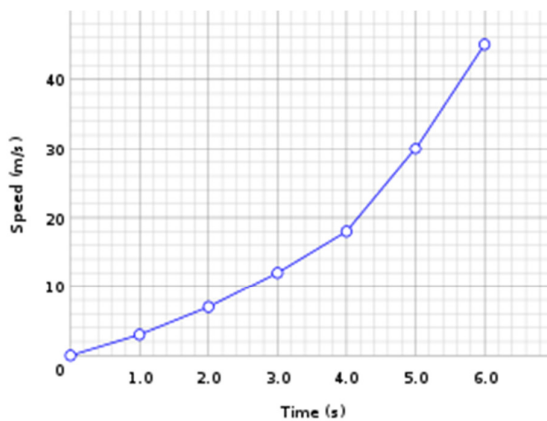
Biểu đồ cột/ thanh dùng để biểu diễn các số liệu không liên tục (ví dụ, cỡ giày). Trái ngược với số liệu không liên tục là số liệu liên tục (ví dụ, chiều cao; cân nặng)



A **line chart** or **line graph** is a type of [graph](#), which displays information as a series of data points connected by straight [line](#) segments.^[1] It is a basic type of [chart](#) common in many fields. It is an extension of a [scatter graph](#), and is created by connecting a series of points that represent individual measurements with line segments. A line chart is often used to visualize a trend in data over intervals of time – a [time series](#) – thus the line is often drawn chronologically.

Biểu đồ đường thẳng/ đường cong biểu diễn dãy số liệu dạng điểm (đo lường từ từng cá thể) được nối với nhau bằng những đoạn thẳng và thường theo thời gian.

For example, if one were to collect data on the speed of a body at certain points in time, one could visualize the data by a [data table](#) such as the following:



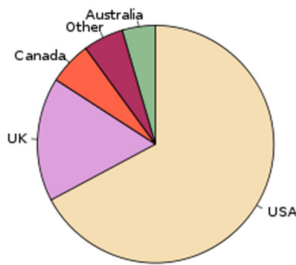
Graph of Speed Vs Time

Elapsed Time (s) "Speed" (ms⁻¹)

0	0
1	3
2	7
3	12
4	20
5	30

A **pie chart** (or a **circle graph**) is a [circular chart](#) divided into [sectors](#), illustrating proportion. In a pie chart, the [arc length](#) of each sector (and consequently its [central angle](#) and [area](#)), is [proportional](#) to the quantity it represents. When angles are measured with 1 [turn](#) as unit then a number of percent is identified with the same number of centiturns. Together, the sectors create a full disk. It is named for its resemblance to a [pie](#) which has been sliced.

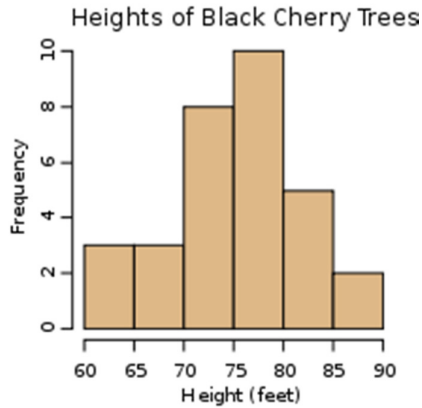
Biểu đồ tròn/ bánh biểu diễn tỉ lệ. Các phần ghép lại thành một bánh/ hình tròn hoàn chỉnh (100%)



In [statistics](#), a **histogram** is a graphical representation, showing a visual impression of the distribution of data. It is an estimate of the [probability distribution](#) of a continuous variable and was first introduced by [Karl Pearson](#).^[1] A histogram consists of tabular [frequencies](#), shown as adjacent [rectangles](#), erected over discrete intervals (bins), with an area equal to the frequency of the observations in the interval. The height of a rectangle is also equal to the frequency density of the interval, i.e., the frequency divided by the width of the interval. The total area of the histogram is equal to the number of data. A histogram may also be [normalized](#) displaying relative frequencies. It then shows the proportion of cases that fall into each of several [categories](#), with the total area equaling 1. The categories are usually specified as consecutive, non-overlapping [intervals](#) of a variable. The categories (intervals) must be adjacent, and often are chosen to be of the same size.^[2]

Histogram biểu diễn sự phân bố của số liệu hay ước lượng mật độ. Khác biệt giữa biểu đồ cột và histogram là giữa các cột trong histogram không có khoảng trống.

Histograms are used to plot density of data, and often for [density estimation](#): estimating the [probability density function](#) of the underlying variable. The total area of a histogram used for probability density is always normalized to 1. If the length of the intervals on the x -axis are all 1, then a histogram is identical to a [relative frequency](#) plot.



An example histogram of the heights of 31 [Black Cherry](#) trees

A **scatter plot** or **scattergraph** is a type of [mathematical diagram](#) using [Cartesian coordinates](#) to display values for two [variables](#) for a set of data.

The data is displayed as a collection of points, each having the value of one variable determining the position on the horizontal axis and the value of the other variable determining the position on the vertical axis.^[2] This kind of [plot](#) is also called a *scatter chart*, *scattergram*, *scatter diagram* or *scatter graph*.

