



E-LEARNING

Level 4



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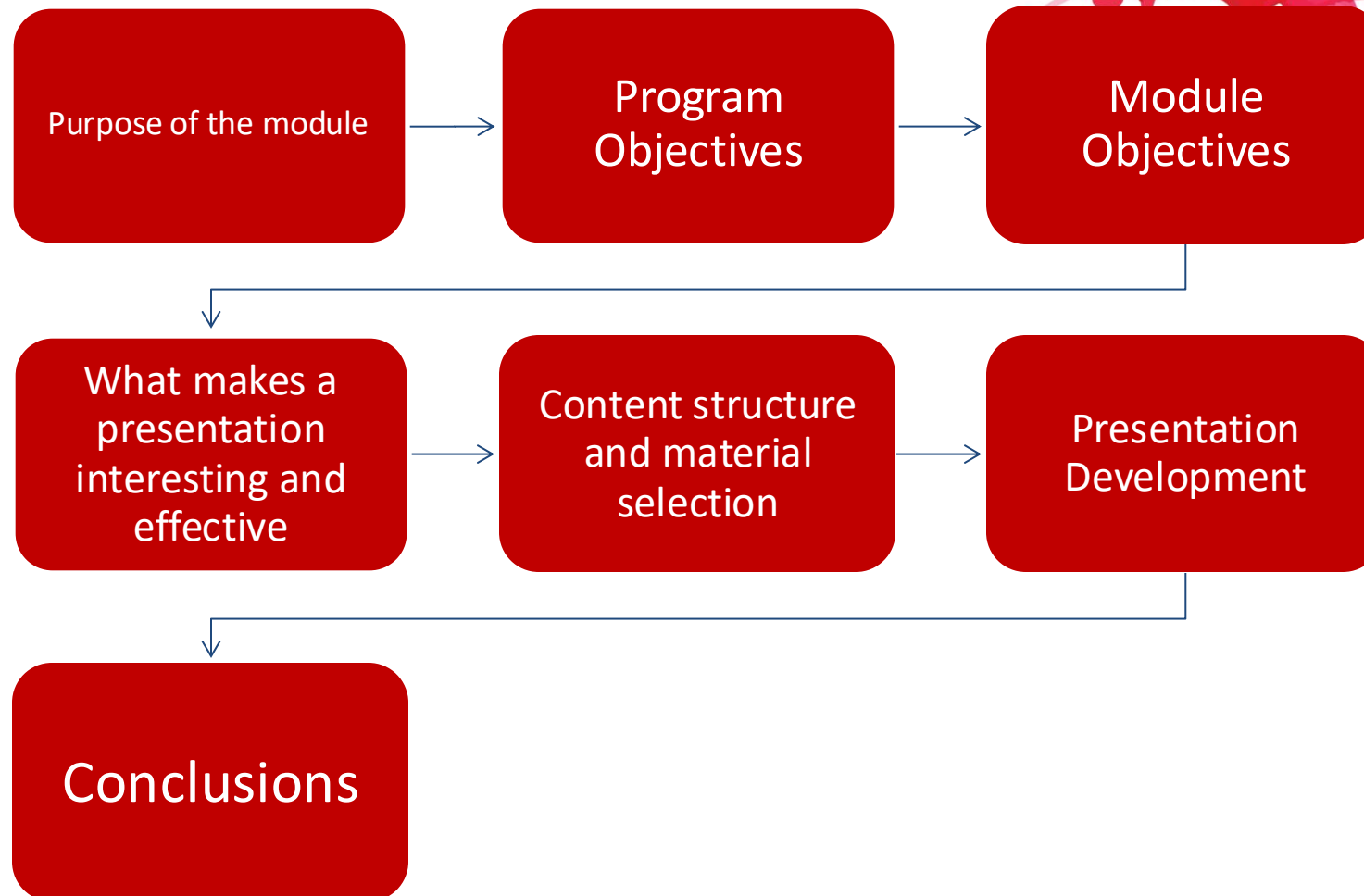
WA09: Presentations

4.2. Delivering a message successfully

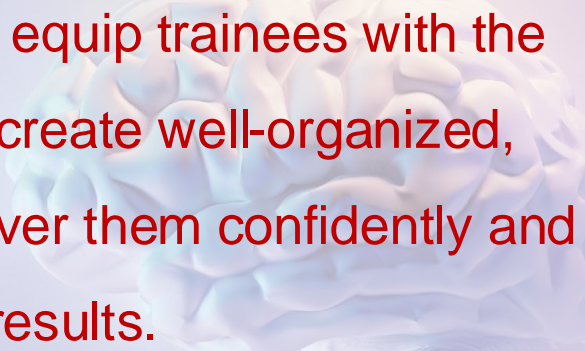
- LO4.2 Demonstrate the ability to develop quality content for skilled presentations within a work environment employing several tools and materials
- LO4.3 Demonstrate the ability to present content fulfilling the criteria of a good presentation in a work environment



Route Map

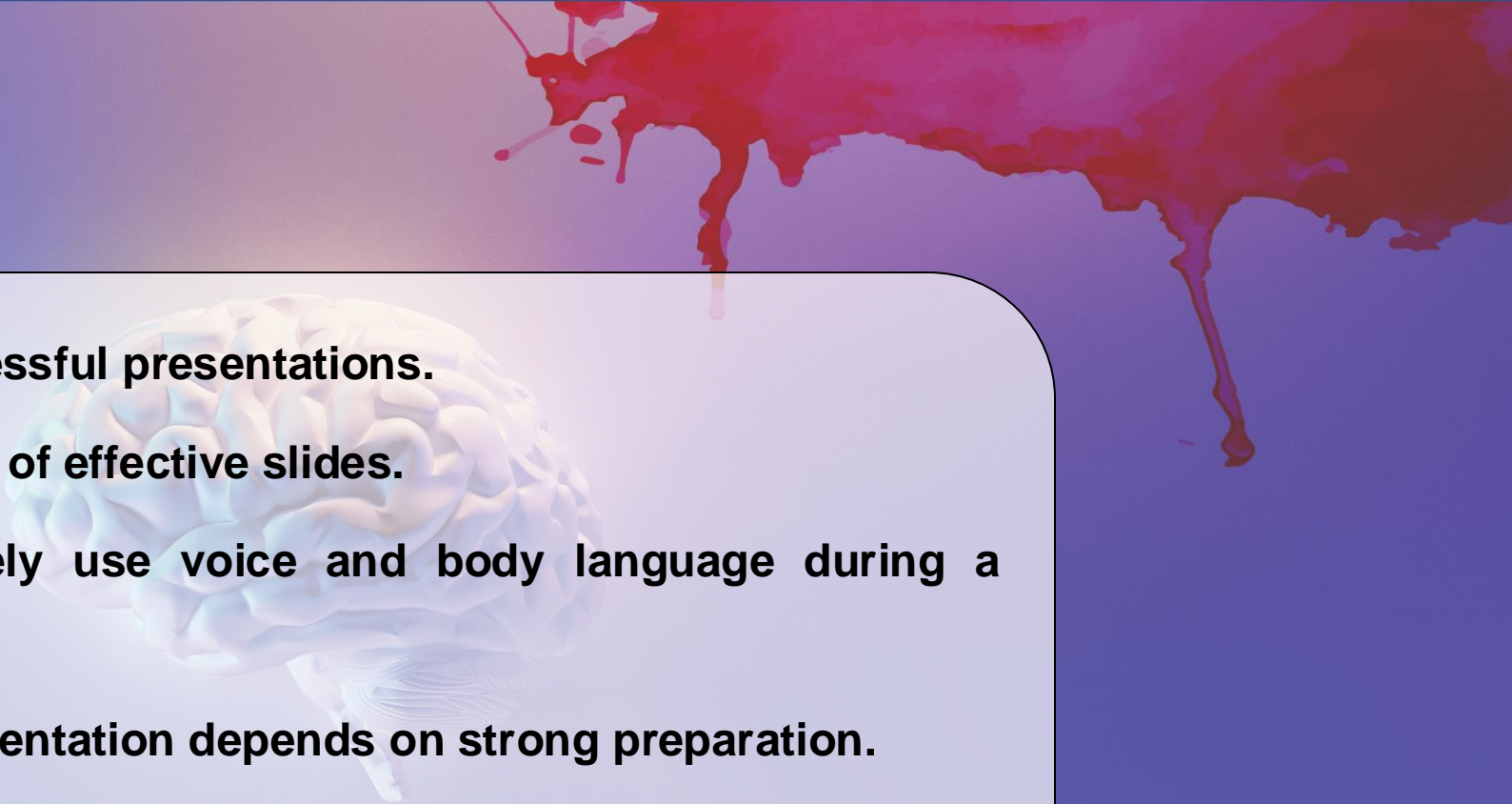


Purpose of the module

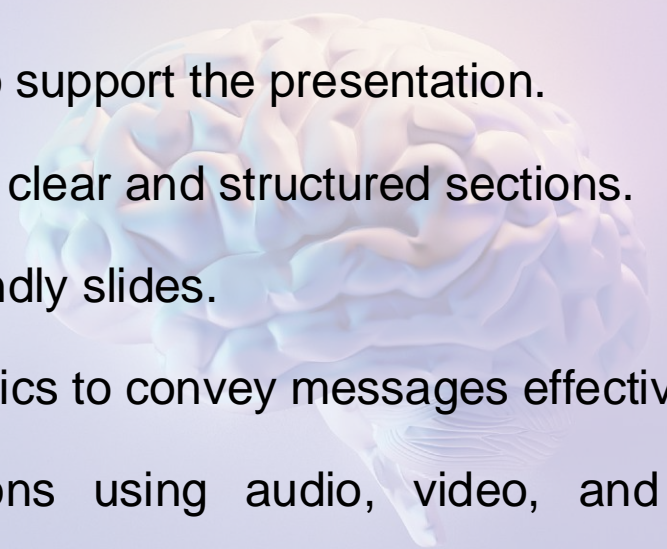


The purpose of this module is to equip trainees with the knowledge and skills needed to create well-organized, engaging presentations and deliver them confidently and dynamically to achieve positive results.

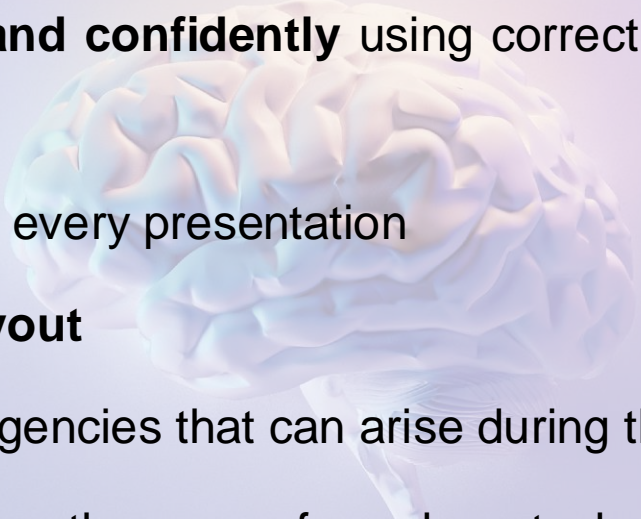
Program Objectives

- 
- Identify the elements of a **successful presentations.**
 - Outline the **key characteristics of effective slides.**
 - Demonstrate how to **effectively use voice and body language during a presentation.**
 - Explain **why a successful presentation depends on strong preparation.**
 - Detail the **stages of creating and delivering a successful presentation.**

Module Objectives

- 
- Define the objectives of a presentation.
 - Select appropriate materials to support the presentation.
 - Organize the presentation into clear and structured sections.
 - Design modern, audience-friendly slides.
 - Choose and incorporate graphics to convey messages effectively.
 - Create engaging presentations using audio, video, and other multimedia elements.
 - Enhance interactivity in presentations through the use of technology.

Module Objectives

- 
- We create a **dynamic opening** presentation to win over our audience
 - We present the topic **clearly and confidently** using correct speech, breathing, pauses and body language
 - **We prepare effectively** before every presentation
 - We choose **efficient space layout**
 - **We effectively manage** contingencies that can arise during the presentation
 - We raise awareness regarding the use of modern techniques for effective interactive presentations
 - We adopt new techniques to create professional presentations

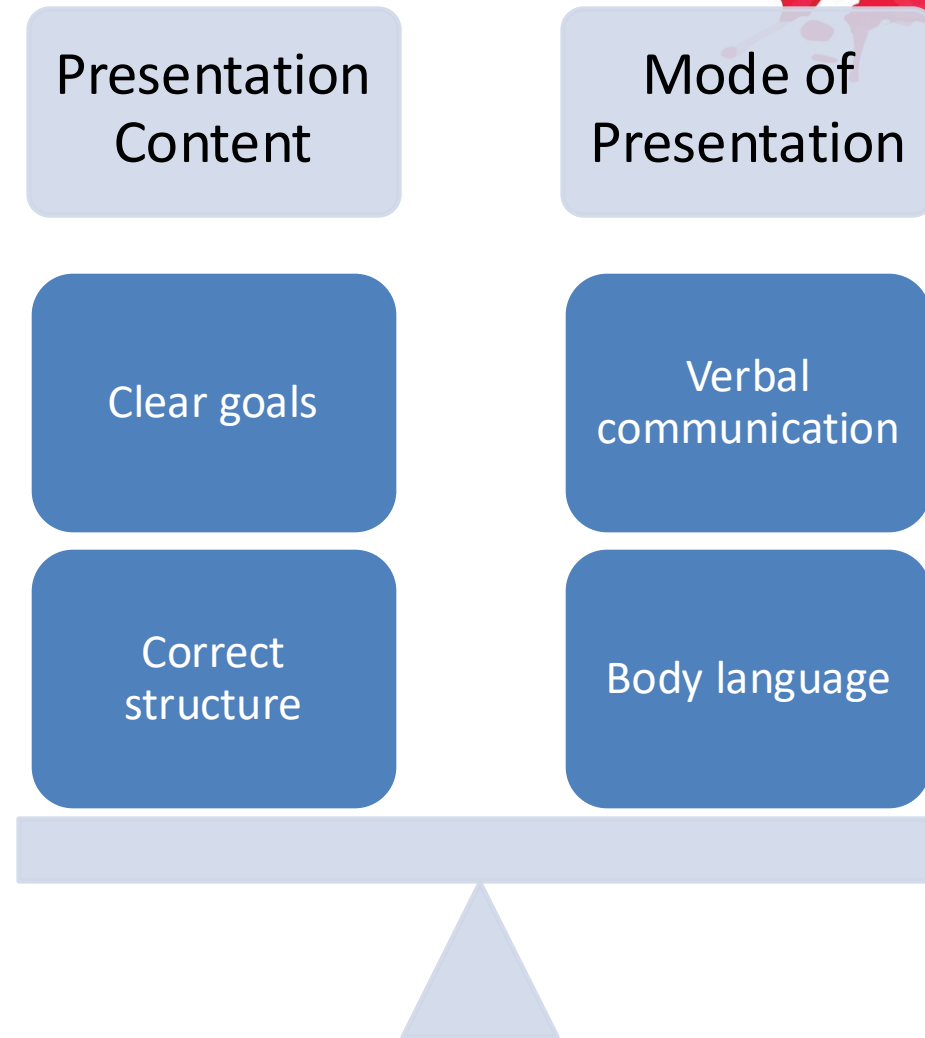
The route.... Towards success



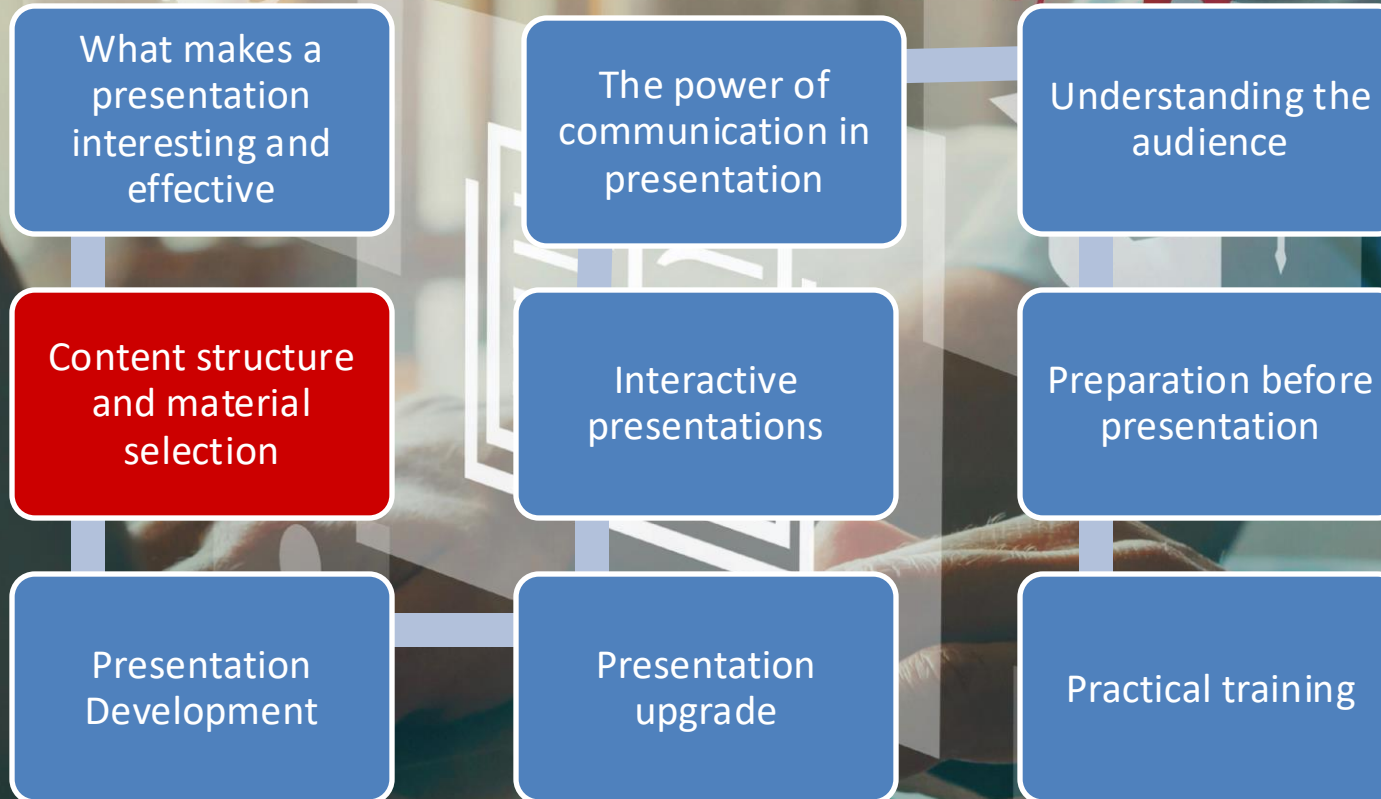
What makes a presentation interesting and effective



What makes a presentation interesting and efficient



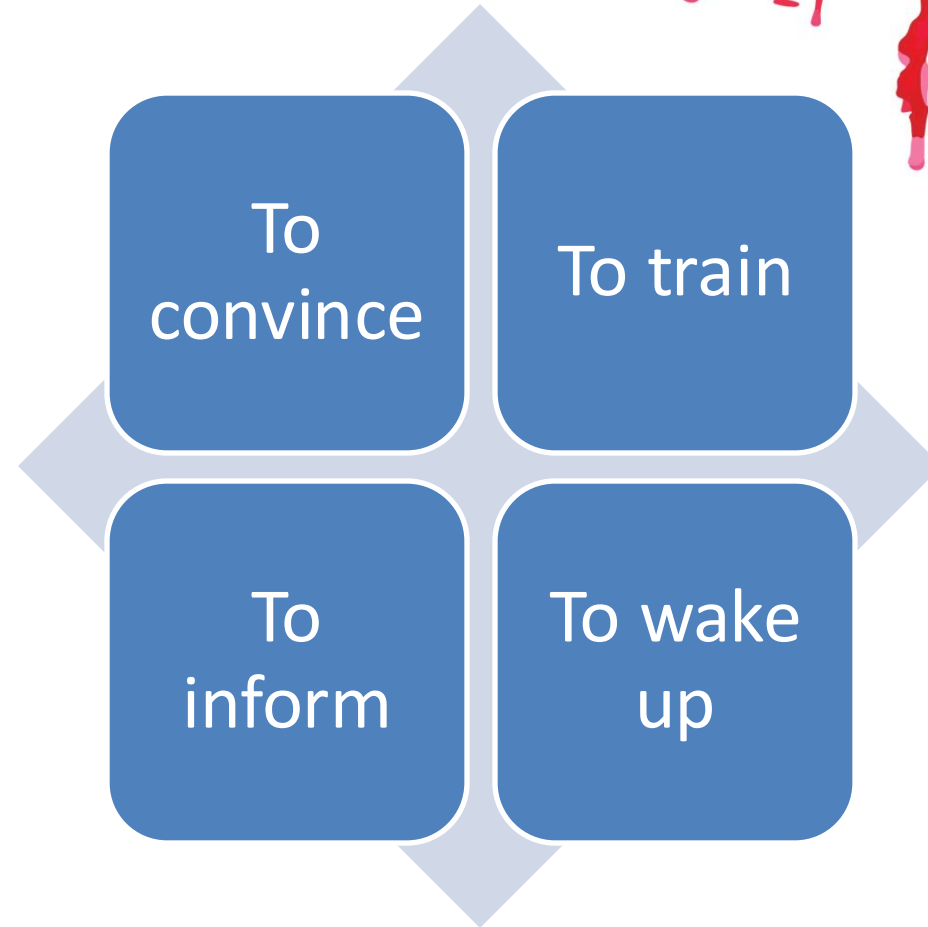
The route.... Towards success



Your audience



Objectives of the presentation



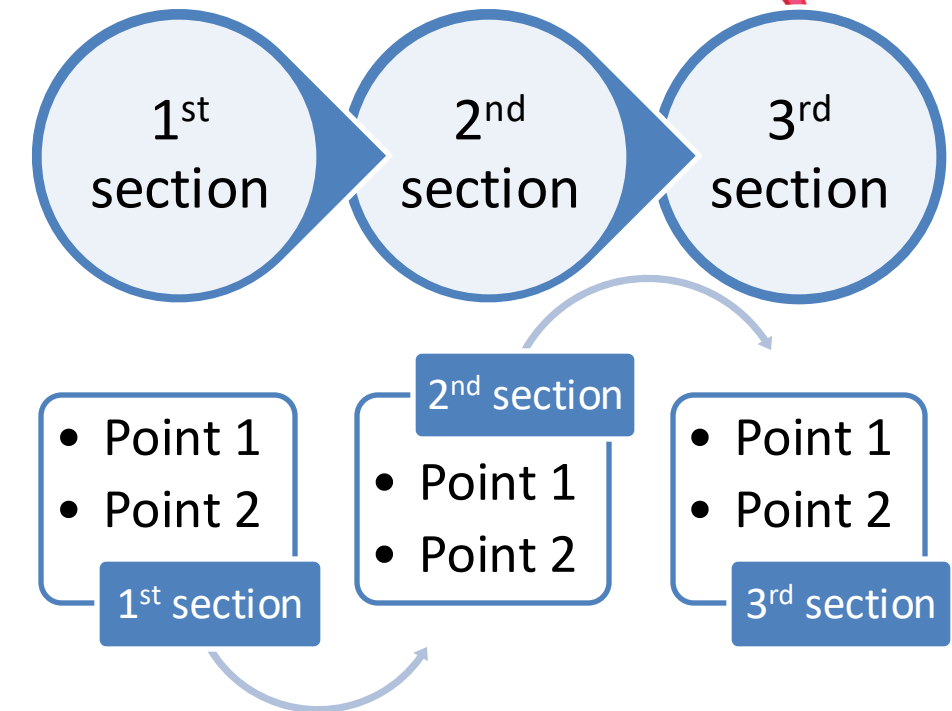
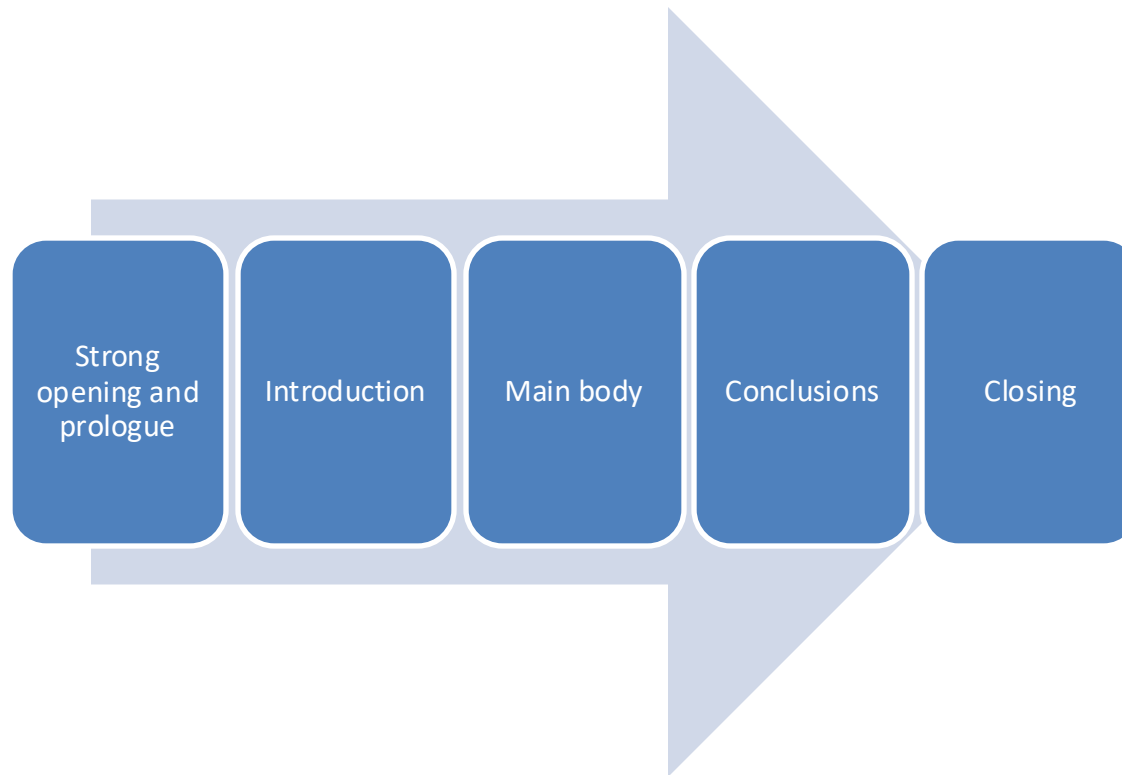
Objectives of the presentation

- Focus on the audience, not the presenter.
- Identify connections that resonate with the audience.
- Understand the audience's perspective by stepping into their shoes.
- Communicate effectively by speaking their language.

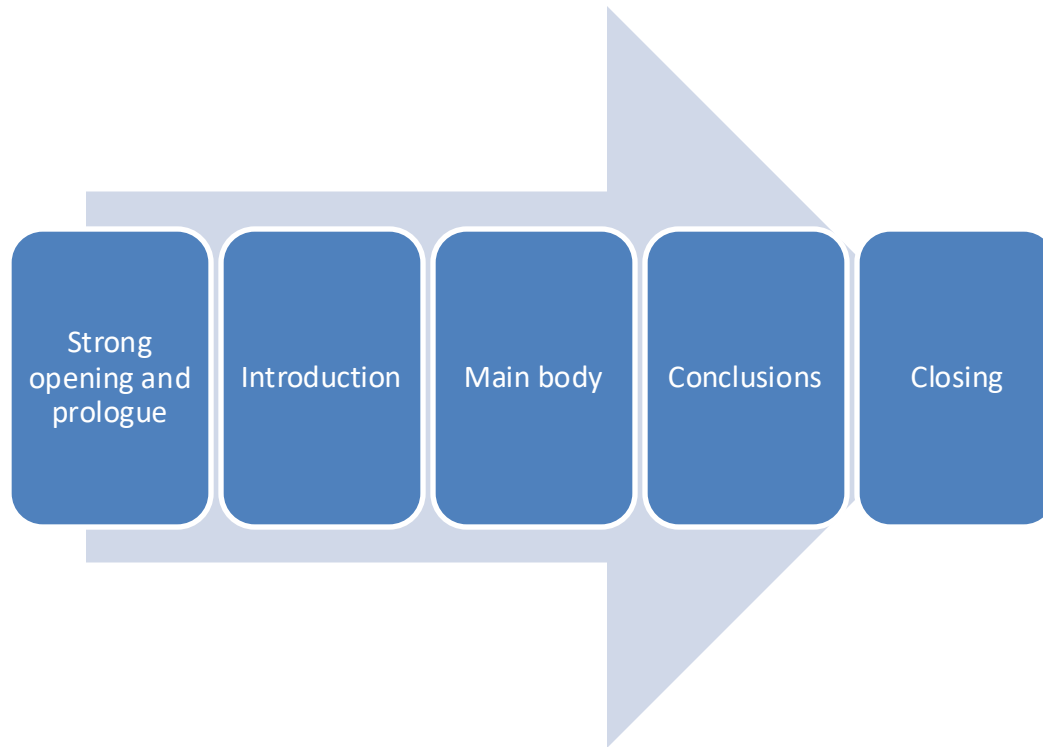


Structuring the Material into Sections:

Based on the topic and the objectives



Structuring the Material into Sections:



- **Foundation:** Align the structure with the topic and objectives.
- **Introduction:** Present the purpose and key takeaways.
- **Main Content:** Break down the topic into clear, logical sections that support the objectives.
- **Conclusion:** Summarize key points and emphasize the core message.
- **Interactive Elements:** Include questions or activities to engage the audience.



A rhetorical question is a question asked to create an effect rather than to elicit an answer.

- It may have an obvious answer.
- It might have no answer at all.

For example: *"How many times do I have to tell you not to...?"*

Information in the presentation

- **Theory:** Provide foundational knowledge and key concepts.
- **Video:** Incorporate visual aids to illustrate points and enhance understanding.
- **Referrals:** Share reliable sources for further exploration or evidence.
- **Examples:** Use practical examples to clarify and support the content.
- **Discussions:** Facilitate interactive dialogues to engage the audience.
- **Questions and answers:** Allow time for audience queries and provide thoughtful responses.

The route.... Towards success



The human brain

- It processes images 60,000 faster than text.
- 90% of information transmitted is visual.
- Therefore, complement your presentations with visual data to achieve maximum effect.

Think like a graphic designer

F-rame

L-arge (letters)

I-mages (in all slides)

C-olour (2-3)

K-iss (keep it short and simple)

3D Man Running On Red Arrow Graphical

Your Text Here

- Download this awesome diagram.
- Bring your presentation to life.
- Capture your audience's attention.

Put Text Here

- Download this awesome diagram.
- Bring your presentation to life.
- Capture your audience's attention.



Your Logo

Think like a graphic designer

SPECIFIC – be clear where I want to get to

MEASURABLE – e.g. 10% increase in sales

ACHIEVABLE – be able to reach them

REALISTIC – that the conditions exists

TIMEFRAME - to take into account the time factor

Methodological Tool I



Think like a graphic designer
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The route.... Towards success



Basic Functions of PowerPoint

- **Slide master:** Use the slide master to set consistent layouts, fonts, and designs across all slides.
- **Insert:** Add various elements such as text boxes, shapes, and charts to your presentation.
- **Video:** Embed video clips to enhance engagement and illustrate key points.
- **Picture:** Insert images to make your slides visually appealing and informative.
- **Audio:** Add audio clips, such as background music or narration, to support your presentation.
- **Animations:** Apply animations to text or objects to draw attention and make the presentation dynamic.

The route.... Towards success

What makes a
presentation
interesting and
effective

The power of
communication in
presentations

Understanding the
audience

Content structure
and material
selection

Interactive
presentations

Preparation before
the presentation

Presentation
Development

Upgrade
presentation

Practical training



Icebreakers

Icebreakers are activities designed to create a comfortable and engaging atmosphere, helping to set the tone for your presentation or meeting.

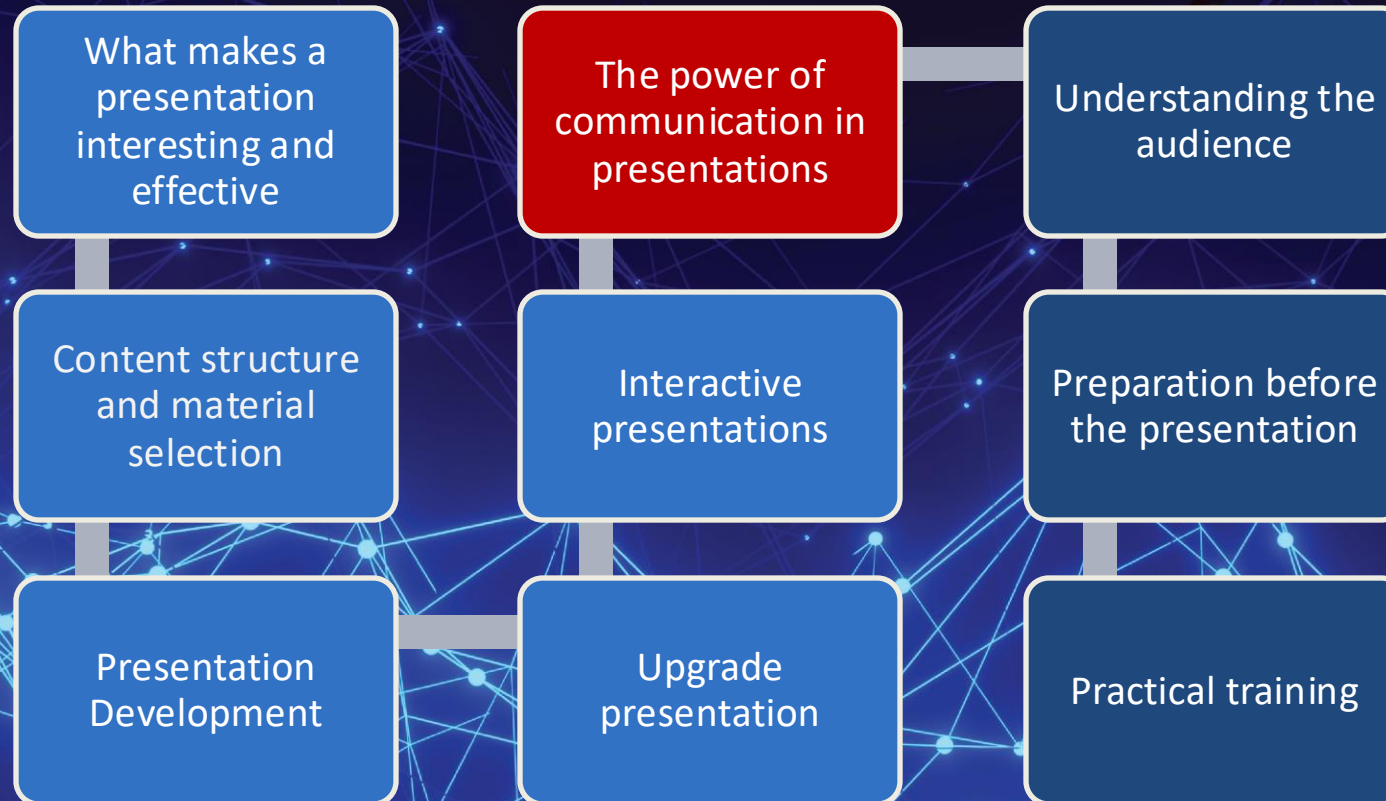
Benefits of Icebreakers:

- ✓ Facilitate an easy and smooth start.
- ✓ Help the audience relax and feel at ease
- ✓ Energize participants and boost engagement
- ✓ Encourage networking and interaction among attendees.

Recommended Icebreaker Ideas:

- ✓ Treasure Hunt: Create a scavenger hunt with clues related to your presentation topic, encouraging participants to explore and interact.

The route.... Towards success



Verbal communication

Projection – Louder voice than usual.

Articulation - Don't swallow words (Articulation)

Modulation – Change the tone of voice and style (dramatic, confidential, triumphant)

Pronunciation – Attention to tones, incorrect use of words

Enunciation – With emphasis on specific words and phrases


Repetition- Repetitions

Speed – Changes of speed. Fast speed for excitement and slow speed for emphasis and drama

Naturalness of presentation

To create a more natural and engaging presentation, consider the following strategies:

- Avoid reading the slides.
- Add details, examples, stories.
- Give participants an opportunity to add or comment.
- Avoid overly crowded slides.

- 
- **Open palms: Sign of honesty, openness, and transparency.**
 - "I did not do it" - Suggests innocence or truthfulness.
 - "I am sorry if I upset you" - Expresses apology or seeking forgiveness.
 - **Hands in pockets or behind: Can imply discomfort, secrecy, or lack of confidence.**

Experiment (with lecturers)

How About a Nice Hand?



Palm Up: 84%



Palm Down: 52%



Pointing: 28%



Arms folded in front of the chest:

- Indicates a defensive or closed posture, suggesting discomfort or resistance.
- Creates a psychological barrier between the individual and others.

Experiment with students:

- Research shows that students with folded arms learned 38% less and had more negative thoughts about their instructors.



The lie – Facial Expressions

Common Facial Expressions That May Reveal a Lie:

- **Covering the Mouth:** A subconscious attempt to block words or hide deceit.
- **Touching the Nose:** Increased blood flow during stress or lying can cause a tingling sensation.
- **Rubbing the Ear:** A sign of discomfort or reluctance to hear or accept something.
- **Pulling or Catching the Ear:** A gesture of anxiety or hesitation.
- **Scratching the Neck:** Often indicates doubt, uncertainty, or discomfort with what is being said.



The Eyes – Types of Gaze:

- **The familiar look**

- Close up of the triangle between the eyes and chest
- From afar the triangle between eyes and body (below the waist)

- **The look of power**

- Imagine someone who has a third eye in the middle of his/her forehead and look between the three eyes of that man
- It is used either to bully someone or to make them stop talking
- It is not used in social interactions

The legs – four basic postures

Stable Stance (Clear message to stay)

- Feet firmly planted and evenly distributed weight.
- Indicates confidence, comfort, and a clear intention to remain engaged.

Directional Stance (Shows Where the Mind Wants to Go)

- One foot points toward a specific direction (e.g., the nearest exit or an interesting person in a conversation).
- Suggests distraction or readiness to leave the current situation.

The legs – four basic postures

Closed Defensive Stance:

- Legs crossed or tightly closed.
- Indicates discomfort, defensiveness, or a desire to create a psychological barrier.


Restless or Shifting Posture:

- Frequent movement, tapping, or shifting weight from one leg to another.
- Reflects nervousness, impatience, or uncertainty.

Only 15% of laughter is caused by jokes etc.

- Most laughter stems from social interactions and relationships rather than humor alone.
- Laughter fosters connections, builds trust, and enhances group cohesion.
- It acts as a social glue, promoting positive interactions and shared experiences.
- **Experiment:**
 - Comedy film that one watches alone, with a stranger or with a friend.

The route.... Towards success



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Practical training


Reading the audience's body of language

Locate

- Boredom
- Lack of monitoring/ attention
- Disagreement with what is being heard
- Disagreement with other participants



The route.... Towards success



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Training tools

- ✓ Place training tools in a position where they can be seen by everyone.
- ✓ Ensure the tools address topics and concerns relevant to the audience.
- ✓ Avoid excessive coverage: Do not overcrowd the board or screen with too much information.

Walking in front of the projector

School classroom layout

- **Advantages**
 - Suitable for very small groups
- **Disadvantages**
 - The trainer primarily interacts with the front row, limiting engagement with participants further back.
 - Trainees do not visually communicate with each other.

Theatrical arrangement

- **Advantages**
 - Suitable for very large groups
- **Disadvantages**
 - The trainer primarily interacts with the front row, limiting engagement with participants further back.
 - Trainees do not visually communicate with each other.

Improvement Suggestion: The amphitheater position improves its use

Diagonal school classroom layout

- **Advantages**
 - Efficient space management for large groups.
 - All the participants can see the screen/ flipchart from a good angle.
 - Enables the movement of the trainer.
- **Disadvantages**
 - It reminds school.
 - Difficult for teamwork.
 - The participants in the back are far from the screen.
 - Relatively little trainer/ participants contact.

Layout of a rectangular shape Π

- **Advantages**
 - It is more reminiscent of the business world than school.
 - The trainer can move within the Π .
 - Generally good visibility.
- **Disadvantages**
 - Kind of formal.
 - Some participants are hindered by audiovisual media.
 - The front participants are constantly turned.
 - The participants in the back are far from the screen.

Arranging meetings

Arranging council or meetings

- **Advantages**
 - Good contact with the trainer
 - Good contact with the other participants
- **Disadvantages**
 - A round/ oval/ rectangular table is required
 - Suitable for small groups only
 - Kind of official

Group collaboration arrangement

- **Advantages**
 - Ideal for group activities or small
 - Informal – maximum participation of trainees
 - Workshops
 - ‘Authentic’ – encourages an open mind
 - Easy for the trainer to move around the place
- **Disadvantages**
 - Reduced visibility
 - Encourages side conversations

Methodological Tool II



Arranging meetings
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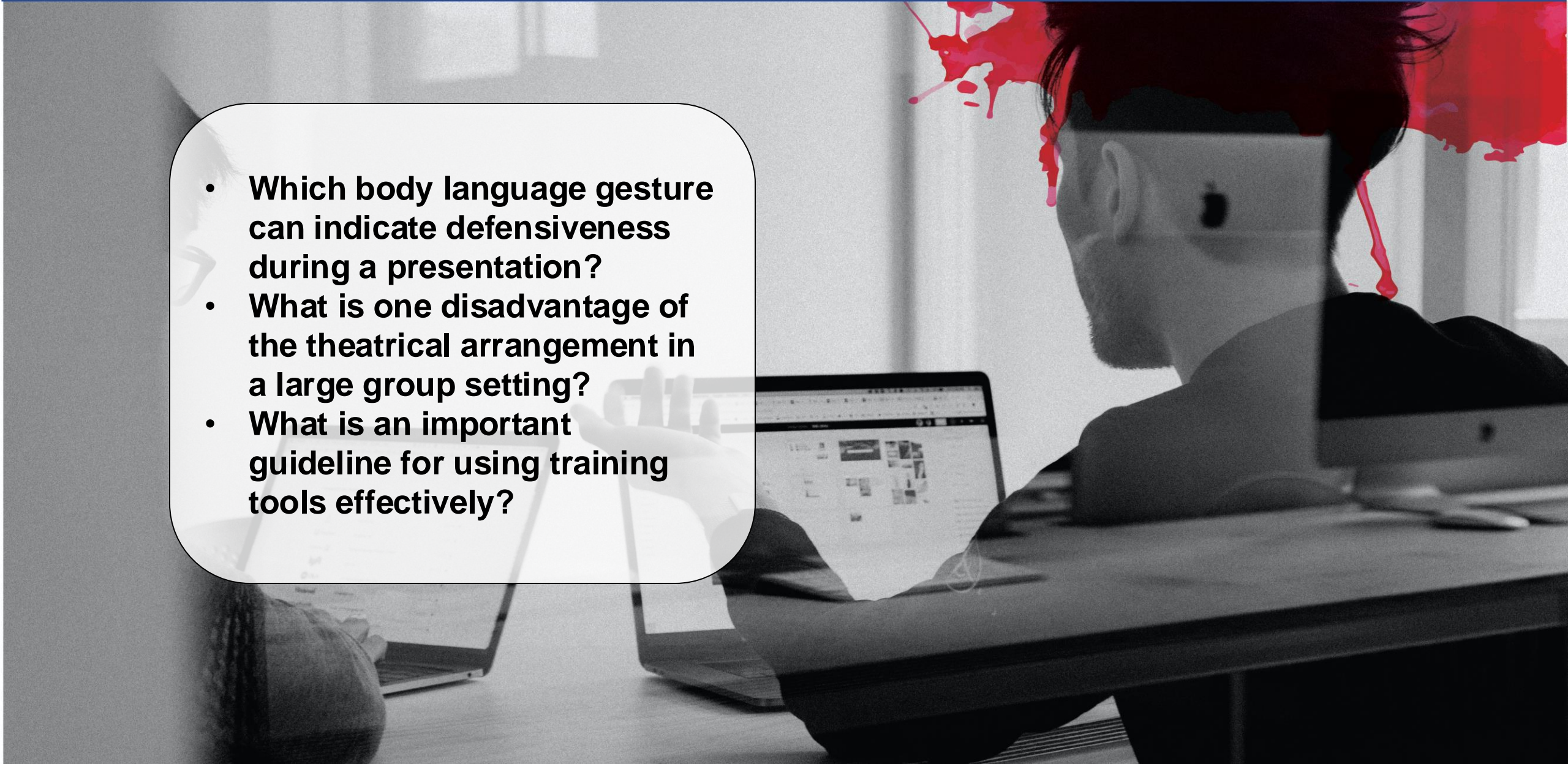
Module Key points

- What makes a presentation interesting and effective:
 - Clear goals
 - Correct structure
 - Body language
 - Verbal communication
- Ways to create good presentations
 - Colours, fonts, graphs, images in presentation
 - Focusing on one topic at a time
 - Adding video and audio
 - Using tools for encouraging audience in participating
- Ways to deliver presentations in a successful way
 - Communication skills
 - Choosing the appropriate words
 - Correct voice tone
 - Facial expressions
 - Smiling
 - Hand gestures
 - Good posture



Revision Questions

- Which body language gesture can indicate defensiveness during a presentation?
- What is one disadvantage of the theatrical arrangement in a large group setting?
- What is an important guideline for using training tools effectively?



WELL DONE!



You have completed Unit 4.2



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