The Art of Giving
Effective Presentations

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San Francisco Regional Water Quality Control Board
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Difference between “good” and “bad” presentations
3 Key Elements of a Good Talk

Purpose, Material

Content

Process

Behaviors

Set-Up, Visuals

Communications
Purpose

Ten strategies for improving your technical presentations

...take it to the next level
What is the case for change?
“Our challenge as scientists is not to add to the complexity but to simplify”

Z. A. Wong
Simplicity is the ultimate sophistication

Leonardo da Vinci
Process

Interactive Session: 10 Strategies

Interrupt with “Questions”

I will ask you questions too!

15 min intermission
Scope

Ten Strategies

- Making the Presentation
- Engaging the Audience
- Speaking with Excellence
- Designing PowerPoint Visuals
80% of success or failure happens before the talk
Clearly state purpose and scope
Sandwich your story
Sandwich Your Story

Significance of Issue
“Listening Points”

Data, Analysis and “Experiences”
“Meaning”: Interpretation

Summarize Key Points
Next Steps

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Battle of the senses
What “sense” is overloaded?

**BEST Practice to Prevent Conflict:**

1. Having Clear Project Goals and Expectations and clear Agendas.
2. Spending time on team introductions at the start and having good team rules and processes.
3. Support from organization in the form of training resources, ways to release stress and perception can help prevent conflict.
4. Manage your time to maximize interactive time and to ensure that everyone feels heard and valued.
5. Have mechanisms in place to help resolve interpersonal conflicts and poor behaviors that affect team performance.
6. When in doubt, check with your HR department or legal to get clarification before addressing a persistent conflict.
The Motivation addressed three elements of motivation: Content, Process, and Behavior. Several questions were present in duplicate with one question a “reverse code” of the other, to cross-validate the response.

<table>
<thead>
<tr>
<th>Number</th>
<th>Question</th>
<th>Percentage Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>If I could choose the project I was assigned to, this would not have been it.</td>
<td>Strongly Agree: 0%</td>
</tr>
<tr>
<td>2</td>
<td>I prefer to work on high visibility projects.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>3</td>
<td>I feel energized by the premise of this project.</td>
<td>Strongly Agree: 60%</td>
</tr>
<tr>
<td>4</td>
<td>I think the project goals will be met.</td>
<td>Strongly Agree: 40%</td>
</tr>
<tr>
<td>5</td>
<td>I think I will bring valuable insight to the project.</td>
<td>Strongly Agree: 60%</td>
</tr>
<tr>
<td>6</td>
<td>In general, rules and structure are necessary to achieve team goals.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>7</td>
<td>In general, I prefer to achieve my goals without rules and structure.</td>
<td>Strongly Agree: 40%</td>
</tr>
<tr>
<td>8</td>
<td>I work best with well-defined project goals.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>9</td>
<td>It is important to me that everyone have clear deadlines and objectives.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>10</td>
<td>I feel that it is important that the team members contribute equally.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>11</td>
<td>It is important to me to work on teams with successful past working.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>12</td>
<td>I prefer to work with a teams with new colleagues.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>13</td>
<td>I feel that it is important that the team work without conflict.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>14</td>
<td>I think my ideas will be well received.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>15</td>
<td>I’m not sure what I can add to this project.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>16</td>
<td>I am driven by the process of learning new things.</td>
<td>Strongly Agree: 80%</td>
</tr>
<tr>
<td>17</td>
<td>I find the learning curve on projects intimidating.</td>
<td>Strongly Agree: 80%</td>
</tr>
</tbody>
</table>
What “sense” is overloaded?

Conflict Prevention:

Based on key questions like what is the most typical cause of conflict?

most effective way to prevent conflicts?

Your approach to teams / meetings?

You are not responsible for how other people feel – you can neither control nor be responsible for someone else’s space (i.e., the feelings of others).

Core value of openness and frankness
**Upper-Level Behaviors**

- Accountability
  - "All of my assignments were completed on time and to a high standard."
  - "I listened and respected other team member’s views even though they differed from mine. I did not become confrontational."
  - "I tried to understand people’s behaviors and where they were coming from, rather than judging them."

- Trust/Interpendency
  - "I found the surveygizmo website and tweaked the survey to make analysis easier and more straight-forward."
  - "I was conscious to acknowledge team member’s ideas and thank them for offering opinions."
  - "Who was running the meeting: the facilitator or the PM?" (I took) constructive criticism well."

- Respect
- Valuing Diversity
- Recognition
- Transparency

**Lower-Level Behaviors**

- Negative Body Language
  - "Eye-contact has always been a bit foreign to me."

- Withdrawn
  - "I could have been more involved in team operations by taking on more responsibility in deliverable creation."

- Impatient
  - "I told someone that his or her idea didn’t make sense."
Powerpoints are not documents
Vision predominates all other senses
Ladder of Communication

Recognize other views

Understand

Think and Feel

Look & Listen
Ten Strategies

- Making the Presentation
- Engaging the Audience
- Speaking with Excellence
- Designing PowerPoint Visuals

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Engage listening, re-engage for understanding
“When I am speaking, please note….

…the widespread nature of the problem.”

…the large amount of data collected to date.”
Re-Engage Your Audience Often

- Ask a question
- Check for understanding
- Pictures, examples, photos
Emotional Balance
Make it Real

- Experiences
- Metaphors and analogies
- Personal testimonies – quotes
Why are analogies and metaphors effective?
Use “space” with difficult audiences
Difficult Audiences

How do I plan my presentation for a possible unfriendly public audience?
3 Key Elements of a Good Talk

Content

Process

Behaviors
Content

• “Narrow” scope, broad perspective
• Know concerns and land mines
• Simplify the science
• “No truths, just evidence”
Process drives behaviors

- Agenda and ground rules
- Roles and responsibilities
- Owner: Organizational Space
Difficult Audiences

For difficult audiences, how do I keep my composure and avoid getting “rattled”?
Behavior

What human factor drives audiences to be “difficult”?
Personal Space

- Stay in your space
- Externalize
- Repel space invaders
Difficult Audiences

How do I respond calmly to criticism and hostile questions and avoid getting defensive?
Personal Space

- Recognize behaviors first
- Speak from your space
- Spin forward
3 Key Elements of a Good Talk

Content

Process

Behaviors
Ten Strategies

- Making the Presentation
- Engaging the Audience
- Speaking with Excellence
- Designing Powerpoint Visuals
Tools

- Microsoft “presenter”
- Monitor
- Microphone/audio
Three C’s of successful speaker
Confidence
Credibility

- Unbiased
- Sincerity
- Transparency
- Present both sides
- No exaggerations
- Be specific
Cancer Rates Are Skyrocketing

Cancer Rates

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Stack your rocks
Control

Open
Positive
Forward-thinking
“Externalize”

Close
Defensive
Impatient
“Personalize”
Ten Strategies

- Making the Presentation
- Engaging the Audience
- Speaking with Excellence
- Designing Powerpoint Visuals
#10
Create “CLEAR” visuals
CLEAR Visuals

Compelling story
Look and listen
Easy-on-the-eyes
Artistic design
Restraint
No Distracting Motions
Moving Clip Art

- Learn the key components and concepts of building a high-performing team
- Greatly increase your interpersonal skills and confidence in working with others
- Learn how to *bring out the best* in yourself and others
When to use motion or sound

- Draw the audience
- Put audience in story
- Demonstrate method/event
- “Live” personal testimonies
- Change the mood
Video clips
Anyone can “present” facts and data

Only you can give it “meaning”
10 Strategies

1. 80% of success or failure happens before the talk
2. Clearly state purpose and scope
3. Sandwich your story
4. Battle of the senses
5. Engage listening, re-engage for understanding
10 Strategies

6. Make it real
7. Use space with difficult audiences
8. Three C’s of successful speakers
9. Stack your rocks
10. Create “CLEAR” visuals
3 Key Elements of a Good Talk

Content

Process

Behaviors
Thank you!

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