

# Making the Most of Your Presentation

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**Corbitt Loch, AICP**  
Community Development  
City of Lynnwood

**Rachelle Strawther**  
Comprehensive Leadership &  
Emerging Leaders Programs  
Gonzaga University

## Introduction

Corbitt Loch

*You can do it, but not without effort.*

- Improve technique
- Build confidence
- Boost enthusiasm

## Agenda

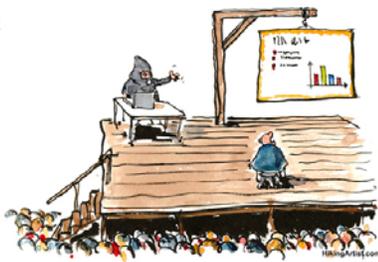
1. Introduction
2. Story / Personal Experience
3. Brief sharing
4. Example Presentation
5. Key Concepts
6. Details Matter – Tips and Techniques
7. Best practices, dialogue

## A Personal Story



## Why do presentations fall flat?

- Lack of preparation
- Disconnecting from the audience
- Bad habit



## Decriminalization of Marijuana – Drug War Statistics



- Amount spent annually in the U.S. on the war on drugs: More than \$21,000,000,000
- Number of people arrested in 2012 in the U.S. on nonviolent drug charges: 1.55 million
- Number of people arrested for a marijuana law violation in 2012: 74,325
- Number of those charged with marijuana law violations who were arrested for possession only: 638,231 (88 percent)
- Number of Americans incarcerated in 2012 in federal, state and local prisons and jails: 2,228,400 or 1 in every 108 adults, the highest incarceration rate in the world.
- Proportion of people incarcerated for a drug offense in state prisons who are black or Hispanic, although these groups use and sell drugs at similar rates as whites: 61 percent
- Number of states that allow the medical use of marijuana: 23 • 1911 Treaty of Columbia
- Estimated annual revenue that California would raise if it decriminalized marijuana at the scale of marijuana: \$1,400,000,000.
- Number of people killed in Mexico's drug war since 2006: 20,000
- Number of students who have lost federal aid eligibility because of a drug conviction: 200,000
- Number of people in the U.S. that died from drug overdoses in 2010: 28,229
- Tax revenue that drug legalization would yield annually, if currently illegal drugs were taxed at rates comparable to those on alcohol and tobacco: \$46.7 billion.
- The Centers for Disease Control and Prevention found that syringe access programs lower HIV incidence among people who inject drugs by 80 percent.
- One-third of all AIDS cases in the U.S. have been caused by syringe sharing: 354,000 people.
- U.S. federal government support for syringe access programs: \$0.00, thanks to a federal ban reinstated by

### Key Points of a Strong Presentation

- Prepare
- Rehearse
- Tell the Story

### Details Matter

- Signposting
- Cadence, rhythm, volume & word choice
- Use graphics only to reinforce your words
- Not more than 7 lines on a slide (7 words each)
- Hold handouts till the end
- Anticipate audience's interests & fears
- Transform jitters into positive energy

### Discussion

What are your personal best practices?

# Presentation Success

## Keep the Audience's Attention

Get out from behind lectern and move around (use wireless, lapel microphone).  
Know your topic.  
Make eye contact throughout the room.  
Make it clear what you want the audience to do.  
Vary speaking tone, cadence, and inflection to create aural interest.  
Project your voice from your diaphragm.  
Do not read your presentation.  
Use verbal signals to keep audience on track.  
Withhold handouts until conclusion.  
Do not allow distraction/disturbance.  
Do not yield control of meeting.  
Do not apologize—audience will dismiss you.  
Do not exceed time limit.  
Treat the audience like royalty (but you are the King/Queen).

## Visuals (PowerPoint)

No more than 6 lines of text per slide. As few words as possible.  
Tables with no more than 6 rows and 6 columns.  
Use subtle variation in shading and font to promote understanding.  
Arial or similar block font. 20 pt or larger.  
No complete sentences (unless referring to a quote).  
Solid-color background. Create strong contrast with text and graphics.  
No visuals that do not reinforce oral content.  
Consistent format – except to signal change in presentation content.  
Use little or no animation.  
Ensure bottom line can be seen.  
Instead of a “Questions?” slide, reinforce your message.  
Blank slide at beginning and end.

## Preparation

Practice, practice, practice.  
Plan your physical appearance.  
Create notes system that works for you.  
Understand room, technology, lights, etc.  
Make room comfortable and conducive.  
Prepare for questions and objections.

## Presentation Content

Anticipate audience's opinions, knowledge, biases, and questions.  
Connect with audience's frame of reference.  
Tell a story to make it real.  
Be cautious with humor.  
What will resonate with the audience?  
Use “signposting” to tell audience where you are.

### Introduction

“Signposting”.  
Introduce main points of presentation.  
What to expect.

### Body

Small number of main points (<5)

### Conclusion

Signal the end.  
Main points and desired outcomes (close the deal).

### Questions

Repeat question.  
Brief, sincere answers.  
Use responses as opportunity to reinforce your main points.  
“I don't know” is an acceptable answer.  
Offer to follow-up.

## Delivery

Use notes to bridge sentences/topics.  
Look the part.  
Make the room comfortable and conducive. Do not turn off the lights.  
Do not use jargon.  
Break the “filler” habit (*ah, um, you know...*)  
Body language and movement.  
Palms up.  
Use eye contact to connect with the audience.

## The Jitters

Positive visualization and self-talk.  
“Yoga” breathing.  
Memorize your first two sentences.  
You never look as nervous as you are!  
Control body movement (rocking, fig leaf, etc)  
Channel your nerves into enthusiasm.  
Get practice at public speaking. Toastmasters!