Powerful Presentations

Greatest speeches of all time.

We can seek inspiration by watching extracts from some of the greatest speeches of all time such as Martin Luther Kings « I have a dream », Franklin Roosevelt's « Day of Infamy », JFK's inaugural address or even Steve Jobs famous « Connect the dots » speech.

Let's see which extracts send a shiver down your spine!

What makes a great speaker?

Experts have analysed such speeches and their speakers and come up with the Five Dimensions of credibility.



- Competence
- Character
- Composure
- Extroversion
- Sociability

Convincing your audience depends on your ability to appear competent and prove your skills, show your character, remain composed and in control and make your audience listen thanks to your charisma!

What creates a bad presentation?

These five points must be avoided:



1. Lack of preparation
2. Inappropriate visual aids
3. Too much material
4. Using Monotone
5. Lacking focus

If you appear to be unprepared in a presentation then even if your colleagues or clients appear to be relaxed you can be sure that they will lose respect and lose interest in what you have to say.
Even if you look prepared, if you have not thought things through, or have used the wrong visual aids or images then people will lose concentration as they sit there and look at your slides. Similarly, if you have too much information on the slides, or try to say too much in your presentation, then people will lose track of what you are saying and not be able to understand your point.

Furthermore, as your listeners are passive, it's vital to keep them interesting and involved by using intonation and stress to emphasize important points and to avoid sounding monotonous.

Any of you who have been bored in a presentation will agree that there is nothing worse than being forced to sit listening to someone who is unclear and unfocussed when you have lots of work to do! It seems like a total waste of time.

What Annoys about PowerPoint

Speaker reads slides	62 %
Text too small	46 %
Slides hard to see due to colour choice	42 %
Full sentences not bullet points	39 %
Moving text or graphics	24 %
Overly complex diagrams or charts	22 %



In a survey called *'What annoys audiences about PP presentations'* researchers found that 62 percent of the people questioned found it annoying when the speaker read the slides instead of using notes or speaking spontaneously. Nearly half of the people questioned were irritated when the text of the PowerPoint was too small or when the colours and images used made the slides hard to read. People felt equally strongly about presentations using long sentences and paragraphs which are they didn't get time to read before the slide changed. Last of all complicated or moving graphics were also very unpopular among audiences.

What makes a great speech?

A great speech must be planned and prepared properly and must answer the following questions:



1. Why is the information important to your audience?
2. Why are you telling them this information?
3. How could the information affect them?

How to prepare:

Prepare your presentation

- Outline a flow of information, i.e. where you want it to go.
- Create a convincing 'story', which you can be passionate about.
- Write the presentation with the three parts:

Opening
Start with an opening gambit, a point of interest, which will make people pay attention, laugh, or feel surprised. Tell them what you are going to be talking about in the presentation.
Body
Follow your outlined flow to tell your story.
Close
End on a high note, conclude the 'story' by going back to the opening gambit and closing the circle of information neatly.

Prepare yourself.
Prepare visual aids, personal presentation and also practice the presentation several times.