



PROCESSZENCONSULTING

Presentation Guru

Develop & Deliver Successful Presentations.



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**Provide a comprehensive “Blueprint”
for developing and delivering successful presentations**



What you will acquire in this workshop



- ❖ **Presentation skills and techniques to convey confidence**
- ❖ **The ability to deliver concise and dynamic presentations.**



Agenda



❖ **Communication**

❖ **Audience**

❖ **Presenter**

❖ **Presentation**

❖ **Delivery**

Ground Rules



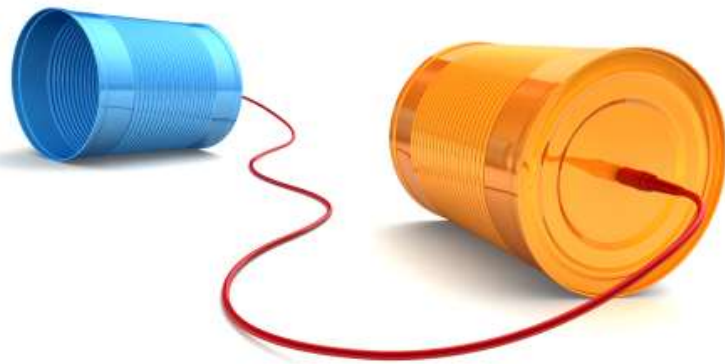
- ❖ Expect respect, courtesy and open minds
- ❖ Follow agenda and timeline
- ❖ Respect ground rules and roles
- ❖ Keep confidentiality
- ❖ Look for and listen to ideas as well as facts



Presentation Experience



- ❖ **Name**
- ❖ **Presentation experience and comfort level**
- ❖ **What will make this session a success for you**



1. COMMUNICATION

The Most Valuable Skill



**The ability to communicate is one of
the most valuable skill you may learn**

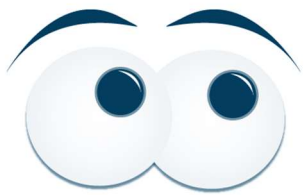
Transmitters and Receivers



Communication always
involves two parties



The audience receives
the information you send.



Visual see it

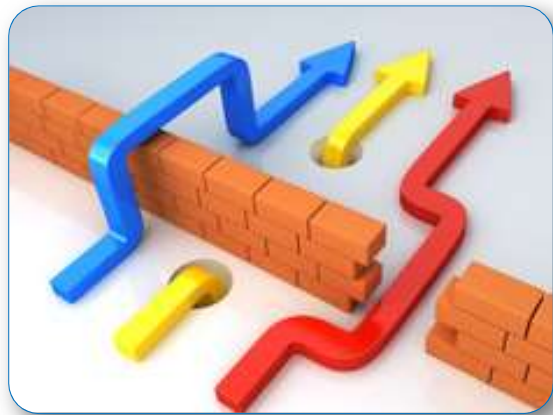
Auditory hear it



Communication Barriers



- ❖ **Credibility**
- ❖ **Language**
- ❖ **Interest Level**
- ❖ **Communication channels**





2.- AUDIENCE



2.1 Understand your Audience

Understand your Audience



- ❖ Attendees
- ❖ Attendee purpose
- ❖ Attendee Knowledge Level
- ❖ Attendee Areas of Interest
- ❖ Attendee Feeling on the topic



Focus on the needs of your audience



- ❖ Identify and address audience subgroups
- ❖ Identify influential audience members
- ❖ Include something for each subgroup to create a rapport.



Audience Body Language



Does the audience look puzzled, bored or distracted?



2.2 Language considerations

Language Techniques:



- ❖ Simple words, repetition, short sentences
- ❖ Metaphors
- ❖ Acronyms
- ❖ Company lingo
- ❖ Language, no bad words



a duck out of water

Local language



I'm sorry for not knowing how to speak your language



Save it for the end

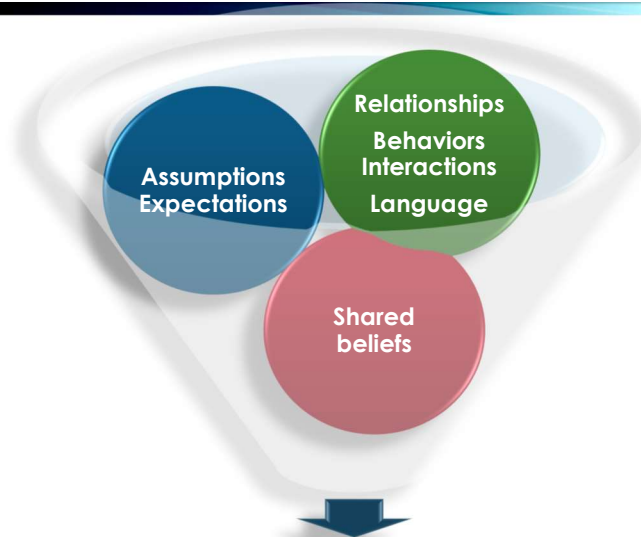


2.3 Cultural Considerations

Cultural Background



Organizational Culture



Values and behaviors that contribute to
the unique social and psychological environment of an organization.

Leveraging Company Culture



**Incorporate company culture into presentation
for example safety moment and templates**



3.- Presenter

Qualities of Great Presenters



- ❖ Provides clear and concise explanations
- ❖ Creates an environment conducive to learning
- ❖ Caters to the needs of the audience
- ❖ Manages time effectively
- ❖ Monitors audience feedback and verifies understanding



Key Credibility Variables



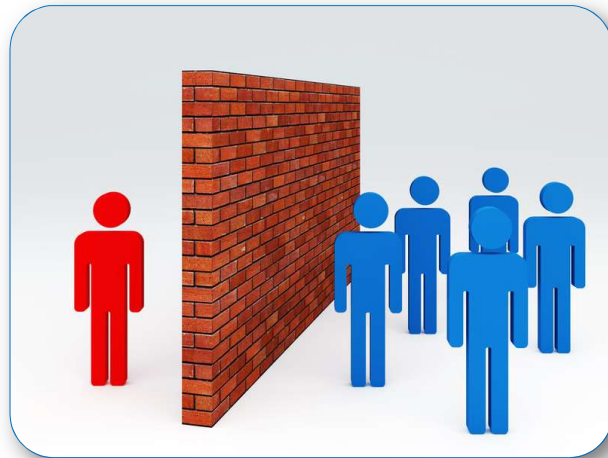
- ❖ Character
- ❖ Competence
- ❖ Composure
- ❖ Likability
- ❖ Extroversion



Barriers to Believability



- ❖ **Stereotypes**
- ❖ **Conflicts of interest**
- ❖ **Mistakes**
- ❖ **Flip-flops**





4.- Presentation



4.1- Presentation Fundamentals

What is a presentation?



A very efficient and effective communication mechanism to:

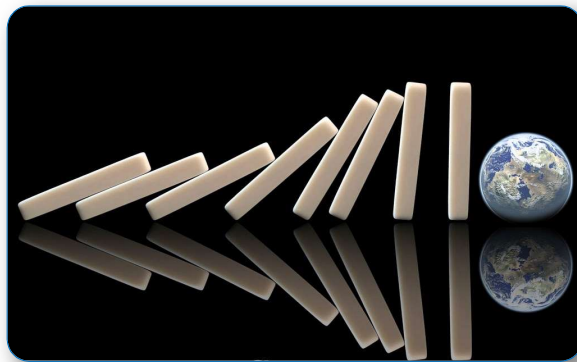
- ❖ Respond to something
- ❖ Present both sides of an issue
- ❖ Argue one side of an issue
- ❖ Tell a story
- ❖ Explain how something is done
- ❖ Describe something



Why make presentations?



- ❖ Inform
- ❖ Persuade
- ❖ Inspire
- ❖ Entertain



All presentations are a form of persuasion

Reasons to attend presentations



- ❖ To learn in an interactive environment
- ❖ For professional development
- ❖ To learn more in area of interest
- ❖ To network with colleagues
- ❖ Required by their Boss



7 Characteristics of a great presentation



1. Great opening
2. Compelling Audience Benefit
3. Engages eyes and ears
4. Engages Emotions
5. Professionally delivered
6. Logical flow
7. Memorable close and call to action



Guy Kawasaki's 10 - 20 - 30 Rule



PowerPoint presentation should:

- Have **ten slides**
- Last no more than **twenty minutes**
- Contain **no font smaller than thirty points.**



Simple and to the point is always the best way to get your point across.

— Guy Kawasaki —



4.2- Tell a story

What you need to do



❖ **Entertain**

❖ **Educate**

❖ **Empower**



What you hope the audience will do



Organize your presentation



Organize your presentation to make it:

- ❖ More Understandable
- ❖ More Memorable
- ❖ More Credible
- ❖ More enjoyable

Generate Ideas



Brainstorm and use sticky notes



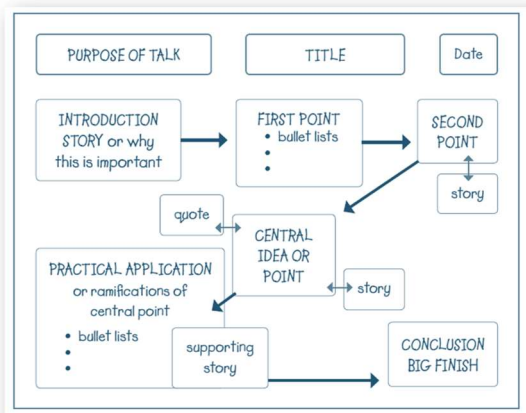
“Deciding what not to do
is as important as deciding
what to do.”

- Steve Jobs





Limit yourself to the material you need for your presentation



4.3- Anatomy of a presentation

Anatomy of a presentation



- ❖ Title
- ❖ Executive Summary
- ❖ Objective
- ❖ Team
- ❖ Outline
- ❖ Introduction
- ❖ Body
- ❖ Call for action
- ❖ Conclusion
- ❖ Question – Comment – Keep
- ❖ Final Impression
- ❖ Take Credit



Title Slide



- ❖ Opportunity to Connect with the audience
- ❖ Long Display time
- ❖ Effective Billboard



Key Elements of Title Slide



- ❖ Title of presentation
- ❖ Subtitle (if needed)
- ❖ Your name
- ❖ Contact information
- ❖ Company logo



Executive Summary Slide



- ❖ Slide that summarizes the content of the slides that make up the presentation
- ❖ Enables readers to rapidly get up to speed
- ❖ Essential for “selling” presentation to reviewers and attracting audience members.



The summary should communicate 3 Things

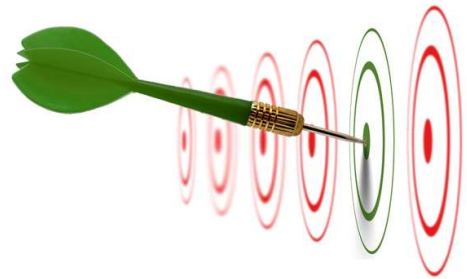
- ❖ Why the topic is important to prospective audience.
- ❖ What the attendee can expect to happen
- ❖ What the attendee can expect to take away



Keys to creating an Effective Executive Summary Slide



- ❖ **Synthesize the Data, Don't Repeat It**
- ❖ **Less is More**
- ❖ **Place the Executive Summary Appropriately**
- ❖ **Choose Language Carefully**



Presentation Objectives Slide



- ❖ List of objectives for the session.
- ❖ Summarize what participant will be able to do seeing the presentation.
- ❖ Use “action words” rather than passive descriptors.



Team Slide



First Name **LAST NAME**

First Name **LAST NAME**

First Name **LAST NAME**

First Name **LAST NAME**

First Name **LAST NAME**

What is an outline slide?



- ❖ A blueprint for the presentation
- ❖ It helps both you and your audience see where you're at in the presentation
- ❖ Helps determine if slides are arranged in the proper order



Why make an outline



- ❖ To keep audiences interest
- ❖ To tell stories the audience follows more easily.
- ❖ To organize ideas into major and minor points

Outline Guideline



- ❖ Create outline before the presentation
- ❖ Make your 1st or 2nd slide an outline of your presentation
- ❖ Follow the order of your outline for the rest of the presentation
- ❖ Only place main points on the outline slide



- ❖ Provides direction
- ❖ Informs the audience
- ❖ Ensure team members on same page



Introduction



- ❖ Immediately arouses the interest of the audience.
- ❖ Establishes purpose and lets audience know what we will talk about.





- ❖ Where most of the information is shared with the audience
- ❖ Don't put in too much information
- ❖ Refrain from having too many main points
- ❖ Reorganize frequently to minimize the number of points
- ❖ Decide what the audience needs to know

Call for action slide



- ❖ Ask the audience to act rather than just think
- ❖ Have a clear and concise message
- ❖ Make the action about your audience and what they get out of it

Conclusion Slide



- ❖ **Bring together ideas**
- ❖ **Help audience understand & remember**
- ❖ **Tell audience you are about to conclude**





Include a Questions – Comments – Keepers slide to:

- ❖ Invite your audience to ask questions
- ❖ Provide a visual aid during question period
- ❖ Avoid ending a presentation abruptly



How to handle questions



- ❖ **Anticipate**
- ❖ **Prepare**
- ❖ **Answer Directly and Control**



How to Handle Questions



- ❖ Restate questions asked by the audience.
- ❖ Check that response satisfies questioner.
- ❖ Divert questions back to audience.
- ❖ Admit when you don't know the answer.
- ❖ React positively to all questions

Final Impression Slide



- ❖ Include a final impression slide after the questions slide
- ❖ Your audience is likely to remember your last words
- ❖ Take control of the last impression





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4.4- Content

Guidelines for content



- ❖ **Keep It Super Simple**
- ❖ **Tell stories and stay on message**
- ❖ **Shatter expectations**
- ❖ **Use vivid images**
- ❖ **Inject emotion in message**



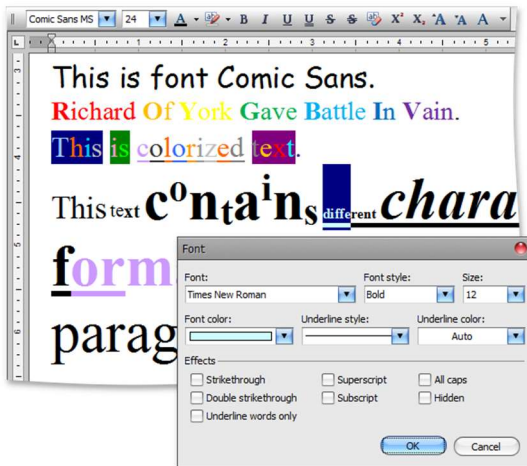


- ❖ **Be Brief**
- ❖ **Write in point form, not complete sentences**
- ❖ **4 to 5 points per slide**
- ❖ **Pictures and graphics should enhance presentation**
- ❖ **Use 2 - 4 colors per slide**

Example Of Bad Structure



This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



4.5 - Formatting

Tips to be covered



- ❖ **Background**
- ❖ **Fonts**
- ❖ **Bullet Points**
- ❖ **Graphs**
- ❖ **Animation**



Background Selection



- ❖ **Use simple and attractive backgrounds**
- ❖ **Use light colored backgrounds**
- ❖ **Use the same background throughout the presentation**
- ❖ **Chose backgrounds that don't take your useful real estate**

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking. 4th Edition. New Jersey: Prentice Hall, 1997.

Example of a bad background



Font Color Selection



- ❖ Use font colors that contrast with the background
- ❖ Use color to differentiate the levels of the structure
- ❖ Use color to **emphasize** a point

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.

Example Of Bad Font Color Selection



- The lack of color contrast makes this hard to read
- It is distracting and annoying to use too much color
- Using a different color for each point is unnecessary
 - Using a different color for secondary points is also unnecessary
- Trying to be creative can also be bad

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.

Font Type Selection



- ❖ Use easy to read fonts
- ❖ Use one (1) font per page
- ❖ Use multiple fonts ONLY to emphasize or illustrate!
- ❖ Capitalize only when necessary
- ❖ Be consistent throughout
- ❖ Make sure common items are aligned

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.

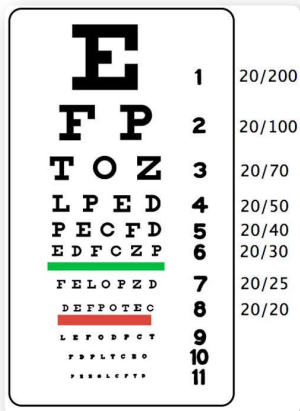
Example of Bad Fonts



- If you use a small font, your audience won't be able to read what you have written
- IT IS DIFFICULT TO READ IF YOU CAPITALIZE EVERYTHING
- **Don't use a complicated font**

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.

Font Sizes



Slide Heading: 32

Subtitle : 32

❖ Primary Bullet 28

❖ Secondary Bullet 24

❖ Tertiary Bullet 20

Use different fonts sized to differentiate main and secondary points

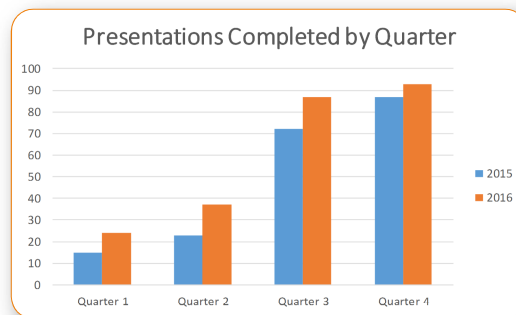


❖ Bullets are excellent to enumerate points

- Clarity
- Conciseness
- Logical Order

Practice Bullet Point Abstinence

Inserting Graphs



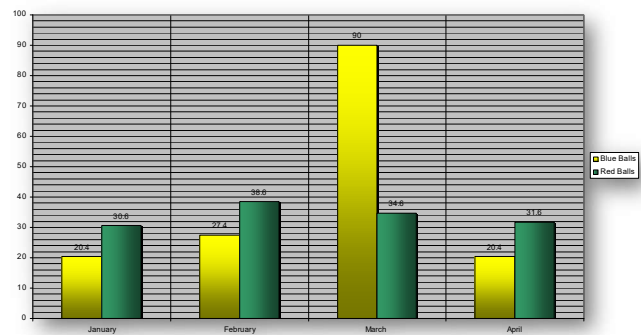
- ❖ Use charts or graphs rather than just tables and words
- ❖ Charts and graphs must always have a title

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.

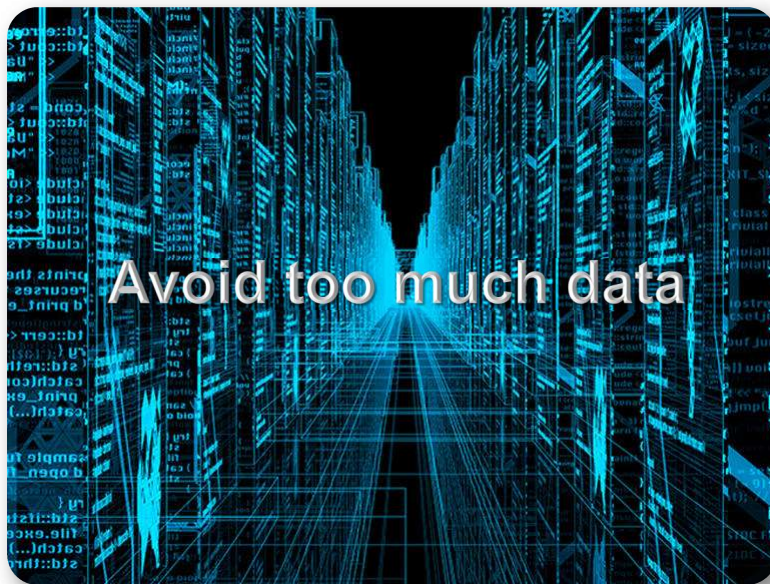
Example Of A Slide With A Bad Graph

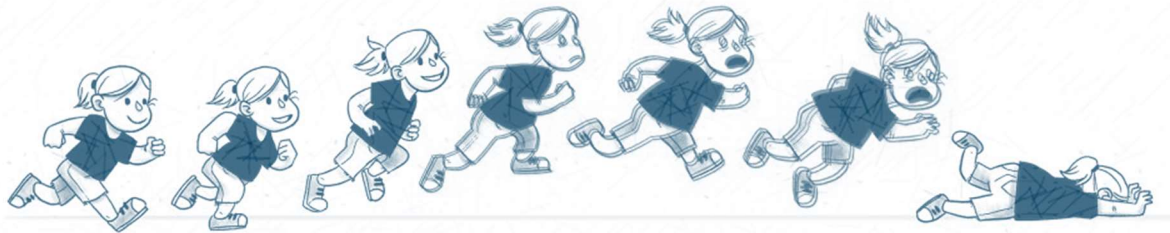


- ❖ Minor gridlines are unnecessary
- ❖ Font is too small
- ❖ Colors are illogical
- ❖ Title is missing
- ❖ Shading is distracting



Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.





Keep your text in place



- ❖ **Do not use distracting animation**
- ❖ **Do not go overboard with the animation**
- ❖ **Be consistent with the animation that you use**
- ❖ **Only Use Animation For Emphasis**

Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.



Show one point at a time:

- Helps audience concentrate on what you are saying
- Prevents audience from reading ahead
- Helps you keep your presentation focused



Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking, 4th Edition. New Jersey: Prentice Hall, 1997.



5.- Delivery

Delivery Methods



❖ In person

❖ Webex

❖ Self-delivering webinars

Personal Bio for facilitator



Industrial & Systems Engineer, facilitator and trainer

18 years of experience managing lean, quality and continuous improvement projects and teams.

His experience in medical devices, pharmaceuticals, oil & gas, heavy equipment manufacturing and textiles.

He founded and manages Houston-based ProcessZen Consulting

Venue Setup



- ❖ **Arrive early to prepare the room**
- ❖ **Room size and configuration**
- ❖ **What equipment will you use? Have you ensured that it works?**
- ❖ **How would you like the room set up?**
- ❖ **Make sure AV equipment is working properly**

AV Connections and Backup



Using Pointers



Using Blank Slides



Why use presenter notes



- ❖ To jog memory
- ❖ To prompt to say what you want to say
- ❖ To summarize points in your draft

How to use presenter notes



- ❖ Glance at notes and then elaborate on points from memory.
- ❖ Talk to audience rather than read a draft of the presentation

A note on duration and Timing



- ❖ Don't feel obligated to fill entire time slot
- ❖ Finish on time
- ❖ Allow time for audience involvement
- ❖ You **MUST** manage time and built in flexibility



Allocating Time



- ❖ **Introduction** 5 to 10 %
- ❖ **Body** 80% to 90%
- ❖ **Conclusion** 5% to 10%

Nonverbal Communication



- ❖ Body Language.
- ❖ Eye contact
- ❖ Hand gestures



What does your body language convey about you?

Delivery Skills



Stance	Good posture; no fidgeting
Eye Contact	Relaxed; 3-5 sec. at a time; focus around room
Voice	Vary pace and volume; use silence strategically
Gestures	Use them; use them naturally
Movement	Don't rock; don't sway; move purposefully



Introduce the next person by stating:

- ❖ **their name**
- ❖ **where they are from**
- ❖ **what they will be talking about**

Keep the audience interested.



How do you ensure:

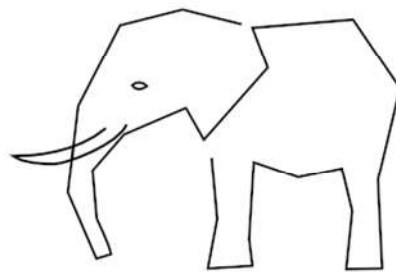
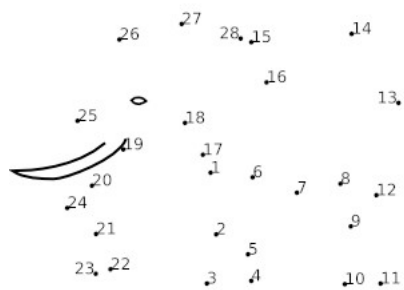
- interest is sustained?
- audience is involved?
- time constraints are respected?



- ❖ **Invite comments, responses, questions**
- ❖ **Pose open ended questions**
- ❖ **Invite anecdotes or experiences**



Organizational patterns strengthen your presentation



Connect the dots and make the pattern obvious to your audience

Commonly used patterns



- ❖ **Problem/solutions: state of problem and offer solution**
- ❖ **Chronological: use this to show a progression**
- ❖ **Extended metaphor or analogy**
- ❖ **Cause and effect**



Presentation Pitfalls



- ❖ Rushing into talking as soon as you're in front of the audience.
- ❖ Whining about your problems
- ❖ Apologizing or pointing out a lack of preparation
- ❖ Reading your introduction
- ❖ Wandering off topic



Presentation Pitfalls (Cont..)



- ❖ Using too many pictures
- ❖ Giving handouts too soon and causing distraction
- ❖ Contradicting yourself in the conclusion
- ❖ Using Crutch words





- ❖ Identify opportunities for improvement and lessons learned
- ❖ Seek constructive feedback

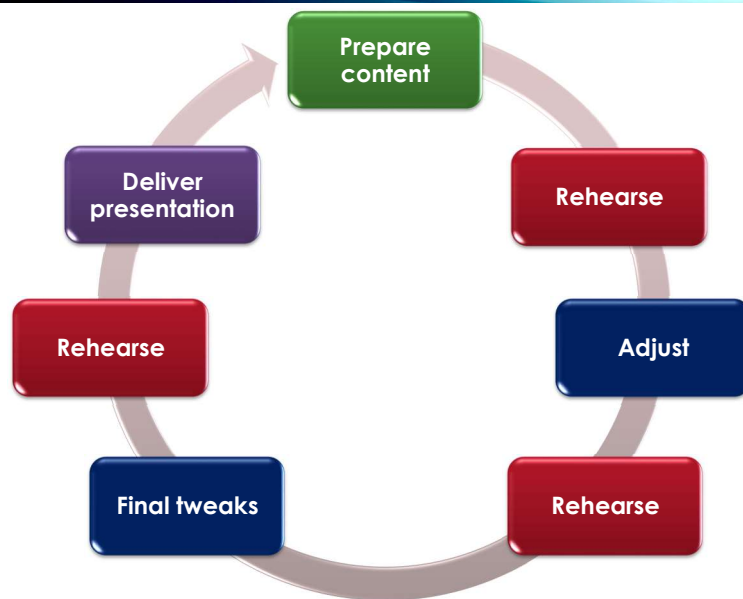


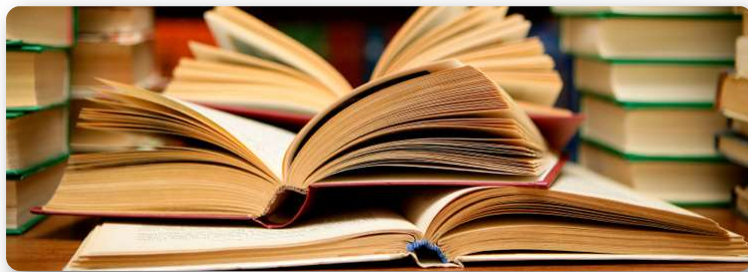


Make PDF copies available to participant



The Presentation Life Cycle





Bibliography

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- ❖ Public Speaking and presentations demystified. Melody Templeton 2010 by The McGraw-Hill Companies, Inc
- ❖ Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking. 4th Edition. New Jersey: Prentice Hall, 1997

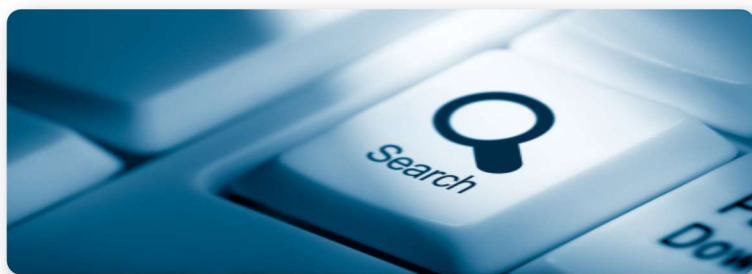


Presentation References

Presentation References



- ❖ Munter, Mary. Guide to Managerial Communication. Effective Business Writing and Speaking. 4th Edition. New Jersey: Prentice Hall, 1997.
- ❖ “The Art of Presentation”, 1999, Department of Education and Training, by J. Hill & F. Ross
- ❖ Workshop Preparation and Presentation the GWIMS Toolkit, AAMC

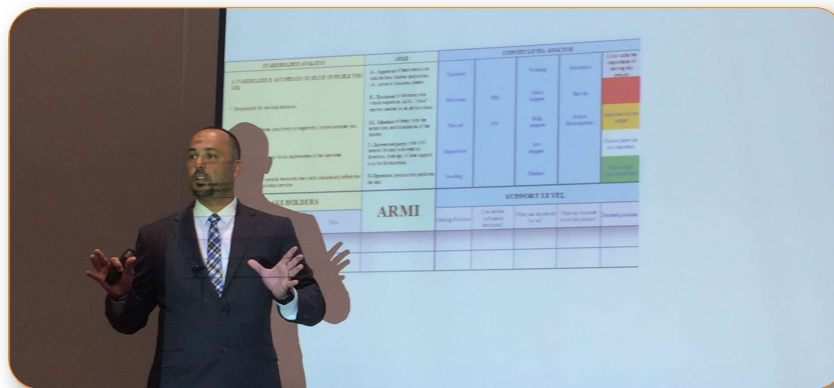


Web References

Website References



- ❖ Powerpoint Rap: [http://www.youtube.com/watch?v= JU48-FVqvQ](http://www.youtube.com/watch?v=JU48-FVqvQ)
- ❖ Death by Powerpoint: <https://www.youtube.com/watch?v=zDvm1PVtgWo>
- ❖ [http://www.speaklikeapro.co.uk/Magnificent Seven.htm](http://www.speaklikeapro.co.uk/Magnificent_Seven.htm)
- ❖ [http://www.lauramfoley.com/wordpress/effective title slide in powerpoint/](http://www.lauramfoley.com/wordpress/effective_title_slide_in_powerpoint/)
- ❖ <http://www.managersresourcehandbook.com/how-to-create-an-executive-summary/>
- ❖ http://www.ehow.com/how_2098865_write-call-action-slide.html



Instructor Biography

Fabrice Bouchereau, PE, PMP, CQM, SSBB



Fabrice is a licensed Industrial & Systems Engineer, facilitator and trainer with 18 years of experience managing lean, quality and continuous improvement projects and teams.

His experience changing company culture and improving processes covers a broad range of industries including medical devices, pharmaceuticals, oil & gas, heavy equipment manufacturing and textiles.

He is fluent in English, French, and Spanish and has delivered training in the United States, Caribbean, Mexico and Latin America.



Fabrice founded Houston-based ProcessZen Consulting delivers transformational business solutions. The company focuses on process optimization and cultural transformation through strategy deployment, facilitation, training and project management and execution.

The company has collaborated with best-in-class companies such as MD Anderson Cancer Center, GE Healthcare, GE Transportation, Baxter Bioscience, IGLOO, FMC Technologies, Halliburton and Trelleborg Offshore Construction.

Education



Education

- ❖ Master of Business Administration, University of Miami, Coral Gables, FL
- ❖ Bachelor of Science in Industrial Engineering, University of Miami, Coral Gables, FL

Certifications

- ❖ Licensed Professional Engineer (PE), 2015
- ❖ Project Management Professional (PMP), 2015
- ❖ Certified in Production and Inventory Management (CPIM), 2011
- ❖ Manager of Quality/Organizational Excellence (CQM/OE), 2007
- ❖ Six Sigma Black Belt (SSBB), 2007
- ❖ Certified Quality Engineer (CQE), 2007
- ❖ Certified Quality Auditor (CQA), 2008
- ❖ Certified ISO 9000:2000 QMS Auditor/Lead Auditor

Professional Affiliations



- ❖ Society of Manufacturing Engineers (SME)
- ❖ American Society for Quality (ASQ)
- ❖ Institute of Industrial Engineering (IIE)
- ❖ Project Management Institute (PMI)
- ❖ The Association for Operations Management (Apics)
- ❖ Toastmasters International
- ❖ Texas Board Of Engineering