

# Powerful Presentations

**For some people delivering a presentation to an audience can be an overwhelming prospect. With a little planning and practice it doesn't need to be and this factsheet aims to provide some guidance as to how to do that.**

## What is it?

Presentations are generally a delivered speech or talk on a specific subject to an audience. They are used in all sorts of situations such as company meetings, customer presentations, product demonstrations and industry seminars.

Whilst it is natural to be a little anxious when asked to deliver a presentation for the first time, many find that with every presentation they deliver, their confidence grows. The better prepared you are for the presentation, the better you can manage any nerves that do appear.

To prepare a presentation, follow this 4 step process:

### 1. Plan

Planning is key to ensure that the presentation you deliver meets audience expectations as well as your own objectives.

To put your presentation into the right context, understand what the purpose of the presentation is. For example, are you setting out a new proposal or providing feedback on a project? Is there a clear action that you need to achieve out of the presentation?

Think about your audience. Do you know them? How many of them are there likely to be? What is their background, prior knowledge and expectations about the subject you are presenting?

From a practical perspective know exactly where and when the presentation is taking place and how much time you have. If it's somewhere you haven't been before, try to visit beforehand so you are

familiar with the room. Clarify what equipment is available to you so you know what to bring with you on the day.

## **2. Prepare**

When preparing your presentation, think about the key points you want to make. Structure the presentation to give the most amount of time to the most important sections.

Consider how you want to deliver the presentation. Is anyone else going to form part of the presentation with you? If so, what role will they play?

The role of visuals will be important to help communicate your message. There are all sorts of devices that you may want to incorporate to help add interest or reinforce your points. For example Powerpoint, flip charts, mood boards, video and/or audio clips, handouts and physical products or samples.

## **3. Practise**

Practising your presentation will help you to know your subject material inside and out. Aim to rehearse in front of other people who can provide feedback. If a team of you are involved in the presentation, practise together so everyone knows their part. Finally, try to anticipate the questions you might get asked.

Review the presentation for its clarity of visuals in terms of overall appeal, order of use and relevance. If using Powerpoint, note these tips:

- Font size should be large enough to read from a distance (Arial 30pt+)
- Don't use too many different colours and styles of font
- Lowercase is easier to read than uppercase, italics are also difficult to read
- 6/7 guide – no more than 6 lines per slide and 7 words per line
- 20/10 guide – 20 minute presentation should = 10 slides

## **4. Present**

On the day, arrive early to check the setup of the room and test

technology. When checking the setup don't forget to consider lighting and heating controls and the impact they might have on the presentation and your audience.

Whatever the dress code, make sure you are well turned out as first impressions count. Make eye contact with your audience to engage them. Aim to present standing up to ensure you can be seen and heard. Nervousness may make you gabble, so speak slowly and pause occasionally to keep control. Don't read verbatim from the slides or your notes.

Be upbeat and sincere. Remember to smile! If you appear relaxed, so will the audience. And most importantly **be yourself**.

### Why is it important to me?

Being an effective communicator is part of every supervisor and managers role. You need to know how to plan and deliver a presentation that conveys a clear message and encourage the required reaction. Presentation skills also help to develop other personal development qualities such as improving confidence.

IQ believes that delivering presentations is an important skill for professionals working in the quarrying and minerals products industry. It features on our **Skills Wheel** which captures all the key skill and knowledge areas we believe are vital to successful career development in the industry.

### Where Next?

Macmillian Study Skills: <https://www.macmillanihe.com/studentstudyskills/page/Presentation-skills/>

Skills You Need: <https://www.skillsyouneed.com/presentation-skills.html>

### Institute of Quarrying

IQ supports professionals working within the quarrying and minerals products industry through membership and training. These factsheets are produced across a range of topics to share ideas and best practice. Further information can be found via the resources section on the IQ website [www.quarrying.org](http://www.quarrying.org).

## Engagement, Influence & Impact Factsheets

[www.quarrying.org](http://www.quarrying.org)

