

Six Sigma for Process Improvement

Effective Presentations

WRITTEN PRESENTATION

- **Begin with the end in mind**
 - **What are you trying to get from your audience?**
 - **Support (financial, technical)**
 - **Understanding/clarification/leveraging**
 - **Example: If you're trying to get funding for your project, you will probably want to spend most of your time discussing the benefits of the project on a macro or business level vs. the technical facets of the project**

- **Know your audience**
 - **What can they do for you?**
 - **What questions do they have?**
 - **How can you convincingly and effectively address their concerns?**
 - **Where are they starting from?**

- One of the best ways to structure a presentation is to:
 - **Tell them what you're going to tell them**
 - **Tell them**
 - **Tell them what you told them**
- Characteristic of a great presentation:
 - **If your presentation time is cut short and you can only present one slide, make sure you convey your entire presentation in the last slide**

Takeaway boxes are powerful tools...a picture = 1000 words

Slide Design Do/Don't

■ Do

- Present one key point per visual
- Use bullets, not full sentences
- Highlight key items in a graphical form: matrices, block diagrams, tables
- Avoid animation and “fluff”
- Highlight key information (circle, bold, underline, arrows, etc.)

■ Don't

- Include information that's too complex
- Graphs: > 3 colors per graph, > 2 curves per graph
- Make text and graphs too small
- Have too much text per slide
- Add clipart and pictures that don't clearly link to the idea presented
- Write paragraphs of information

Always focus on how your project adds value

Slide Presentation Sequence

- A suggested flow for a presentation would be as follows:
 - **Introduction--team charter [define]**
 - **Benefits--savings details [define]**
 - **Main Ideas and Sub Ideas [measure, analyze, improve, control]**
 - **Conclusion--next steps and summary**
 - **Questions and Answers**
 - **Summary Sentence**
- This is a great start on your Elevator Speech!

PRESENTING YOUR PROJECT

- If you were in the elevator with the president of the business and he asked you what you're working on, what would you say?
 - **About 60-120 seconds long**
 - **Concise, complete**
 - **Leave him with a clear “takeaway” of the project benefit**
- Assumptions...
 - **Doesn't know anything about your project**
 - **Wants to help any way he can**
 - **How does your project hit HIS bottom line?**
- **Exercise**

Elevator Speech Exercise

- Take 10 minutes to develop your elevator speech
- Hint: Create an outline for your project:
 - **Why are you working on it?**
 - **What is the beginning state**
 - **What is the ending state**
 - **What is changing**
 - **How will the benefit be felt?**
- Present your elevator speech

- Remember to Breathe
 - **If you find yourself stressing or speaking too fast, simply stop and take a breath**
- Move
 - **Use the space that you have effectively**
- Eye Contact
 - **Make the presentation personal by connecting visually with the audience**
- Remember - You are surrounded by friends!

Presentation Preparation

- Organize: Your thoughts, your materials, your presentation
- Memorize: Key points, key messages, your elevator speech
- Visualize: Success for your presentation...the expected outcome
- Positive Affirmations: Remind yourself that you CAN do this!
- Practice, practice, practice
 - **Key words on post its or frame of overhead**
 - **Mental run through for flow of ideas**
 - **Stand up rehearsal**
 - **Video tape or rehearse with a friend**

How will you know if your presentation was successful?

Appearance Tips

- Posture
 - **Upright = authoritative**
 - **Leaning / sitting = personal**
- Movement
 - **Purposeful, not anxious**
- Shoulder Orientation
 - **Squared up, not slouching**
- Gestures
 - **Purposeful, not erratic**
- Attire
 - **Appropriate for audience**
- Voice projection
 - **Be clear and loud**

During the Presentation--Delivery

- Clear the slide, then...talk to the audience
 - **Remember: the audience reads much faster than you can talk (120-200 words per minute vs. 600 wpm)**
- Orient your shoulders towards the audience, placing yourself at center stage
- Use pointers sparingly; can amplify nervousness and detract from the presentation
- Enthusiasm is contagious--if you are not enthusiastic about your presentation, no one else will be!
- Relate with your audience--make a common bond through examples
- Be CRISP

Questions/Answers

- Prepare for them
- Welcome them
- Listen to the question and clarify if necessary
- Restate for the whole audience in neutral terms
- Respond to the whole audience
- Be honest
- **EXERCISE**

Presentation Do/Don't

- **Do:**
 - **Smile and enjoy the experience**
 - **Remember the audience wants you to succeed**
 - **Answer the question: “What’s in it for me?”**
- **Don't:**
 - **Tell jokes (At least not more than 1 per day !)**
 - **Define words - use words the audience understands**
 - **Apologize for anything**
 - **Waste your first 120 seconds thanking them**

Material covered:

- Written presentations
 - **Content**
 - **Format/structure**
 - **Do's and Don'ts**
- Verbal presentations
 - **Elevator speech**
 - **Presentation skills**
 - **Dealing with questions**
 - **Roadmap to success**