



# Presenter

## The JCI Effective Presentation Course

Version 2015-02

JCI Mission:

“To provide development opportunities that empower young people to create positive change.”

## Module 1

# Opening

JCI Mission:

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# Self-Introductions

Stand up and tell the audience:

- Your Name
- Your National and Local Organization
- How long a JCI member
- Profession
- Something you learned in JCI



# Course Objectives

At the end of the course participants will be able to:

- Use new presentation techniques
- Prepare attractive and effective presentations
- Present convincingly



# Outcome of Presenter

At the end of the course you will have:

- Practiced many different kinds of presentations.
- Prepared an effective presentation.
- Presented the topic to the class.



# The Presenter Program

- Module 1:** Opening
- Module 2:** Presentation Types
- Module 3:** Audience Analysis
- Module 4:** Presentation Content
- Module 5:** Effective Delivery
- Module 6:** Presentations



# Keys to Course Success

1. Be open minded.
2. Respect differences.
3. Be responsible.
4. Be positive and supportive.
5. Add value.



# Certification

- Register online
- Participate
- Complete evaluation and pass the knowledge test. Available 4 days after report, for **60 days**.

Course material can be  
downloaded from  
[www.jci.cc/training](http://www.jci.cc/training) after test.





# Why Do We Create Presentations?

- To give information or educate
- To persuade or motivate
- To stimulate conversation



## Module 2

# Presentation Types

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# My Most Memorable Experience

Each person will make a 2 minute presentation on the following topic:

**My most memorable  
experience**



# My Most Memorable Experience

## Discussion

- What difference did you feel between:
  - This presentation (*in front of the audience*)
  - And the first one (*staying close to your place*)?
- Did the fact of being far from your comfort zone (*your chair and table*) affect your flow of thought?
- Did you feel it difficult to use your hands?



# Common Types of Presentations

In this course we will cover these three types of presentations:

- **Project Proposals**
- **Sales**
- **Project Status Reports**



# Common Types of Presentations

## Project Proposals

To provide necessary information for a decision

### Structure:

- Introduce the issue.
- State the present situation.
- Describe facts.
- Propose a solution.



# Common Types of Presentations

## Sales

To lead a potential buyer to purchase a product or service

### Structure:

- Get their attention.
- Show the need for the product or service.
- Describe how it will fulfill the needs.
- Explain the benefits of buying it.
- Offer testimonials from other users.
- Present the proposal.



# Common Types of Presentations

## Project Status Reports

To update on progress or give information

### Structure:

- **What:** What is the report about?
- **Why:** Why this report, to this audience?
- **Who:** Who will be involved and will benefit?
- **How:** How is it going to be implemented?





# Common Types of Presentations

## Project Status Reports

To update on progress or give information

### Structure:

- **How long:** How long will it last or needs to be done?
- **When:** When will it start?
- **Where:** Where will most action take place?



# Presentations

## Task:

- Prepare a ***project status report***, a ***sales presentation*** or a ***project proposal*** using the information given on the handout.

## Time:

- 5 minutes preparation - 1 minute presentation.

## Presentation:

- One person from the team makes the presentation.



# Fact Sheet

It will start this Sunday, May 5, at 10 AM and we must leave the park no later than 5 PM. We are planning this picnic for six weeks now so we can promise you a good time. It is for members to have an opportunity to mix socially. For families to be together and to bring a guest who may become a member. Please bring sports gear for team activities and your own food and drinks, although hot dogs and soft drinks will be served. We will be collecting US\$ 5.00 per family to cover logistic costs and prizes. The picnic will be held at the Old Park, at Old Road, 100. Use entrance 5 which leads directly to our reserved area. Our committee will serve cold soft drinks and have hot dogs ready at 12:00 noon. We will have a guest welcome session at 11:30 and will ask you to pack and load the car starting at 4:30 PM. If bad weather forces change of plans, new information will be sent to our e-mail list and posted on the website ([www.ourchapter.org](http://www.ourchapter.org)).

Contact: John at 977 555 4444.



# Presentation Types

Each team will make a 1 minute presentation about the facts given and use the presentation types assigned.

Use a flip chart paper as visual aid.



# Presentation Types

**Project Proposal:** To provide necessary information for a decision

Goal: Ask for the *adoption* of the project.

**Sales:** To lead a potential buyer to purchase a product or service

Goal: Ask for people to *buy tickets* for the picnic.

**Project Status Report:** To update on progress or give information

Goal: Get people to *understand* what is being done.



# Feedback from Flipcharts

- Can everyone in the audience **read** the text?
- Are there full sentences or just **key words**?
- Is the order **in line** with the presentation?
- Is the writing **clear** and neat?
- Is it an **aid** to the audience and the presenter?



# Summary

The most common type of presentations

- **Project Proposal:** to *accept* the project.
- **Sales:** to *buy* the product.
- **Project Report:** to *inform* about progress

**15 minute break**



## Module 3

# Audience Analysis

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# Audience Analysis

- **Audience demographics:**  
Information about audience members;
- **Audience knowledge:**  
How much the audience knows about the topic?



# Audience Demographics

- **Age:** How old is the audience?
- **Gender:** Is the audience mostly male or female?
- **Family:** Are they single, married, with children?
- **Culture:** What is their ethnic and cultural background?
- **Professions:** What are their professions?



# Audience Knowledge

- **No knowledge**
  - *Basic overview*
- **Some knowledge**
  - *More details*
- **Experts**
  - *New facts*



# Presenting JCI

Each person will make a 2 minute presentation promoting JCI:

The type of audience will be given at the time of each presentation.



# Summary

- The aspects of the audience:
  1. Demographics
  2. Knowledge
- What did we learn from the presentations?



## Module 4

# Presentation Content

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# Spontaneous Presentation

- Time: 2 minutes
- Topic: Given randomly
- The 2 minutes must be used **entirely**



# Presentation Analysis

Compared to your second presentation, the “***Most Memorable Experience***”

- Why was this presentation **harder**?
- Why was it more difficult to **fill the time** now?
- What was the **difference** between the two presentations?





# Lessons from Presentations

- Knowledge about the topic.
- Content carefully arranged.
- Lack of knowledge drives away from the topic.
- Audience will lose interest.



# 3 Parts of the Presentation

1. Introduction:

***“Tell them what you are going to tell them.”***

2. Body:

***“Tell them.”***

3. Conclusion:

***“Tell them what you told them.”***



# The Introduction: Beginning

- Starts at the moment you are called on stage.
- Create curiosity in the first sentence.
  - Attention grabber
  - Statistic
  - Facts not known by audience
  - Exaggeration
  - Worse case scenario



# The Body: Message

- **Words:** Short, familiar, conversational.
- **Sentences:** Simple but effective.
- **Examples:** Include examples, illustrations, visual aids.
- **Tone of voice:** Use variety and clarity.  
Modulate to enhance and create impact



# Forms of Evidence

- Facts
- Statistics
- Testimonials
- Examples
- Comparisons
- Explanations
- Definitions
- Audio & Visual Aids
- Narratives



# The Conclusion: Closing

- The first impression is the best impression.
- The last impression has a lasting impression.
- Conclusion:
  - Summarize and clarify
  - Create interest and establish mood
  - Appeal for action or approval



# Summary

- What did we learn from the presentations?
- Presentation Content:
  - Introduction,
  - Body and
  - Conclusion
- Forms of evidence



# Presentation Assignment

- **Type:** Proposal
- **Topic:** Assigned JCI Local Action Guide
- **Task:** Propose the adoption of the content of the JCI Local Action Guide by the new Local Organization
- **Audience:** Members of a new Local Organization
- **Time:** 3 minutes for the presentation
- **Working time:** Break + 30 minutes
- **Resources:** Any except PowerPoint®.

**90 minutes lunch**





## Module 5

# Effective Delivery

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# Three Basic Qualities

- **Attitude:**
  - Confidence and enthusiasm.
- **Skills:**
  - Clear speech, handling questions, body language, time management.
- **Knowledge:**
  - About topic, audience, time and place.



# The Delivery Methods

- **Reading:** Written text to be read.
- **Memory:** Memorizing the manuscript.
- **Spontaneous:** No time to prepare.
- **Outline:** Notes or key points.



# Visual Aids

- **Function:** Help process and retain information.
- **Definition:** Anything that enhances the presentation.
- **Choices:** Depends on place, relevance, audience.
- **Is an aid:** Is not the main reason.
- **Measurement:** The content, not the visual aid, is important



# Types of Visual Aids

- Objects and models
- Pictures and drawings
- Graphics and charts
- DVD and video
- Multimedia (Combines, sound, image, text & data)



# Types of Resources

- PowerPoint™ & Projector
- CD & DVD player
- Flip charts
- Chalk board
- Handouts



# Using PowerPoint™

- Get trained or be familiar
- Keep the location in mind
- Don't over use animations
- *Use a font easy to read*
- Don't use too much clip art
- Use key words
- Full sentences: Only when quoting



# Using a Flip Chart

- When projection is not available.
- Easy and fast to set up.
- Must be prepared in advance.
- Use key words.





# Effective Delivery

- **Presentation space**
  - Establish and respect the “public zone.”
- **Posture**
  - Adopt a posture showing confidence.
- **Gestures**
  - Act natural using gestures to support your presentation.



# Effective Delivery

- **Eye contact.**
  - Use the lighthouse principle.
- **Questions.**
  - Plan it carefully covering all possibilities.



# Presentation Space



In a personal conversation, you must respect the **personal space**



In a presentation, you must respect the **public zone**

**Presenter's stage**



# Posture

- Maintain your body balance:
  - *Show confidence.*
- Avoid walking from side to side:
  - *Audience will be distracted.*
- Adopt natural movements:
  - *Rehearse until they become natural*



# Posture

- Always maintain an upright position:
  - Avoid leaning your body forward.
    - Could be seen as invasion of public zone.
  - Avoid leaning your body backward.
    - Could be seen as lack of confidence.



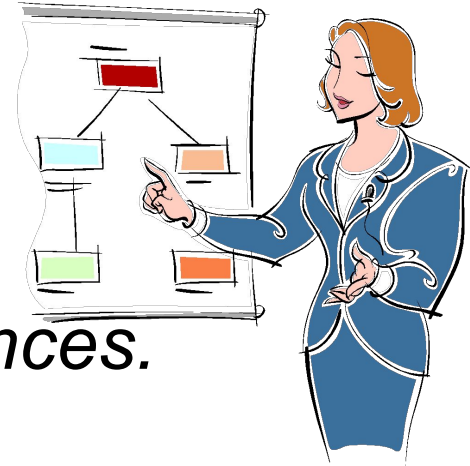
# Gestures

- Your arms and hands can be a distraction.
  - *Move arms away from body, keep hands open naturally.*
- Hands have different meaning in different cultures.
  - *Learn more about the culture.*



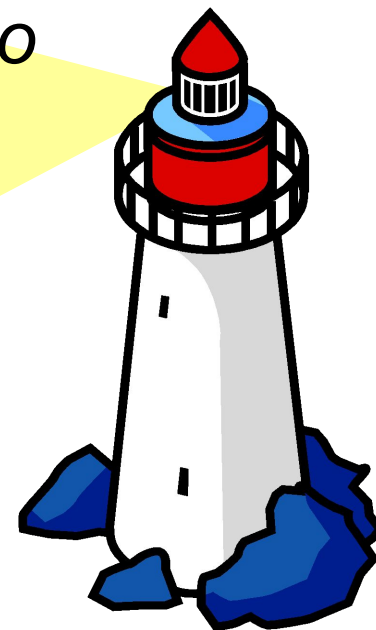
# Gestures

- Adopt the **three joints movement**:
  - **Wrists**: *Small audiences.*
  - **Wrists and elbows**: *Medium audiences.*
  - **Wrists, elbows and shoulders**: *Large audiences.*



# Eye Contact

- Identify people you already know.
  - *They can be your point of reference to act natural.*
- Use the lighthouse principle.
  - *Cover the entire audience like a lighthouse.*
- Divide audience in 3 sections.
  - *Keep moving from left, center and right.*





# Presentation Rehearsal

- **Time:** 30 seconds per person
- **Topic:** Trainer will give topic

## Aspects to be Rehearsed:

- Natural posture respecting the *Public Zone*
- Gestures demonstrating the “three joints” movement
- Eye contact using the lighthouse approach



# Questions

Leave some time for questions at the end of the presentation:

- Inform audience.
  - *This will avoid interruptions during the presentation.*
- Prepare yourself.
  - *Check your presentation and find places lacking more details.*



# Answering Questions

- **Listen** carefully and **repeat** question.
- Don't **hurt** or **insult**.
- **Thank** the question and use it to **reinforce** the message.
- Speak **clearly** with **confidence**.



# Answering Questions

- **Think** before you answer.
- Ask for **clarification** rather than answering the wrong question.
- Always address the **entire audience**.



# Never Get Into an Argument

It is not a way to prove your point:

- Never lose your temper.
- Be firm but polite.
- Look at the argument from a common ground point of view.
- See if it is of any interest of the entire audience.
- If it is personal, suggest to discuss it in private.



# Tips for Presentations

- Practice.
- Use easy words.
- Keep it simple.
- Nobody knows what you will say.
- Made a mistake, keep going.

## Good is good enough!



# Summary

## 3 basic qualities:

Attitude

Skills

Knowledge

## 4 ways of delivering:

Reading

Memory

Spontaneous

Outline



# Summary

## 5 aspects of effective delivery:

Public space

Posture

Gestures

Eye contact

Questions





# Presentation Instructions

- **When?** After break.
- **Order:** Randomly selected by drawing names.
- **Time:** 3 minutes per person.
- **Evaluation:** Style, audience, content, evidence, aids & equipment, voice, body language, contact with audience



**30 minutes break**



## Module 6

# Individual Presentations

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# Individual Presentations

- **Time:** 3 minutes per person
- **Evaluation topics:**
  - Style
  - Audience
  - Content
  - Evidence
  - Aids and equipment
  - Voice
  - Body language
  - Contact with audience



- Style
- Audience
- Content
- Evidence
- Aids and equipment

# Feedback



- Voice
- Body language
- Contact with audience



# Thank you!



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