

Stand & Deliver: ***Tips for Delivering Effective*** ***Presentations***

U.S. EPA Community Involvement University
CIU Presents Webinar

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Introduction

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“Ninety percent of leadership is the ability to communicate something people want.”

– U.S. Senator Dianne Feinstein

“Speech is power, speech is to persuade, to convert, to compel.”

- Ralph Waldo Emerson

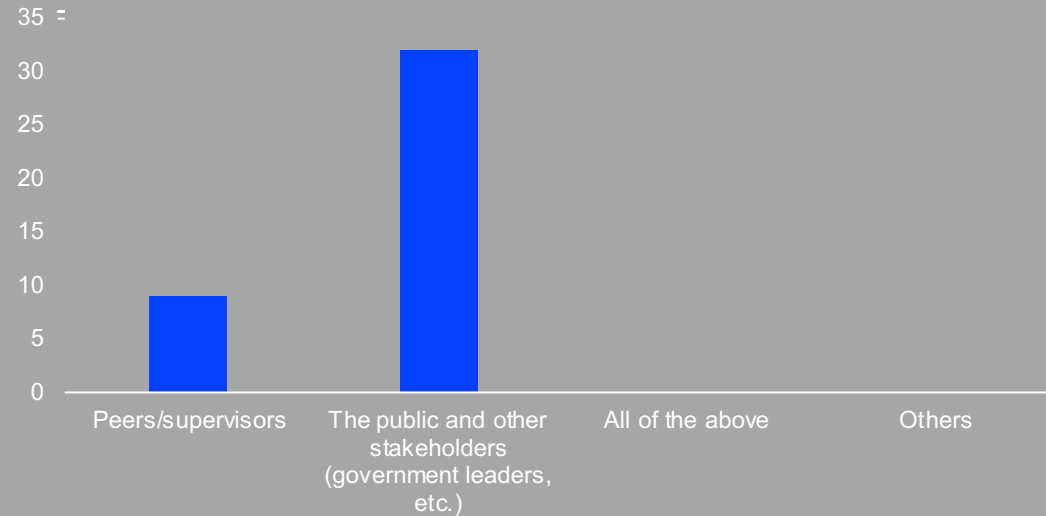
Webinar Agenda

- Presentation Fundamentals
- Rules of Audience Engagement
- Confidence Creates Credibility – Tips on delivery and body language
- Coping with conflict
- Dealing effectively with difficult people or situations
- Questions & Comments

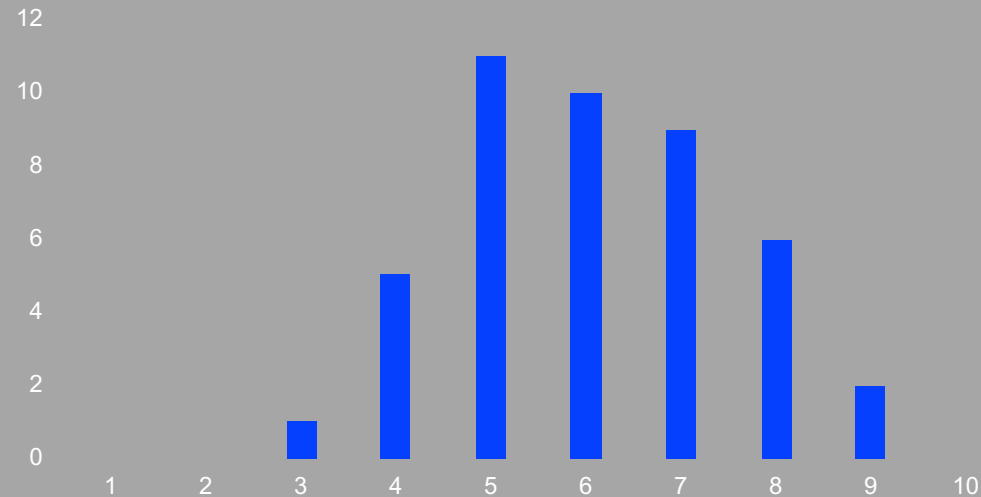
**What is the very *first* rule of
Audience Engagement?**

That's Right. Be Prepared!

Have you conducted presentations as an EPA employee? If so do you mostly present to:



a scale of 1 - 10, 10 being very skilled, how would you rate your skills as a presenter?



What do you consider as a presenter are your greatest...

Strengths

- Advocacy
- Confidence
- Easy to understand, **approachable**
- **Effective use of graphics** / photos
- Energy, concise and focused presentations, **eye-contact**
- Knowledge of the subject -- and **rehearsing presentations** to be sure necessary technology works
- material **organization**
- **No fear** of standing in front of an audience; able to engage the audience
- voice
- **Passion**

Challenges

- a "female-voice" that is perhaps high and sounds a bit childish so I **don't garner the same respect and** confident demeanor that my male colleagues might
- **aggressive audiences**
- Answering questions I don't know the answer to
- **Anxiety**
- Articulation
- Clearly **presenting complex ideas** to the public
- comfort in front of audience
- Getting **enough time to develop good presentations**
- **Getting off track on messages**, going off on tangents that can distract and dilute focus. Need more self confidence.
- **Getting people engaged** with the topic enough to change their methods (i.e. building 508-accessibility into text; using headings and writing style choices that make documents more accessible)
- Knowing what **my message my body posture and non-verbal gestures** are giving my audience.
- **Getting off track on messages**, going off on tangents that can distract and dilute focus. Need more self confidence.

What do you hope to take away from this webinar?

- Coping with **conflict and anger**
- How to build confidence to **overcome nerves.**
- Reminders on how to prepare, focus, **project confidence**
- Strong **concise messages**
- The ability and skills to **get other people engaged**
- better tools to address tough questions, ability to **think on my feet better**, ways to make presentations more interesting to public, more engaging presentations.

Be Prepared: First up Know your Audience

Who do we need to *reach*?
(Audiences/Stakeholders)



Be Prepared: Presentation Fundamentals

Have a Clear Agenda

- Know your audience.
- Know what they want and need.
- Know the three or four messages you want to convey to them.
- Know what you want them to do in response.

Presentation Fundamentals

1. **Content** – How much information can the audience absorb in one sitting?
2. **Structure** – A logical beginning, middle and end.
3. **Packaging** – Well prepared and delivered.
4. **You!** – Your style counts.

Rules of Audience Engagement

"According to most studies, people's number one fear is public speaking. Number two is death... This means if you go to a funeral you are better off in the coffin than doing the eulogy."

– Jerry Seinfeld

Rules of Audience Engagement

**What do stakeholders expect of
the Public Participation Process?**

Rules of Audience Engagement

What do they expect?

- General Information
- Process and timeline
- A clear role
- A significant role
- Respect
- Responsiveness
- Empathy

Rules of Audience Engagement

Identify Your Audience's Level of Understanding

- Am I presenting to experts? If so, assume they know the terms and the basic info.
- Have they heard similar talks?
- What do they expect to hear?
- What do they need to do with the information?

Rules of Audience Engagement

Simplify, Simplify, Simplify

- **Ditch the jargon**, except with peers.
Quick what does ATSDR mean? How about CERCLA? RCRA?
- **Rule of three**. Convey three key messages per presentation
- **Use analogies** where appropriate.
(Level of risk, size of a particle, etc.)

Rules of Audience Engagement

Actively Engage Your Audience

Ask questions that *require* audience interaction. For example, start the meeting with introductions.

The more an audience member feels like a part of the presentation, the more attentive he or she will be.

Set the Stage for Effective Engagement

Make the most of room dynamics:

- Check out the room before the meeting. (Equipment, too!)
- Make sure you have room key or cell phone #s of meeting space contact.
- Present from same level as audience. **Not on a stage.**
- Arrive an hour early day of meeting. Greet participants as they arrive.

Set the Stage for Effective Engagement

Make room dynamics work for you:

- **Group smaller than expected?** Urge everyone to move upfront.
- **Really small group?** Form a semi-circle, chuck the PPT and work from your outline. Key is flexibility.
- **Group larger than expected?** Apologize. Move to larger room; bring in more chairs; or ask folks to get comfortable as they can.

Set the Stage for Effective Engagement

Agree on Ground Rules

- Purpose of the meeting.
- Meeting format & length. (Emphasize plenty of time for questions.)
- Q&A format. If large meeting, time limit.
- Expectation of mutual respect.

Confidence Creates Credibility

“There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it.”

– Dale Carnegie

Confidence Creates Credibility

Body Language Speaks Volumes

Research on total impact of a message found:

- *55% is nonverbal.*
- *38% is vocal, including tone of voice, inflection, etc.*
- *7% are the words alone.*

Confidence Creates Credibility

Body Language Speaks Volumes

Start with the Right Posture

- Stand feet shoulder-width apart, weight equally distributed.
- Raise arms up over your head.
- Breathe in deeply.
- Exhale, slowly lowering arms down to your sides, keep your ribcage as is.

Confidence Creates Credibility

Stance

- If using a podium, beware the “death grip.” Move to the side to engage with audience. (Use a clip-on or portable microphone.)
- Avoid swaying back and forth. Plant feet in an inverted pyramid.
- Keep hands out of pockets. Don’t jingle change.
- ***About those hands!*** Gesture waist to shoulder. Cup resting hands.

Confidence Creates Credibility

Facial Expression

- Smile. It relaxes your audience and makes you look and sound friendly.
- Use facial expressions to make a point (e.g. Raise eyebrows, etc.)

Confidence Creates Credibility

Eye Contact

- Don't read continually from notes or PPT.
- Gaze around room, rather than at one person or spot.
- Look at the audience – not over their heads.

Confidence Creates Credibility

Voice – your most valuable tool

- Warm your voice. Hum, talk to self.
- Avoid dry throat. Sip water.
- Watch out for speed bumps, e.g. *“blood lead levels.”*
- Vary volume, pitch, speed.

Say: “This new CERCLA policy is going to be extremely effective.”

Change tone: Add surprise, irony, anger.

Confidence Creates Credibility

Speak “On the Breath”

- Take in a full breath.
- Use it to support your words, letting the breath out steadily through the entire sentence.

Exercise:

- Breath in then exhale 1..2..3..4..5
- Exhale: *“Hello my name is _____”*

Confidence Creates Credibility

Avoid Upspeak (making statements sound like questions). Repeat:

*“I have something to **say**?”*

*“I have **something to say.**”*

And finally, **smile**. It adds warmth.

Confidence Creates Credibility

"The best speakers know enough to be scared. . . the only difference between the pros and the novices is that the pros have trained the butterflies to fly in formation."

– Edward R. Murrow



Confidence Creates Credibility

Make the Butterflies Work for *You*

An adrenaline rush can make for a more animated and enthusiastic performance. It's better than a shot of caffeine. (*Just don't do a screamer guy!*)

Confidence Creates Credibility

Control Anxiety – *Stress-Buster Exercises*

- Stand on one leg and shake the other. Switch leg and shake. (Remove high heels or cowboy boots.)
- Shake your hands... fast. Hold them above your head, bending at the wrist and elbow and then bring your hands back down.

Confidence Creates Credibility

More Stress-Buster Exercises

- Ease tense facial muscles by opening your mouth as wide as possible. Then close. Open and close.
- Do shoulder and neck rolls. Imagine you're eye level with a clock. As you look at 12, pull as much of your face up to 12 as you can; now move it to 3, then down to 6 and finally over to 9. Reverse direction.

Coping with Conflict

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"Conflict is inevitable.
War is not.

– Douglas Fry, Anthropologist

Coping with Conflict

Myths about Conflict. (True or False?)

- If I'm doing my job right, there should be no conflict.
- The person or group I'm in conflict with is my enemy.
- All conflicts can be resolved.
- Conflicts are simply caused by poor communications.

Coping with Conflict

What Converts Conflict to Anger?

Coping with Conflict

What Converts Conflict to Anger

- Fear of the unknown.
- Differences in values leading to:
 - Deep-seated distrust.
 - Feelings that concerns are not validated.
 - Feeling excluded from decision making.
- Sense of powerlessness.

Coping with Conflict

Dealing with Difficult Participants

- Not everyone will agree with you. Don't get rattled. Remember, you are the expert.
- Find a way to agree with part of the questioner's argument: "I understand your point, however. . ."
- Respond to the entire audience, not just the questioner.

Coping with Conflict

Dealing with Difficult Participants

- Do not debate. Suggest meeting during a break or after the presentation.
- If nothing works, ask a supporter to intervene.
- If you know the meeting will be contentious, retain a **neutral facilitator**.

Coping with Conflict

Least to Most Disruptive

Rambling:

- Be patient. Allow speaker to gather thoughts.
- Validate question/Comments: *It appears you know a lot about this topic. Can you help us pull a few key points that relate back to”*
- If necessary, interrupt to say you would be happy to continue the discussion after the meeting.
- Consider a “parking lot” for ideas.

Coping with Conflict

Repetitive Questions:

- Acknowledge speaker. Refer him/her to where the information was or will be discussed.
- Confirm rest of group understands info, e.g.,
“Does everyone in the room feel comfortable with where we are in the discussion, or do we need to revisit some points. . .”
- If necessary, move on politely, but say you will be available to discuss further after the meeting.

Coping with Conflict

Skepticism of Data/Facts:

- Provide the facts in simple, clear language. Include images graphics, etc., for 70% of visual-learner adults.
- Describe process, assure participants their comments will be considered.
- Do NOT become defensive. With defensiveness comes loss of credibility.
- Have a technical resource available to discuss how data was collected, analyzed.
- Have handouts available.
- Be available after the meeting.

Coping with Conflict

Argument/Escalating Conflict:

- **Prepare.** Anticipate a contentious meeting? Retain a neutral facilitator. (EPA CPRC has contract for facilitation services.)
- **Don't get rattled.** Remember not everyone will agree with you.
- **Disagreement can be constructive.**
- **Listen intently** to the speaker's remarks and summarize what you heard.
- (If possible) **Acknowledge part of the questioner's argument:** "I understand your point, however. . ."

Coping with Conflict

Verbal Attack:

- Directed at another speaker? Call for a “time out.”
- Remind entire group of ground rules.
- Designate a colleague who can meet in a separate area with the person.

Coping with Conflict

Threat of (or Actual) Physical Attack:

- Stop the meeting immediately.
- Let participants know they will be notified of next meeting or engagement.
- Take deep breath and then meet with team to determine next steps.
- Consider other public involvement formats.
- If public meeting is required, retain a facilitator and have security or law enforcement present.

"Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen."

– Winston Churchill

**"When people talk, listen completely.
Most people never listen."**

- Ernest Hemingway

Flight or Fight is Not an Option

- **Do NOT become defensive.** This is not about you.
- **Project Confidence.** Body language counts.
- **Time Out.** Raise your hand for silence.
- **You Are Not Alone.** You do have friends in the audience.
- **Know Your Limitations.** You do not have all the power. Accept that you have done the best you can.
- **This too will pass.** Plus, you will have another survival story to share with colleagues!

*“Leadership has been defined
as the ability to hide your
panic from others.”*

- Anonymous

Questions or Comments?