

A photograph showing a hand holding a small, white, cylindrical object, possibly a prayer bead or a small container, against a background of a green field and a blue sky. The image is slightly blurred, giving it a soft, ethereal quality. A light blue banner is overlaid on the image, containing Arabic text.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



**Good afternoon**



**WELCOME**

# Batch Four



## تدريب المدربين

المركز  
التقني



الجامعة الدولية الالكترونية  
International Electronic University  
[www.ieuedu.org](http://www.ieuedu.org)



١٨ حتى ٢٢ يونيو ٢٠١٦

الجامعة الدولية الالكترونية

المركز التقني

بنغازي

بنغازي



**Train  
The  
Trainer  
Clinic**





# Effective Presentations Skills

Prepare: Sustainable Management Development Program



**Presenter: Professional Coach / Abdulkadir  
Sheikh Ismail**

**self- development and administrative  
development coach**

# Before we begin

## Acquaintance

- In two minutes is required of every trainee follows Ltd.
- The name.....
- the University.....
- Specialization.....
- the year.....
- current work
- Address.....
- Hobbies.....
- Why did you choose this course



## Coach in brief

- **PhD candidate in Business Administration' University of the Holy Quran and Islamic Sciences' Sudan – Khartoum.**
- **MBA, in Business Administration' Human Resource Management specialty, Sudan International University**
- **High Diploma in Diplomatic Studies, National Center for Diplomatic Studies – ministry of Foreign affairs State, Sudan**
- **Bachelor of Public Administration, University of the Holy Quran and Islamic Sciences' Sudan.**
- **Diploma in united Nations Studies, International Academy for the training of science and advanced management Sudan – Khartoum.**
- **He holds a diploma of diplomatic studies and international relations, University of Khartoum**
- **certified instructor from the Canadian Academy for Training and Development Canada CATD**
- **A certified instructor from the International Academy for Human Resources Development Canada LAHRD**
- **A certified instructor from the Arab Board for Human Development**
- **A certified instructor from top quality Center for Training and Human Resources Development**
- **A certified instructor from the University of Khartoum**
- **Kaizen consultant in quality Japanese - Thuraya Center for Training and Human Development**
- **Neuro Linguistic Programming Assistant - Top quality Center for Training and Human Resources Development**
- **a professional coach and certified instructors of the thuraya Center for Training and Human Development.**
- **A certified training consultant from Kingston College of Graduate Studies and Business Management - London**
- **Personal Analysis Specialist**
- **Specialist in the preparation of training bags**
- **He holds a certificate of international creative teacher, Canadian International Board**
- **He holds more than 40 certificate in Human-development and management, leadership, planning and NLP**
- **In the field of training : self- development and administrative development coach**





# Expectations

Unleash your mind

We are waiting  
for your ideas



# Agreement for quality control



The smile and the effective participation

# Learning Objectives



# Course Objectives

**The goal of this course is to enable you to prepare and deliver more effective presentations.**

When you complete this course you will be able to:

- Apply the four cornerstones method
- Develop and organize presentation content
- Prepare and deliver a more effective presentation
- Use visual aids and supportive materials effectively

# Concepts of effective Presentation



# Definitions

## Presentation

- “Something set forth to an audience for the attention of the mind “

## Effective

- “...producing a desired result”

Source: <http://www.merriam-webster.com>

# Why Are Presentation Skills Important?

Deliver information about your programs and services



Educate the public on specific health issues



Provide opportunities to:

Enlist support for financial and managerial needs



Influence and persuade stakeholders, government leaders, etc.



# Four Cornerstones of a Great Presentation

**Know Your Audience**

**Know Your Purpose**

**Great presentations require you to:**

**Know The Material**

**Know Yourself**



# Method 1: Know Your Audience

Why is it important to know your audience?



**Purpose:** Allows you (the speaker) to determine what and how you should present.

- Demonstrate concern for the audience's interests
- Tailor the presentation to fit the audience's needs

# Audience Profile

Start by creating an audience profile that includes:

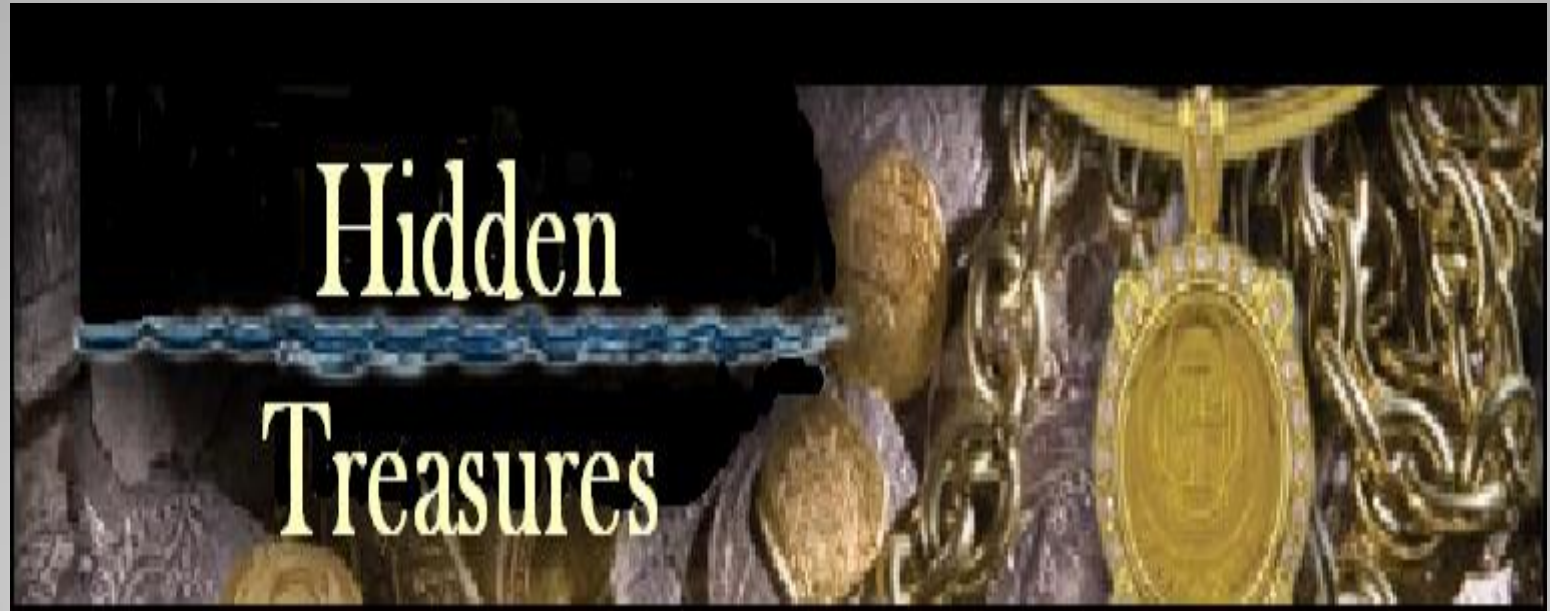
Audience Information	Why?
Roles and Responsibilities	> Use job related examples
Age	> Ensure the use of age appropriate content/materials
Knowledge Base	> Tailor presentation based on knowledge of audience
Learning Styles	> Incorporate all learning styles
Culture	> Use culturally sensitive content/materials
Number of Participants	> Ensure enough materials/handouts are available
Purpose for Attending	> Address the question, what's in it for me (WIFM)?

# Ways to Gather Information about your Audience



- Talk with members of the audience beforehand
- Distribute a survey before the presentation
- Talk with the organizer
- Review evaluations from past presentations
- Get a sense of what the audience is like by attending a presentation
- Ask for information that describes the audience

# Exercise 1: Hidden Treasures



Can you find the hidden treasures?

# Method 2: Know Your Purpose

Why are you doing the presentation?

Decide whether the main purpose of your talk is to...

- Provide information
  - increase awareness
- Change attitudes
  - create emotion
- Build new skills
  - training activities



# Types of Presentations

## Informational Speech

(provide information)

- **Purpose:** Inform the audience about a specific topic or issue

## Motivational Speech

(change attitudes)

- **Purpose:** Interest the audience in your topic and motivate them to take action

## Demonstration Speech

(build new skills)

- **Purpose:** Teach the audience something new

## Extemporaneous Speech

- A person is asked to speak without preparation

# Method 3: Know The Material

- **Research**
  - Use content information from credible sources
- **Data/Statistics**
  - Incorporate data /statistics that is relevant to the audience
- **Resources**
  - Provide some resources that will be helpful to the audience

# Method 4: Know Yourself

Part of knowing yourself as a speaker is knowing...

- a) Your style
- b) Your skills/strengths
- c) Your weaknesses

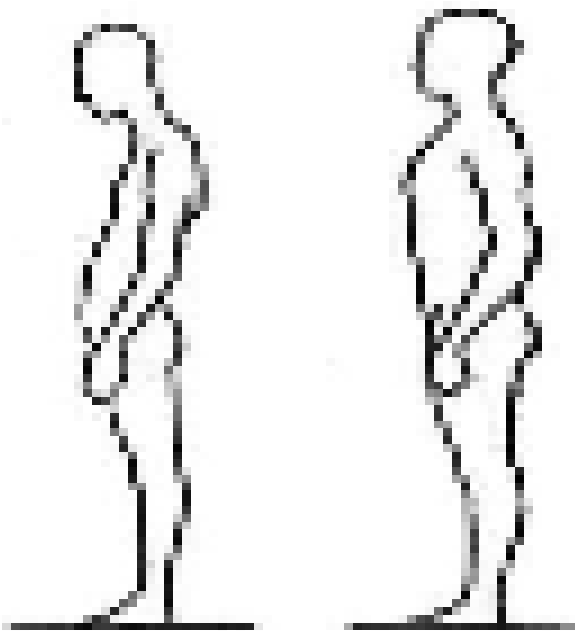


# Communication is Key

Our body language can positively or negatively impact the way we interact with one another.



**What do you think this picture is saying?**



# Communication Techniques

## Eye Contact



- Maintain visual contact with your listeners until they feel “seen.”
- Be sure to make eye contact with everyone, or, when speaking with large groups, with all parts of your audience.

# Communication Techniques



## **Vocal Variety**

Speed – slow to fast

Volume – soft to loud

Pitch – low to high

Enthusiasm – amount of energy

# Communication Techniques

## Stance and Gestures



- Stand with your feet directly below your shoulders (in a comfortable position)
- Make slow gestures to emphasize or illustrate key points

# Communication Techniques



## Pause and Breathe

- Pause and breathe after making a point.
- Breathe from your diaphragm, not from your chest.

# Communication Techniques

## Avoid Filler Words

- Vocalized pauses
- Examples: “um,” “ah,” “uh,”
- Avoid filler words by:
  - Audio taping yourself
  - Asking friends/family to watch and inform you when the word is used
  - Video taping yourself



# PRESENTATION اللقاء

practice

READYOURAUDIENCE

E a r not eye

Short word , Short sentence

Examples

Never be boring

Transitions

Answers questions

Time

Opening and closing

Nervous , stage fright

مارس الخطابة

اقرا الجمهور

خاطب الاذن لا العينين

الجمل القصيرة والكلمات القصيرة

ضرب امثلة

لا تكن مملا

انتقل بسلاسة

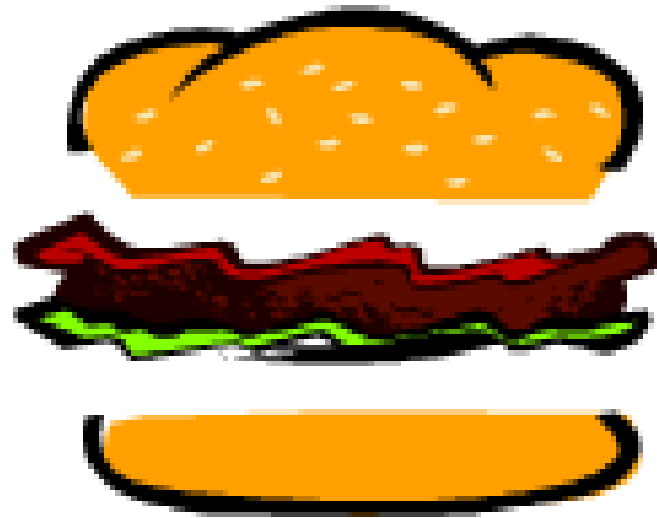
اجب عن الاسئلة

قسم الوقت جيدا

ركز على المقدمة والخاتمة

تغلب على الخوف والعصبية

# Three Parts of a Presentation



**Introduction**



**Body**



**Conclusion**



# Introduction



Capture the interest of the audience by making your opening statement strong.

- Introduce yourself
- Announce the topic
- Justify the topic
- Establish your credibility
- Give the audience a preview statement.

## Exercise 4: What's Your Opening?



Each small group will be given a topic to create a presentation outline.

As a group, create the introduction for the topic given.

# Body



The body is where the bulk of your main points and supporting information are located.

- **Focus on TWO main points**
- Support each main point with facts, evidence and reasons
- Use a variety of learning styles and interactive exercises to help emphasize each main point

## Exercise 5: What's Your Body?



Each small group will be given a topic to create a presentation outline.

As a group, create the body for the topic given.

# Exercise 6: Presentation Styles

What are some ways to keep the audience engaged?

Type of Activity	Large Group	Small Group	Pairs/Threes	Individual
Lecture	✓			
Group discussion	✓	✓		
Question and answer	✓	✓	✓	✓
Case study	✓	✓	✓	
Brainstorm	✓	✓		
Quiz	✓	✓	✓	✓
Game	✓	✓	✓	
Panel	✓	✓		
Debate	✓	✓		
Story	✓	✓	✓	✓
Problem solving		✓	✓	✓
Role-playing		✓	✓	✓
Demonstration		✓	✓	✓

# Learning Styles



Learn best by seeing



Learn best by hearing



Learn best by doing

# Conclusion



Provide the audience with a clear “take-home” message.

- Summarize the main points
- Incorporate a memorable closing or call for action
- Provide a list of resources or references
- Ask participants to fill out the evaluation form
- Allow time for questions and answers

## Exercise 7: What's Your Closing?



Each small group will be given a topic to create a presentation outline.

As a group, create the conclusion for the topic given.



# Visual Aids and Supportive Materials



**Flip Chart**



**White Board**



**Handouts**



**DVD/Video**



**Laptop and LCD Projector**

# Visual Aids and Supportive Materials

## **Tips:**

- Practice beforehand
- Do not obscure the screen
- Ensure all listeners can see the visual aid
- Talk to the audience – not the board or screen
- Have a backup plan just in case the equipment does not work
- Keep the layout simple and with minimum detail

# Questions and Answers



## **Tips:**

- Consider what questions may be asked and prepare the answer ahead of time
- Do not be afraid to say you do not know the answer to the question
- Always be polite when answering questions
- Allow the audience to answer some of the questions – this enhances their experience and allows knowledge sharing

# Methods for Managing Stress

What are some common signs of stress?

## **Tips:**

- Practice and get feedback from friends, co-workers, etc.
- Be realistic and set realistic goals for yourself
- Use relaxation exercises such as deep breathing
- Encourage yourself and avoid self-criticism

# Methods for Managing Stress

## Techniques for managing stress:

- **Progressive Muscle Relaxation** – Isolate one muscle group and creating tension for 8-10 seconds, and then let the muscle relax
- **Mindfulness** – Focus on body sensations and breathing
- **Meditation** – Clear the mind of stressful outside interferences by focusing on a single thing, such as a key word, sound, or image
- **Guided Imagery** – Direct thoughts to a safe, comfortable place free of stress such as a beach or garden
- **Humor Therapy** – Use the power of smiles and laughter to aid healing.

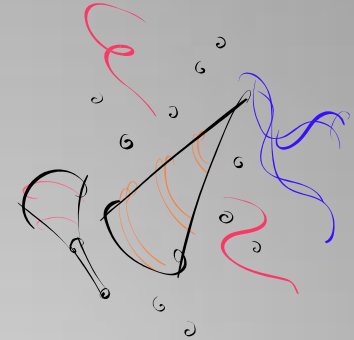
## **To become a better speaker, use the following strategies:**

1. Plan appropriately.
2. Practice.
3. Engage with your audience.
4. Pay attention to body language.
5. Think positively.
6. Cope with your nerves.
7. Watch recordings of your speeches






# Congratulations!



Now you have completed this course, you should be able to:

- Apply the four corner stones method
- Develop and organize presentation content
- Prepare and deliver a more effective presentation
- Use visual aids and supportive materials effectively



**Thank you for attending and  
participating and I hope you Great  
success in the future of your days,  
God willing**

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