



Presentation Skills

≡ Introduction

≡ Presentation Design

≡ Interactivity

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Introduction



Presenting information clearly and effectively is a key skill in getting your message across.

Today, presentation skills are required in almost every field, and most of us are required to give presentations on occasions.

Improving these skills will help you deliver effective and engaging presentations to a variety of audiences.

CONTINUE

This course will cover:

- Guidelines for designing effective presentations
- Easy ways to add interactivity to your presentations
- Techniques for impactful presentation delivery
- Available tools and resources

CONTINUE

Scenario

Click the play button below to view a short video. You must watch the video to move forward in the course.





Imagine This...



Complete the content above before moving on.

Presentation Design

Let's review one of Joan's slides below.



Note: You can click on the image to enlarge it.

BARRIERS

1 Trust- Effective relationships are the foundation of collaboration. Without trust, effective collaboration is nearly impossible. For me to ask you to do something, I have to believe, to trust, that you'll respect my request and do it correctly. I also have to believe that you trust that I'll do my part correctly, too. Without this, we end up doing all the work ourselves or waste time double checking every detail of each other's work.

2 Attachment- This means you're so invested in your own ideas that the separation between your ego and your ideas has disappeared. This happens to all of us. We love our own ideas. Well, advocating for your perspective is good, but we can get too attached. When we're too attached, it gets hard to think that there could be another perspective that's as useful as ours. It can also create an us versus them environment and if others question our ideas or make suggestions for change, it can feel like a rejection of yourself, making you much more likely to be defensive which is not good for collaboration.

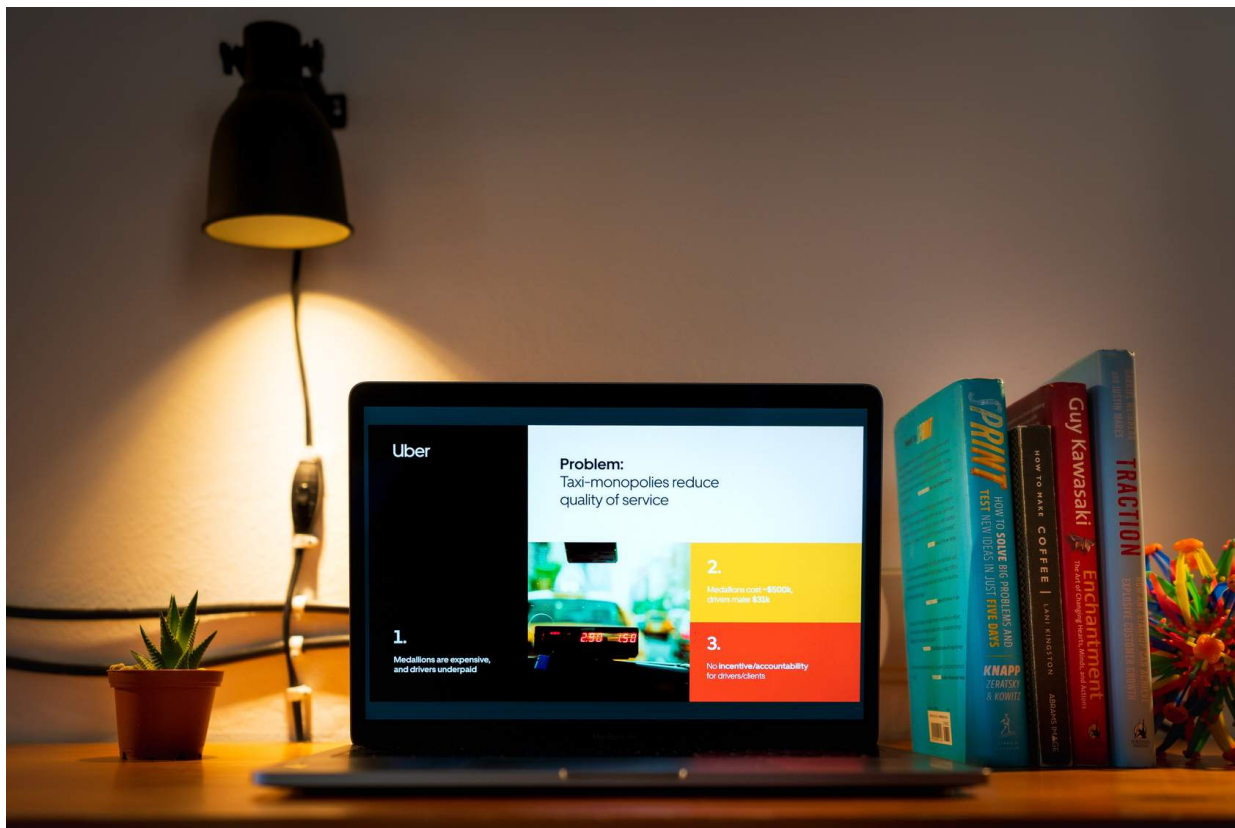
3 Clarity and alignment- To collaborate effectively the end goal must be clearly understood and it has to be understood by everyone on the team. Ask everyone to grab a piece of paper and write down what they think the goal is, why you're collaborating. Then, crumple up each piece of paper, place them in the middle, and read aloud each response. Are they all the same? Probably not. I've done this hundreds of times and have rarely seen alignment. This doesn't mean that your project is doomed. Actually, this is a good thing because clarity and alignment is something you can fix.



Do you think this is an effective slide?

How would you improve it?

CONTINUE

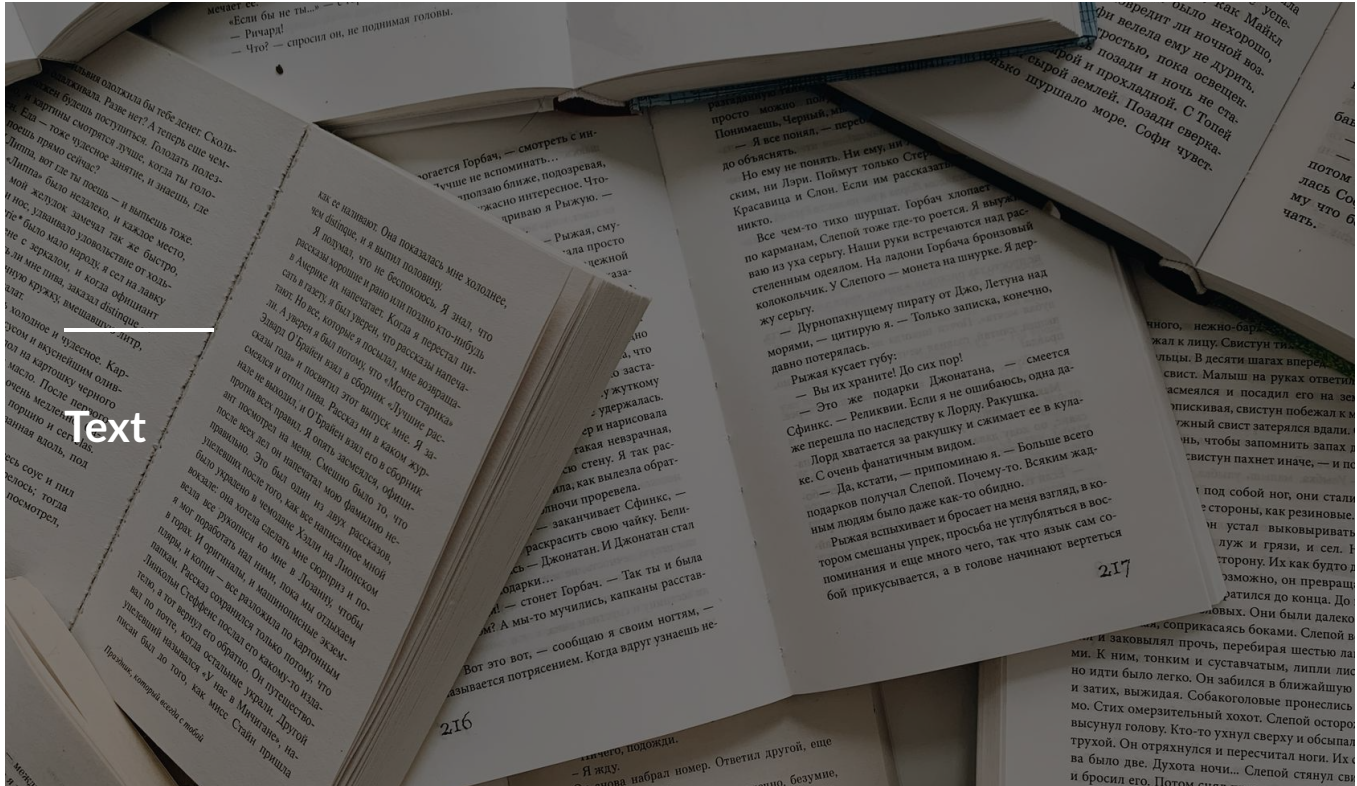


The Holy Grail of PowerPoint

There are two basic rules to keep in mind when creating a PowerPoint presentation: It must be **visually engaging** and it must be **clear**.

Let's review specific guidance that can help you with designing your PowerPoints.

CONTINUE



Tips on Text

Click the play button below to view a short video. You must watch the video to move forward in the course.



You want your presentation to complement the speaker, not to repeat word for




Complete the content above before moving on.

How Do We Fix It?

Focus on keywords – the most **important concepts** or **ideas** that you want your public to take with them. People have limited capacity for retention, and focusing on key points will make your presentation easier to digest. Make your slides clean, simple and visually engaging.

CONTINUE



Animations

As a general rule, too many animations are an easy way to make your PowerPoint look unprofessional and outdated. When every single element in a slide is animated, it's distracting (and even tiring) for your audience.

CONTINUE

How Do We Fix It?

The key to work with animations without overusing them is to give them an emphasis purpose. Think of animations as a highlighter. It makes little sense for you to highlight every single word on a page.

CONTINUE





Color

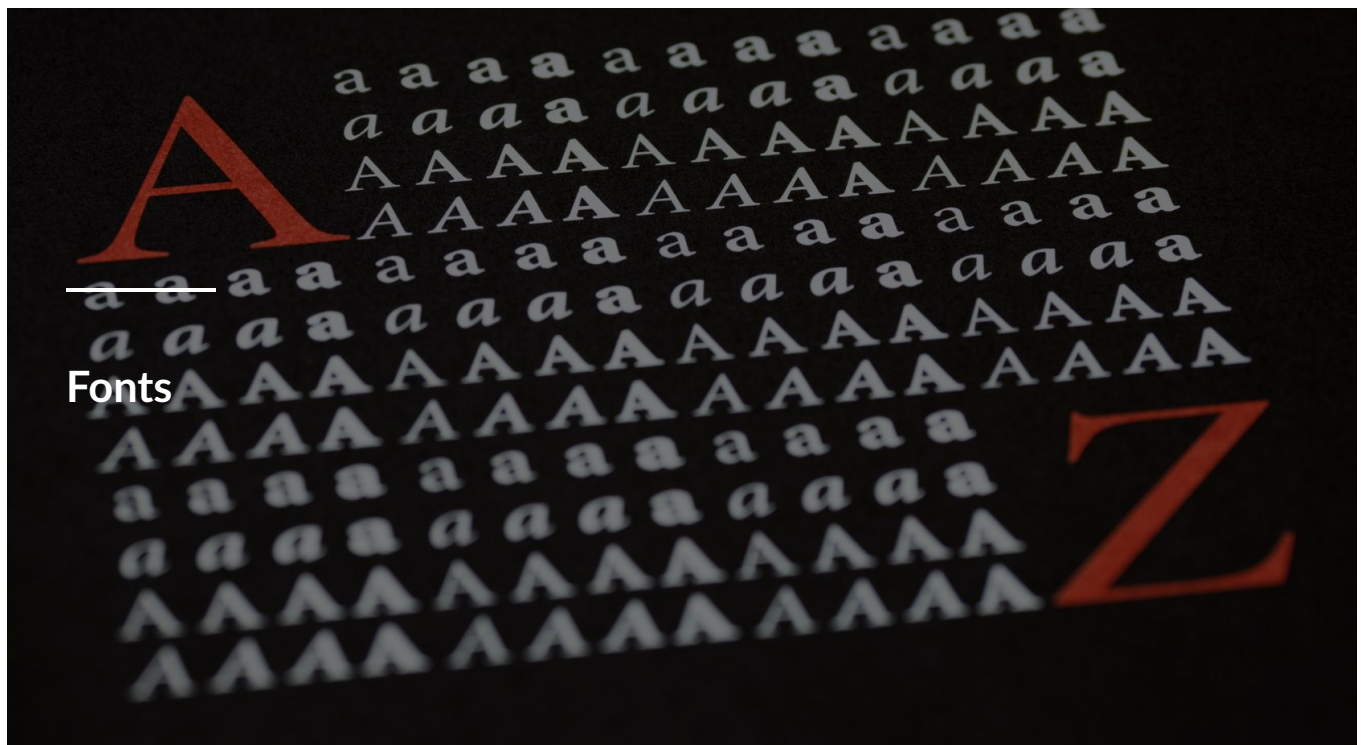
Strive to make your presentation easy to read. Loud, bright colors like orange or lime green are probably not the best choices for a presentation.

CONTINUE

How Do We Fix It?

Use **high contrast** such as **black** or dark blue against white or vice versa. Your PowerPoint will have a more professional look if you pick a color palette. For Teva presentations, start with the Teva PowerPoint Template. Teva's specific brand color palette is built in – making your job easier!

CONTINUE



Over-stylized fonts can also be a problem, especially those that imitate italics. Font that has too little space between the letters is probably not the best choice.

CONTINUE

How Do We Fix It?

Use font styles like **Arial** and **Calibri** for the most professional look. Refer to the Teva brand template for guidance on font styles. In general, font size should never go below 20 pts. The easiest way to see if your font size is good enough is to go to the farthest possible point of the room where you'll be giving your presentation in. You should still be able to read it easily.

CONTINUE



Graphics

Too many images can also be distracting to the public, especially if they overlap.

CONTINUE

How Do We Fix It?

When considering several images, ask yourself if you really need all of them, or if one can stand for some of the others as well. Choose images that make sense with the topic you are discussing on the slide.

CONTINUE



Rule of Thirds

The rule of thirds is a composition guideline that places your **subject in the left or right third of an image**, leaving the other two thirds more open. While there are other forms of composition, the rule of thirds generally leads to compelling and well-composed shots (or, in our case, slides).

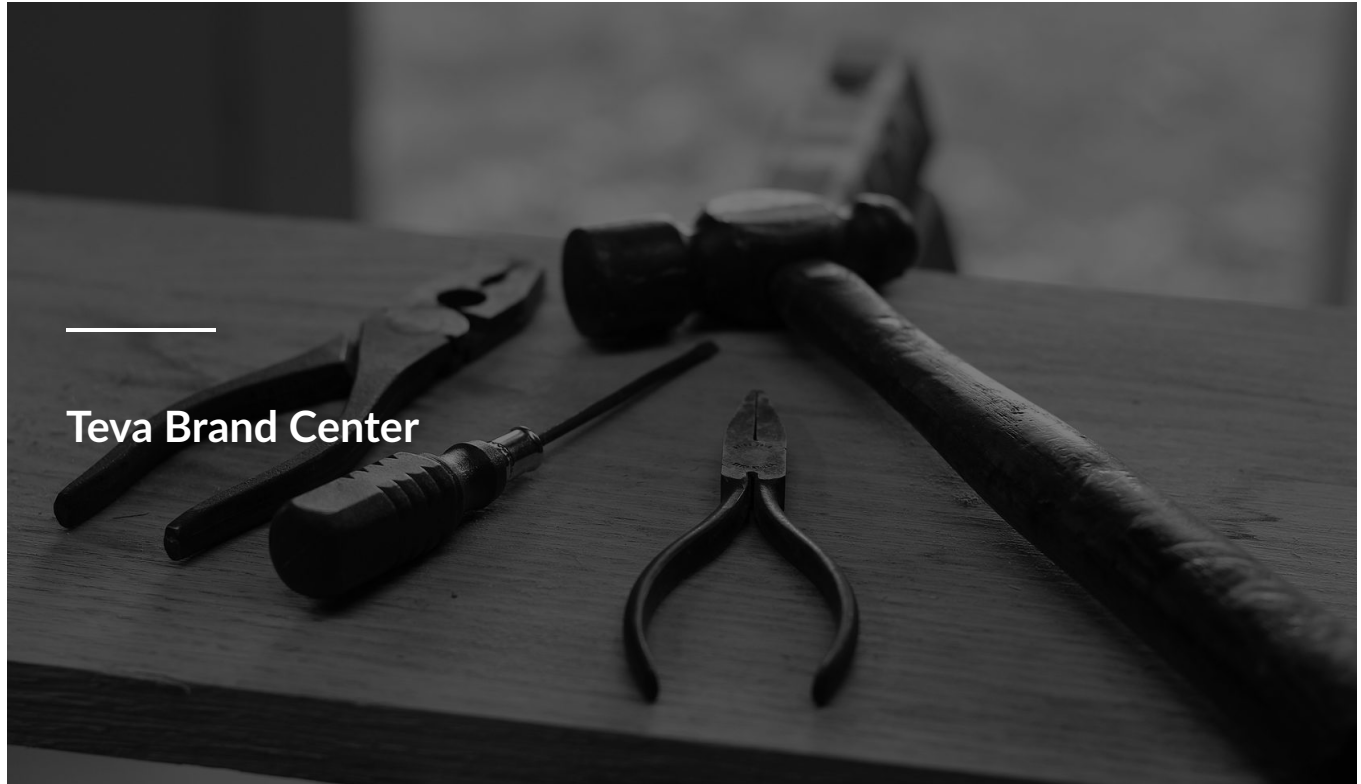
In PowerPoint, your canvas should be divided into thirds or 9 equal parts. The focal points of your design should then be placed along the lines or intersections that make up these parts.

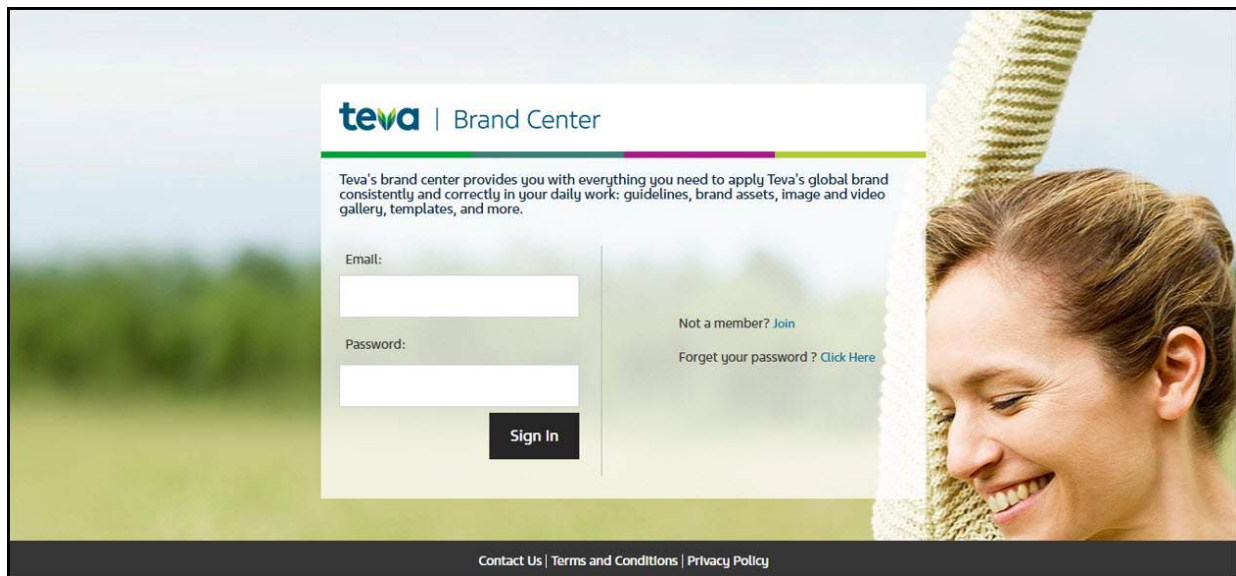
CONTINUE

How Do We Fix It?

Use the ruler, gridlines and drawing guides to align elements. Activate these tools by check marking them in the 'View' tab.

CONTINUE





Teva has a fantastic brand template to guide your color, font and layout choices.

You can find the most up-to-date template on the [Teva Brand Center](#).

The brand center also contains logos, branded imagery, templates and guidance for any materials you may need to create.

Please be aware that when you first access the link to the Brand Center, you will need to register in order to gain access; it takes a couple days to get approved through IT.

CONTINUE

Scenario

Click the play button below to view a short video. You must watch the video to move forward in the course.



Making Improvements



Complete the content above before moving on.

Review Joan's redesigned slide below.

Barriers to Collaboration

- **Trust** - Effective relationships are the foundation of collaboration
- **Attachment** - separate ego and ideas
- **Clarity and alignment** - clearly understood end goals



What's different?

Where do you see the principles of good presentation design incorporated?

CONTINUE

Interactivity

Scenario

Click the play button below to view a short video. You must watch the video to move forward in the course.



Better, but...



Complete the content above before moving on.



Interactive presentations allow you to go from talking to your audience to *talking* with them.

Neuroscience research shows that by using interactive presentations, your audience immediately has the motivation to stay engaged and participate.

Let's walk through some ways you can add interactivity into your presentations. This will help us provide some suggestions to Joan on how to make her deck even better.

CONTINUE



Icebreakers

Ice Breakers help create rapport with your audience by helping them to get to know you a little better, and get to know each other as well.

If you're presenting in a small group setting or workshop, you can easily go around the room and have everyone share a bit about themselves.

If you're speaking with a larger audience, have your audience introduce themselves or pose a couple questions to their neighbor.

You can also try playing a fun ice breaker game, like the rose and thorn activity you see below.

Ice Breakers



Your Rose:

What is one thing that you accomplished this week that you are proud of?

Your Thorn:

What is one thing that didn't go well for you this week? How do you plan to improve it?



teva

CONTINUE

Audio, Video & Music

-
- You don't have to be the only one talking during your presentation. Embed a video or some audio clips into your slides to switch up your audience's focus.
 - Using music or sound effects will naturally perk the audience up. Music is a great way to bond with the audience as it evokes emotion and can help them to recall presentation ideas.

CONTINUE



One undeniable strategy for drawing your audience into your presentation is to tell them a story.

A good story helps to create an immersive effect, bringing your audience in and making them feel like they're a part of your presentation. It taps into their emotions, causing them to hang onto your words, making your presentation much more memorable in the long run.

Think about the **story** we've been weaving through our training today – right now you are helping Joan **prepare** and **deliver** an effective **presentation**.



Even if your topic covers a lot of data, facts and statistics, your speech doesn't have to be dry.

Scientific storytelling can be used to explain highly complex topics and make it understandable and accessible to everyone.

Want to learn more? Check out the scientific storytelling resources we have available by clicking the button below:

Scientific Storytelling Resources

LGI SHAREPOINT

Narrative Arc Template

TEMPLATE

Narrative Arc Structure

Effective stories follow narrative arc structure. Click through the step process below to learn more.

Step 1

Initial Situation/Introduction



First, set the stage by providing background information on the initial situation.

Step 2

Problem



Next, explain or show the problem.

Step 3

Solution



Discuss potential solutions to the problem and how your character goes through the process of selecting the best one(s).

Step 4

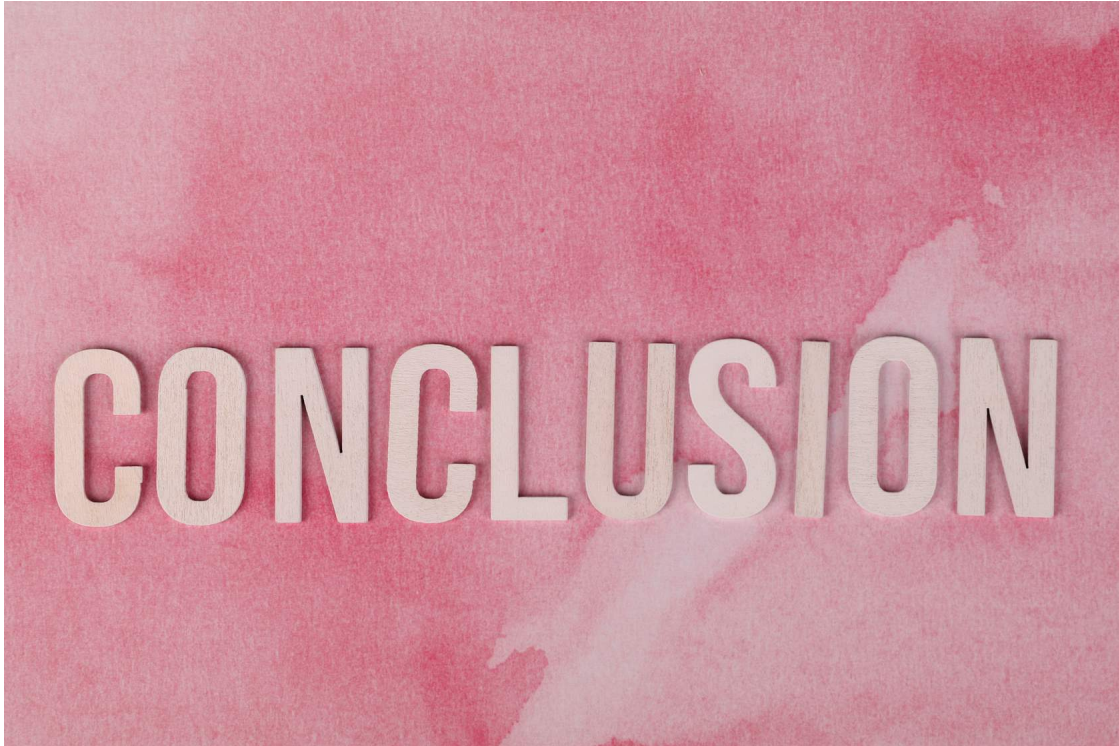
Implementation



Demonstrate how your character implements the solution(s) in the context of the story.

Step 5

Conclusion



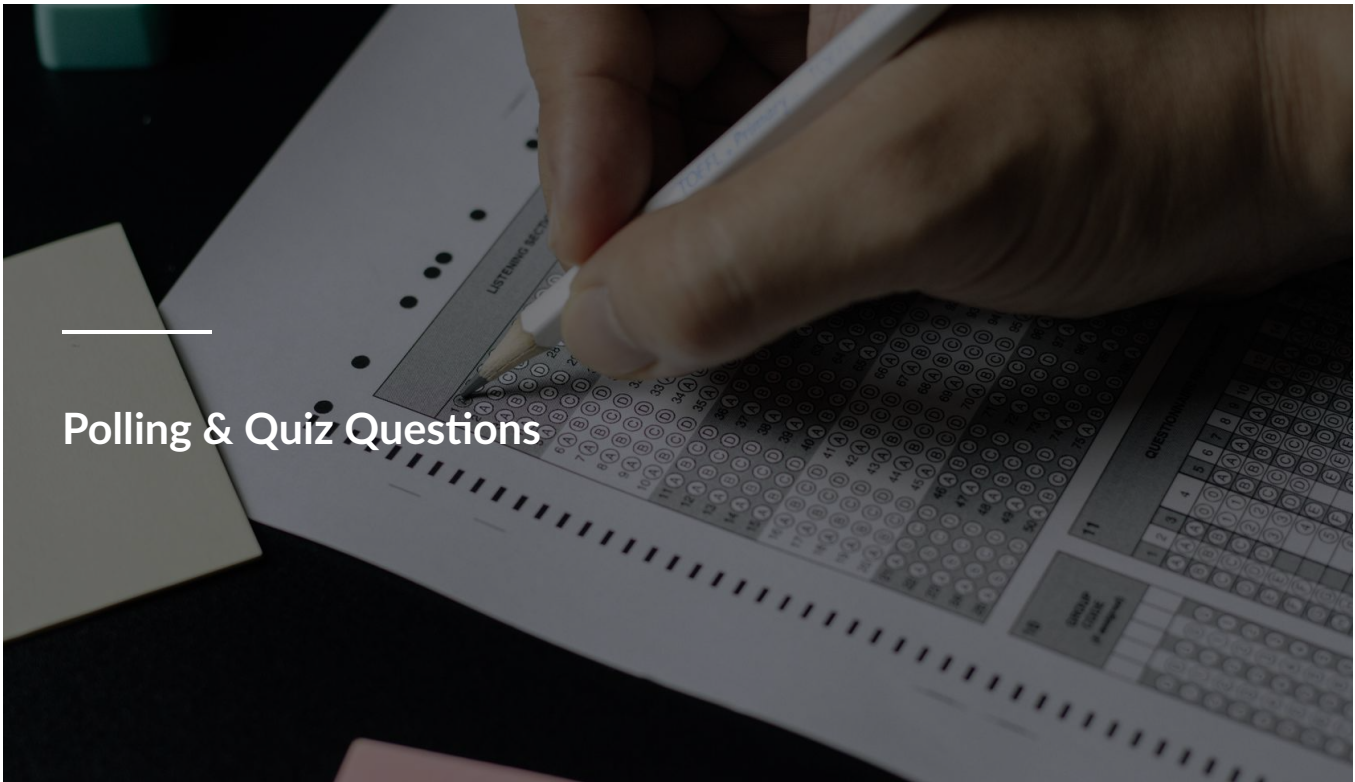
Finally, create a conclusion by describing the final outcomes.

Check out the resource below that can help you structure your stories and become an even more **amazing** storyteller:

Narrative Arc Template

TEMPLATE

CONTINUE

A close-up photograph of a hand holding a white pencil, about to mark a bubble on a multiple-choice test form. The form has several rows of questions, each with four bubbles labeled A, B, C, and D. The hand is positioned over one of the bubbles. The background is dark, and a yellow sticky note is visible on the left side of the frame.

Polling & Quiz Questions

If you want to get your audience thinking and debating, then a poll question can spark some lively back and forth discussion. Talk through answers to see what the consensus is or where your audience differs on opinion. [How to make a poll in Microsoft Teams.](#)

These can also be "just for fun" with the intention of recapturing the attention of your audience after a break, such as in the example below.

What is the best brand of ice cream?



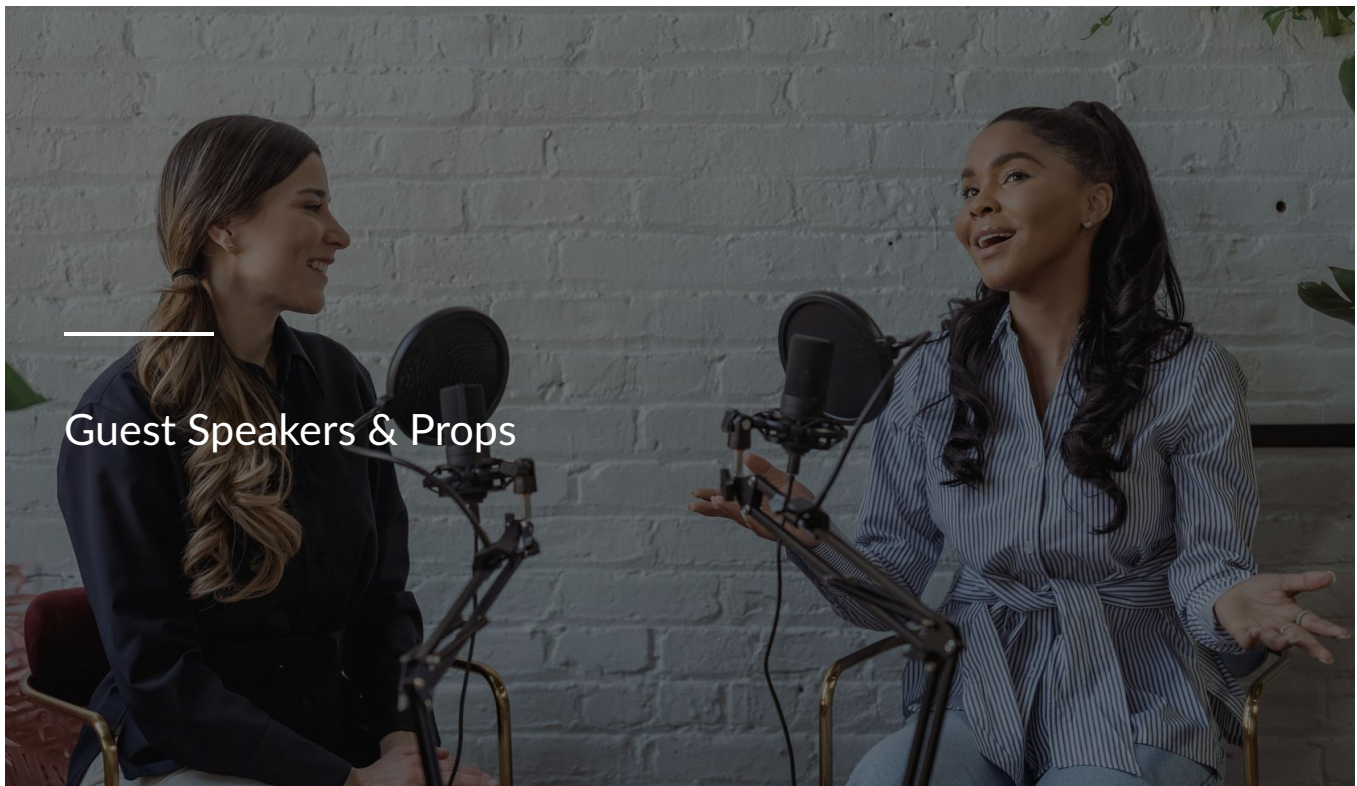
-
- ☐ Ben & Jerry's
 - ☐ Turkey Hill
 - ☐ Halo Top
 - ☐ Breyers
 - ☐ None of the above

SUBMIT

A quiz competition is an amazing way to have some fun with your audience. The quiz can be used both for educational purposes such as a test, but also just to have a game of trivia.

Testing your audience's knowledge in this way will mean they are more relaxed and also reinforce what they have just heard and learned.

CONTINUE

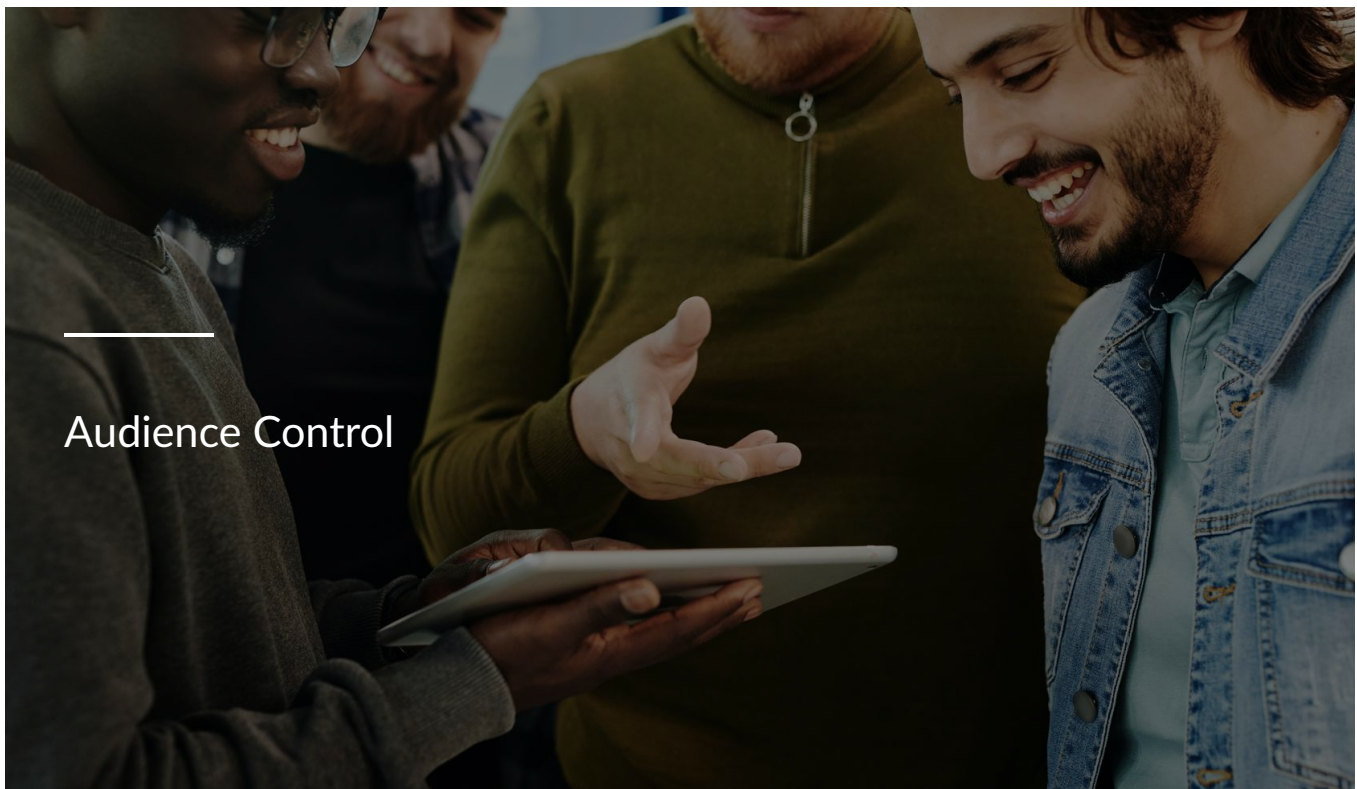


Inviting people as **guest speakers** is a great way to change the topic, get a new perspective and switch up the presenting style

helping to re-engage your audience.

- Using appropriate **props** to demonstrate or reinforce your point will make the presentation more interesting. Watch this [video clip](#) for a very memorable example of Bill Gates using a prop.

CONTINUE



Have you ever wanted to hit rewind during a presentation? Your audience will appreciate the opportunity to revisit material covered – so give them control by putting slides into their hands prior to the presentation and shortly after completion. This will also help your audience understand the material better and prepare questions.

- Help make up for different time zones, busy schedules, and language and work style differences by planning ahead.
- Be sure to distribute materials at least 24 hours in advance so participants have time to review any relevant materials.
- When your presentation is over, upload your materials to a centralized location, such as a SharePoint site.
- Send a follow-up communication thanking your audience for attending; provide the link to the materials so the audience can refer back to them.

CONTINUE

Q&A



Put together a few slides where you're asking your audience questions throughout your presentation.

Before you move onto the next section, ask your listeners what they think first.

For example:

What are some ways **you** will **add interactivity** to your **presentations** in the future?

CONTINUE

Scenario

Click the play button below to view a short video. You must watch the video to move forward in the course.





Ready for the run-through




Complete the content above before moving on.

Effective Delivery

Effective delivery shows your audience that you have researched and understand your topic. Let's look at some techniques you can use to help you clearly communicate your ideas and messages to the audience.

CONTINUE



Interactive Delivery

Your slide deck is not the only vehicle for adding interactivity into your presentation.
You can also add it through your delivery style.



Humor

Showing your personality and sense of humor can lighten the mood and build a good rapport with the crowd.

The audience is more likely to remember you if you make them laugh and in turn remember your ideas and key points.

Eye Contact

The power of good eye contact can never be underestimated. It gives you a strong stage presence and can help to effectively deliver your point.

Try to connect with each section of the audience. Avoid staring at one person – it will make the presentation feel awkward and you will look nervous.

Establishing and maintaining eye contact gives it a much more personal and intimate feel as if you are talking directly to that person.

If you are presenting virtually, make sure you put your camera on so the audience can connect with you.





Body Language

Your gestures and body posture are particularly significant to the air you give off and the influence you have.

Making sure you are visible and not hiding behind a stand is obvious, but something that many nervous presenters do.

You need to create a connection with them and standing strong will make you seem more confident and in control, automatically engaging the audience.

Gestures that reach out to the audience and techniques such as moving around on stage command the audience's attention.

CONTINUE

Vocal Variety



How you say something is just as important as the content of your speech – arguably, more so.

For example, if an individual presented on a topic very enthusiastically the audience would probably enjoy this compared to someone who covered more points but mumbled into their notes. Here are some key points to keep in mind:

- **Volume:** Speak loudly without shouting. You can do a microphone check or ask the audience if there are any issues prior to starting the presentation.
- **Pitch:** Adapt your voice depending on what you are saying – if you want to highlight something then raise your voice or lower it for intensity. Communicate emotion by using your voice. Raise your pitch when asking questions and lower it when you want to sound severe.
- **Tone:** Avoid speaking in monotone as you will look uninterested and the audience will lose interest. Sound enthusiastic – the more you sound like you care about the topic, the more the audience will listen. Smiling and pacing can help with this.
- **Rate:** Take time to pronounce every word carefully. Take pauses to take breaths and give your audience a chance to digest your words. Speak at a pace that is easy to follow. If you are too fast or too slow it will be difficult for the audience to understand what you are saying, which is frustrating. Subtly fasten the pace to show enthusiasm and slow down for emphasis, thoughtfulness or caution.


Vocal Preparation

Prior to the presentation, prepare your vocal cords.



- Read aloud a book that requires vocal variety, such as a children's book.
- Avoid dairy and eating or drinking anything too sugary beforehand as mucus can build-up leading to frequent throat clearing.
- Don't drink anything too cold before you present as this can constrict your throat, which affects vocal quality.
- Prepare to have tepid drinking water on hand to help with throat dryness during your presentation.
- Try a warm cup of tea beforehand to relax the throat.

CONTINUE



Strategies for Effective Delivery

Click each tab below to review some strategies that can help you deliver effective presentations.

Research Your Audience

Knowing the needs of your audience can help you tailor your presentation to target their interests and explain how what you are presenting can be of use in their specific situation.



Use Effective Content Structure —

The classic effective content structure format is:

“Tell them what you're going to say, say it, and then tell them what you told them.”

Opening – Your opening should be something that makes an emotional connection with the audience. It can be a story, a question, or a shocking statistic.

Body – Try to stick to your three most important points. It's more important to engage the audience than to tell them everything you know. You will need to leave some information out, but it is likely that what you don't cover in the presentation will come up when you take questions. Keep your outcome in mind. You don't have to write out your presentation word for word (or worse, memorize it) if you just remember to keep going back to your main points and working toward your desired outcome. Be prepared to present both sides of an issue. You'll appear more credible if you acknowledge your competitors or any opposing arguments.

Closing – The closing of your presentation is the last opportunity you have to give your audience something that will stick in their minds. You can go back to your opening or end on a clever slogan or a call to action.

Practice —

Practice, practice, practice...but don't memorize.

Starting to rehearse your presentation about a month in advance. You can talk into a mirror, talk to a wall, or ask family members or friends to listen.



Reframe —

Calm your nerves by changing the word 'presentation' to 'conversation' when thinking about your big day.



Communicate Confidence —

Avoid hyper rewriting, restructuring mode right up to your presentation. You really need time to start getting into relaxation mode to communicate confident energy, so stop working on it and take a couple of days to relax before your speech.



Complete the content above before moving on.

Scenario

Click the play button below to view a short video. You must watch the video to move forward in the course.



Rehearsal



Complete the content above before moving on.

Conclusion

Key Take-Aways

- Great presentations are simple, clear and visually engaging
- Interactivity motivates your audience to stay engaged and participate
- How you say something is just as important as what you say
- Communicate confident energy -prepare, practice, then relax before you deliver

CONTINUE

Resources

Here are some additional resources to continue learning about presentation skills.

- [Effective Scientific Presentations](#)
- [Inc.com: How to Improve Your Presentation Skills](#)

- [Micro-skills to Maximize Virtual Meetings](#)
- [Learn.Grow.Inspire \(Presentation Skills\)](#)
- [Linked In: Great speaking skills are a must-have](#)
- [Linked In: Storytelling](#)
- [TevaGrow: Presentation Skills](#)

CONTINUE

Contacts

Training Team

For technical questions surrounding eLearning content

CONTACT TRAINING



Congratulations!

You have completed the course. Click the **X** in the upper right-hand corner of your browser window to exit.