

Faculty of Liberal Arts & Professional Studies  
Internationally Educated Professionals Bridging Program



# Professional Communication in a Canadian Context

## Presentations



redefine THE POSSIBLE.





# Objectives

- To recognize the steps in preparing a presentation
- To understand the key elements of a presentation
- To identify delivery techniques
- To prepare for the unexpected



# Key elements of a presentation

- Connection
- Content
- Confidence



# Activity – Present yourself!

Work with a partner

Group A: You are new to the IEP program, meeting a classmate in the Business Law & Ethics class.

Group B: You have recently completed the IEP program, meeting a potential employer.



# Connection

The key to a great presentation  
is connecting with your  
audience!





# Connection

## Know your audience

- Relationship
- Purpose
- Interests
- Needs
- Benefits
- Motivation





# Connection

## Know your audience - strategies

- Create a profile
- Contact administrative assistants
- Research distribution lists
- Compare notes with colleagues
- Check web sites
- Call participants



# Connection

## Set an Audience-focused Goal

My presentation will be successful if my audience

- understands a new process
- follows my advice
- gives me approval
- hires my services
- purchases my product



# Content

Use a 4-step DROP approach:

D ump all ideas onto paper

R esearch materials

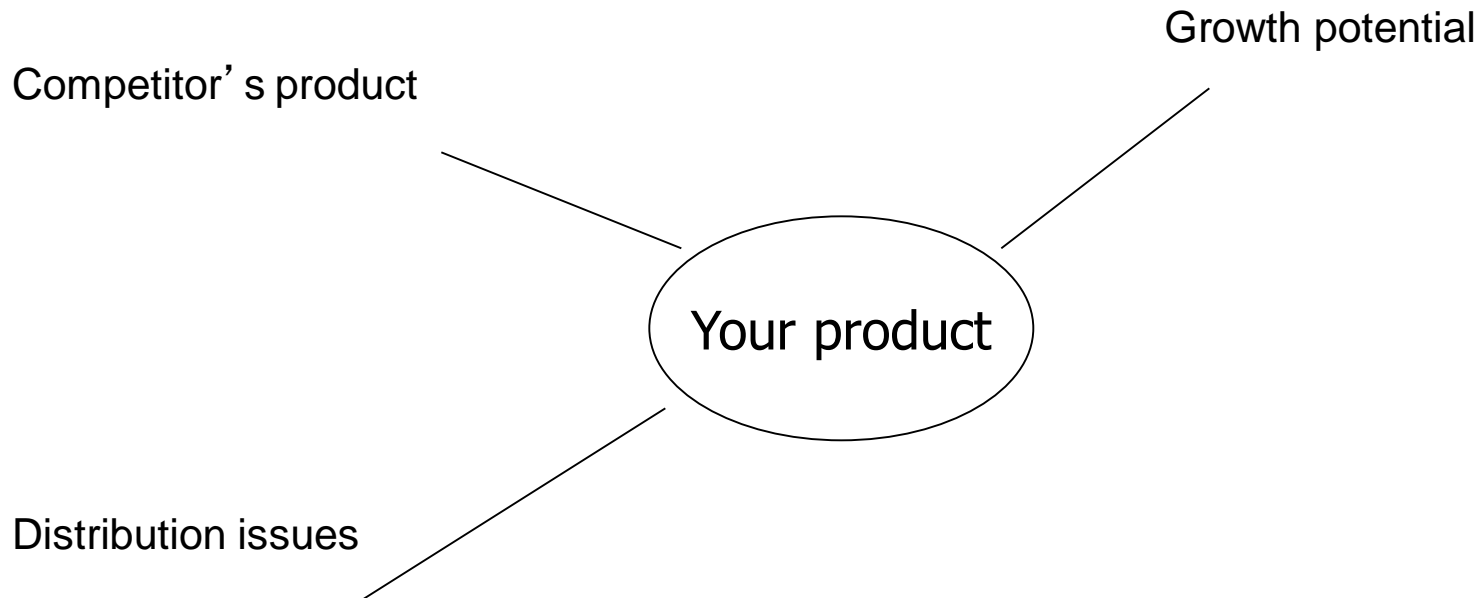
O rganize, edit, make notes

P ractise, practise, practise



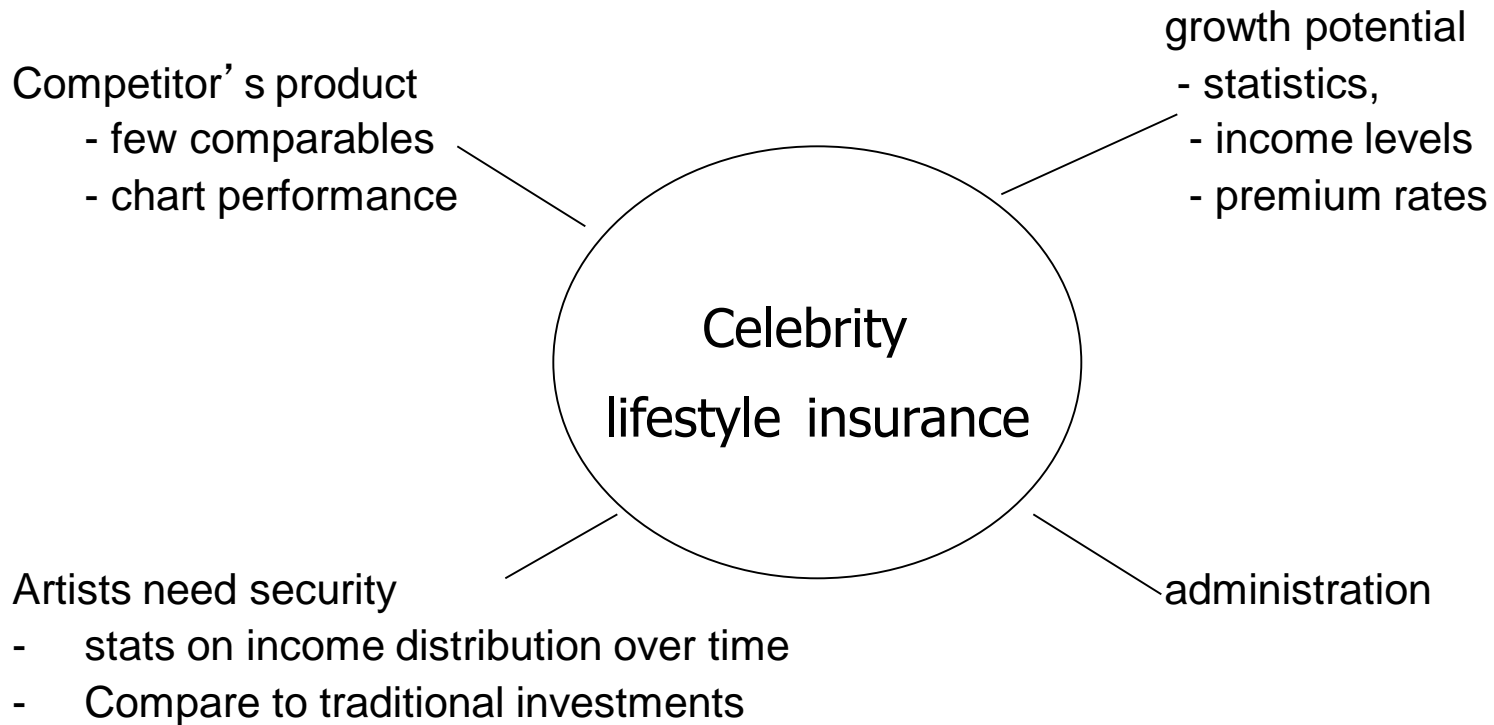
# Content

Dump all ideas onto paper



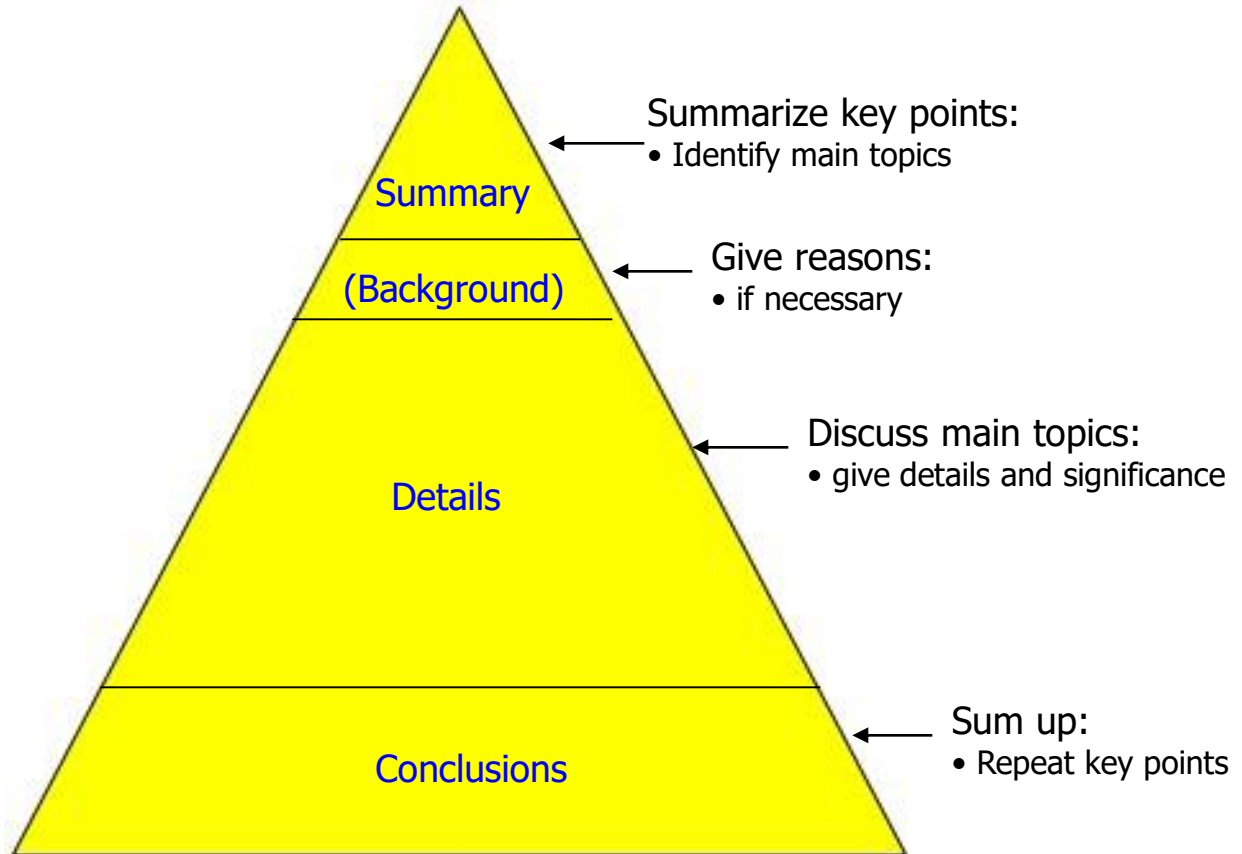


# Content: Research your material





# Presentation structure





# Content

## Always Add Value

- Start strong
- Create logical flow
- Emphasize benefits
- Personalize the material
- Come to a conclusion



# Content

## Powerful Openers

- Today, I'm going to tell you why Celebrity Insurance will be your newest source of revenue growth...
- I'd like to share with you today how the new tax laws will affect multi-employer pension plans. We will be discussing...
- In today's meeting, I will outline the key contributions that each department is expected to make toward 3<sup>rd</sup> quarter earnings.



# Content

## Provide background if necessary

- Why your product/idea/information is special
- What makes you different
- How you can help
- Why this is necessary



# Content

## Create logical flow

- Use “lead-ins”
  - “Now let’s look at how the new process will increase efficiency by 20%”
- Show logical connections between points
  - “for example” “as a result” “on the other hand”
- Make figures meaningful
  - “the high levels of x in this table indicate ...”
- Adjust language to audience
  - Jargon, acronyms, technical terms, level of detail



# Content

## Personalize the material

- Anecdotes
- Examples
- Imagery
- Comparisons
- Humour



# Content

## Emphasize benefits

- Reduced rate of error
- Increased productivity
- Cost savings
- Efficiency
- Improved morale



# Content

## Make PowerPoint your friend

- Discuss your material; don't read it
- Use a readable format (6 x 6 rule)
- Add captions to graphs or charts
- Use graphics wisely



# The Opportunity to Build the Financial Future You Want

World Wide Investments offers a broad range of investment products to address your specific needs for protection, growth and flexibility:

- Venture Forth Funds – a varied set of investments including mutual funds, equity and bonds designed to focus on providing protected capital while also offering the potential to grow your wealth.
- Venture VIP – a varied set of investments including mutual funds, equity and bonds as well as life insurance, designed to focus on death benefit protection on two lives while also offering the potential to grow your wealth.
- Venture VIP Accumulator – a varied set of investments designed to focus on aggressive cash accumulation potential while also providing some protected capital.



# Help Your Clients Build their Financial Future

World Wide Investments offers your clients protection, growth and flexibility through:

- Venture Forth Funds
- Venture VIP
- Venture VIP Accumulator



# Help Your Clients Build their Financial Future

- **Venture Forth Funds**
  - death benefit protection on one life;
  - potential to grow wealth.
- **Venture VIP**
  - death benefit protection on two lives;
  - potential to grow wealth.
- **Venture VUL Accumulator**
  - aggressive cash accumulation potential;
  - death benefit protection on one life.



# Can anyone read this?

**The Venture Portfolio Options**  
 Below is a listing of the underlying Venture portfolios grouped in terms of risk and reward.  
 Each of these five asset classes is color-coded to correspond with the individual portfolios which appear on the following pages.

	Potential Risk/Return	Venture Portfolio	Asset Manager
<b>Aggressive Growth</b>	High	Internet Technologies Trust	Munder Capital Management
		Pacific Rim Emerging Markets Trust	Manufacturers Adviser Corporation
		Telecommunications Trust	INVESCO Funds Group, Inc.
		Science & Technology Trust	T. Rowe Price Associates, Inc.
		International Small Cap Trust	Founders Asset Management LLC
		Health Sciences Trust	T. Rowe Price Associates, Inc.
		Aggressive Growth Trust	A I M Capital Management Inc.
		Emerging Small Company Trust	Franklin Advisors, Inc.
		Small Company Blend Trust	Capital Guardian Trust Company
		Small Cap Index Trust	Manufacturers Adviser Corporation
		Dynamic Growth Trust	Janus Capital Corporation
		Mid Cap Growth Trust	INVESCO Funds Group, Inc.
		Mid Cap Opportunities Trust	Putnam Investment Management, LLC
		Mid Cap Stock Trust	Wellington Management Company, LLP
		All Cap Growth Trust	A I M Capital Management Inc.
Financial Services Trust	Davis Selected Advisers, LP		
Overseas Trust	Fidelity Management & Research Company		
International Index Trust	Manufacturers Adviser Corporation		
International Stock Trust	T. Rowe Price International, Inc.		
International Value Trust	Templeton Investment Counsel, Inc.		
Capital Appreciation Trust	Jennison Associates LLC		
<b>Growth</b>	Medium-High	Strategic Opportunities Trust*	Fidelity Management & Research Company
		Quantitative Mid Cap Trust	Manufacturers Adviser Corporation
		Mid Cap Index Trust	Manufacturers Adviser Corporation
		Global Equity Trust	Putnam Investment Management, LLC
		Strategic Growth Trust	MFS Investment Management
		Growth Trust	SSGA Funds Management, Inc.
		Large Cap Growth Trust	Fidelity Management & Research Company
		All Cap Value Trust	The Dreyfus Corporation
		Capital Opportunities Trust	MFS Investment Management
		Total Stock Market Index Trust	Manufacturers Adviser Corporation
		Quantitative Equity Trust	Manufacturers Adviser Corporation
		Blue Chip Growth Trust	T. Rowe Price Associates, Inc.
		Utilities Trust	MFS Investment Management
		Real Estate Securities Trust	Cohen & Steers Capital Management, Inc.
		Small Company Value Trust	T. Rowe Price Associates, Inc.
Mid Cap Value Trust Trust	Lord, Abbett & Co.		
<b>Growth &amp; Income</b>	Medium	Value Trust	Miller Anderson & Sherrerd, LLP
		500 Index Trust	Manufacturers Adviser Corporation
		Equity Index Trust**	Manufacturers Adviser Corporation
		Tactical Allocation Trust	Brimson Advisors, Inc.
		Fundamental Value Trust	Davis Selected Advisers, LP
		Growth & Income Trust	Wellington Management Company, LLP
		U.S. Large Cap Value Trust	Capital Guardian Trust Company
		Equity-Income Trust	T. Rowe Price Associates, Inc.
		Income & Value Trust	Capital Guardian Trust Company
		Balanced Trust	Manufacturers Adviser Corporation
<b>Income</b>	Medium-Low	High Yield Trust	Miller Anderson & Sherrerd, LLP
		Stippled Bond Trust	Salomon Brothers Asset Management Inc.
		Global Bond Trust	Pacific Investment Management Company
		Total Return Trust	Pacific Investment Management Company
		Investment Quality Bond Trust	Wellington Management Company, LLP
		Diversified Bond Trust	Capital Guardian Trust Company
		U.S. Government Securities Trust	Salomon Brothers Asset Management Inc.
<b>Conservative</b>	Low	Money Market Trust	Manufacturers Adviser Corporation
		Fixed accounts: 1, 3, 5, 7-year (All fixed accounts are not available in all products or in all states. Please refer to the prospectus.)	Manufacturers Adviser Corporation
		<b>Lifestyle Trusts</b>	Manufacturers Adviser Corporation
		Lifestyle Aggressive 1000	
		Lifestyle Growth 820	
		Lifestyle Balanced 640	
		Lifestyle Moderate 460	
		Lifestyle Conservative 280	

\*Formerly Mid Cap Blend Trust.  
 \*\*Available for life insurance policies issued prior to May 1, 2000. Not available in Venture Annuities.  
 Stocks of small cap or small emerging companies may have less liquidity than larger companies and may be subject to more price volatility and risk than the overall stock market.  
 Portfolios that invest in international stocks involve risks not associated with investing in United States stocks, such as currency and political risks, differences in accounting and limited availability of information.



# Is this meaningful?

## Two Ways Venture SPVL Can Potentially Turn Your Premium Into a Significantly Larger Death Benefit

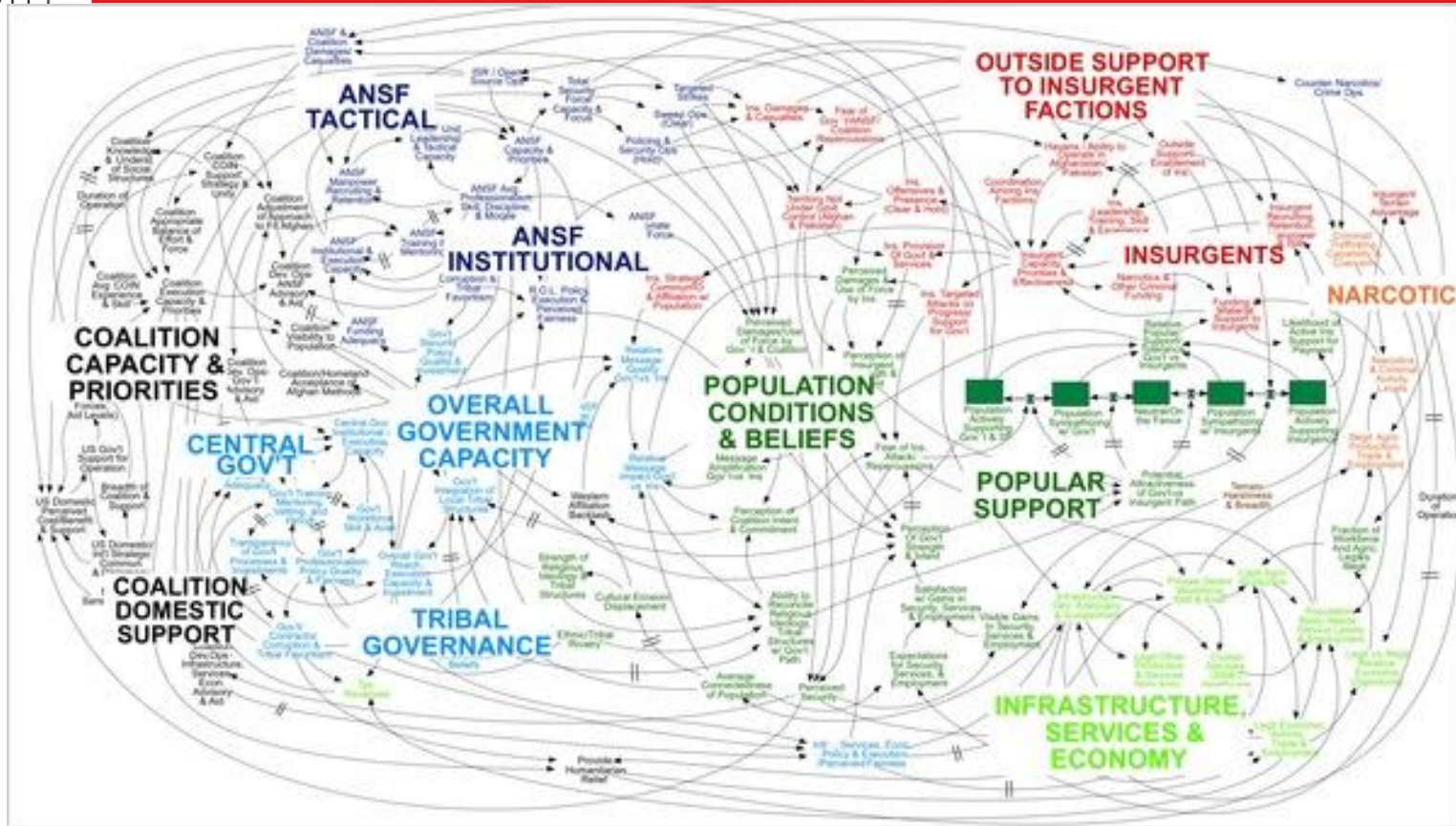
*Venture SPVL guarantees a death benefit that is always a multiple of your premium payment(s). This is your policy's face amount.<sup>1</sup>*

*Your policy cash value will equal the value of the investment options you select, minus certain policy expenses and any withdrawals you have made. If the policy cash value (minus any loans) reaches or surpasses the face value, your beneficiaries will receive this larger amount, multiplied by a certain percentage, as their minimum death benefit.<sup>2</sup>*

*You can invest your cash value in 60 investment options managed by some of the nation's leading asset managers.*



# PowerPoint Overkill



A PowerPoint diagram to portray the complexity of American strategy in Afghanistan certainly succeeded in that aim.

New York Times, April 26, 2010



# Content

## Come to a conclusion

- Summarize key points
- Re-state main points or benefits



# Activity

## Plan a Presentation

Form groups of 3 to develop an outline of a presentation on the benefits of the IEP program.

- Group A will present to potential employers
- Group B will present to potential students

Determine your goal, audience needs + strategy

- Develop your
  - introduction
  - key points
  - conclusion



# Confidence

A confident presenter manages

- Nervousness
- Body Language
- Voice



# Confidence

“There are two kinds of speakers:  
those who are nervous, and  
those who are liars.”

*Mark Twain*



# Confidence

## Channel nervous energy

- Mental Nervousness
  - Prepare and rehearse
  - Visualize success
  - Focus on the opportunity
  - Remember nervousness is invisible
  - Wear something beautiful



# Confidence

## Channel nervous energy

- Physical nervousness
  - Breathe deeply
  - Stretch
  - Pause
  - Smile



# Confidence

“People don’t want to see you fail; nobody enjoys a speaker’s pain ... They don’t want to watch you make a mess of it. They yearn for you to do well ... there’s very positive energy going for you.”

*June Callwood*  
*Journalist*



# Confidence

## Prepare for the place

- View the facilities
- Check the equipment
- Network with the audience
- Prepare for the worst
- Keep your sense of humour



# Confidence

## Body Language

- Eye contact
- Stance
- Movement
- Gestures





# Confidence

## Eye contact

- Find a friendly face
- Look around at each person
- Respond to non-verbal messages
- Be flexible
- Smile!!!



# Confidence

## Stance

- Head up, shoulders back, hands relaxed
- Look alert, enthusiastic, comfortable
- Avoid closed positions
- Don't fidget
- Anchor thumbs outside pockets
- Smile



# Confidence

Movement should complement meaning

- Step into a point
- Step back for an overview
- Step in to explain
- Step back to move on
- Walk around to involve participants
- Don't block visual aids



# Confidence

Use gestures naturally to

- Emphasize
- Illustrate
- Shape
- Emote



# Confidence

## Voice

- Volume
- Pitch
- Pace
- Enunciation
- Inflection



# Confidence

## Prepare your voice

- Breathe: In-2-3-4-; Out-2-3-4
- Swallow imaginary honey
- Stretch difficult words
- Feel what you say
- Slow down
- Pitch down
- Drink water (with a straw)



# Confidence

## Expect the unexpected

- Stay calm
- Be flexible
- Know your highlights
- Talk to the audience
- Consider alternative visual aids
- Remember that the presentation is you



# Confidence

## Manage audience questions

- Listen carefully
- Pause and clarify
- Compliment the questioner
- Answer concisely when you know
- Follow up when you don't know
- Bring detailed data handouts
- Involve others
- Set parameters
- Form a bridge



# Conclusions

- Know what you want/need to accomplish
- Connect to your audience and their needs
- Tell a compelling story with your content
- Present a confident image
- Prepare, prepare, prepare
- Expect the unexpected
- Have fun!



# Activity

## Deliver your presentation

- Practice the introduction to your presentation.
- Take turns delivering it to your group.
- Use the Presentation Checklist to evaluate your partners.