

# CATALYST: THE COMMUNICATIVE APPROACH & THE COVID PANDEMIC



# SUBJECT AREA:



# USEFUL SELF-STUDY PRESENTATION TECHNIQUES AND PITFALL AVOIDANCE IN PRESENTING ONLINE



# EXACT FOCUS:



COVID 19 ERA  
PRACTICAL SELF-  
STUDY  
PRESENTATION  
SKILLS FOR  
CATALYST  
PILOTING & NADS



**START!**

**NOTE: SEE USEFUL  
SUBTITLE NOTES  
BELOW ALL  
SLIDES!**





# OUR TEAM

QUYNH

PAUL

KATJA

# OUR AGENDA FOR TODAY

1. USEFUL PRESENTATION TECHNIQUES
2. PITFALL AVOIDANCE IN ONLINE PRESENTATIONS
3. TIPS TO GIVE A PERFECT ONLINE PRESENTATION
4. SUMMARY

# 1. USEFUL PRESENTATION TECHNIQUES

2. PITFALL AVOIDANCE IN ONLINE PRESENTATIONS

3. TIPS TO GIVE A PERFECT ONLINE PRESENTATION

4. SUMMARY

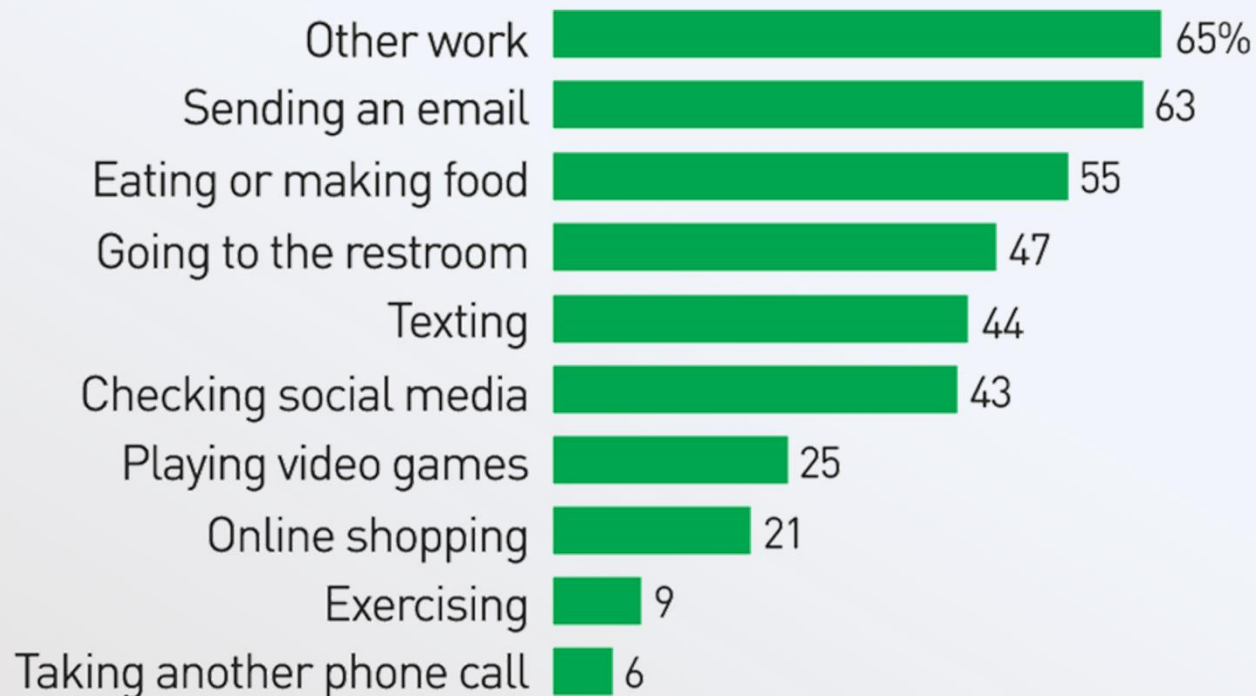


# WHY ARE EFFECTIVE PRESENTATION TECHNIQUES IMPORTANT?

- ✓ To maintain audience attention
- ✓ Help to deliver ideas in clear, concise and interesting ways
- ✓ For those who wish to be better equipped to present their knowledge precisely
- ✓ **Be a great speaker !**



# WHAT ELSE DO EMPLOYEES DO DURING CONFERENCE CALLS?



Source: Intercall - HBR.org

# USEFUL PRESENTATION TECHNIQUES

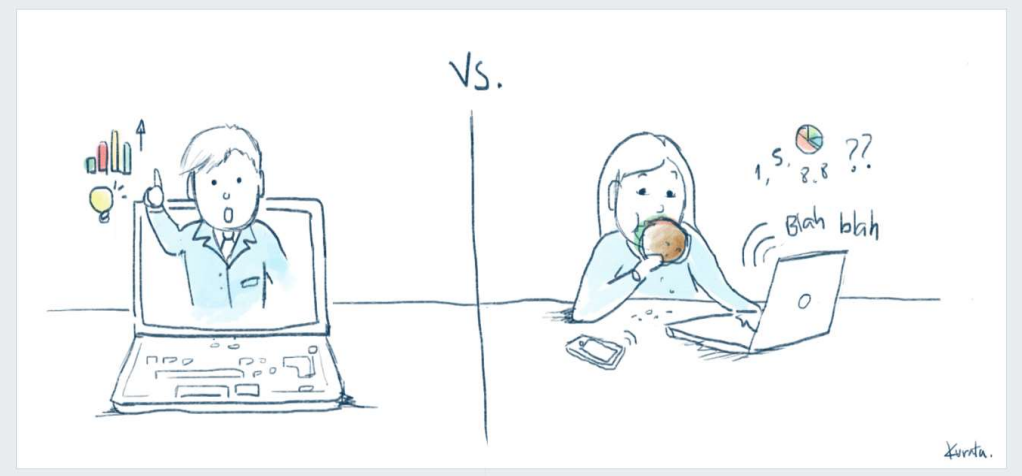
## TIME

- ✓ Start on time for the overall impression



## VISIBILITY

- ✓ Use a webcam



<https://visme.co/blog/engage-audience-online-presentation/>

# USEFUL PRESENTATION TECHNIQUES

## LIMIT YOUR PRESENTATION TO ONE CORE IDEA

- ✓ More ideas = more confusing
- ✓ Clear message after the presentation



## SPEAK UP

- ✓ Record yourself and analyze
- ✓ Do some warm-ups before presentation

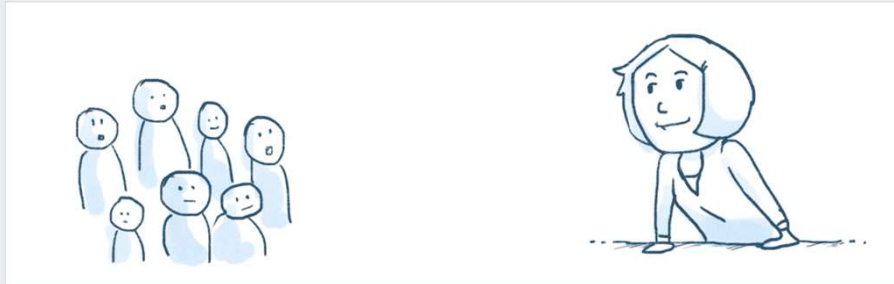


<https://visme.co/blog/engage-audience-online-presentation/>

# USEFUL PRESENTATION TECHNIQUES

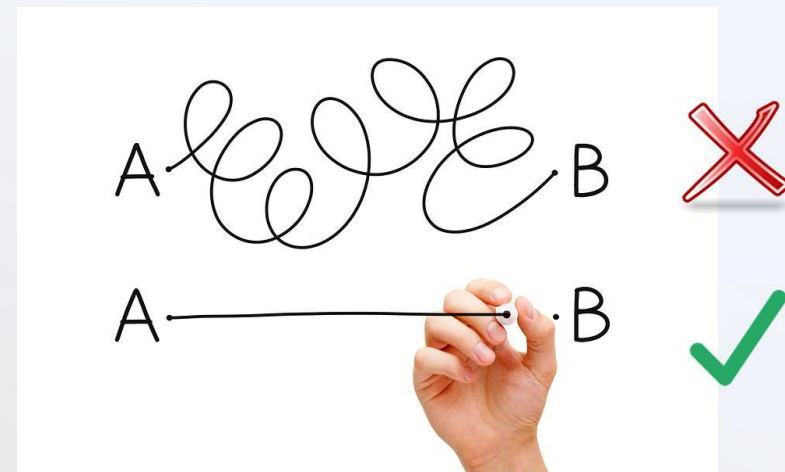
## SUGGEST A BREAK

- ✓ Chance for an audience to process what has been said



## KEEP IT SHORT AND SWEET

- ✓ Less is more
- ✓ 22 minutes



# USEFUL PRESENTATION TECHNIQUES

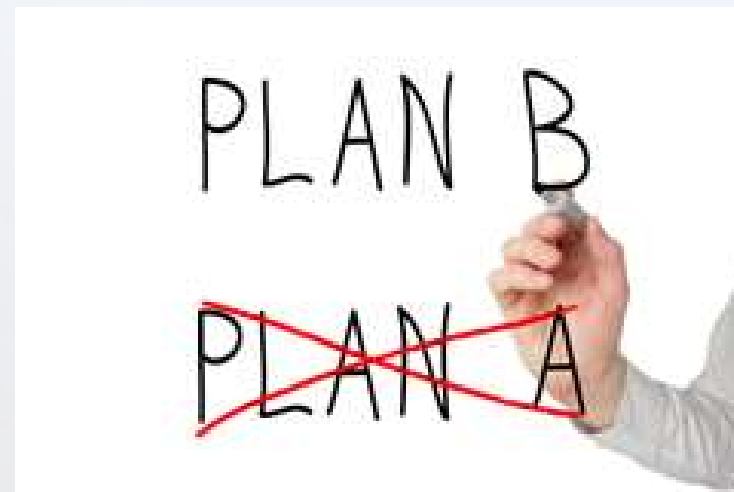
## TELL STORIES

- ✓ Helps to illustrate points
- ✓ Memorable



## HAVE A BACK-UP PLAN

- ✓ In case of technology problems
- ✓ Another conference app
- ✓ Handout & presentation



# USEFUL PRESENTATION TECHNIQUES

## → REHEARSAL!

- ✓ Repeat your speech
- ✓ Try to memorize the text
- ✓ Eliminate mistakes



1. USEFUL PRESENTATION TECHNIQUES
- 2. PITFALL AVOIDANCE IN ONLINE PRESENTATIONS**
3. TIPS TO GIVE A PERFECT ONLINE PRESENTATION
4. SUMMARY



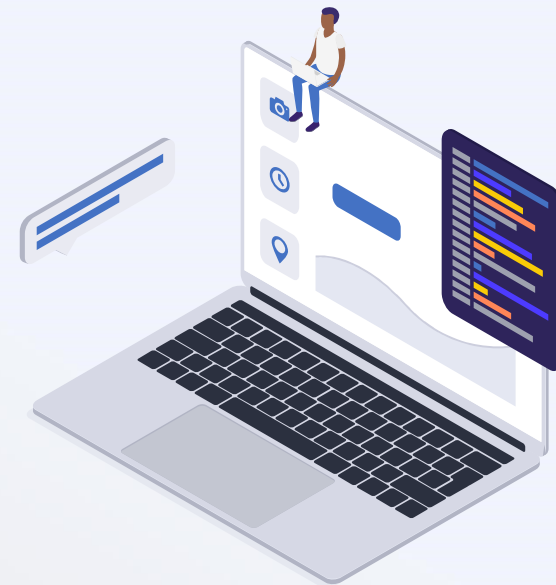
# SETUP

- ✓ Show yourself
- ✓ Make sure you look good
- ✓ Check your microphone
- ✓ Check your surroundings
- ✓ Check again



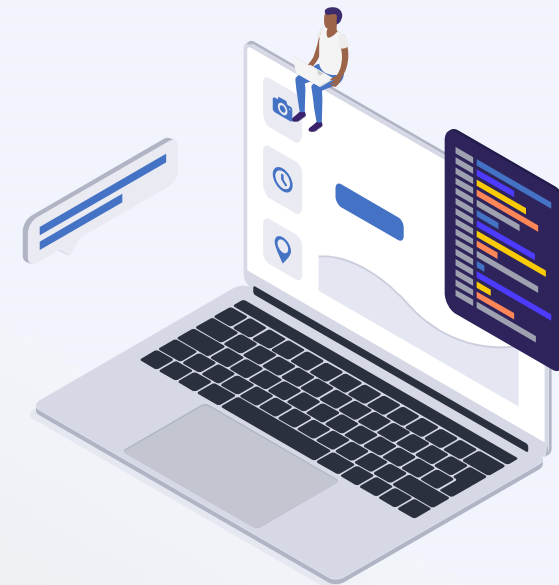
# INTRODUCTION

- ✓ Let them know what to expect
  - ✓ Topics covered
  - ✓ Topics not covered
- ✓ Let them know what you expect
  - ✓ Questions
  - ✓ Microphone
  - ✓ Webcam



# INTRODUCTION

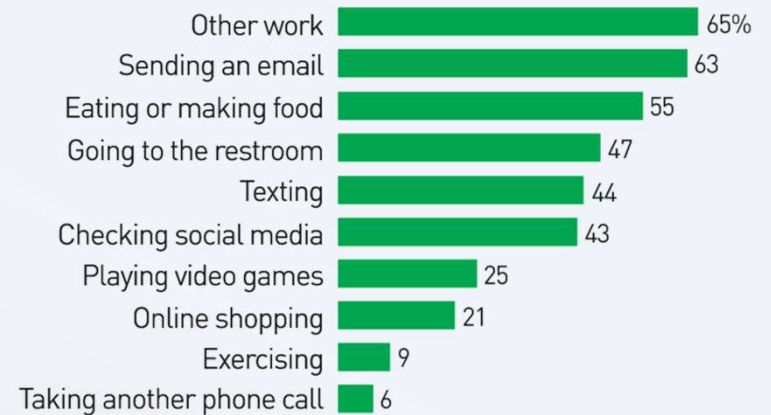
- ✓ Get to know your audience
  - ✓ Poll
  - ✓ Question
- ✓ Incentivize participation



# ATTENTION

- ✓ Online presentations: bigger risk of boring your audience
- ✓ Many possible distractions

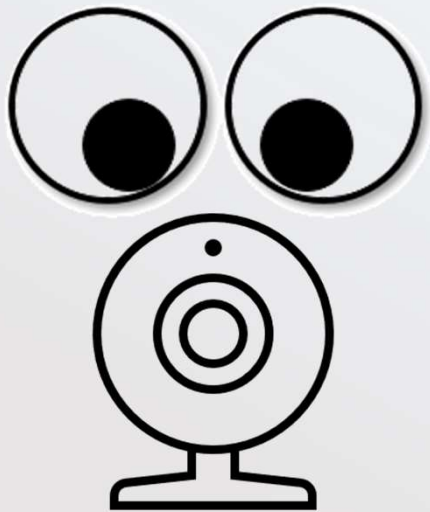
**Don't lose your audience's attention!**



Source: Intercall - HBR.org

# ATTENTION

- ✓ Make webcam-contact



# ATTENTION

- ✓ Embrace change
  - ✓ Questions
  - ✓ Problem solving
  - ✓ Poll
- ✓ Don't be tacky



# ATTENTION

- ✓ Communicate
- ✓ Explain what you are doing



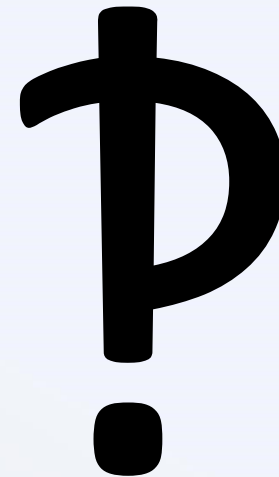
# ATTENTION

- ✓ Details matter
  - ✓ Body cues
  - ✓ Address by name
  - ✓ Inclusive language



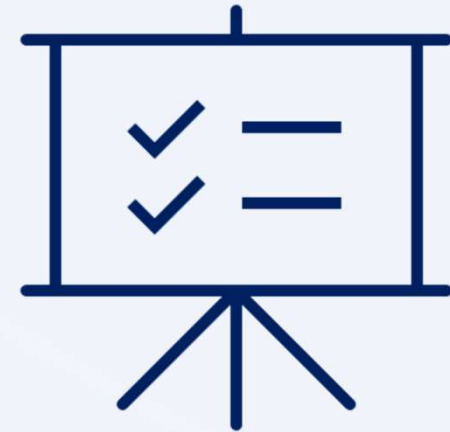
# FINISH

- ✓ Communicate clearly
- ✓ Follow up
  - ✓ Questions
  - ✓ Evaluations
  - ✓ Quizzes
  - ✓ Thank-you notes



# RECOMMENDATION

- ✓ Decent webcam
- ✓ Clip-on light
- ✓ Headset/ clip-on mic
- ✓ Fast internet connection

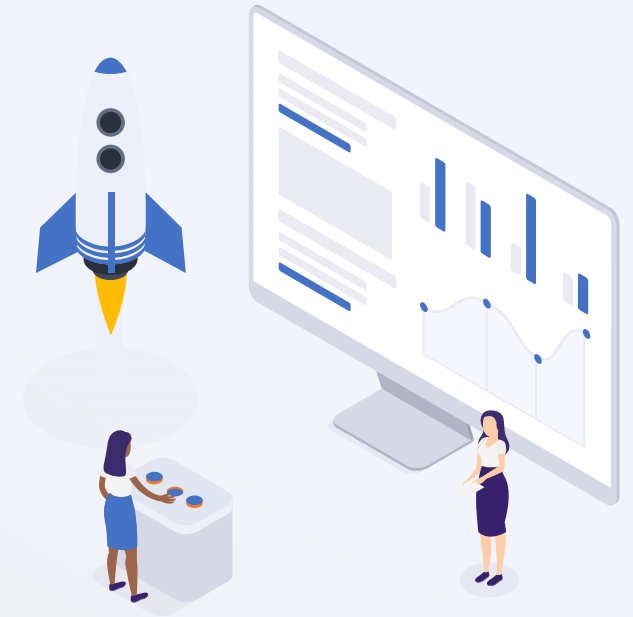


1. USEFUL PRESENTATION TECHNIQUES
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3. **TIPS TO GIVE A PERFECT ONLINE PRESENTATION**
4. SUMMARY

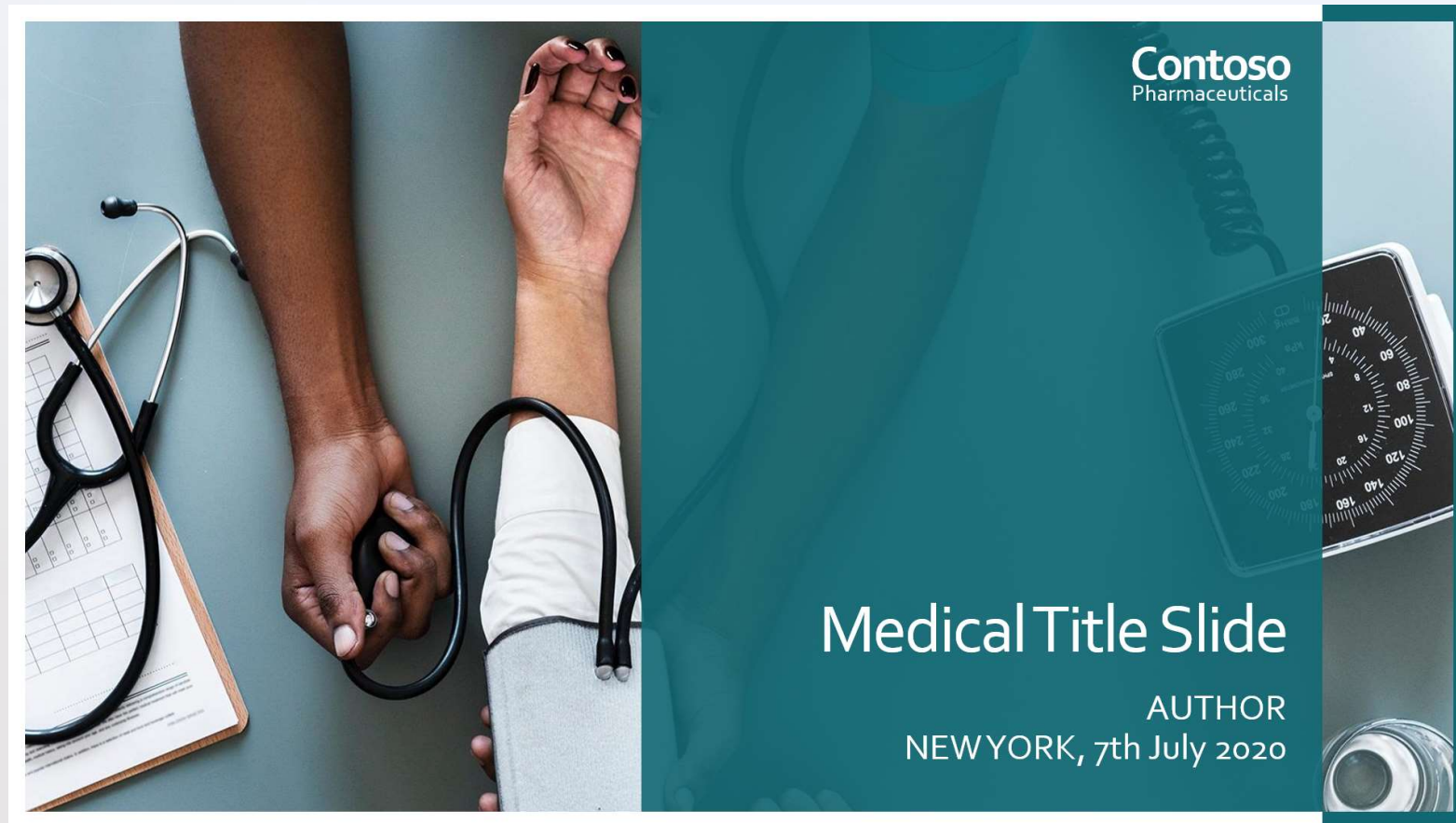


# THE PERFECT TITLE SLIDE

- ✓ Should include title, name, date
- ✓ Big picture to get the attention and refocus on the new topic
- ✓ Picture should reflect the business / level of professionalism
- ✓ Choose 16:9 format

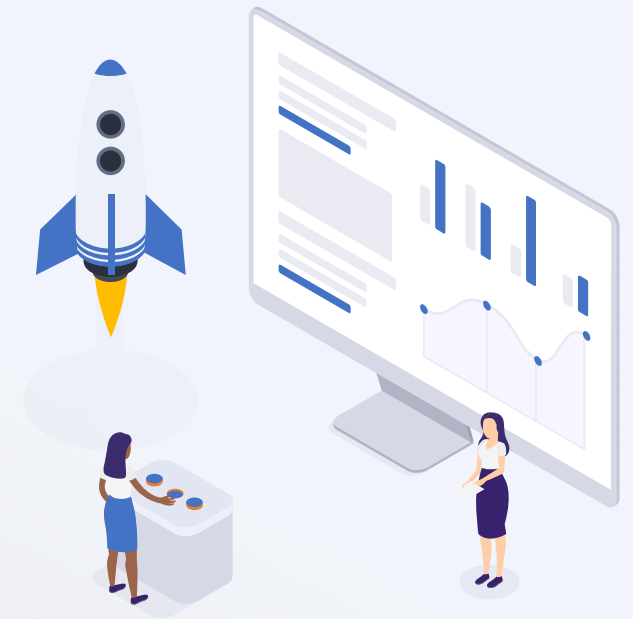


# THE PERFECT TITLE SLIDE



# PRESENTATION STRUCTURE

- ✓ First slides should include a presentation roadmap
- ✓ Names of the presenting team, ideally with pictures
- ✓ Mark out the purpose of the presentation and the key question
- ✓ Show the audience always where you are in the presentation



# PRESENTATION STRUCTURE

## Agenda

- 1)Point
- 2)Point
- 3)Point
- 4)Point
- 5)Point
- 6)Point

Contoso  
Pharmaceuticals

Seite 19

## Agenda

- 1)Point
- 2)Point
- 3)Point**
- 4)Point
- 5)Point
- 6)Point

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Pharmaceuticals

Seite 19

## Challenges



### Market

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



### Finance

Etiam aliquet eu mi quis lacinia. Ut fermentum a magna ut eleifend.



### Trust

Integer convallis suscipit ante eu varius. Morbi a purus dolor.



### Costs

Suspendisse sit amet ipsum varius finibus justo viverra blandit.



### Revenue

Ut congue quis tortor varius eget sodales.

How do we address these challenges?

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Seite 4

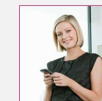
## Team



### Mirjam Nils

COO

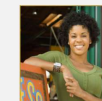
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### Victoria Lindqvist

COB

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### Angelica Astrom

CFO

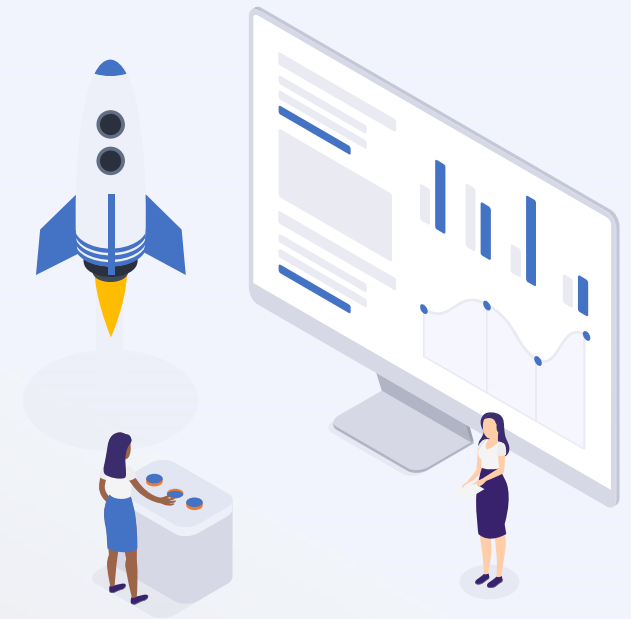
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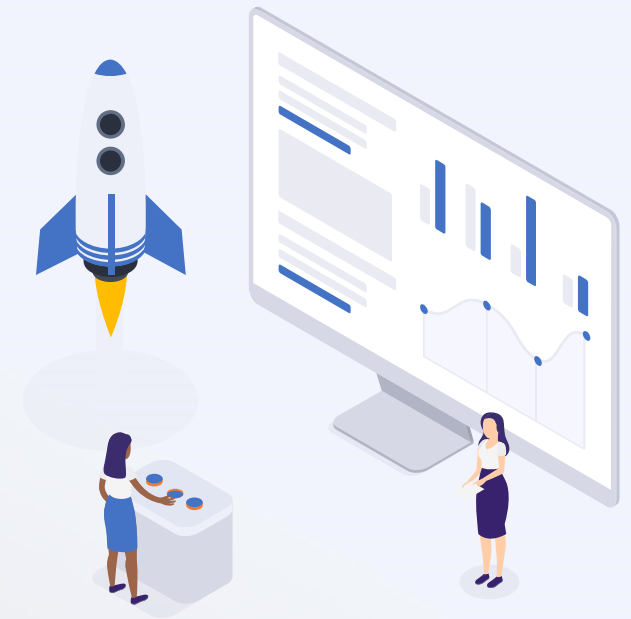
# SLIDE STRUCTURE

- ✓ Short bullet points or SmartArts
- ✓ Use tables and graphs instead of text
- ✓ Adjust the font size and color to ensure that it is easy to read
- ✓ Choose a sans serif font for online presentations
- ✓ Text should not be positioned on top of pictures

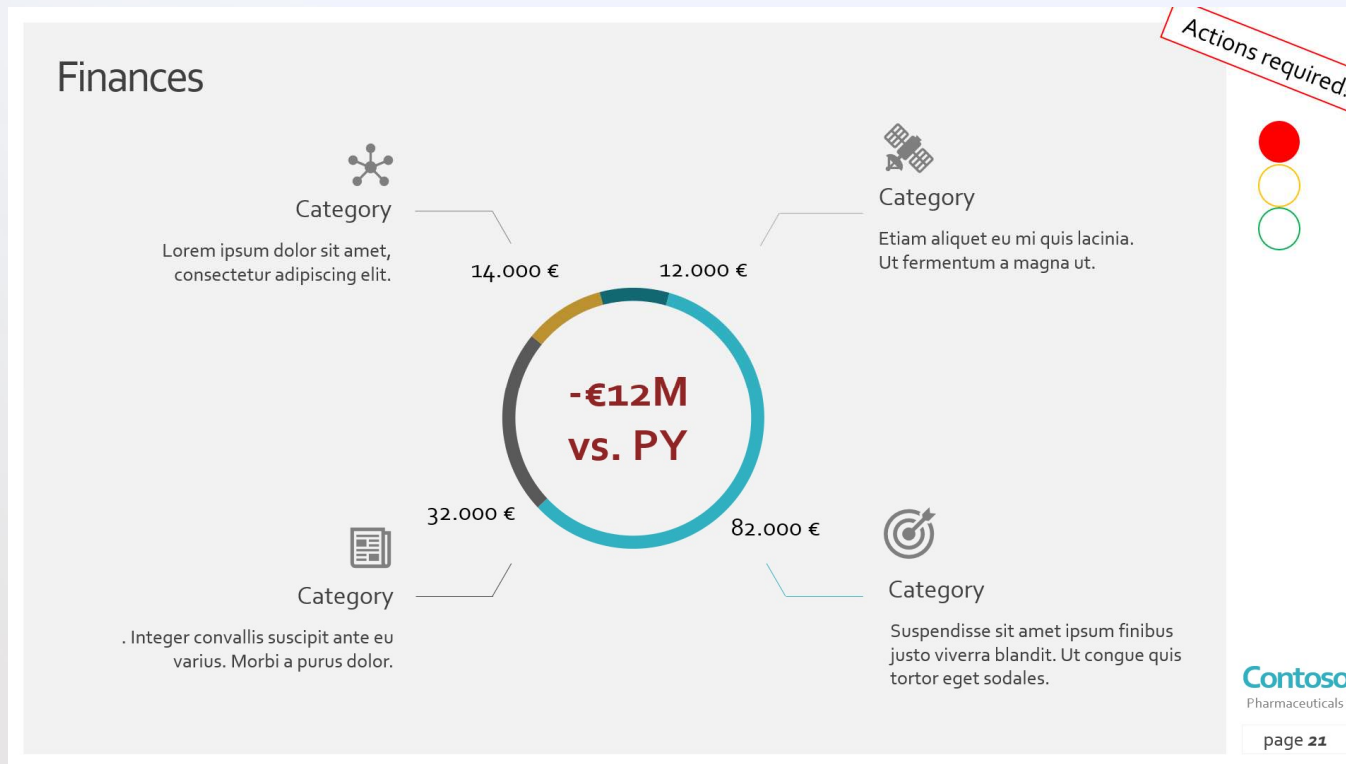


# SLIDE STRUCTURE

- ✓ Use signal sticker like “Actions required!” for clarification
- ✓ Use focus numbers like “-12% vs. PY” to support the message
- ✓ Use traffic lights or red and green colors to symbol success / potential
- ✓ Use soft colors for most of the slide and bright signal colors for accents
- ✓ All the slides should be structured similarly

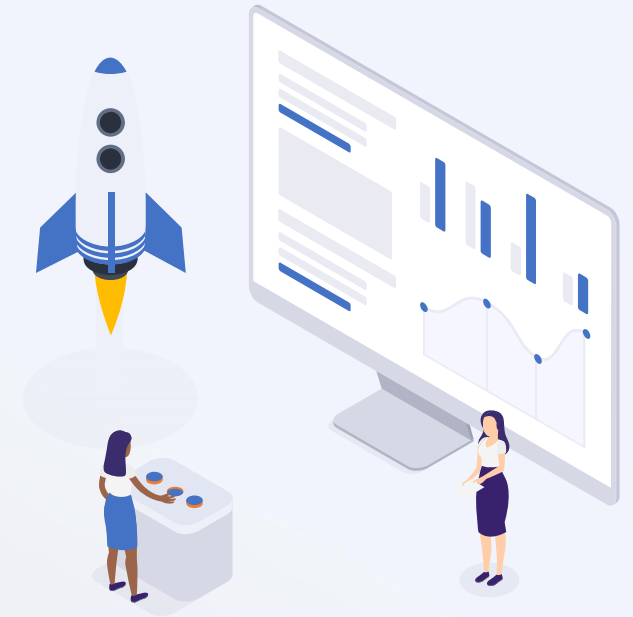


# SLIDE STRUCTURE

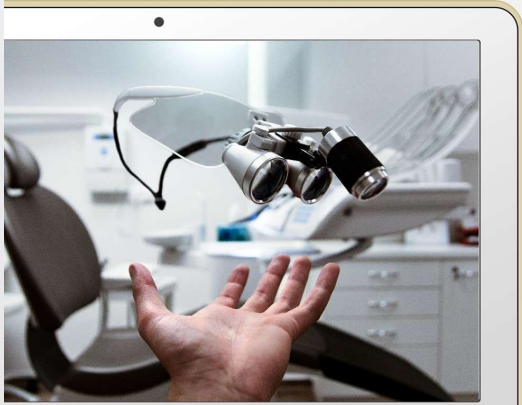


# VISUALS

- ✓ Create infographics
- ✓ Use stock photos
- ✓ For non-business presentations: use GIFs or memes
- ✓ Use YouTube videos
- ✓ Use bar charts and pie graphs
- ✓ Use hand-drawn pictures



# VISUALS



## New Technology

Advantages:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Nunc tempus, risus sodales hendrerit, arcu dolor commodo libero.

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## Revenue

Forecast 2020

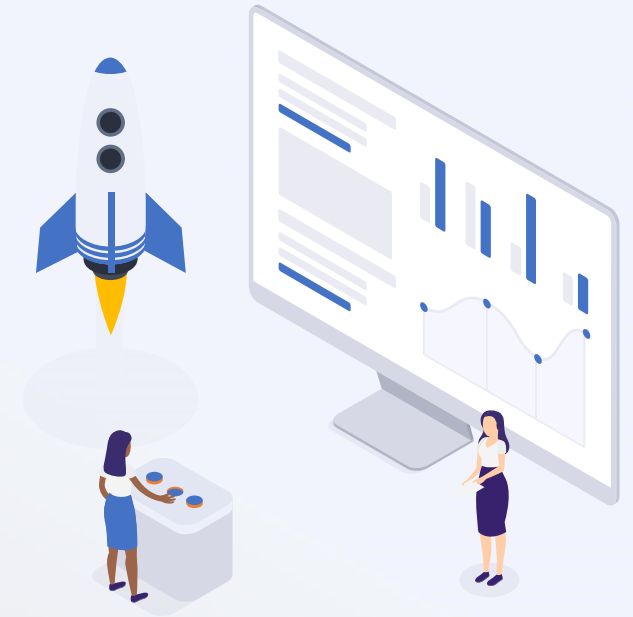
	xyz	xyz	xyz	xy
20JJ	0	0	0 €	0 €
20JJ	10	100	6.750 €	1.013 €
20JJ	50	500	33.750 €	5.063 €
20JJ	200	2000	135.000 €	20.250 €
20JJ	400	4000	270.000 €	40.500 €



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# ANIMATIONS

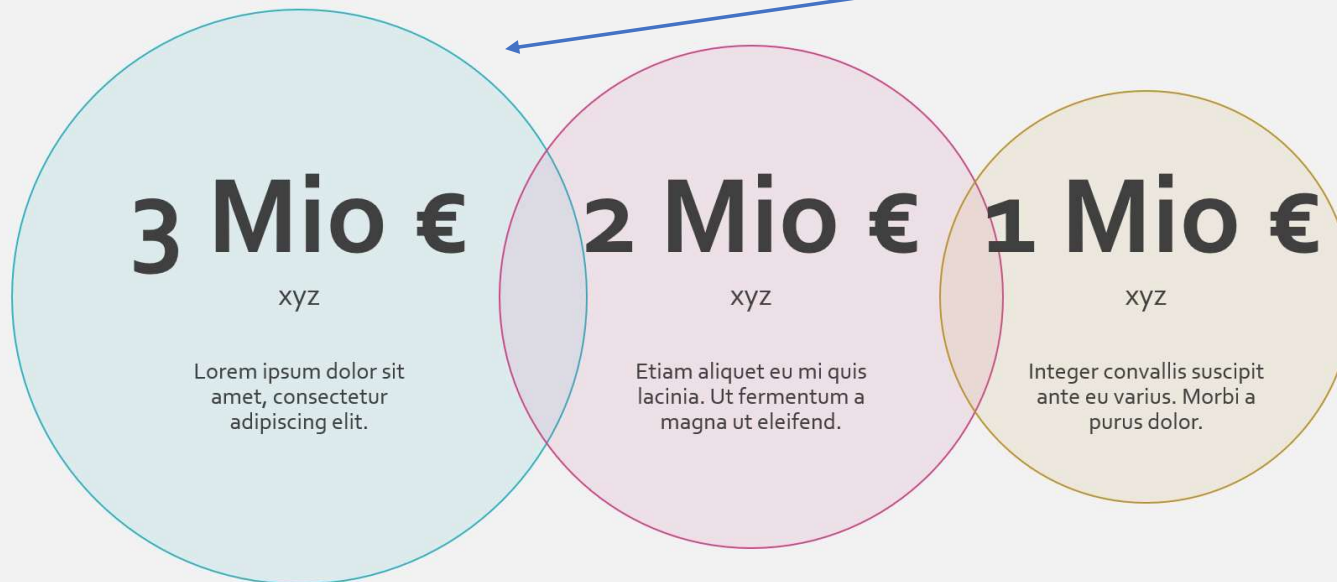
- ✓ Use animations to highlight the important parts
- ✓ Use animations to get more space for pictures
- ✓ Use transitions



# ANIMATIONS

## Picutre 2

Integer convallis suscipit ante eu varius. Morbi a purus dolor.

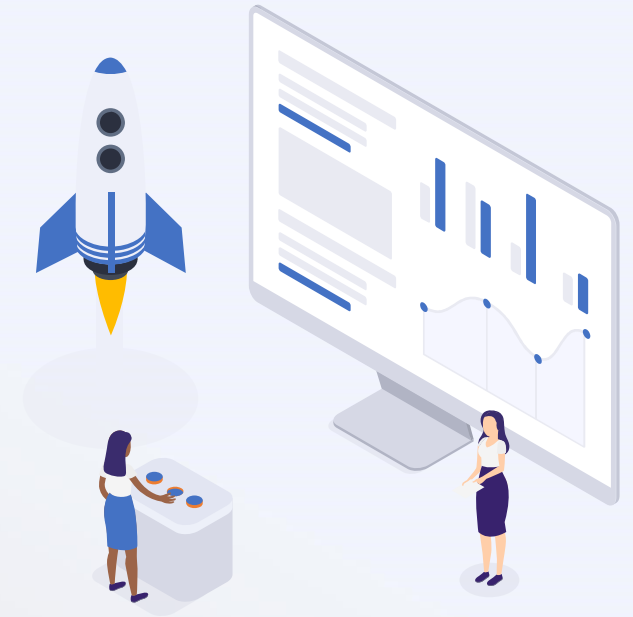


Best solution



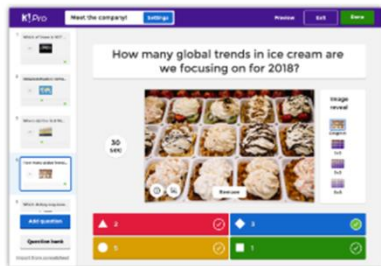
# INTERACTIVE TOOLS

- ✓ Interactive Quiz (with Smartphone)
- ✓ Scenarios with multiple options, audience is choosing the path



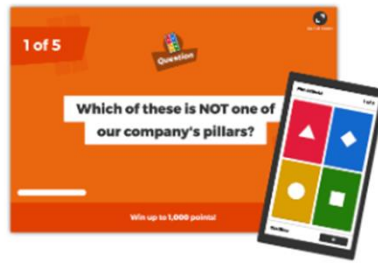
# INTERACTIVE TOOLS

## How Kahoot! works



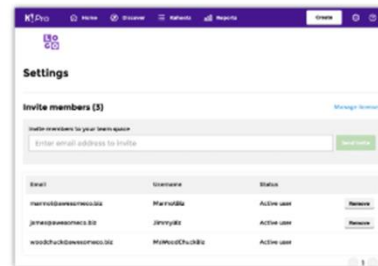
### Create

Creating a kahoot takes minutes! Combine quiz questions with polls, open-ended questions, slides, word clouds, and more.



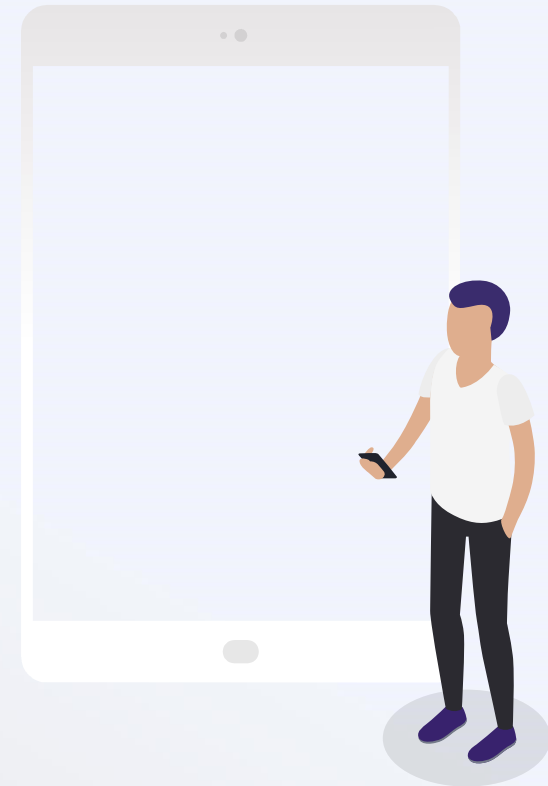
### Play

Present a live kahoot on a shared screen – via video conference or in-person – with learners answering on their device, or assign self-paced kahoots with questions and answers displayed on the learner's device.



### Share

Share kahoots with your team, and get instant performance insights from learners in your organization.



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# SUMMARY

## WHAT HAVE WE LEARNT?

- ✓ Techniques, how to become a great speaker
- ✓ How to avoid pitfalls during the online presentations
- ✓ How to create aa perfect PowerPoint presentation



**THANK YOU!**



# LITERATURE

- <https://visme.co/blog/engage-audience-online-presentation/>
- <https://www.presentationmagazine.com/effective-presentation-techniques-the-top-10-149.htm>
- <https://ezcast-pro.com/stories/effective-presentation-techniques/>
- <https://business.tutsplus.com/tutorials/make-a-powerpoint-title-slide--cms-31553>
- <https://www.pptpop.com/powerpoint-title-slide/>
- <https://www.bates.edu/helpdesk/2011/05/14/powerpoint-presentation-tips/>
- <https://visage.co/11-design-tips-beautiful-presentations/>
- <https://pptcrafter.wordpress.com/2019/09/24/hand-drawn-style-in-powerpoint/>
- <https://www.powtoon.com/blog/11-free-image-resources-presentation/>
- <https://business.tutsplus.com/articles/powerpoint-animation-tips-and-tricks--cms-27552>
- <https://kahoot.com/>