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# CATALYST COMMUNICATIVE APPROACH & THE COVID PANDEMIC





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





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# FOCUS



# USEFUL PRESENTATION TECHNIQUES AND PITFALL AVOIDANCE IN PRESENTING ONLINE



# 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

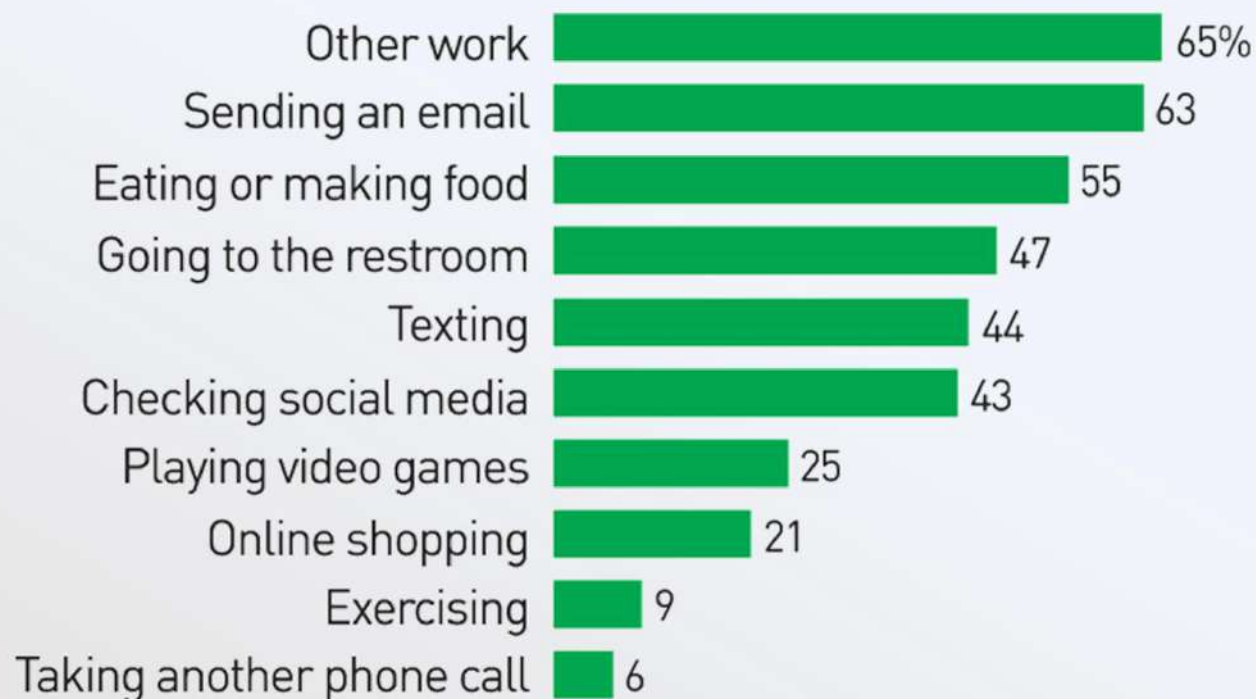


# WHY ARE EFFECTIVE PRESENTATION TECHNIQUES IMPORTANT?

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



# WHAT ELSE ARE PEOPLE DOING DURING AN ONLINE CALL?



Source: Intercall - HBR.org



# USEFUL PRESENTATION TECHNIQUES

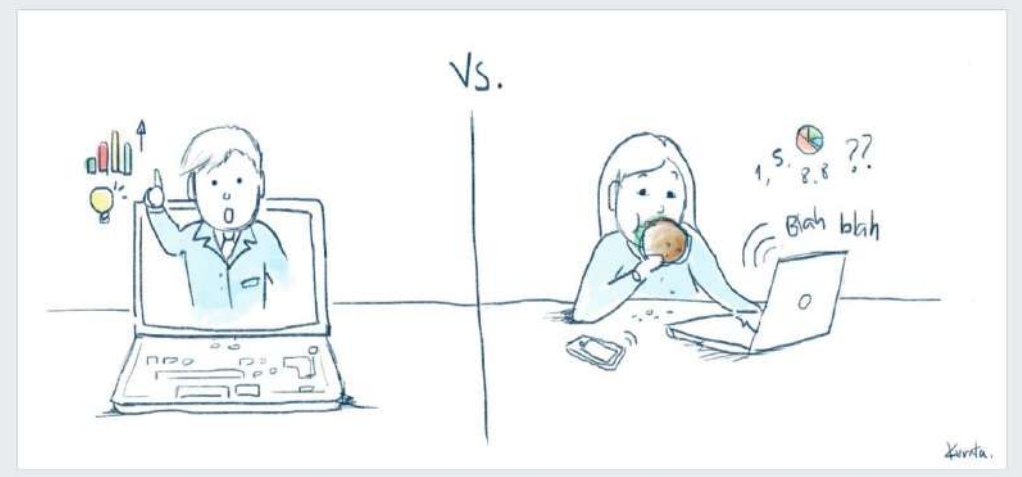
## TIME

- ✓ 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

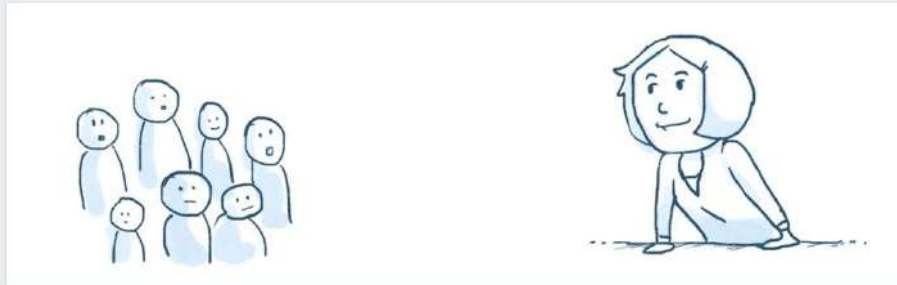


<https://visme.co/blog/engage-audience-online-presentation/>

# USEFUL PRESENTATION TECHNIQUES

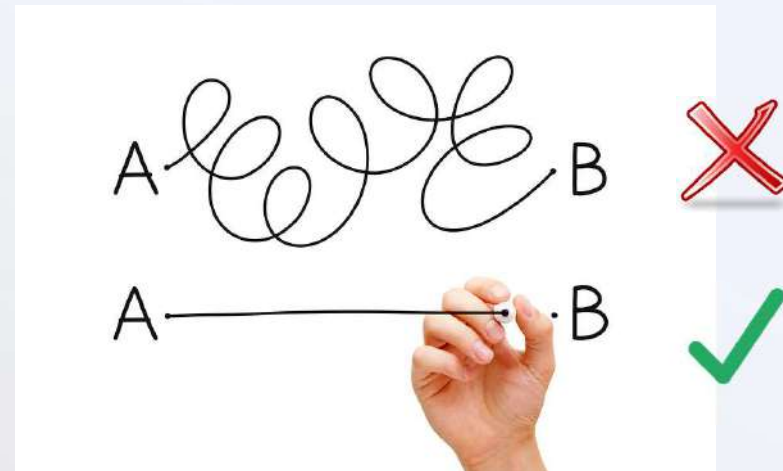
## SUGGEST A BREAK

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



## KEEP IT SHORT AND SWEET

- ✓ Less is more
- ✓ 22 minutes



# USEFUL PRESENTATION TECHNIQUES

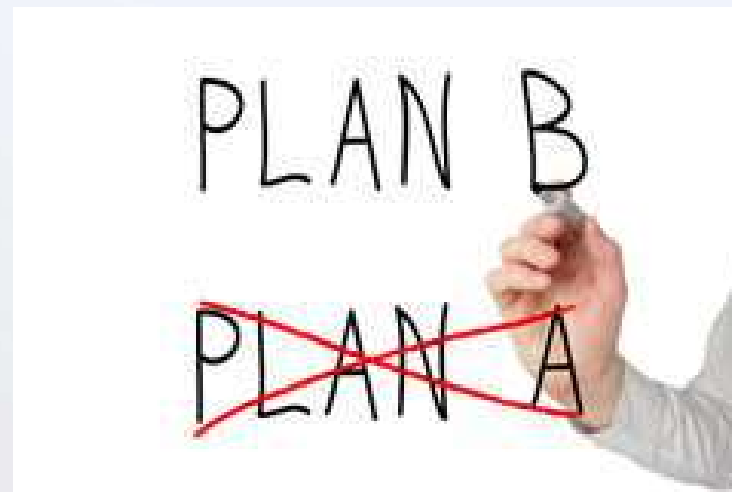
## TELL STORIES

- ✓ Helps to illustrate points
- ✓ Memorable



## HAVE A BACK-UP PLAN

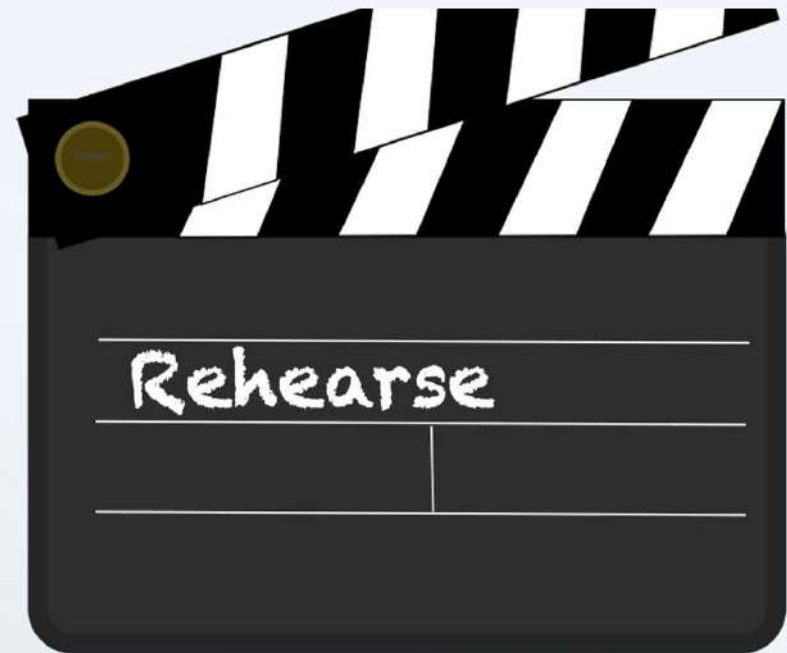
- ✓ In case of technology problems
- ✓ Another conference app
- ✓ Handout & presentation



# USEFUL PRESENTATION TECHNIQUES

## → REHEARSAL!

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



1. USEFUL PRESENTATION TECHNIQUES
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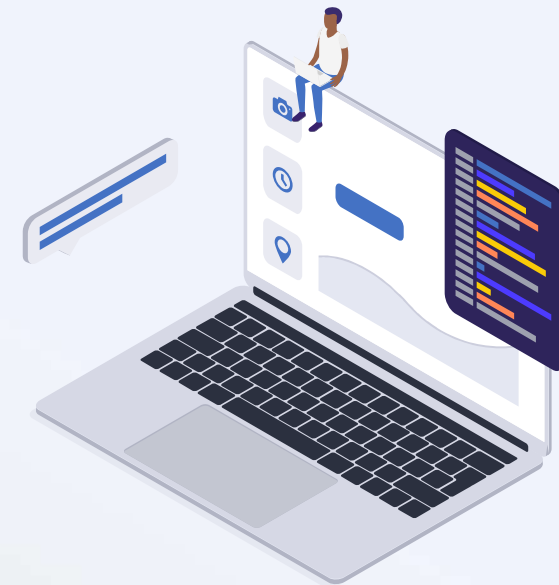
# SETUP

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



# INTRODUCTION

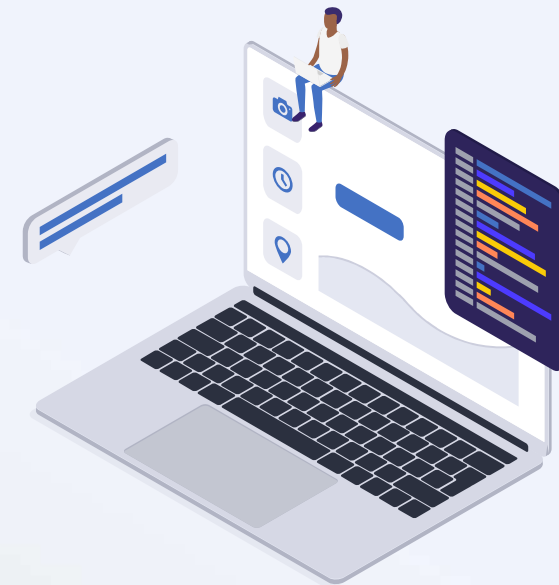
- ✓ Let them know what to expect
  - ✓ Topics covered
  - ✓ Topics not covered
- ✓ Let them know what you expect
  - ✓ Questions
  - ✓ Microphone
  - ✓ Webcam





# INTRODUCTION

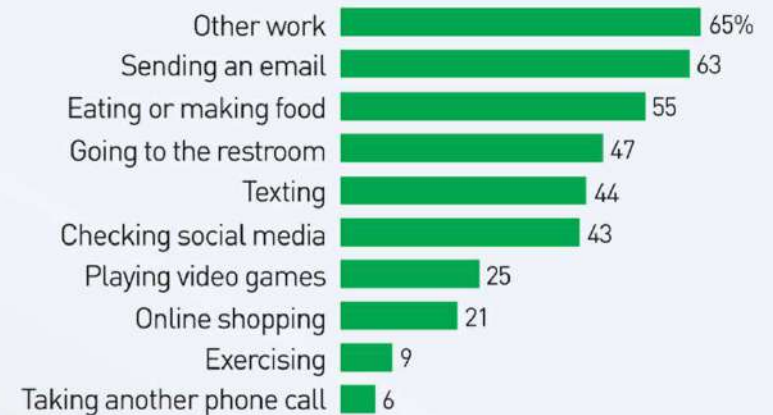
- ✓ Get to know your audience
  - ✓ Poll
  - ✓ Question
- ✓ Incentivize participation



# ATTENTION

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

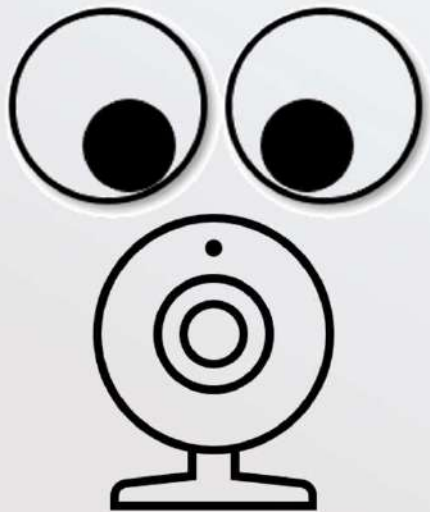
**Don't lose your audience's attention!**



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



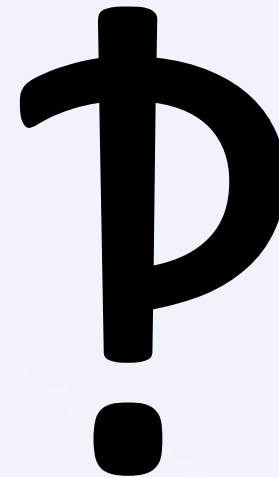
# ATTENTION

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



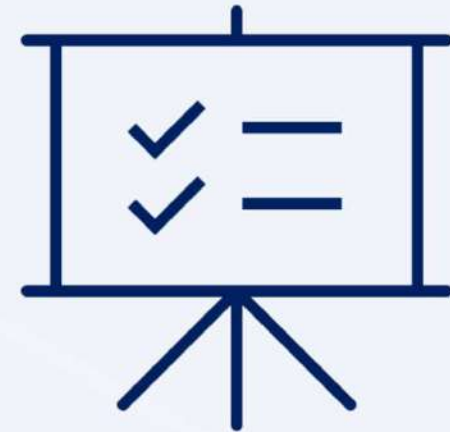
# FINISH

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



# RECOMMENDATION

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



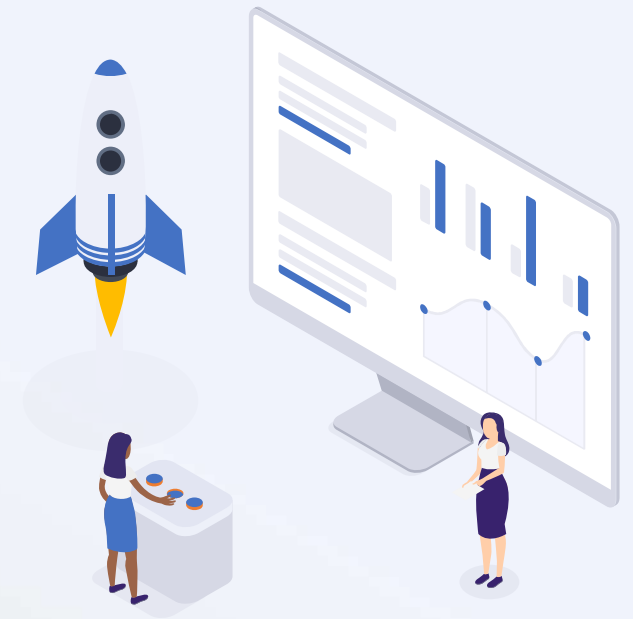


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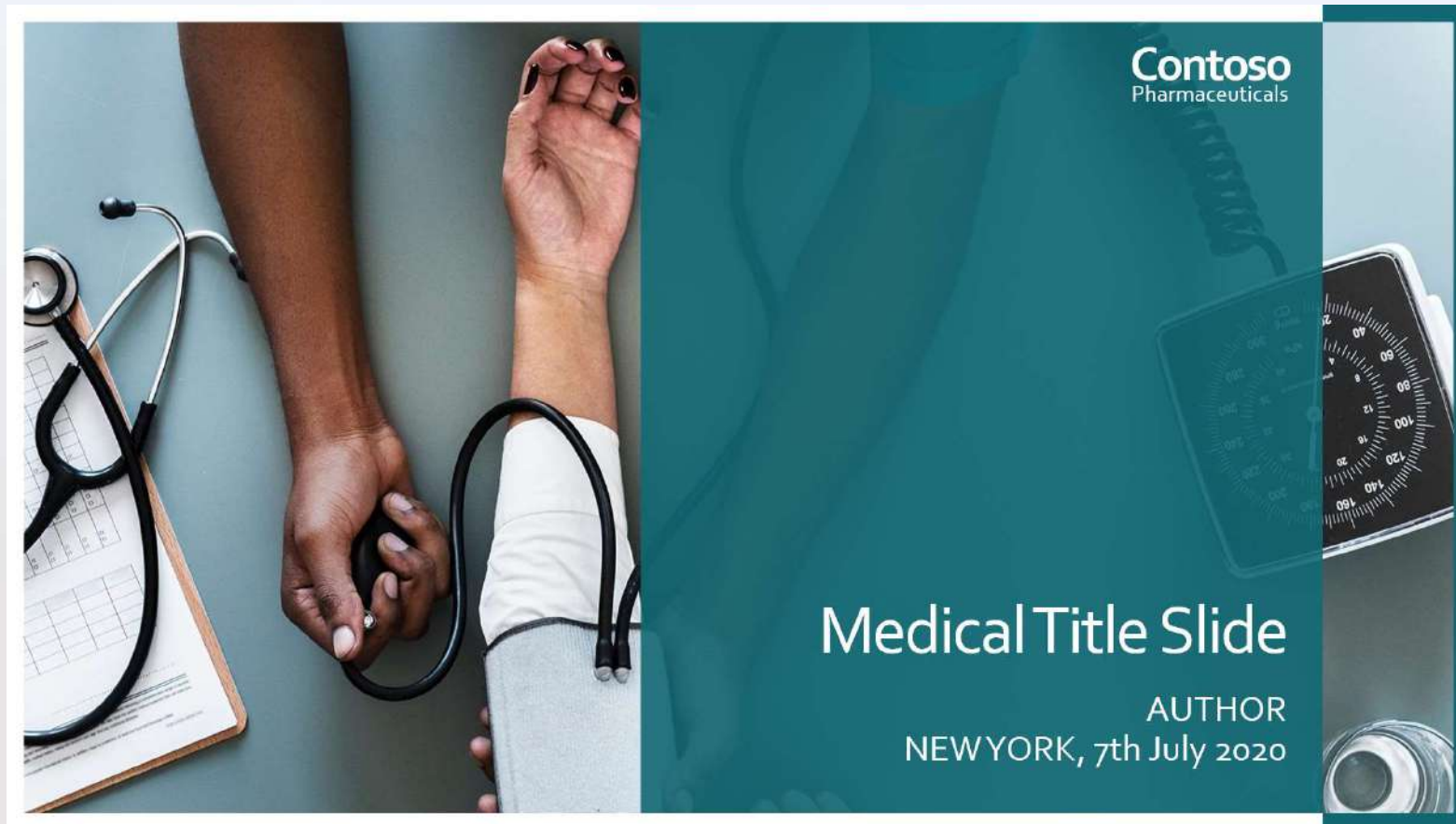


# THE PERFECT TITLE SLIDE

- ✓ 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

## Agenda

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

## 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?

## Team



Mirjam Nils

COO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam aliquet eu mi quis lacinia. Ut fermentum a magna ut eleifend. Integer convallis suscipit ante eu varius.



Victoria Lindqvist

COB

Morbi a purus dolor. Suspendisse sit amet ipsum finibus justo viverra blandit. Ut congue quis tortor eget sodales. Nulla a erat eget nunc hendrerit ultrices eu nec nulla.



Angelica Astrom

CFO

Donec viverra leo aliquet, auctor quam id, convallis orci. Sed in molestie est. Cras ornare turpis at ligula posuere, sit amet accumsan neque lobortis.

# 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

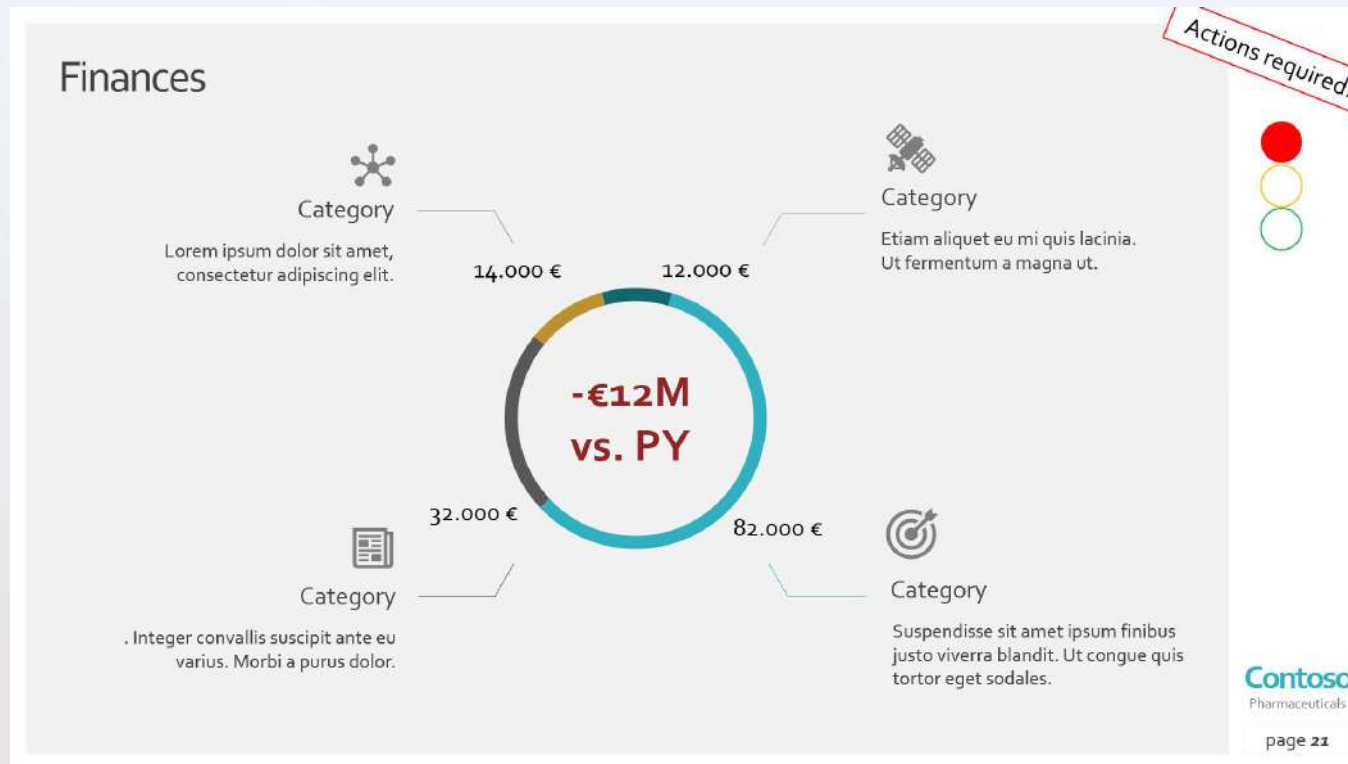


# SLIDE STRUCTURE

- ✓ 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.

Contoso Pharmaceuticals  
page 7

## Revenue

Forecast 2020

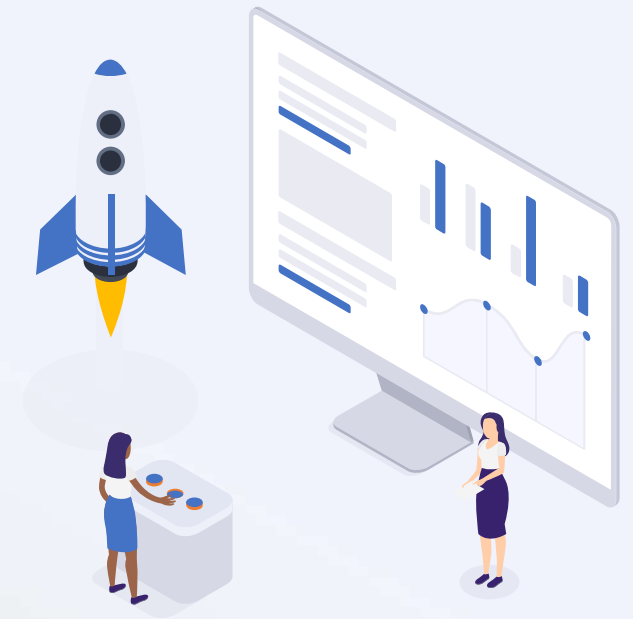
	xyz	xyz	xyz	xy
20JJ	0	0	0 €	0 €
20JJ	10	100	6.750 €	1.013 €
20JJ	50	500	33.750 €	5.063 €
20JJ	200	2000	135.000 €	20.250 €
20JJ	400	4000	270.000 €	40.500 €



Contoso Pharmaceuticals  
page 15

# ANIMATIONS

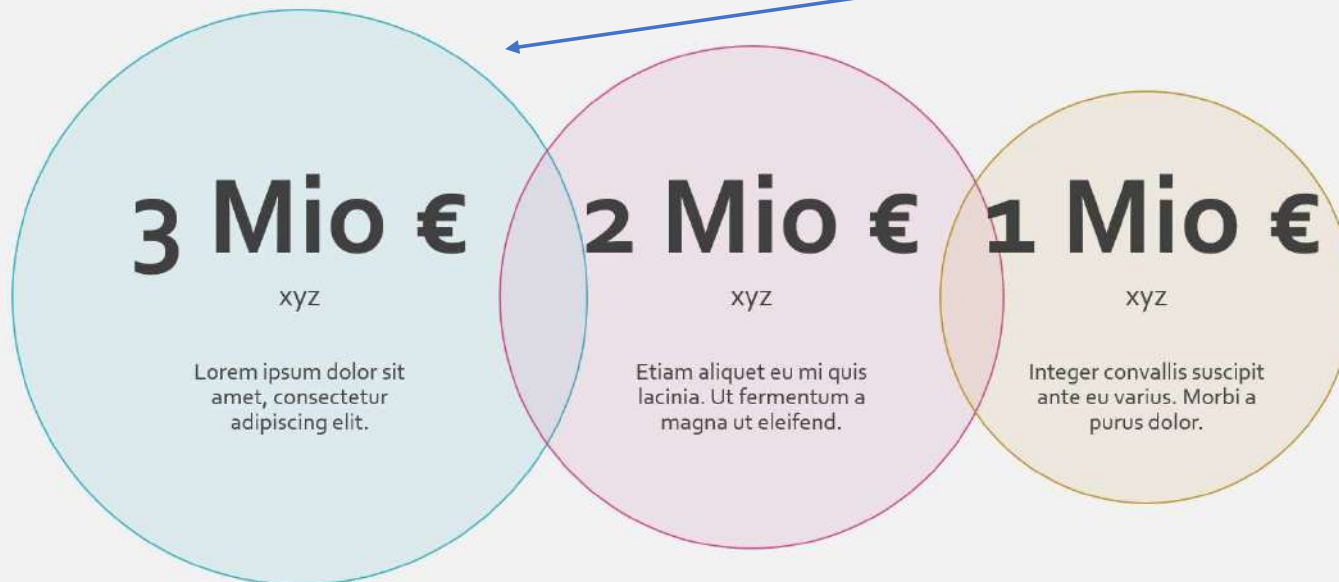
- ✓ Use animations to highlight the important parts
- ✓ Use animations to get more space for pictures
- ✓ Use transitions



# ANIMATIONS

Picutre 2

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



Best solution



Contoso  
Pharmaceuticals

page 11

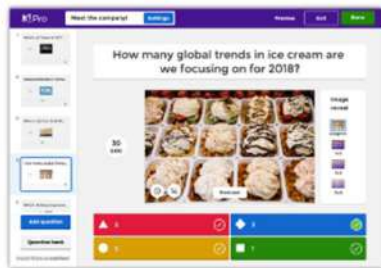
# INTERACTIVE TOOLS

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



# INTERACTIVE TOOLS

## How Kahoot! works



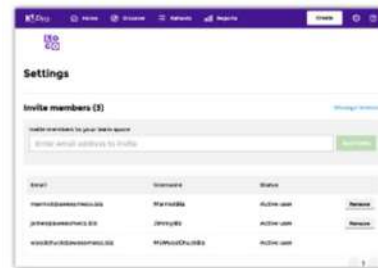
### Create

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



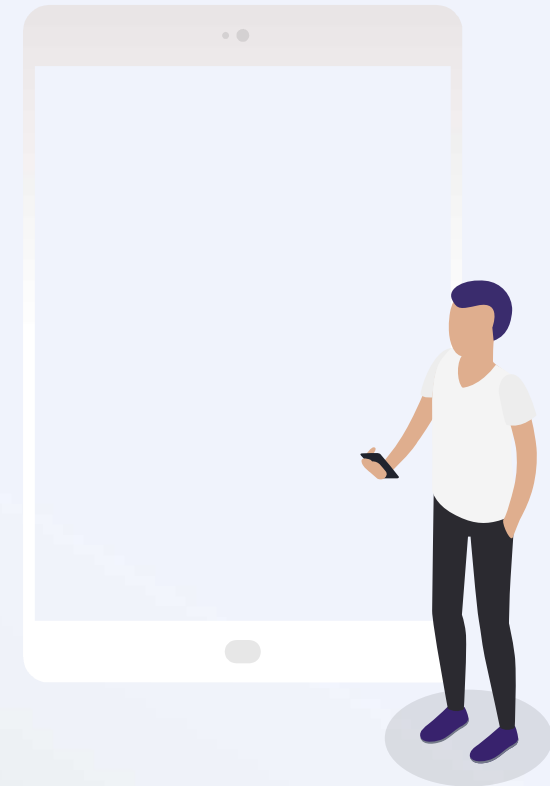
### Play

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 on how to become a better online speaker
- ✓ How to avoid pitfalls during the online presentations
- ✓ How to create an effective 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/>