



EPICENTRAL

A Newsletter from Epicenter Development Group
highlighting ideas that improve organizations

Welcome to Epicenter Development Group's newsletter, EPICentral. The purpose of this newsletter is to highlight fundamental ideas that have helped organizations develop and maintain great manufacturing and service operations. We hope that you find our EPICentral newsletter helpful, and we would welcome your comments on its content.

Effective Presentation Skills - Part I The Fairly Obvious Secrets to Successful Presentations

"It usually takes me more than three weeks to prepare a good impromptu speech" - Mark Twain

In the professional world, it is extremely important to be able to effectively present information to groups. Whether we are "selling" a group on a new idea, providing key new information or motivating people towards action, the way we present information can have a dramatic impact on our success. This month's newsletter topics covers some of the basic tenets of developing and executing successful presentations.

PREPARE! - Even if you are great at "thinking on your feet", it is always important to spend some time before your presentation preparing for potential audience questions, developing an understanding of your audience's interests and backgrounds, and identifying your primary and secondary presentation goals.

W.I.I.F.M. Principle - It's a good idea to remember that a presentation is more about the audience than the speaker. The "What's In It For Me" Principle is about recognizing that people will not listen to your presentation if you are not presenting information that resonates with them. Consider what information they want to know and how it can be presented in a meaningful way.

Keep It Simple/Use Pictures - People are great at learning new concepts and seeing patterns but can "overdose" when given too much data too quickly (especially if it is complex). For this

Example Preparation Checklist

- Primary / Secondary Goals?
- Who is My Audience / Needs?
- Potential Questions / Answers?
- Target Agenda / Timing?
- Clarity of Slides
- Practice!!

reason, it is important to keep your visuals simple and use pictures whenever possible. Also, consider breaking up information into multiple slides if complex data needs to be presented.

Start Strong/6-Seconds Rule - They say that people in the audience will decide within the first six seconds whether you're someone they want or need to listen to. Consider how you might engage the audience from the very beginning with an intriguing story or "eye-opening" example.

Be Professional / Energized / Smile - Regardless of the number of people in your audience, speaking is still about personally connecting with other people. The way that you present yourself can have a huge impact on how people evaluate your credibility, their own energy levels, and whether they WANT to listen to what you have to say.

Don't Read Slides / Face Audience - I think that we all know this one, but it's worth mentioning here. Reading your "slides" or having your back to the audience not only keeps you disconnected from the audience, it makes it difficult for you to evaluate how your audience is responding. Consider developing presentation materials that only provide a framework for your talk (not all of the information).

Thoughts:

- There are numerous books, articles, classes and organizations centered around effective speaking. I think, however, that the biggest challenge isn't understanding WHAT to do but, rather, getting solid experience doing presentations. I would recommend finding opportunities to practice presenting in your professional and personal lives whenever possible.
- Consider how you might get feedback from your audience on how your presentation went. I regularly have people fill out feedback forms after public speaking engagements. I would be happy to share the form as interested.
- If you are interested in learning more about public speeches that Epicenter has completed, you can click on the [Speaker Services](#) link here.
- Next month's "Part II" article will be around our Top 10 Presentation Tips. These are tips/tricks that have been gleaned over the past 28 years doing personal, public and work-related presentations.

Next Steps

If you would like more information on this topic or other similar types of tools, please contact Bill Proctor with your request at wproctor@epicentergroup.com or 216-702-0952. You can also find previous issues of EPICentral at [Newsletters](#).

Mr. Proctor also speaks on a variety of problem-solving and system design topics that can help companies significantly increase the success and profitability of their businesses. If you are interested in having Bill speak at one of your upcoming meetings/events or would like more information on any of the speaking topics, please visit [Speaker Services](#) or you can email sales@epicentergroup.com.

Epicenter Development Group is a unique consulting firm that seamlessly integrates

the disciplines of Systems Engineering and Organizational Analysis & Development to create practical design solutions to your toughest challenges. It is on the cutting edge of problem-solving solutions and the creator of a unique process called GreenRoom Engineering. This process adds greater value and cost savings for clients as compared to traditional engineering methods.

William Proctor, Epicenter's founder and president, has provided services around the country to more than 100 companies consisting of a variety of organizations; and Epicenter continues to grow as a resource for firms of all sizes.

To learn more about Epicenter Development Group, visit our website:

www.epicentergroup.com

Epicenter News

We are excited to be nearing on the date of our Ten Year Anniversary (June).



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