

Jamie Covey

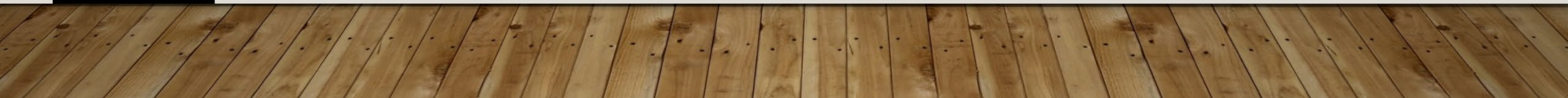
Manager of Job Readiness and
Learning Administration

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A black silhouette of a person standing behind a podium, positioned on the left side of the slide.

CRITICAL ELEMENTS TO PRESENTING

VBA INTERN PROGRAM



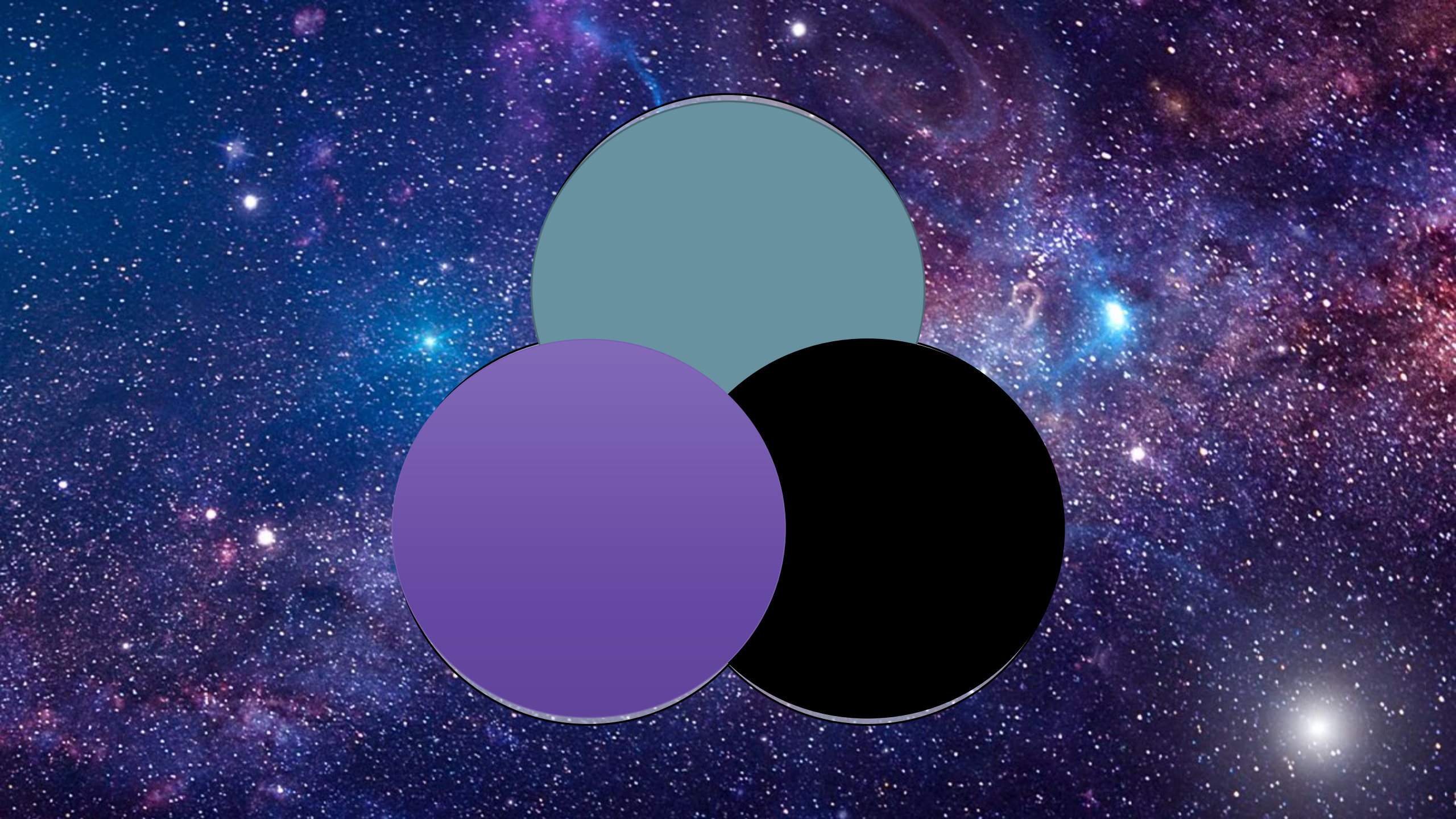






**CLEAR
MESSAGE**



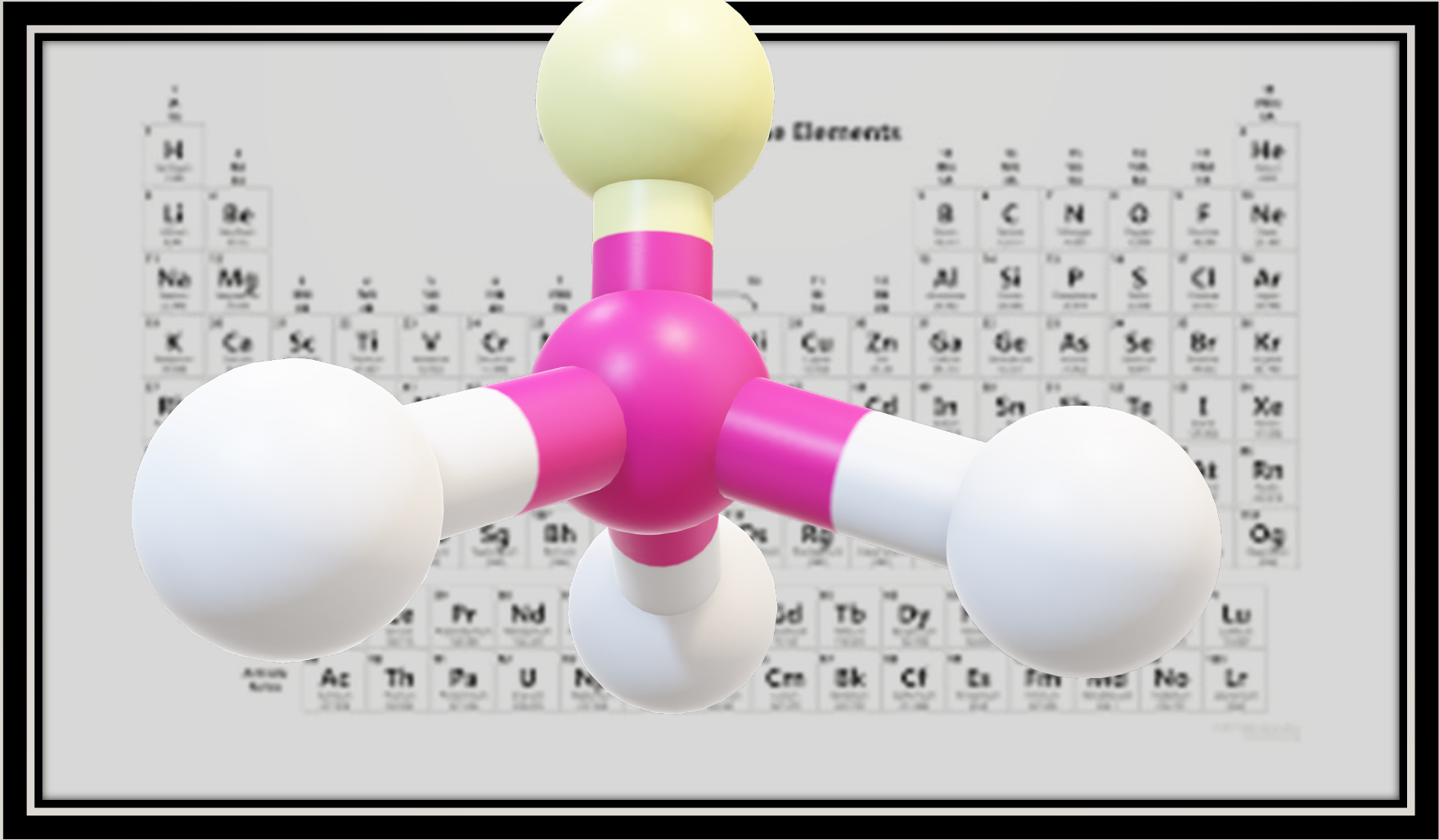




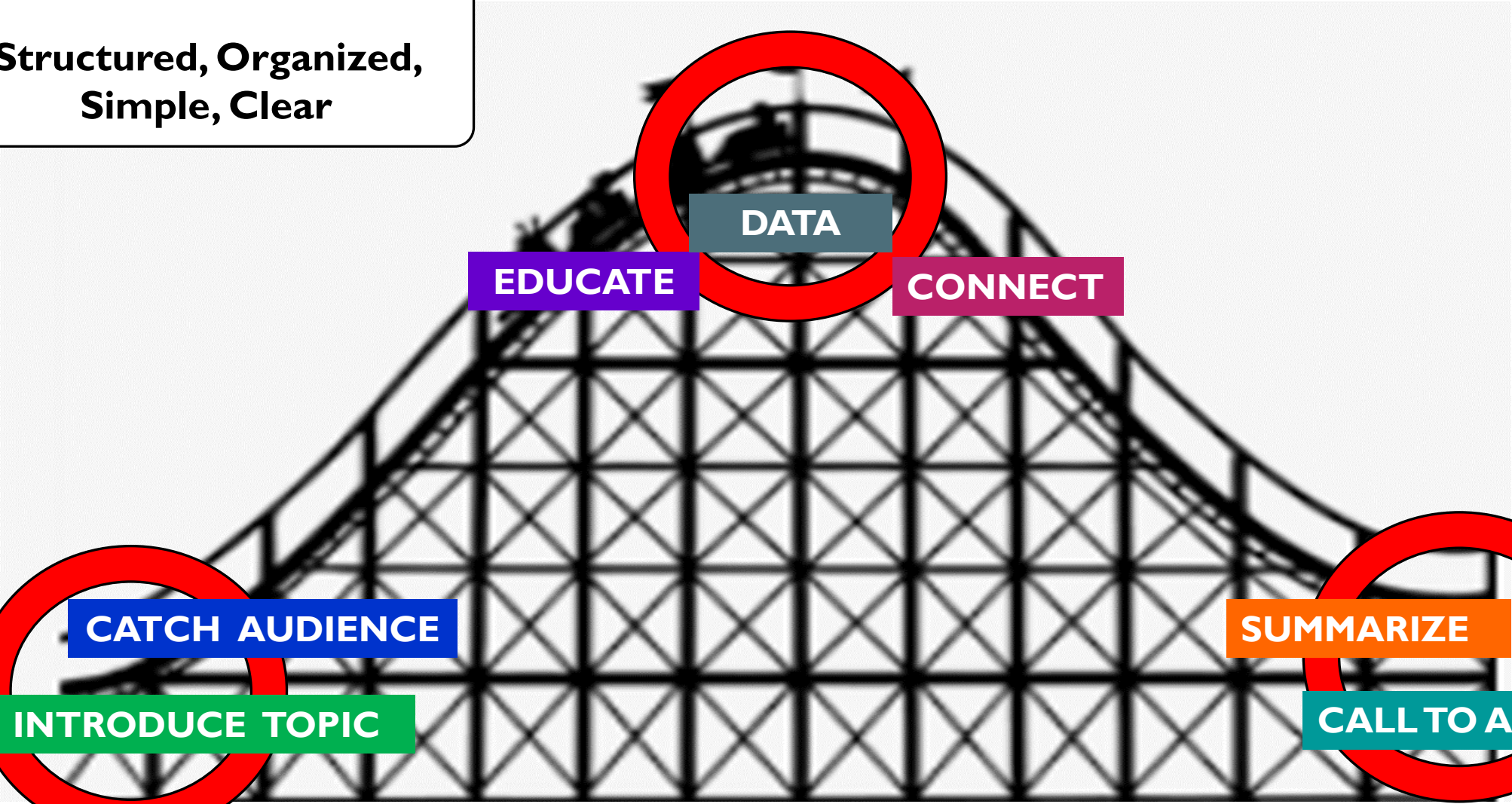
- ? What do you want to **SAY**?
- ? What is the **PURPOSE** of the message?
- ? What does the audience need to **KNOW**?
- ? What do you want the audience to **DO** with the information shared?
- ? Have you given the audience a **REASON TO ACT**?



1. **Structured**, Organized, Simple, Clear
2. **Catch** the audience
3. **Educate** the audience
4. Provide concrete **data**
5. **Connect** your purpose to the audience
6. **Summarize** with a **call to action**



Critical Element #1:
**Structured, Organized,
Simple, Clear**



DATA

EDUCATE

CONNECT

CATCH AUDIENCE
INTRODUCE TOPIC

SUMMARIZE
CALL TO ACTION

Message Element #1:

**Structured, Organized,
Simple, Clear**



CATCH AUDIENCE

CATCH AUDIENCE

CATCH AUDIENCE



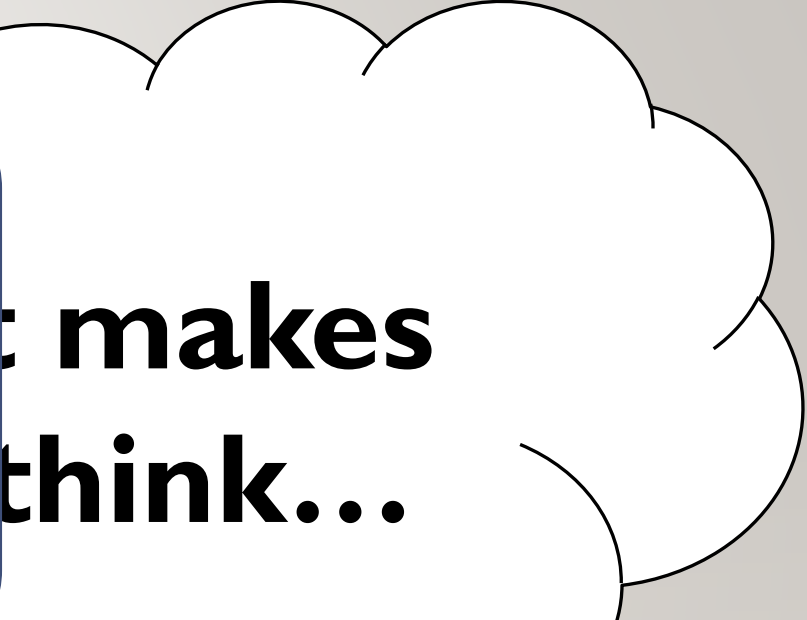
Catching Audience Attention

1. Generate curiosity with rhetorical questions
2. Share interesting data or statistics
3. Tell a story

Rhetorical Questions

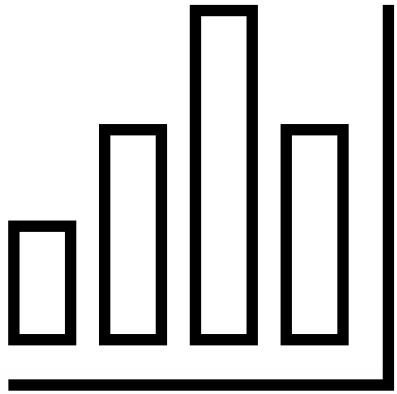


? Have you ever wondered...?



? Did you know...?

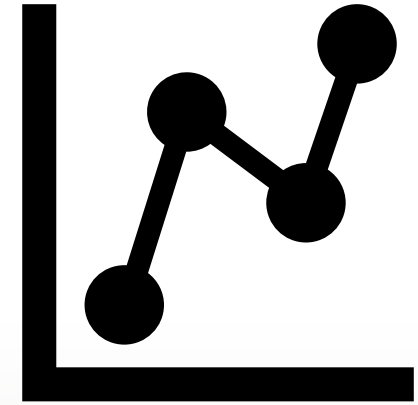




ADD REALISM



**INCREASE
CREDIBILITY**



MEMORABLE



**EMOTIONAL
IMPACT**



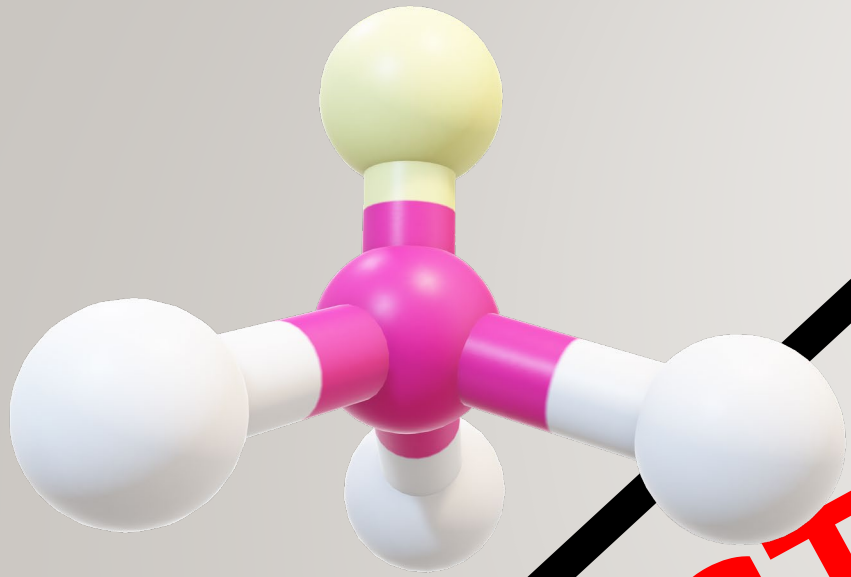
VALIDATE

WITHOUT
STORYTELLING



WITH
STORYTELLING





**EFFECTIVE
MESSAGE**

STRUCTURED

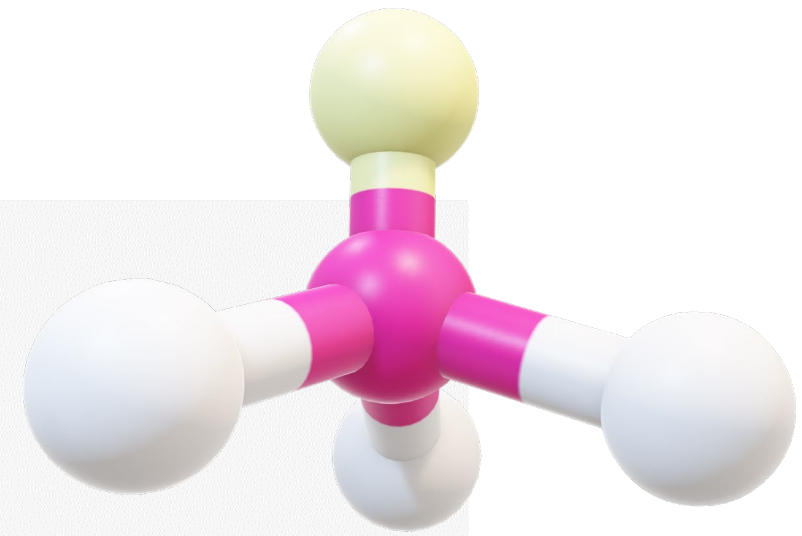
ORGANIZED

SIMPLE

CLEAR

Message Element #1:

**Structured, Organized,
Simple, Clear**



DATA

EDUCATE

TELL A STORY

CATCH AUDIENCE

SUMMARIZE

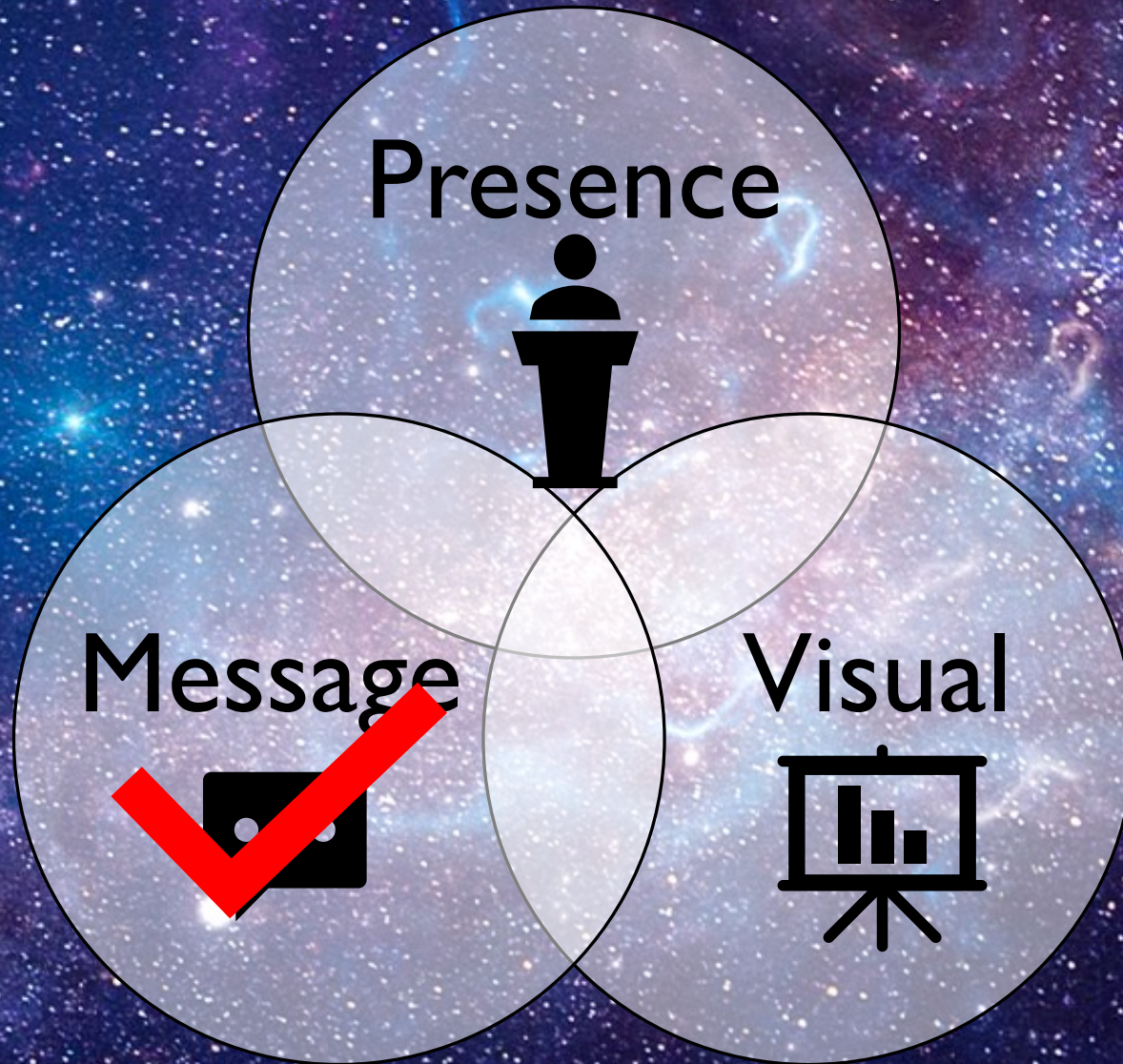
INTRODUCE TOPIC

CALL TO ACTION



Catching Audience Attention

1. Generate curiosity with rhetorical questions
2. Share interesting data or statistics
3. Tell a story



Presence



Message



Visual



Presentation Visuals Should...

Use the **5 x 5 Rule!**

- ✓ No more than **5 lines of text**
- ✓ No more than **5 words per line**



Presentation Visuals Should...

Use **COLOR** to make important terms pop



FB INB AAN DIB MHI PPAO SHA



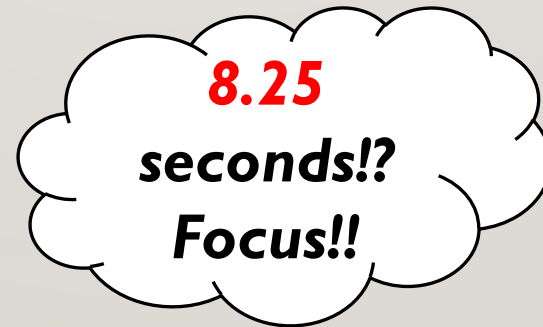
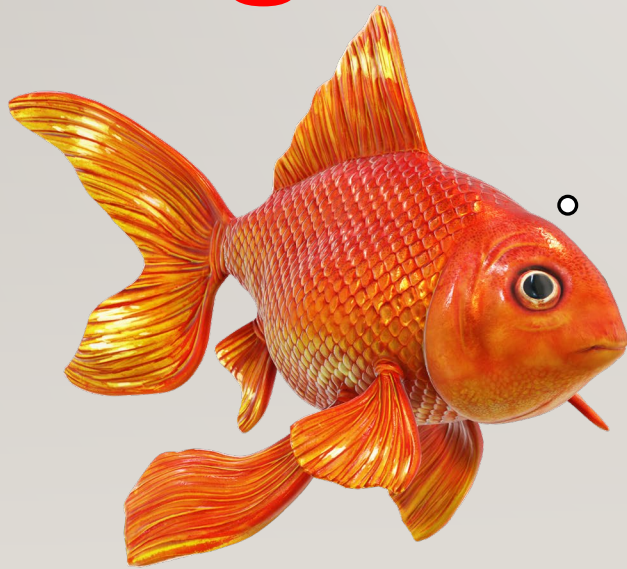
FB INB AAN DIB MHI PPAO SHA

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FB INB AAN DIB MHI PPAO SHA

Presentation Visuals Should...

Change once or twice per minute!

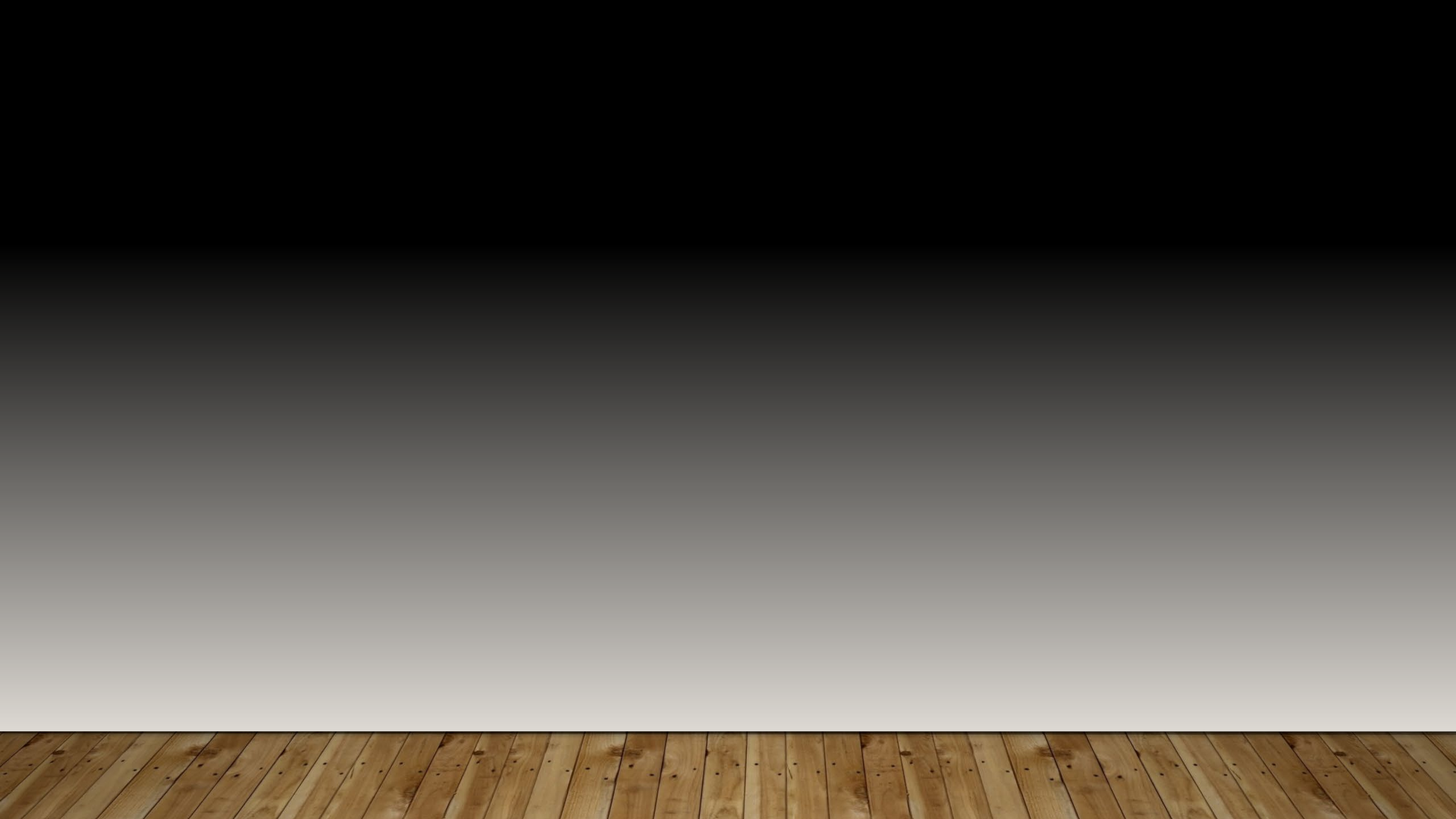




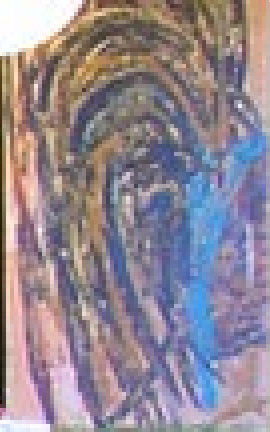
Presentation Visuals Should...

**Contain *images* to connect to
your point!**



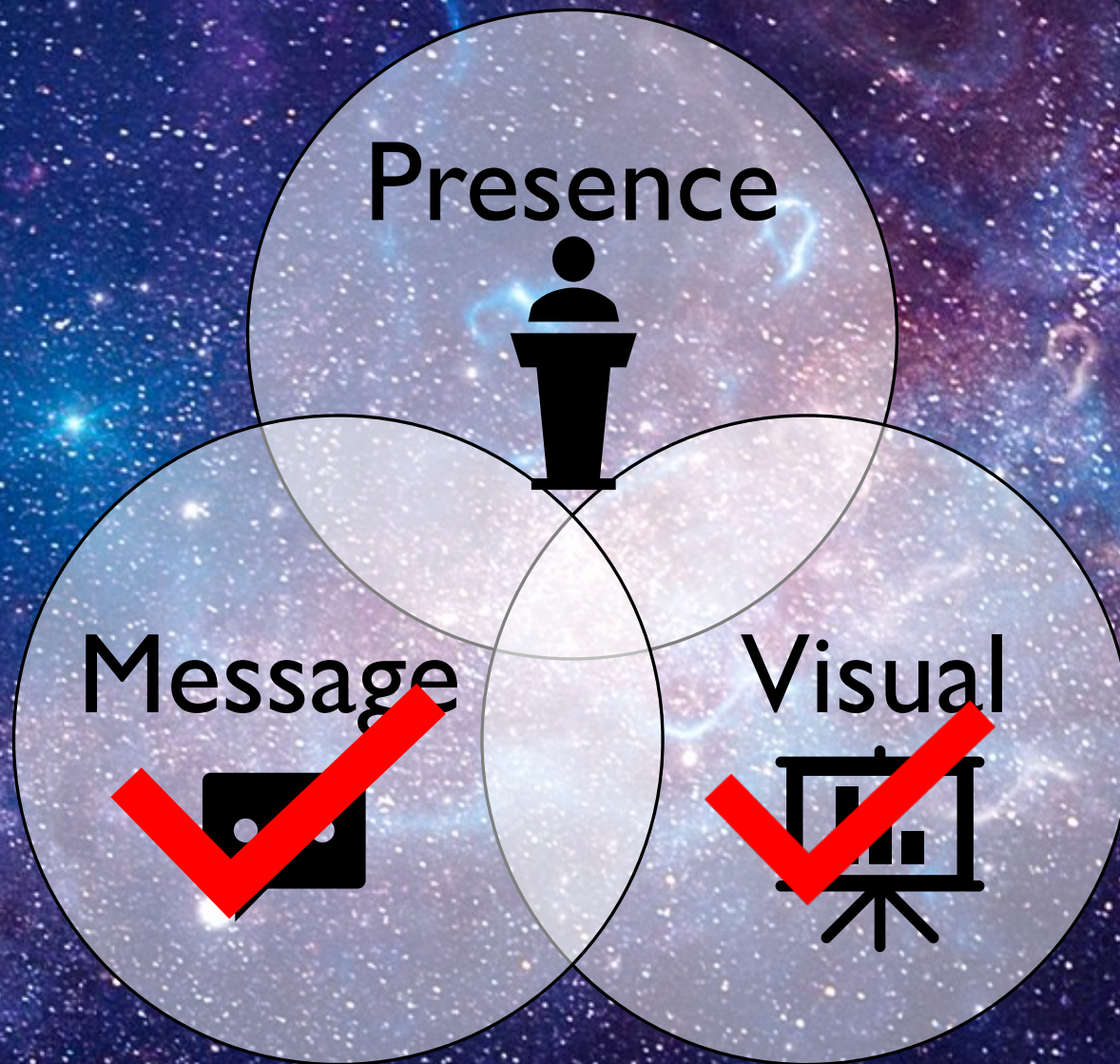


LAUNDRY



Presentation Visuals Should...

1. Use the **5 x 5 Rule!**
2. Use **COLOR** to make important terms pop!
3. **Change** once or twice per minute
4. Contain **Images** to connect to your point



Presence



Message



Visual



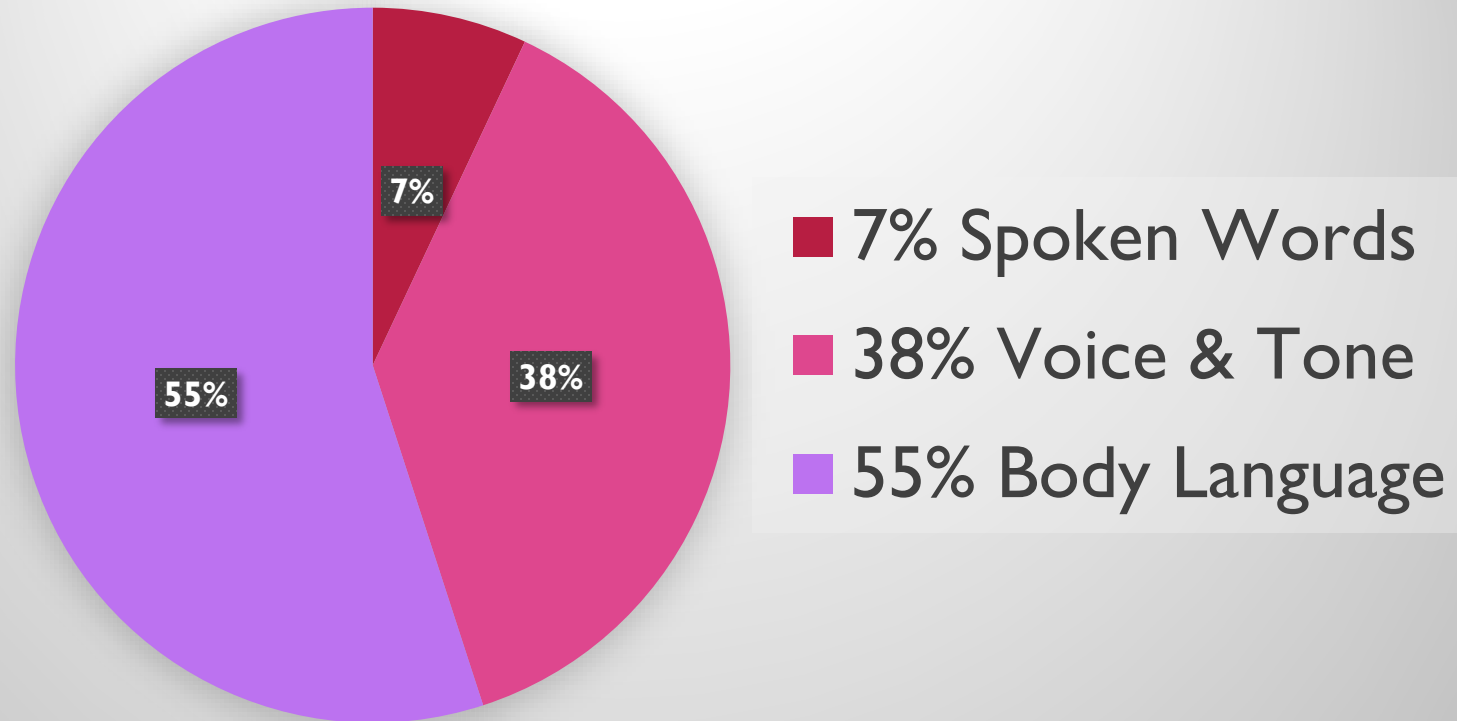
PRES – ENCE

[‘PREZENS]

- **The impressive manor or appearance of a person**
- **Synonyms:** *bearing, stance, deportment, attitude, posture, manner, air, guise, demeanor, behavior, conduct*

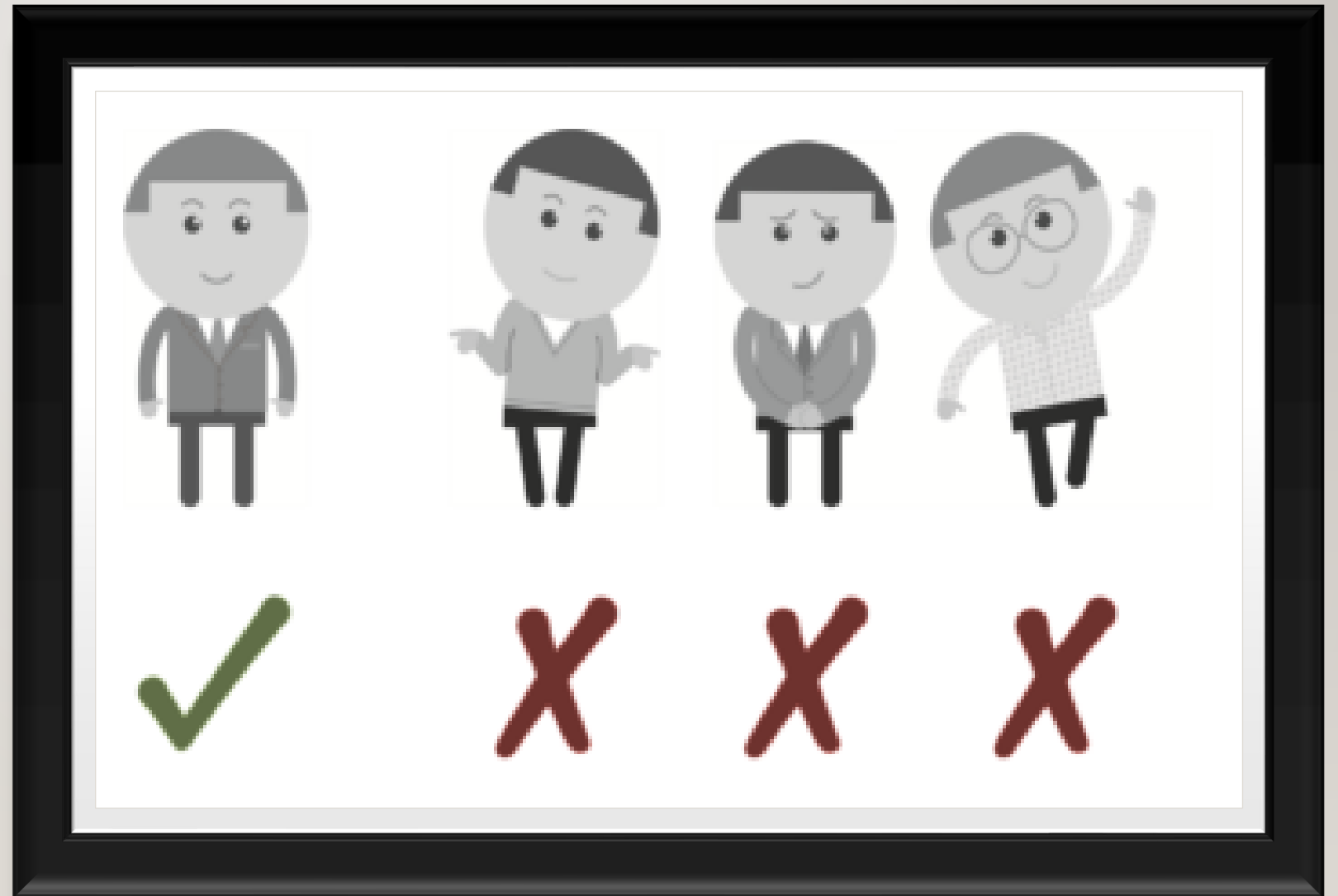


Dr. Albert Mehrabian's 7-38-55% Rule



VERBAL & NON-VERBAL COMMUNICATION

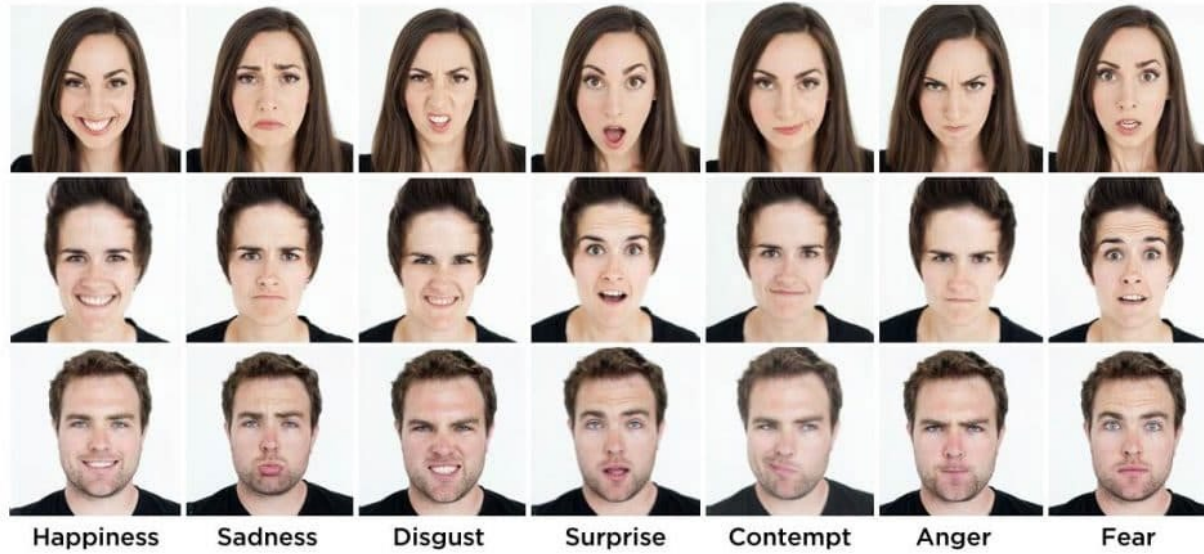
I. POSTURE



2. MAKE EYE CONTACT

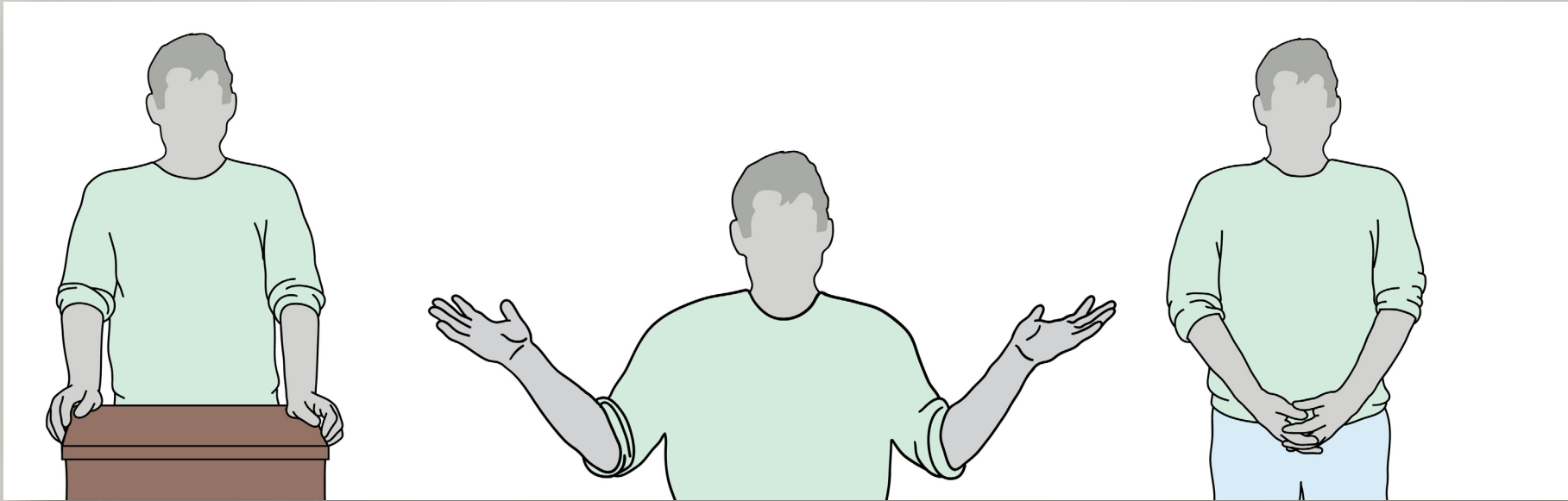


FACIAL EXPRESSIONS CHART



SCIENCE OF PEOPLE

3. MAKE FACIAL EXPRESSIONS



4. MAKE HAND GESTURES

5. RELAX AND BE YOURSELF

"You don't
gotta be
perfect, just
keep it real"

A graphic illustration of a stage. At the top, there are red curtains with a scalloped valance. The curtains are pulled back to reveal a white rectangular area representing the stage. Below the white area is a wooden floor with vertical planks. In the center of the white stage area, the word "PRACTICE!" is written in a large, bold, black, sans-serif font.

PRACTICE!



THE
BRIEF
DOWN

THE
PRESENTATION

WHAT YOU
JUST TOLD
THEM

5. A STORY TO TELL

WE REMEMBER STORIES
BETTER

IT HAS
TO BE
TRUE

WITH PRACTICE

Nail your Presentation



ENTI

