

# PRESENTATION SKILLS

Basic Techniques

Presentation skills – Basic Techniques (Part 1 of 3)  
Sergejs Ivanovs, 2018

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# *Awesome Presentations*

PART 1

## *Basic Techniques*

by Sergejs Ivanovs

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# Introduction

This pocket book will deliver you some tips and bits of advice we are using in our corporate presentations at Ehrling!

Awesome presentations is not a talent, it is a skill. Moreover, skill is something that you can learn, and together with your colleagues, it is possible to teach and train a person who wants and needs to deliver excellent presentation or speech!

In this book, you will find main ideas and key points about Presentation structures, Slides and how to use them in a real life. How to present your ideas in a right way, how to plan your presentation and even prepare the audience and meeting place.

In nowadays everyone needs to handle presentations, starting from meeting with partner or client, a new girlfriend and of course – Business presentations.

Maybe you need to present to your clients your new offer, maybe you are going to read a short lecture or deliver a speech at some bigger event. Maybe you have an idea, perfect idea, which will help your colleges to get better results. From small to big things. We all do presentations.

Some people think they cannot deliver an amazing presentation. That is not true!

We will make sure you have all the tips and practical pieces of advice to deliver a high-quality presentation in Ehrling style!

# Presentations main principles

While you are trying to deliver a good presentation, put in your mind few ideas about what people are awaiting from it, what kind of ideas they will like, and of course, you need to remember what they really need.

You can try and use some joke inside your presentation- that will make your story even more memorable, which also means there are bigger chance that people will remember your ideas for a longer period.

If you have more practical examples- you definitely need to use them! People love practical cases and examples, especially if these are taken from your own experience! Don't hesitate to share knowledge and ideas – that is exactly why you are here – to share your ideas and your Audience here because they wish to know all of them.

Don't worry that people who attend an event are negatively disposed against you – this is not true! (Maybe in some special cases this could be true, but then I need to ask you – Why are you here?)

In general, people are as much excited as you are – believe or not, but your Audience prepared and awaits great speech and wish you all the best – because this is also some kind of entertainment for them – and as best you are, as best time they will have!

Back in my childhood, I do remember my first exam on Latvian literature – I would say this was my first presentation experience ever! I was so worried and so stressed that in the middle of the exam my teacher asked me to go out of the room and have

some time to rest and relax. I looked in the mirror- and understood that there is an ugly guy who is scared and looks terrible and most important – that doesn't look like me.

Wash your face with cold water, take a few deep breaths and be ready for your own Amazing Show!

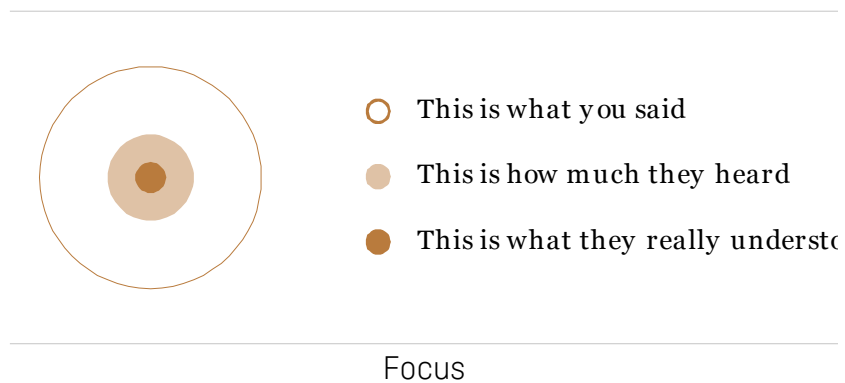
Only after a month or so, the teacher told my mom that I was very brave and during my exam told her a lot of things that were out of my school program! She was proud of me. And back there I was scared of here, but in real life – she wished me luck and all the best, she wanted all of us to succeed!

There are 3 main principles of awesome presentations:

- Focus
- Contrast
- Unity

## Focus

One of the main principles of awesome presentation is Focus. You need to create something different, separated apart from what they already know. Of course, the main target is to focus on your Audience problems and right solutions how to solve these problems.





Do not forget that people will hear only 30% of what you were talking about. However, at the end, only 10% of your ideas will be remembered. Good point why do you need to prepare a notebook with main ideas and presentation materials at the end of your presentation and make it available online to the Audience.

In general, you don't need to speak for 30 minutes about how to cook dinner if you are trying to prepare a new sales strategy. But sometimes it is very useful to explain something difficult with very simple and easy to understand – practical life example. In this case, cooking could be something everyone should understand without any problems.

After making thousands of explanations on how the process works, or how does the system functions I noticed one very important thing – people love and understands stupid examples. And moreover – if you tell a funny story the chance that people will remember the case will double!

While studying in a school being a teenager we had a History teacher and she was crazy about dates and what happened when. Honestly – I always got "D" mark on almost every test and at 9th grade was pretty sure will not pass the exam. To my surprise – my knowledge of History was not so bad as my teacher thought – I easily got "B" mark. But I was still not good friends with History.

While I was studying in Technical school we had an amazing History teacher who had tons of funny and practical history stories and examples! I will never forget how she told us that her group was driving in Georgia in a bus where an important battle was won by Georgians in 1770 – Battle of Aspindza and how 100 kilometres away they suddenly realized that they left one of their classmates there! I still remember it! Thank you, teacher! :)

Be short, be focused on your main theme. If your theme is cargo delivery, speak about cargo delivery and similar examples. Try to use simple life stories and examples, but don't forget about your Focus- main theme!

# Contrast

Create a contrast between what people already know and do, and what are you going to present them. Do not forget that they came to you to hear new ideas and new solutions to their problems and questions.

Be clear and precise, people do like when you are getting them a real recipe and step-by-step guide.

# Unity

Your examples, your theme, and speech must contain a unity – a strong sequence. Unity of words, the unity of events and ideas. Without unity, your story will look chaotic. Exactly, in this case, the best way to tell something could be “step-by-step”.

Sometimes it is easier and better to explain something on very stupid and simple examples. Working in IT I was asked a lot – why does in SEO (Search Engine Optimization) it is important to use only a few keywords for your website and built all texts around these keywords and key-phrases.

The best answer people understand sometimes sounds very stupid and very simple – if you have 1000 euros budget and would like to impress a girl- What kind of strategy would give you better results – invest these 1000 euros and try to date 100 girls or choose 2 most interesting girls and try to invest your time and budget there! Don't forget that you will need to choose only one and hope that she will also choose you?

You can also use a storytelling for better examples. Use analogs to present your idea in a better way that every part of your Audience would understand.

Use simple examples that are easy to understand and remember- do not forget to use some humour time-to-time.

# Storytelling

Almost or everyone loves stories. This is the easiest way to prepare people for your idea, how to explain them main details and create a step-by-step overview.

For example, if you would present a group of people who are going for a vacation trip to Stockholm a sequence of images- that would be just an images. However, if you are going to deliver them a full story commenting on each picture, that would be a perfect guidance for people who are going to visit this amazing place.

No need to use a simple list of sights, if you can show your planned main attractions in pictures and tell a short introduction about every point of interest.

Do not forget to follow-up on time frames, because people really likes when there is a real sequence of your story. People don't like when you are jumping from A to C, from C to B and from B back to A... Especially when your target D is not even mentioned.

While telling people a trip plan, use a simple scheduling and day-by-day plan; tell a story with main heroes and actions. Only important actions!



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Use sequence

During Autumn 2016 I tried to convince one of my colleges to join me for the Mediterranean trip on a cruise ship. I told him that this will be exciting and very interesting. He wasn't really impressed, maybe because I wasn't very convincing, and yes – I got no story for him. But everything changed in Summer 2016 while he was participating in one International Sales & Marketing event and had a chance to win a Cruise trip.

Event organizers were made amazing job – they showed to all participators the ferry, destinations, pictures of happy people, even tasty and delicious food and atmosphere.

I caught right moment when my colleague told us about the trip and how interesting it sounds – and offered him to join me once again. To my surprise – he said Yes after 20 seconds! Impressing result of a story and visual examples!

# Presentations structures

While you are preparing to deliver your speech or presentation to your Audience, you need to know about few Presentations techniques, which will help you to start a useful plan on how to do this in a better way.

No matter how long your presentation is going to be, you need to prepare a real plan with possible time frames.

It is very important for you and your Audience to know when exactly are you going to have a break when you will finish your speech!

Timing is very important especially in cases if you are one of many presenters and your time is strictly limited. No one likes to wait for another person to finish his or her speech, and sometimes you can be just interrupted in the middle of your story just because next speaker has to start!

While I organized myself a training to deliver presentations to my friends at the very first meeting I found out that in 3 hours I haven't told even half of what I prepared and wanted to speak about!

While taking next meeting I optimized my slides, prepared a short scenario, tried my script in front of the mirror, tried to work a little bit on timing and also made some rehearsal to make sure next time I will at least tell everything I want to tell!

To my delight, I have achieved my goal on a third time/ attempt! And I really need to thank my friends for their patience and time!

Respect your Audience and try to be as more specific as you can.

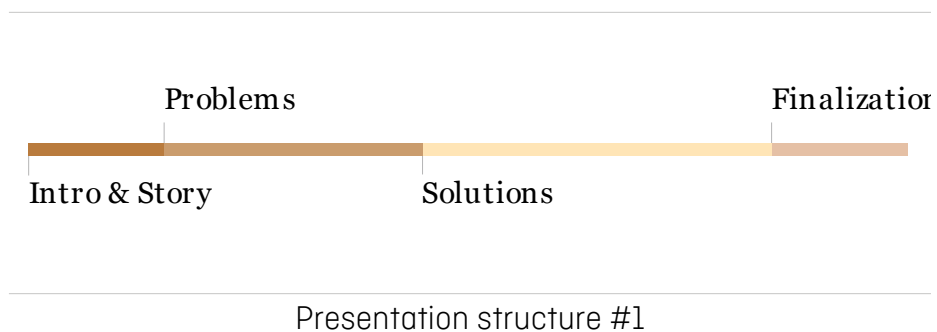
You can use 2 main presentation structures provided in this pocket book. Of course, there are not only 2 structures, but we will look into most popular and common.

Not the last point – we offer basic Presentation structures which are easy to use.

# Presentation structure #1

This structure is commonly used for big speech, for a bigger Audience! If you have a full day event it is necessary to divide your speech and presentation into a few smaller talks and themes- this will ensure you are not speaking all over one thing all day, but taking advantage and describe each aspect of the problem and your solutions.

It is also important to remember, that you need entertain your Audience and this model will help them to understand your points better!



Usually used for scientific and official events and presentations, important Business meeting. The classic example for this kind of events is Internal Conferences for UBS and KPMG.

Use this structure if you have a lot of materials and informational base, provide lots of examples, but most important – be prepared and choose right sentences.

# Intro and Story

When you are going to start your presentation try to tell an Introduction story that will describe how you came here, what situation forced you to face the problem, which existed for short or long term.

The basic idea here is to tell that kind of story, that probably your Audience faced or in some other ways they were forced to solve your mentioned situation.

"Try to imagine that company called Integra need to deliver a special cargo with Christmas presents from Stockholm to New York. Integra came at work on December 15 and realized that presents to important client myBank were not sent yet. This is a problem. You as Integra want and need to send presents ASAP because you want to show your respect and importance of this client to you. Moreover, you know from previous experience that myBank will deliver a Christmas package to Integra Team."

## First part

While you are telling the beginning of your situation or problem, try to find more examples, try to describe different situations and how these situations will affect your audience business, earnings, market position etc.

"In mentioned situation, when your client Integra will deliver you a present (if you would be Integra), but you will not deliver yours – that is going to be a huge mistake, even a disaster, which possibly will affect your relationship, reputation of a good partner.

Most important – the client could have a feeling that he is not important to you anymore. Well, you need to plan in advance... But... This time you didn't..."



# Solutions

Now you need to tell your audience what kind of solution you offer. If this is Cargo delivery, you probably have a better service or faster delivery. If you are offering accommodation services and your clients are arguing that it is too hot, you can offer them air conditioner in the room or maybe a free cold-water fridge. Maybe your client needs to create a website in two days and you can provide them such service without any worries.

"Talking about Christmas presents... Let us imagine that your Packages delivery company Pegasus which offers shipping services only by sea. But this time you are in a hurry and your Cargo service provider is informed about the importance and special needs of their client (you), Probably Pegasus will make sure to prepare a special combined solution to deliver Christmas presents right in time."

## Second part – How to use solution

Now when you offered a solution and everyone is happy, do not forget to describe many ways on how your Solution will positively affect clients business, process optimization aspects, how many good things they can create and do with Solution.

"Your Package delivery company Pegasus offered to their Client fast delivery from Stockholm to New York by air service just in time! Someone's client (myBank) or partners received a special Christmas present, they will like it, and the positive relations between you and NY company will be stable without any doubt. This situation even could positively affect your profits and success connected to important NY company... Moreover, Package delivery company Pegasus solved their client need - your problem. Probably, for now, you also know you can rely on your Delivery company and even trust them! They got a new very loyal client!"

# Finalization

Well, you had a problem, you got right solution and you solved it. You have some result, positive attitude.

Do not forget to use examples and data, to prove your idea.

"Your Package delivery company saved your relations with your NY Client because of Cargo delivery company's provided solutions. There are many possibilities for your Delivery company: next year loyal clients will deliver even more packages using their service, they will tell their Friends, Partners, and Clients how amazingly delivery was made. And happy clients can choose their services more and more. This means better profitability to the Delivery company! Such an amazing result!"

Very important part of your presentation final steps are Questions and Answers. You will find more information about Questions and Answers during next pages.

# Presentation structure #2

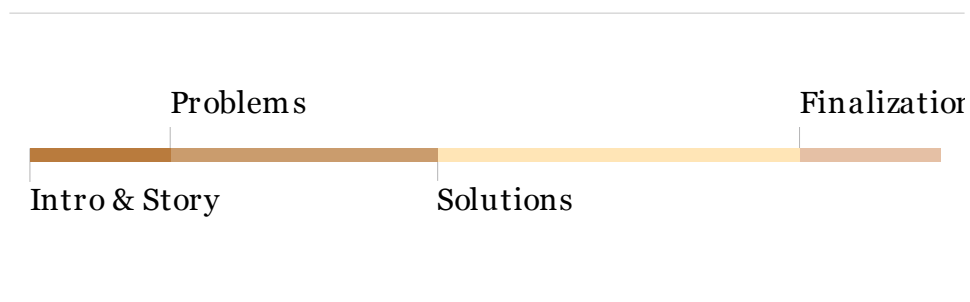
This presentation structure is commonly used for small and medium size presentations. If you are dealing with a small group of people - it is also a good possibility, that they will like this structure a lot!

The main principle here is to focus on your provided solutions – How to implement solutions, what kind of circumstances should take effect to realize your solution with maximum effect, when is the best time to implement your solutions?

Don't forget to mention practical examples!

Of course, it can be used for bigger groups too, but you will need to make sure your Audience are having same interests.

How does the structure look?



Presentation structure #2

## Intro and Story

Take a deep breath and try to explain the current situation in the market, what was your or your company situation. This is a short introduction story, so people can imagine your situation and understand you better.

While I was explaining to one of my colleagues how to deliver a great presentation I suggested her to prepare a scenario – right it down, repeat. She was not very happy about it then I told her a story how my other colleague prepared a script and tried it in front of the video camera for more than 50 times!

At the very end we compared results with his first video and final video version – results were impressing, the difference was seen like day and night!  
By the way, Thank you, Niks, for nice video example!

## Problems

Here you will need to describe what kind of problems do you face, is there anything disturbing your job or business? Be specific, but don't make a too long list. Just mention few important points!

In this Intro section, you need to describe in short words what is going on. If you plan to present your idea or solution to a group of selected people, there are certain possibility that people are already introduced to your or industry problems, even more - they already can have same problems!

The same example with Niks video - the main target was not only to create a simple video presentation but also to try and deliver the best advertisement material for our new product. And based on that- one extra rule have applied by the Management: Because this is going to be a video and people are usually interested to see 3-4 minutes long videos (after longer period possibility to loose interest becoming more possible), the video must be not longer than 4 minutes. Unfortunately, as me on my

first presentation, Niks also was out of time control.

This is why it is important to describe this part quite fast, without fast running, but looking through - because, again, people can have same problems already.

## Solutions

Apart from problems, here you will need to explain main part of your presentation - Solution. Because this is what really matters, this is why people came to your presentation or listening to your speech.

Solutions part is one of the biggest parts of your speech just because it is so important and useful. Here you will need to explain your solution, explain the technology, explain the methodology, explain all How-to, everything step-by-step to create a better understanding. Of course, you will need to present practical examples of your solution - how it solved the problem.

Don't forget, that you need to deliver a practical solution, not your company advertisement for 30 minutes without any practical cases! People hates when someone trying to sell them something while they came or even paid for a practical solution.

Of course, if people are here because you are doing the trading presentation - this is a different thing, but also here you will need to share some part of your success and solution publicly, at least to prove, that this is really working!

What kind of solution did Niks tried to use? First of all, he prepared a detailed script, second - he pushed the script into 2 presentations - one was behind his back, another PowerPoint presentation was running on a computer. Third - he also added timing to each slide. He counted and repeated many times until he got a satisfying result!

While delivering a solution you are also building a trust between you and the Audience, this is why important to deliver a practical solution - if the solution is not working, it is not worth, you are not worth in people eyes.

# Finalization

At the end - try to repeat in short terms what problems you had, what kind of working solutions you tried and used and how this changed everything or made your life better. Alternatively, made your business more profitable.

What result Niks achieved by this presentation? He won the prize and were awarded as a winner of the contest!

# No blind advertisements

Let's just face truth – people hate when you are trying to sell them something! Especially unpleasant it becomes when at the very beginning of presentation speaker is promising you to provide and share important and useful goods or amazing advice on a problem, which disturbs you a lot, but during the speech, you can hear only advertisement and no sign of practical solutions and real advice.

If you are delivering a speech – be ready to share your knowledge and information. Don't worry, if people already like your presentation and your solution – they will find you- just give them a chance!

At the Baltic IT exhibition, one of the speakers announced the theme of his speech to be "How to find relevant keywords for your AdWords campaign".

He started with his own company profile, who are they, how big are their Team, how many clients they have... Maybe not most interesting part, but still - this could be handled as a first trust moment. As IT professional, that was quite interesting for me and I was surprised how big they were. The first impression- we are dealing with the big industry leader.

At the second part, the speaker gave us 2 almost practical examples on how 2 big companies were using their budget and spent tons of money to Google AdWords... Interesting...

"We helped them to change their keywords and this saved 75% of the budget!".

"Just amazing" - I thought, and was already nervous to wait for the solution - "What exactly they did?"

Unfortunately, what we were faced with these words - advertisement of 3 AdWords packages they were providing. Advertisement and nothing more! No advice, no solutions, not even a small part of first steps...

Not only me, but many of the participators were disappointed and as I personally sighted - no one came to him and spread any interest because the presentation on the main article was ruined and destroyed with the simple advertisement. That was not something we expected and not result we were awaiting from his presentation.



# Questions and Answers

It is very important to give your audience chance to ask questions. Questions are very important part of Finalization speech where you can once again ensure that people understood everything you presented.

There are few Q&A models available. What kind of model to use depends on what exactly is your main business: do you need to answer all your Audience questions or your Business model contains "pay-by-hour" invoicing and you are interested to answer only paid-time questions.

## Ask 3 questions

If you are limited by time or just paid hourly with already accepted time frame/budget, it is necessary also to minimize the time for Q&A. You can define at the beginning or at the end of your speech that because of lack of time the Audience can ask you up to 3 or maybe 4 questions.

## 5 minutes for questions

Again, if you are paid hourly with limited / accepted budget, you can manage to make 5 or 10 minutes when your Audience will have a possibility to ask questions and get answers.

If there are a possibility that there could be a lot of questions, but not enough time for answers, probably, the best solution is to inform your Audience at the very

beginning that they can write their questions on special paper pieces and pass them into the vase. At the end of the presentation in a limited time-frame, you can answer most interesting (your own picked) questions or just answer one-by-one while you have time.

## Maximum 1 question per person

In small groups of people (up to 7-10), it is possible to give your Audience a chance to ask 1 or maximum 2 questions per person. By doing this you ensure that everyone gets your attention and Audience questions are answered. This model also works perfectly if participants can ask same or similar questions.

## Answer maximum amount questions

If you trying to sell something or convince about your product, then you probably would like to answer all your Audience questions. Possess oneself and be ready to answer.

## Important advice

Control your time, do not allow participants to ask and get more questions than they paid for because you probably don't want to answer all their questions for free, don't forget - this is your business.

## Avoid questions

In case if you don't feel comfortable to answer some question or maybe you even don't know the answer or just don't want to answer – try to use something like:

"That is a very interesting question... Unfortunately, the Answer is very difficult to explain right now. Maybe it is better if you could repeat your question by email..."

Do not hesitate to ask people "Ask later". By the way, you have not told that you will answer this email, you just asked to write the question to your email.

## Assertive listeners

If you ever tried to make a presentation for a big audience, you probably faced with the most annoying type of listener – assertive listener. It is awesome if people are brave to ask questions, but some of them are asking too many questions or sometimes just asking questions about a completely different theme. You need to do whatever in your power to avoid this.

First of all – person is spending your and Audience time, but most important – while trying to answer one annoying person questions, the rest of listeners are bored, like you just left them alone.

You can use the same trick with email – ask to send person questions to you by mail, or just ask him/her to ask questions on a private meter. After – it is only your fast legs or diplomacy.

A few years ago I bought my first Apple product – MacBook Pro and I decided to attend a special lecture on How to use Apple MacBook for Business with the main focus on Software – Keynote and Pages. The presentation was interesting, but maybe not very practical personally for me, because I already knew basics and already worked with Microsoft Word and OpenOffice, but...

There were one person who asked lots of questions about usage of Apple TV at home, tried to discuss Apple TV previous models and updates. That was annoying and very disturbing not for me, but also for many other attendees. Of course, after 10th question – the Class were bored and felt frustrated about the lecture.

Because for 10-15 minutes from their 60 minutes lecture the Speaker were talking to only one person, ignoring needs of others.

After a while presenter started to invite this person to ask questions personally at the end of the presentation by that getting focus back to the whole Audience.