

Presentation Skills for Contractors

Pictures



- Create a bond between the person's imagination and the content desired
- It makes people focus on the image and concentrate on the delivered message

Numbers



- Create indisputable evidence in the observer's eyes
- Use them to make an impact to a statement

Words



- Too many words are boring and disengaging
- Fewer words in bullet point form are best

Create an Emotional Bond



Form trust as the first part of managing the audience's perception of the presenter.



Establish competence to prove the presenter is a subject matter expert.



Create an environment where the audience and concerns are heard and addressed.



Show value and quantifiable return on their time investment with tangible and measurable results.

Impact the Audience with...



Empathy: Sympathize with the emotions, situations, challenges, and frustrations that the audience feels.



Humor: Relieve the stress that accompanies new learning.



Enthusiasm: Show passion for the subject that is being delivered and raise the energy level.



Storytelling: Provoke imagery and emotionally tie the content to a real-life event.





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Presentation Structure



The Presentation Opening

The most important part! Answer these questions:

- What is the defining message?
- What will they gain from this information?
- What are the 3 main takeaways?
- Why is it important to this audience?



Order of Content

Choose the most appropriate method for content:

- Chronological
- Features/benefits
- Problem/solution
- Ideal versus reality
- Goal/roadmap
- Advantages/disadvantages

Delivering a Great Presentation



Be Yourself.



Use impactful body language.



Make strong eye contact to show your interest in attendees.



Use basic, uncomplicated vocabulary.



Read the audience's energy and focus. Adjust accordingly with inflection, tone & volume.



Be culturally sensitive.



Encourage questions as they arise to enhance engagement.



Use the parking lot method to list topics that have value for later discussion.

Remote Presentations



Technology must include audio, video, and screen sharing capabilities.



Include a chat feature for those who do not like speaking in front of others.



Provide time for discussion, time to see faces and interact.



Provide time for data, facts, and figures for explanation.

