Presentation Skills

for

Big Pitch

Matthew Charles Higgins, M.A.
Big Pitch Communication Specialist
• Introduction
  • Event
  • Self
• 3 Characteristics
• Knowledgeable
• Organized
• Engaging
• Practice
• Preparation
  • Conclusion
## Event details

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Pitch Finals</td>
<td>Friday, November 20(^{th}), 12pm</td>
</tr>
<tr>
<td>Preliminary Round</td>
<td>Monday, November 16(^{th}) – Wednesday, November 18th</td>
</tr>
<tr>
<td>Video &amp; PowerPoint Slide Deadline</td>
<td>Thursday, November 12(^{th}) at 11:59pm</td>
</tr>
<tr>
<td>Priority Participation Deadline</td>
<td>Friday, October 30(^{th})</td>
</tr>
<tr>
<td>Final Participation Deadline</td>
<td>Monday, November 9(^{th})</td>
</tr>
</tbody>
</table>
Who am I?

- **MA – Intercultural Communication**
  - BA – Interpersonal Communication

- **Prior to graduate school**
  - Basketball coach, basketball camps and coaches clinics

- **Graduate school**
  - Public speaking instructor
  - Communication specialist

- **Role for CGU Center for Writing and Rhetoric**

- **I bring up my background as a basketball coach because...**
Characteristics of Effectiveness

Organized

Knowledgeable

Engaging
Answer three questions:

• What is the topic?
  • Introduction
• What are the details?
  • Body
• What is the point?
  • Conclusion
  • *The starting piece

Organized

- What does it mean to be an organized presenter?
Knowledgeable

- What should you be knowledgeable about?

- Topic
  - What is your point?
  - What *is not* your point?

- Presentation context
  - Audience
  - Time
  - Setting

- Presentation itself
  - Structure
  - Organization
    - From topic to topic
      - Helps you create effective transitions
Engaging

- What does it mean to be engaging?

Two varieties of engagement
- Linguistically/verbal engaging
  - Content delivery
- Physical/Nonverbally engaging
  - Nonverbal delivery

- Engaging is about being dynamic across the factors of each
- Your goal is to be dynamic
Verbal Engagement

- Topic information
- Metaphor
- Emotional element
  - Human connection
- Anecdote

Being verbally engaging is about balancing these storytelling techniques

• Must emphasize the topic information, but need to balance it out with metaphors, anecdotes, and emotional appeals
Slides and presentation aids

- The bridge between verbal and nonverbal engagement

Keep them simple

- General rules
- 5x5 for text
  - 5 lines of text
  - 5 words per line
- 4x4 for graphics
  - 4 graphics
  - 4 lines of text
- Keep them consistent

Less is more
Never
Never
Good Example

Effective Content Strategy

Effective Content Strategy
This slide is 100% editable. Adapt it to your needs and capture your audience’s attention.

Text Here
This slide is 100% editable. Adapt it to your needs and capture your audience’s attention.

Text Here
This slide is 100% editable. Adapt it to your needs and capture your audience’s attention.

Text Here
This slide is 100% editable. Adapt it to your needs and capture your audience’s attention.
Nonverbal engagement

- Human factor
- Dynamic across several categories of nonverbal behavior

Categories of nonverbal behavior

- Facial expressions
- Eye contact
- Body movement
- Hand gestures
- Volume, Tone, and Tempo
- Fillers and paralinguistics

This is why you should record yourself practicing
Quick disclaimer
Nonverbal Behavior

- Facial expressions
- Eye contact
- Body movement
- Hand gestures
- Volume, Tone, and Tempo
- Fillers and paralinguistics

Facial Expressions

Avoid:

- Rigid, maintained expression
- Mono-face
- Aggressive smiling

Do:

- Relaxed neutral
- Allow the range of expressions to happen
- Slight smile (occasional)
Nonverbal Behavior

- Facial expressions
- **Eye contact**
- Body movement
- Hand gestures
- Volume, Tone, and Tempo
- Fillers and paralinguistics

**Eye contact**

**Avoid**

- Looking away
  - Down, up, side
- Favoring dominant side
- Looking at presentation aide
- Zoom – looking at self

**Do**

- Purposeful eye contact (light)
- Balance looking around
- Address both sides of room
- Zoom – look directly in to camera

Oculesics
Nonverbal Behavior

- Facial expressions
- Eye contact
- **Body movement**
- Hand gestures
- Volume, Tone, and Tempo
- Fillers and paralinguistics

**Body movement**

**Avoid**

- Closing self off
- Aggressive movement
- Rigid movement
- Body fidgets

**Do**

- Keep self open
- Move fluidly
- Be dynamic
Nonverbal Behavior

- Facial expressions
- Eye contact
- Body movement
- **Hand gestures**
- Volume, Tone, and Tempo
- Fillers and paralinguistics

**Hand Gestures**

**Avoid**

- Over-expressive
- Rigid
- Inconsistent
- Fidget
  - With hands or objects

**Do**

- Be consistent
- Keep open
- Be dynamic
- Mildly expressive
Nonverbal Behavior

- Facial expressions
- Eye contact
- Body movement
- Hand gestures
- **Volume, Tone, and Tempo**
- Fillers and paralinguistics

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**Volume, Tone, and Tempo**

**Avoid**

- The extremes
- The mono-

**Do**

- Be dynamic in each
- **How?**
  - Consider each of these as tools of emphasis
  - Slow your tempo with pauses to emphasize points or transitions
  - Adjust your tone to emphasize the change in emotion
  - Use volume to grab attention
- **Understand yourself**

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Recording yourself is key for understanding these
Nonverbal Behavior

- Facial expressions
- Eye contact
- Body movement
- Hand gestures
- Volume, Tone, and Tempo
- Fillers and paralinguistics

Fillers and paralinguistics

Fillers:
- Like
- Very.pretty.really
- Basically, essentially

Paralinguistics
- Non-word sounds
  - Uh
  - Uhm
  - Er

It is okay to have some of these!

Recording yourself is key for tending to these...
Nonverbal Behavior

- Dynamism is the key to engagement
- There is not a specific formula
- It is about the right balance for you
- Find that balance through:
  - Practice
  - Practice
  - Practice

  - Facial expressions
  - Eye contact
  - Body movement
  - Hand gestures
  - Volume, Tone, and Tempo
  - Fillers and paralinguistics
Practice

- Minimum amount:
  - 3x per minute
    - This is the minimum!!
- Conversations
- Recordings

Organized

Knowledgeable

Engaging
Practice
QUIZ YOURSELF

- **Organization**
  - Can you quickly and easily answer these three questions?
    - What is the topic of the presentation?
    - What are the details of the topic?
    - Where are the anecdotes and metaphors being used?

- **Knowledgeable**
  - Are you familiar with the individual sections of the presentation?
    - What will you be talking about in introduction?
    - In body?
    - In conclusion?
  - What metaphors are you using?
  - What anecdotes?
  - Are you familiar with all the tricky terms?
  - Are you familiar with the presentation setting?
  - Who is your audience?
  - Are you familiar with the technology?
Verbal Engagement

- Consists of topic information, metaphors, and anecdotes
  - Practice reciting each individual piece
  - Recite the introduction only
  - Recite only the body of the speech
  - Recite only the conclusion
  - Recite the whole metaphor only
  - Recite the anecdote only
  - Start putting things together
    - Recite introduction + metaphor
  - End by reciting entire speech 3-5 times

Nonverbal Engagement

- Consists of eye contact, facial expressions, hand and body movement, paralinguistics, and volume
  - When practicing individual sections, test out the extremes
  - Practice the extremes to find the right balance
  - Record yourself and pay attention to each piece
  - Practice your speech multiple times and focus on controlling some aspect of your nonverbal expressions
Public speaking is anxiety producing because of a lack of control.

Take control of as many things as you can

Preparation

- Some ways to take control
  - Attire
  - Food and drink
  - Physical setting
  - Use of technology
  - Speak to yourself
  - Breathe
  - Treat yourself!

TREAT YO SELF!
Thank you for your time and presence.

Matthew Charles Higgins, M.A.
– Big Pitch Communication Specialist

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Drop in hours:
Thursday and Friday from 1pm - 3pm (PST)
Zoom link: https://cgu.zoom.us/j/86844828977

15-minute meetings:
https://calendly.com/matthew-higgins-public-speaking-assistance/15-minute-meeting