

Make an Impact: Effective Presentation Tips and Persuasive Techniques

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Purpose for Presentation/Conversation

- **To Inform** – provide information clearly, accurately, and interestingly. Here you are seeking to enhance the knowledge and understanding of your listeners.
- **To Persuade** – striving to change the attitudes or action of your listeners. Here you are seeking to get the listeners to believe, something or to do something.

Audience Analysis – Good Speakers are Audience-Centered!

- What do they know? What do they need to know?
- Experience, group membership?
- Overall disposition
 - To the topic,
 - To the event/occasion, or
 - To the speaker
- Most listeners are egocentric!
- other factors?
- **Persuasion TIP:** Consider your TARGET AUDIENCE
 - What is a realistic goal?
 - Do not forget those who are already on your side, and those who may be totally opposed.
- Additional Resource: [YouTube Video: Audience Analysis](#)

Motivation

- Ethos – Credibility (character and competency)
 - Types of Credibility (initial, derived, terminal)
- Pathos – Emotional appeal (but use so ethically)
- Logos – Use of logic and reasoning (avoid fallacies)
- **Persuasion TIP:** In your persuasive message you should try to use all three of these motivating elements, however, depending on the audience you may need to focus and highlight one of these.

Ways of being Persuasive by Organizing your Message

- Problem/Solution
- Problem/Cause/ Solution
- Comparative Advantages – Used when there is agreement on the problem, but there is differences in proposed solutions.
- Monroe’s Motivated Sequence – Really helpful if seeking an immediate Call-to-Action!
 - Attention, Need, Satisfy, Visualize, Action

Impromptu Structure (good for “on the spot” quick message, or in an interview situation)

- State the topic/restate the question
- Provide an answer
- Support answer with an example or recall specific facts
- Summarize and restate position
- **Tips:** Take a breath and be calm, be organized, use transitions/ signposting, use other good delivery techniques (such as eye contact, even pace of speech, etc.)

Delivery

Most audiences and listeners prefer delivery that combines a certain degree of formality, best attributes of good conversational directness, vocal and facial expressiveness, and a lively sense of communication. **In short, good delivery does not call attention to itself!**

Methods: Pros and Cons

- From Memory – Does not allow flexibility, adds pressure to the speaker, sometimes limits vocal delivery due to over rehearsal and may sound “canned” or “robotic”.
- From Manuscript – The message is set and written out. Delivered by reciting the formal message. However, you do not want it to sound like you are just reading to your listeners. Used in situations where the exact wording is necessary or formal.
- Extemporaneous – Planned and researched message, however delivered from limited notes and the exact wording happens in the moment of the presentation. Sounds more organic, and authentic. Takes practice and preparation.
- Impromptu – given little time to prepare a message and expected to speak almost immediately.

Verbal and Nonverbal Delivery Elements

- Verbal
 - Pace/Rate of Speech
 - Volume
 - Pitch
 - Inflection
 - Pronunciation
 - Articulation/enunciation
 - Dialect
 - Pauses (avoid vocalized pauses)
- Nonverbal
 - Gestures
 - Eye contact
 - Personal appearance
 - Body movements

Dealing with Questions

As a speaker you may need to deal with questions that are asked during your presentation

- You need to manage the question-and-answer session
- Have a positive attitude
- Listen carefully
- Answers should be to the entire audience
- Honestly and straightforwardly answer questions
- Keep on track
- Consider when during your presentation you will open yourself for questions.

Final Tips: One of the most important things you can do as a public speaker or during a first meeting is clearly introduce yourself. Announce yourself with confidence! Own the room! This is YOUR opportunity! Speak about things you are passionate about and know that there is really no such thing as a perfect speech.