

PRESENTATION SKILLS

competency



Difficulty



Presentation Skills

Effective performers are able to organize and deliver public speeches that effectively inform or persuade audiences. They are adept at using current presentation technologies and media formats. They are able to field audience questions comfortably and confidently.

Level	Performance Indicators and Behavioral Examples
4 Strategic	<ul style="list-style-type: none">• Frequently presents for the organization in high profile or sensitive situations (e.g., shareholder meetings, press conferences, industry conference presentations, etc.).• Gives powerful, cutting-edge presentations using innovative techniques and media.• Has exceptional rapport with audience; connects easily; uses rhetorical questions; invites audience participation.• Is very adept at managing challenging questions from the audience; stays composed, repeats question, looks at questioner, provides credible answers, or admits lack of knowledge.• Is very skilled at managing hostile or volatile audiences; effectively handles high-profile audiences.
3 Advanced	<ul style="list-style-type: none">• Likes the challenge of formal speaking; likes being on stage and does it well.• Uses multiple media creatively; effectively uses electronic tools, handouts, demonstrations and video.• Gives presentations that are very interesting; uses language cleverly, tells stories, provides facts and quotes, etc.• Is skilled at fielding questions from the audience.• Adjusts to audience response by modifying timing and/or content mid-delivery.• Often gives presentations for very large audiences.• Has a powerful impact (learned or innate) when speaking; easily captures the audience; knows how to “turn it on” for the audience.
2 Applied	<ul style="list-style-type: none">• Is good at speaking in front of the team and enjoys it; has developed a style to engage and educate the audience; knows how to hold audience interest.• Engages the audience by eliciting discussion and making the presentation interactive.• Consistently prepares well; knows the content thoroughly; fine-tunes and practices before presenting.• Incorporates audience feedback and questions, yet stays on course and on time; paces the presentation to fit the audience; shows confidence and expertise when answering audience questions.• Takes advantage of internal presentation skills training and looks for opportunities to hone and practice this skill.• Is skillful with current multi-media presentation equipment and methods.
1 Elementary	<ul style="list-style-type: none">• Uses and interprets non-verbal behaviors to enhance understanding; maintains eye contact; uses appropriate facial expressions, gestures and postures to demonstrate attentiveness.• Shows full attention; does not interrupt.• Asks basic questions to clarify.
0 Inadequate	<ul style="list-style-type: none">• Resists speaking in front of groups; avoids giving presentations. Misses opportunities to speak.• Continues to be visibly uncomfortable speaking in front of groups, even after some experience with presenting; stammers, speaks too softly or quickly, avoids eye contact, can't organize thoughts, etc.• Delivery isn't effective; lacks enthusiasm; pace or fluidity is off; delivery is mechanical or monotonous; reads slides verbatim; talks at the audience; language is too technical, too formal/informal, etc.• Talks are poorly organized; audience can't follow train of thought; no documentation provided, etc.• Fails to prepare adequately; does not know the material; can't respond to audience questions; uses poor visuals or can't connect visuals with the topic.

Significance

In addition to adding a medium to communicate your message, mastering the competency often listed as the “most feared” can give you confidence that spills over into other areas. It goes without saying that organizational leaders must be able to communicate to formal groups.

Best Ways To Develop

By attending a reputable workshop that offers several opportunities to be videotaped and receive expert feedback. There is nothing like this “out of body” experience to highlight strengths and identify areas for improvement.

Improving Your Capacity

Take every opportunity to speak in front of people – at meetings, on committees, etc.

Use multiple media. Audiences are twice as likely to remember what they both see and hear.

Remember: you never look as nervous as you feel.

Look at your audience, speak loud enough to be heard and clear enough to be understood.

Use gestures to enhance your message.

Give practice presentations and get immediate feedback

Read: *Bulletproof Presentations* by Michael G. Campbell.

Read: *How to Prepare, Stage, and Deliver Winning Presentations* by Thomas Leech

Activity: Attend workshop, *Delivering Successful Presentations* by Toastmasters.

Start Today

Make an opportunity to present in front of a group. Start with a small informal group, but prepare a formal presentation.

Learn Microsoft PowerPoint presentation software.

Tips

- Weigh content against image. Are you presenting, or pontificating?
- Do your homework. Organize your materials, know your audience.
- Practice, practice, practice!

Remember, the key to improving competency is not just learning about the skill but choosing a takeaway and developing an action plan to put new behaviors into practice until it becomes a natural response.

Development Action Planning Form

Step 1: Choose a competency area to develop.

Target Competency: _____

Step 2: Describe a positive outcome in the target area of competence; include your vision of a preferred future state.

Goal Statement: _____

Vision Statement: _____

Step 3: List the benefits of achieving your desired end state.

Benefits: _____

Step 4: Brainstorm the actions you might take to achieve your goal. For each, anticipate obstacles and options for overcoming them.

Action Steps	Obstacles	Options
1.		
2.		
3.		

Step 5: Finalize your action steps based on your brainstorming in Step 4. Now, list each action you must take to achieve your goal, including time frames and resources you will need.

Action Steps	Time Frames	Resources
1.		
2.		
3.		

Lipscomb's CORE Competency Development Program helps improve the competency areas that are critical to achieving your life and career goals. Through course materials, suggested practice opportunities and personalized coaching, competency-based education focuses on developing a new set of skills you can apply to daily life. Visit [Lipscomb Online](#) for more information on our Certificate, Undergraduate, and Graduate degree programs.