

# MILESTONE

*Providing Stepping Stones  
Along the Path to Success*



A WOMAN-OWNED  
SMALL BUSINESS

CREATING AN  
EFFECTIVE  
PRESENTATION

When the spring semester rolls around each year, my husband and I talk with our kids as they are choosing what classes they'll take the following year in high school. We want it to ultimately be their choice, but, as parents, we do guide and make suggestions based on what we've learned through life experience that they don't yet have. One class that we've encouraged all of the kids to take is basic speech. While they remind us that it's not a required class, we point out what a great skill public speaking is to have regardless of what profession they'll enter into in the future.

Being able to communicate effectively to an audience is a vital skill that everyone should possess. We want to give you eight steps for creating an effective presentation.

**Determine the audience** - To whom will you be talking? Will it be face-to-face or virtual? What size will the room be?

**Understand the objective** - Ask thorough questions of the person who is requesting you to speak to determine what the main objective is for your presentation.

**Research/gather information on the topic** - An audience can tell whether a presenter has done their research on a topic. You must become the expert.

**Select and organize the information** - Don't shortchange your audience by not giving them all the relevant information. If you have too much information, prioritize the relevance so you give the audience what they need to know.

**Create outline of the main points** - Create an outline of your main points. This will help you keep the flow of the presentation clear.

**Add supportive information – use statistics, illustrations, examples** - Add supportive details to keep the audience engaged. You may have great content, but don't let it get boring.

**Prepare handouts, audio visual aids, etc.** - Some presentations may require the utilization of charts or graphs. Sometimes, those don't come across clearly through a Power Point presentation. Consider having handouts to refer to as needed.

**Practice – consider tone and body language** - Going over the presentation several times before giving it will help you feel more comfortable and confident. Body language often conveys more to an audience than words do. Make sure that your body language matches what your words are trying to communicate.

Unfortunately, no matter how prepared you are, they will inevitably be a presentation that bombs. What should you do then?

Learn from it

Write out the areas that did not work

Would preparation have helped the situation

Gain input from someone who attended

Listen to your tape to examine the pitfalls

Join Dr. Mathis on Friday, November 12 for our free *Process Improvement* webinar. If you cannot attend, a replay link will be sent out after the webinar

To register, go to **[www.themathisgroup.com/webinars](http://www.themathisgroup.com/webinars)**.

## UPCOMING FREE WEBINAR

PROCESS  
IMPROVEMENT

FRIDAY,  
NOVEMBER 12

10:00 - 11:00 AM CST

1 PDU

TO REGISTER, GO TO

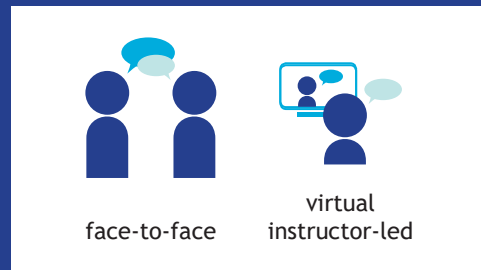
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SATISFIED CLIENT  
OF THIS COURSE

STATE OF  
SOUTH DAKOTA

# HOW TO INCREASE COMMUNICATION AND GET THE MESSAGE ACROSS - 2 DAY



**Course Description:** This two-day course will focus on ways to use communication to inform and influence others. Participants will understand how to focus a message and incorporate means to gain information using effective communication skills. This course will recommend ways of building stronger communication skills and will provide insight into different communication styles. Participants will learn new power by using certain words to impact the message and by asking questions that get noticed.

## **Course Objectives:**

### **Objective 1: Evaluate how to approach people**

- Analyze the value of small talk
- Identify perception
- Examine what impacts perception
- Compare reducing perception differences
- Discuss how to gain understanding
- Demonstrate what to do when you mess up

### **Objective 2: Analyze communication styles**

- Develop ways to increase understanding
- Compare kinds of communication
- Differentiate what communication should be communicated upline
- Examine reasons why communicating upline is extremely difficult
- Identify questions to ask if miscommunication is common
- Evaluate verbal softeners
- Discuss how to match your body language and the message
- Classify communication that calms people
- Classify characteristics of a poor listener
- Predict obstacles of listening

### **Objective 3: Describe ingredients of effective meetings**

- Define management's role in meetings
- Evaluate receiving feedback
- Design responses to negative feedback

### **Objective 4: Develop techniques for disagreeing**

- Discuss caution signs that a disagreement is turning into a conflict
- Formulate seven stages of intergroup conflict
- Describe ways to reduce intergroup conflict
- Recognize the benefits of humor



A WOMAN-OWNED SMALL BUSINESS (WOSB)



Providing quality, customized training and consulting services that inspire, educate, and equip organizations to be better tomorrow than they are today.

DR. KEITH MATHIS, PMP, PMI-ACP, CSM
WANDA MATHIS, M.ED. PMI-ACP

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VALUES STATEMENT

Every person has worth and should be treated with respect.

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