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# Preparing A Persuasive Presentation

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# Contents

- Fundamentals of Persuasive Presentations
  - Ethos – The Speaker
  - Pathos – The Audience
  - Logos – The Message
  - Developing a Group Persuasive Presentation
  - Presentation Checklist
  - Presenting with Confidence
  - Designing Effective PowerPoint Presentations
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# Fundamentals of Persuasive Presentations

- Definition of Persuasive Presentation:
    - purpose of influencing the audience knowledge, beliefs, actions, or all three.
  - Aristotle: persuasive speakers consider speaker (ethos), audience (pathos), and argument, content or message (logos) qualities.
  - Ethos, pathos, and logos still important today.
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# Fundamentals of Persuasive Presentations

- The initial step to preparing a persuasive presentation is:

## Identify the Presentation Goal

- What the audience should acquire or do
    - information
    - belief(s)
    - action(s)
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# Speaker (Ethos)

- Ethos: The image the speaker presented to the audience (Aristotle)
  - Theory says: Audiences are influenced by speaker
    - credibility
    - perceived intentions
    - likeability
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# Speaker

- Speaker Credibility

- more likely to be accepted
- Credible speakers emphasize knowledge and experience

- Speaker Perceived Intentions

- Audience wants to know why you advocate a certain belief or course of action

- Speaker Likeability

- Positive feeling between two people, more likely the message will be received positively
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# Notes

- Enables access to information at a glance
    - Allowing concentration on audience
    - When necessary, make adjustments to content or organization
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# Delivery Decisions

- “Delivery”: ways you communicate with audience
  - Use of space
  - Eye contact, facial expression, gestures, and posture
  - Physical Appearance
  - Use of voice to give meaning
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# Audience (Pathos)

- Pathos: appealing to audience attitudes, beliefs, values, and emotions
  - Identify these qualities of audience so they will be receptive and respond positively
  - Profile audience to identify important qualities to eliminate inconsistencies and connecting with audience
  - Audience members are similar and differ from each other
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# Content (Logos)

- Logos refers to the line of argument in the speech (Aristotle).
- Information arrangement must makes sense and lead to understand issue



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# Content

- To achieve logical arrangement of information:
    1. Identify limited number of key points
    2. Develop each key point
    3. Arrange key points in logical order
    4. Create an ear-catching introduction
    5. Construct a memorable conclusion
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# 1. Identify a Limited Number of Key Points

- Limit key points to two to five points
  - Be able to explain why key points are necessary to your goal
  - If no clear explanation, delete the key point
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## 2. Develop and Clarify each Key Point

- Clarifying key points to allow information processing time
  - Use 2-3 pieces of information for each point
  - Use different kinds of information to increase chances of understanding or agree
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## 2. Develop and Clarify each Key Point

- Ways to develop and clarify are:
    1. Statistics
    2. Quotations or paraphrases
    3. Examples
    4. Analogies
    5. Cause/effect reasoning
    6. Inductive and deductive reasoning
    7. Reasoning from sign
    8. Visual Support
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# 3. Arrange Key Points in a Logical Order

- Place key points arranged in a logical order along with 2-3 pieces of information
  - Organizational frameworks to choose from, depending on the interest, attitude, and knowledge of audience
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## 4. Create an Ear-Catching Introduction

- The introduction:
    - Capture audience interest
    - Introduces topic and dimensions
    - Establishes relevance of topic to audience
    - Discloses speaker's credentials
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# Attention Grabber

- Attention grabber motivates audience to listen
  - Some commonly used attention grabbers are:
    - Makes direct reference to topic
    - Personal greeting
    - A question
    - A startling statement
    - A story, joke, or example; be very cautious about telling jokes
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# Establish Relevance of Topic to the Audience

- Establishing relevance:
    - Inform audience how information relates and is important to them
    - List benefits from considering information
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# 5. Construct a Memorable Conclusion

- The purpose of the conclusion is:
    - Speaker's last opportunity to advocate viewpoint/action
    - Audience's last chance to hear information needed to guide decisions/actions
    - End speech on strong note
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# Tips for Developing a Group/Team Presentation

- Preparation: Assign responsibilities for researching specific information
  - Division of Duties: Each member is assigned main part of presentation
  - Transitions: Each speaker provides a transition to next speaker
  - Managing Q & A: One person fields audience questions and delegates to members
  - Etiquette: When colleague speaks, keep eyes on him/her
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# Presentation Check List

## A. Planning the presentation

- State the speaking goal
- Develop a speaker profile
- Conduct an audience analysis

## B. Organizing the presentation

- Identify key points
- Support key points with 2-3 pieces of information
- Arrange key points in logical organizational framework
- Create an ear-catching introduction
- Construct a memorable conclusion

## C. Delivering the presentation

- Prepare visual support
  - Practice
  - Reduce notes during practice
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# Presenting with Confidence Before the Presentation

- \_\_\_ Practice
  - \_\_\_ Practice in front of mirror
  - \_\_\_ Practice before supportive colleagues
  - \_\_\_ Practice with visual support
  - \_\_\_ Practice in the environment the speech will be given
  - \_\_\_ End each speech as many times as it is begun
  - \_\_\_ Eliminate notes as confidence develops
  - \_\_\_ Mark reminder comments legibly on notes
  - \_\_\_ Time presentation
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# Presenting with Confidence

## The Day of the Presentation

- \_\_\_ Channel nervous energy through workout or physical activity
  - \_\_\_ Eat carefully (some food but no heavy meals)
  - \_\_\_ Choose appropriate, comfortable clothing
  - \_\_\_ Check notes and other equipment
  - \_\_\_ While waiting turn, take long, deep breaths
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# Presenting with Confidence During the Presentation

- \_\_\_ Set glass of water nearby
  - \_\_\_ Organize visual support
  - \_\_\_ Check technology if using
  - \_\_\_ Check order of notes
  - \_\_\_ Make eye contact with listeners
  - \_\_\_ Take deep breath
  - \_\_\_ Begin talk
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# Presenting with Confidence After the Presentation

- \_\_\_ Ask trusted colleagues for feedback
  - \_\_\_ Make notes of strengths and areas to improve for next presentation
  - \_\_\_ Consider motivation for audience questions
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# Designing Effective PowerPoint Presentations

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# Designing Effective PowerPoint Presentation

Big

Simple

Clear

Progressive

Consistent

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# Make it Big (Text)

- This is Arial 12
  - This is Arial 18
  - This is Arial 24
  - This is Arial 32
  - This is Arial 36
  - This is Arial 44
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# Make it Big (Text)

- This is Arial 12

- This is Arial 18

- This is Arial 24

- This is Arial 32

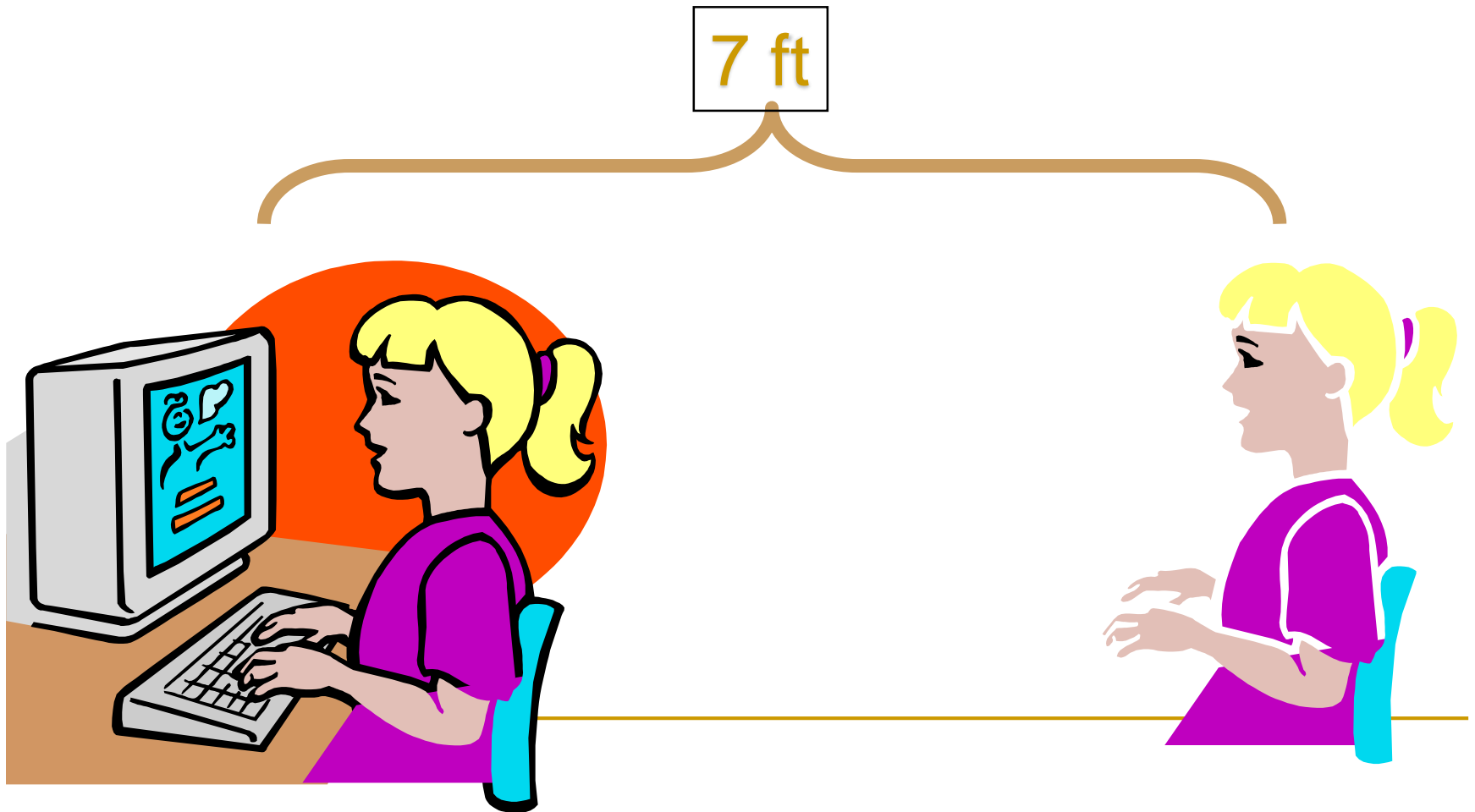
- This is Arial 36

- This is Arial 44



# Make It Big (How to Estimate)

- Look at it from 7 feet away



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# Keep It Simple (Text)

- Too many colors
  - Too *Many* Fonts and Styles
  - The 6 x 7 rule
    - No more than 6 lines per slide
    - No more than 7 words per line
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# Keep It Simple (Text)

## Instructional Technology:

A complex integrated process involving people, procedures, ideas, devices, and organization, for analyzing problems and devising, implementing, evaluating, and managing instructional systems in situations that are diverse and controlled.

**Too detailed !**

(HMRS 5th ed.)

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# Keep It Simple (Text)

## Instructional Technology:

A process

involving people, procedures & tools

for solution

**Much Simpler**

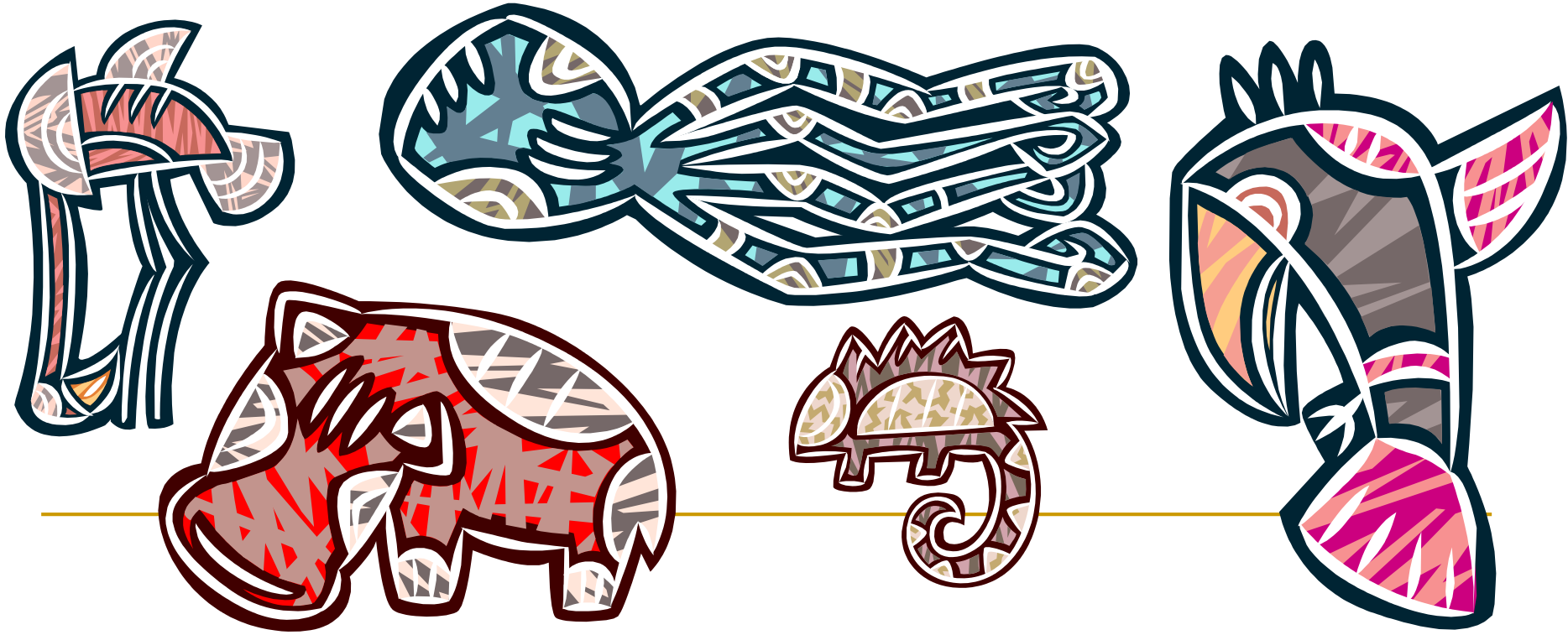
to problems in learning

(HMRS 5th ed.)

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# Keep It Simple (Picture)

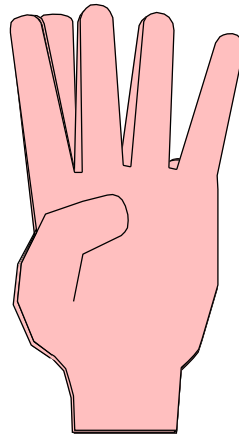
- Art work may distract your audience
- Artistry does not substitute for content



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# Keep It Simple (Sound)

- Sound effects may distract too
  - Use sound only when necessary



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# Keep It Simple (Transition)

- This transition is annoying, not enhancing
  - "Appear" and "Disappear" are better



# Keep It Simple (Animation)

7 ft

**Too distracting !**



# Keep It Simple (Animation)

7 ft

**Simple & to the point**



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# Make It Clear (Capitalisation)

- ALL CAPITAL LETTERS ARE DIFFICULT TO READ
  - Upper and lower case letters are easier
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# Make It Clear (Fonts)

- Serif fonts are difficult to read on screen
  - Sanserif fonts are clearer
  - *Italics are difficult to read on screen*
  - Normal or **bold** fonts are clearer
  - Underlines may signify hyperlinks
  - Instead, use **colors** to emphasise
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# Make It Clear (Numbers)

Use numbers for lists **with** sequence  
For example:

How to put an elephant into a fridge?

1. Open the door of the fridge
  2. Put the elephant in
  3. Close the door
-

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# Make It Clear (Bullets)

Use bullets to show a list **without**

- Priority
- Sequence
- Hierarchy, .....



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# Make It Clear (Colors)

- Use contrasting colors
  - Light on dark vs dark on light
  - Use complementary colors
-

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# Make It Clear (Complement)

- Use contrasting colors
- Light on dark vs. dark on light
- Use complementary colors

These colors do not complement

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# Make It Clear (Complement)

- Use contrasting colors
- Light on dark vs. dark on light
- Use complementary colors

These colors complement

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# Make It Clear (Size)

- Size implies importance



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# Make It Clear (Size)

- Size implies importance



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# Make It Clear (Focal Points)

- Focal points direct attention





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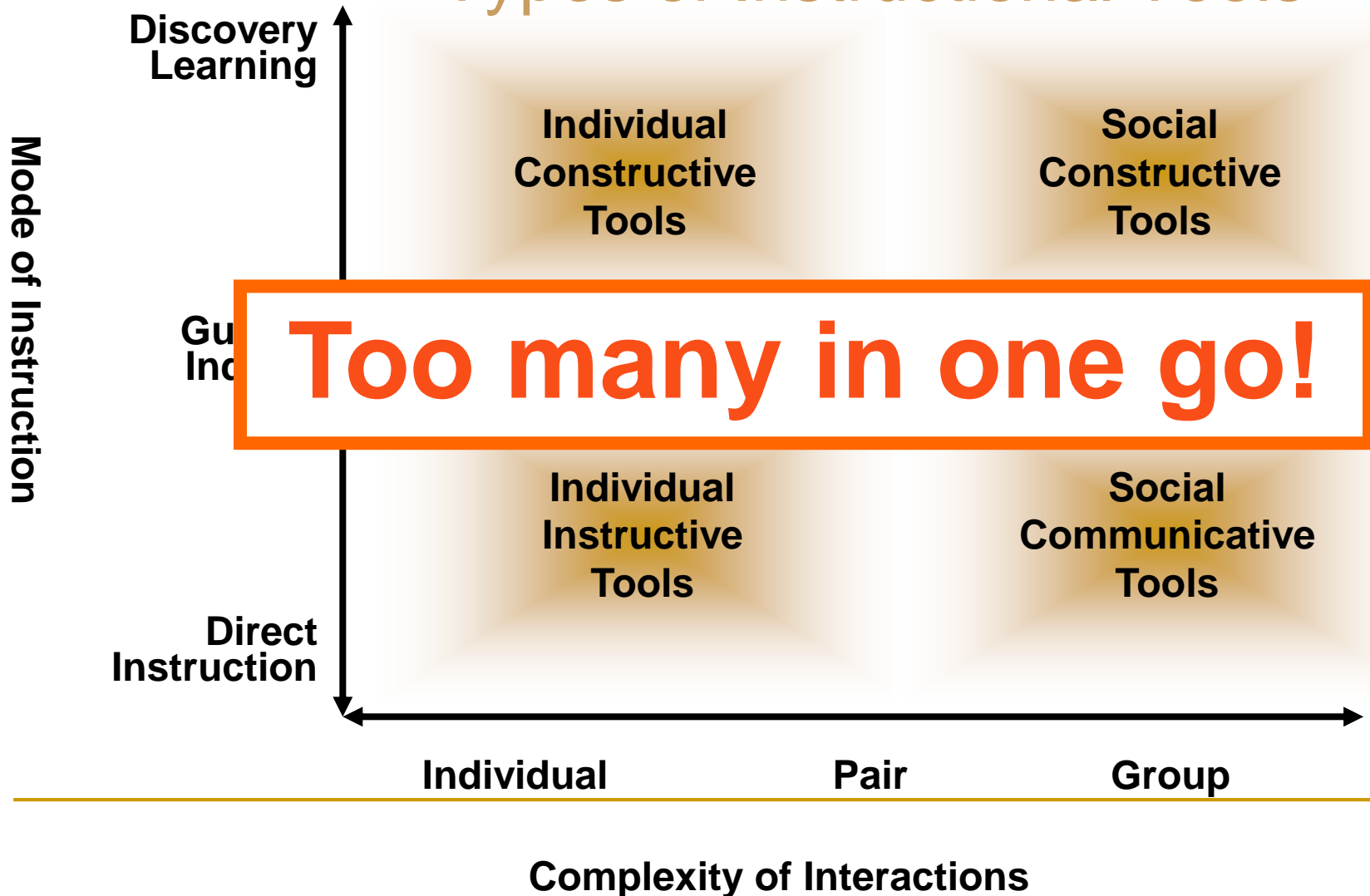
# Make It Clear (Focal Points)

- Focal points direct attention



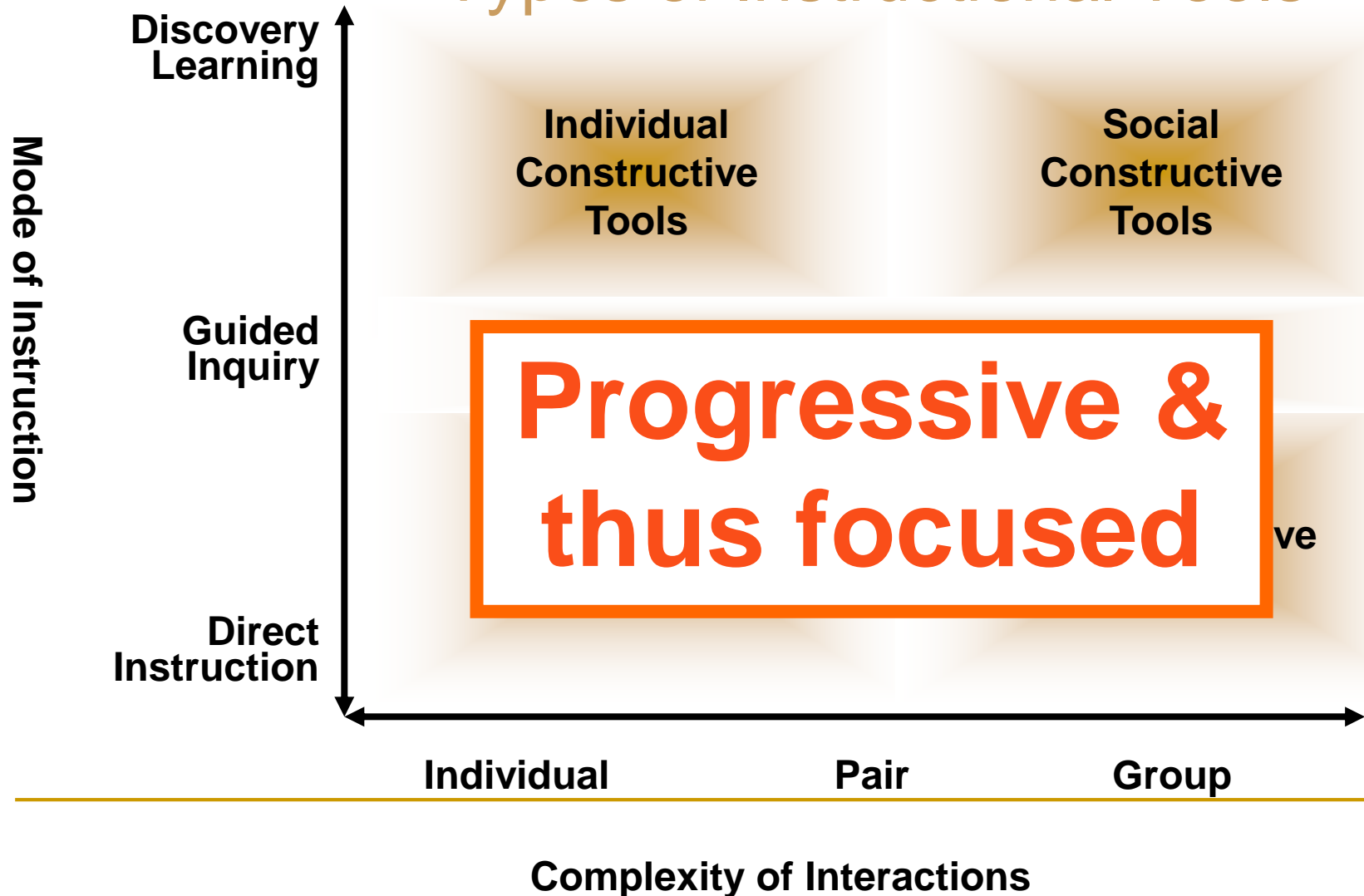
# Be Progressive

## Types of Instructional Tools



# Be Progressive

## Types of Instructional Tools



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# Be Consistent

- Differences draw attention
  - Differences may imply importance
  - Use surprises to attract not distract
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# Be Consistent

- ✓ Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



This tick draws attention

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# Be Consistent

- ✓ Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These differences distract!



# Be Consistent

- Differences draw attention
- Differences may imply **importance**
- Use surprises to attract not distract

This implies importance



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# Be Consistent

- Differences draw **attention**
- Differences may imply **importance**
- Use **surprises** to **attract** not distract

↑ ↑ ↑  
Confusing differences!

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# Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to **attract** not distract



This surprise attracts

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# Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These distract!

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# In Summary

- Big
  - Simple
  - Clear
  - Progressive
  - Consistent
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# Some Final Words

- Communication is the key
  - Text to support the communication
  - Pictures to simplify complex concepts
  - Animations for complex relationships
  - Visuals to support, not to distract
  - Sounds only when absolutely necessary
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# References

- Colista Vasco, Preparing A Persuasive Presentation.
  - Victor Chen, Designing Effective PowerPoint Presentations.
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