

Prezentační dovednosti

The Introduction

- **The Introduction**

The introduction is the first opportunity you have to create an impression on your audience. The introduction sets the tone for the whole presentation so it is crucial to your success. Spend time and effort on it.

- I. The introduction fulfills several key functions:

First and foremost, the introduction makes the audience want to listen to you. Begin with something engaging, attention getting, that involves the audience. Hit 'em with your best shot right from the start.

Second, the introduction gives a look forward to the main ideas you intend to cover and in what order. This helps the audience listen better, understand more and retain more after the presentation is over.

Third, you (or someone else) must establish your credibility. Listeners must know how you have earned the right to speak on the subject. In other words, why should they listen to you?

Fourth, let your audience know the benefits of listening to your presentation. Tell them what's in it for them.

The introduction always begins with a powerful attention getter that makes the audience want to listen to you. Once you've got their attention, give them a brief preview of what the presentation will cover. This helps organize the audience's listening and thinking.

Always follow this sequence: First an attention getter, then a preview of the main ideas. Think of that as etched in stone.

The introduction takes up about 15-20% of your total presentation.

Take your time and do it right.

For a 5-minute speech, that is at least 1 minute. For a 20- minute presentation, that is about 4 minutes.

II. How to deliver the introduction:

- Resist the temptation to begin speaking as soon as you get to the podium.
- Organize your materials.
- Get settled.
- Make eye contact with the audience and SMILE.

- Count to 3 slowly to yourself before beginning to speak, smiling and looking at different members of the audience in the eye. (If the audience is huge, count to 5.) This is a subtle but very powerful non-verbal technique. It establishes you as a friendly, sincere communicator and it allows the audience to settle down and get ready to listen to you. It will also give you a chance to get ready to speak. Don't rush. Take your time.

- Deliver your introduction in an enthusiastic, high energy style. Your opening ideas and the way they are delivered will suggest what the rest of the presentation will be like. Pump yourself up and start off the presentation with energy and enthusiasm.

III. To start with a dynamic attention getter, choose from these handy dozen techniques:

- 1. Tell a story.
- 2. Get the audience to participate
 - a. Mental participation
 - 1.) Have them solve a problem or puzzle.
 - 2.) Have them picture or imagine something.
 - b. Physical participation
 - 1.) Have them do something.
 - 2.) Engage them in an activity.

- 3. Describe a problem or experience and make it relevant to them.
- 4. Get personal. Tell them something about you
- 5. Establish common ground. Stress what links you with the audience including experiences, fears, problems, values, goals, and hopes.
- 6. Use an audio visual aid.
- 7. Ask a really interesting question. (Make sure it is truly thought- provoking.)
- 8. Use humor. (Make sure it is tasteful and relevant to your subject.)

- 9. Recite (or reword) a familiar motto, slogan, proverb or saying.
- 10. Describe the current situation including its seriousness or extent.
- 11. Cite shocking statistics.
- 12. Quote someone. (Include credentials if necessary.).

IV. Where to get introductory material:

- 1. Personal history
- 2. Books of quotations
- 3. Books of jokes and anecdotes
- 4. Cartoons
- 5. Keep a personal file of "cute stuff" you might use for future presentations.

- 6. Almanacs and sources of statistics.
- 7. Books (Look in the introduction and last page for quotable quotes.)
- 8. Newspapers
- 9. Periodicals and magazines
- 10. Interviews with experts. (Include life experts as well as professionals)

V. Some things to avoid:

- Do not tell the audience you are not prepared.
- Do not tell the audience how nervous you are or how much you are suffering.
- Do not put yourself down, discount yourself or your expertise.
- Do not focus on the interests of some members of the audience, leaving out others. Remember, you are speaking to everyone; not just those who share your interests.