

**Public  
Presentation  
Instructions**

## Introduction

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This overview outlines the key presentation components for public speaking. I have concentrated on presentations to people in hiring positions or people able to influence hiring decisions. I have focused on the structure for making these presentations as well as provided examples for content. Use the outline and content examples to build your own distinct presentations.

The structure outlined here is excellent. It is tried and true. I have used it successfully for years. Yet it is not the only way to make a presentation. So feel free to use whatever style you like and borrow from this structure—entirely or just the parts that you need.

Also, please do not use verbatim my examples. Make them your own by changing them to reflect your way of speaking and the issues you want to address. They are presented as starting examples only.

## The Structure of a Presentation

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There are three components to any public speaking presentation, the opening, the body and the summary.

The **opening** is where you tell the audience what your presentation is about. Tends to be short and very well organized to get the audience's immediate attention. Most presentations that fail, fail in not having a well-organized opening. Your opening should summarize the talking points of your presentation.

The **body** is where you tell the audience what you came to tell them. Expand on and deliver the key points established as your talking points in the opening.

The **summary** is where you tell them what you told them. Conclude by outlining what were the points made in the presentation and reminding the audience of the actions you want them to take.

### **The Opening— Tell them what you will tell them—how it is organized?**

1. **Introduce yourself**—greet the audience and introduce yourself, put in an ice breaking line, a small compliment (warning only comedians start with a joke—generally this is avoided for fear the joke will not work) an experience, self deprecating info, a fact or story that will have intrinsic interest—it does not necessarily have to relate to your presentation.

**Hint:** many people will memorize their opening to give themselves a starting point, which feels really safe and if clearly structured. Getting past the first two or three minutes of the presentation effectively makes the rest of the presentation flow more easily. Most presenters tend not to memorize any other element of the presentation.

**Examples: Introduce Self**

- ⇒ Good morning, my name, as the kind person who introduced me said, is (your name), and I am the (your title) here in (location) with (the organization). It is such a great pleasure to have the opportunity to talk to you today.

**Examples: Ice Breaking Line—Let me just start by telling you ...**

- ⇒ What a beautiful city (or part of the city) you have here, how lucky you are to live in such a fine place with such great weather.
- ⇒ A story. Coming from the airport I was cut off by a taxi, the guy waved at me with one hand and his middle finger up, I thought how friendly people are here to wave at strangers.
- ⇒ That your group has such a positive reputation in this city for doing good works, it is enormous a pleasure for me to have the chance to talk to you.
- ⇒ That I wanted to start today by thanking the employers who are here for taking the time from their busy schedules to attend this presentation. As a government worker we sometimes get the reputation of not knowing much about the real world, while at times that may be true, I do know you are very busy people and do appreciate you giving me this time to talk to you.

2. **Lead with an issue**, concern, problem or need that the audience will be interested in or relate to and use this to open the presentation. This is what will get the audience's attention and keep them listening. The issue is very important and must address the audience's needs and not your own in order for them to listen to you. A good opening issue, opportunity or need will make or break the presentation. It must always be presented from the audience's perspective and lead into what you want to address.

**Examples:**

- ⇒ Today I want to raise an issue that is becoming more and more important to local employers and that is finding employees who can meet the needs local employers have for reliability and dependability in their employees.
- ⇒ Many employers in their entry-level positions face the issue of getting effective employees who will be reliable and dependable. How can this be addressed?
- ⇒ Expanding your choice of good candidates is an issue that will now or certainly in an employer's future have direct impact on the effectiveness of businesses to maximize their success.
- ⇒ Finding good employees can be a difficult and expensive exercise for many small employers.
- ⇒ Many small employers I know have told me they were never so happy as when they can give up the task of finding their own employees and rely on others to take over this time consuming and demanding task.
- ⇒ Here's the question—If you could find a source of effective employees, that listened to you, understand your needs and provided you with lifetime free services, would this type of service be worth listening to for busy employers?
- ⇒ Most employers have told me that they face three keys issues when hiring new staff. The first is that it is a time consuming activity that does not yield great rewards. The second is that they get it wrong, as often as they get it right, and therefore, it has to be done over again. And the third is that they get tired of having to do all the training and work ethic building when they hire.

3. **Next the opportunity** or solution you are going to offer to deal with the fore mentioned issue or problem. Here you position yourself as being able to address this issue in whatever way you think you can.

It can be by offering a solution, asking for the audience to work with you to find a solution or asking the audience to suggest solutions. Here you synopsise what you will actually talk about.

**Examples:**

- ⇒ I would like to explain how we at *organization name* are addressing these challenges through our employment services free to employers.
- ⇒ Today I would like to explain how *organization name* is helping local employers with these exact problems to solve these problems with a free employment service.
- ⇒ At *organization name* we have been building solutions to these problems for the past 15 years for local Salem employers. I would like to tell you what we have done and see if these solutions might work for you too.
- ⇒ *Organization name* would like to see if the solutions we have developed for other local employers here in Salem might work for you too. We would also like to see if there are unique challenges that if we worked together with you we could jointly address them.
- ⇒ We at *organization name* would like to put your tax dollars to work specifically for you by solving these challenges through your use of our existing employment services or building new services more effective for you.
- ⇒ *Organization name* helps employers solve their employment needs problems. I would like to outline what we have learned in doing this over the last 15 years and see if what we do works for you or if we should work together at building something new and more effective for you.

⇒ I want to talk today about the fact that there is an overlooked population of candidates that have a hard time getting their capabilities known to employers. That is people with disabilities. Now I know you may be thinking that when I say people with disabilities you may see people who have significant skills limitations and/or high costs associated with getting them to work. I do work with people with more significant limitations and there are in some cases higher costs for getting them working, but in general, I work with people who are pretty ordinary—spanning the continuum of skills from high to low and mostly with modest or no start up costs. I want to talk to you today about people who can solve employment problems and offer important advantages to employers.

4. **Credentials:** Why should this audience believe you? Why should they listen to you? What are your credentials? Normally this will be *organization name* credentials and generally not your own personal credentials. You can use your years in the employment business and your own involvement with employers as a credential.

**Examples:**

- ⇒ So you know I talk a little from experience, some of the local companies we are working with are (list companies).
- ⇒ Some of the experiences we have recently had include: dealing with a large local retailer and their need for reliable entry level applicants and start up training; another has been finding professionals for small engineering firms here in Salem plus we have worked with some firms to set up very specific training courses to ensure they got workers trained to their unique needs.
- ⇒ Some of the types of employees we have found for local employers include, lawyers, linguistic professors, retail clerks, mechanics, construction workers and cafeteria help.

5. **Benefits**—what potential advantages will your audience get from listening to your presentation, both in the present and in the future? These benefits must be targeted directly at the audience members and be specific to them. What do they as the audience get? Start with your statements—you will get, here are the advantages to you from our spending the next hour together...

**Examples:**

What I am going to tell you could help you....

- ⇒ Get more choice in finding effective employees
- ⇒ Save considerable time and money through using *organization name* services
- ⇒ Make hiring easier and potentially a lot more cost effective
- ⇒ Add to the overall well being of your communities
- ⇒ Present yourselves in a more positive fashion to existing employees
- ⇒ Use *organization name* services not only for hiring employees but also issues faced by current employees as well as any personal needs you or your family may face

6. **Request for action:** ask the audience to do something during the presentation (pay close attention, ask questions) or at the end of the presentation.

**Examples:**

- ⇒ I would like to ask you to do something today, as you listen to what I present. If what I say fits for you and offers some benefits to you, drop your business card in the box at the back or email me at [allen@organizationnameishere.com](mailto:allen@organizationnameishere.com) and I will call you.
- ⇒ I need you to do some thing today. I need you to keep an open mind and to be willing to take a look at the ideas I am going to present from the perspective of your own business and hiring needs. Truly think about what I describe and how it might benefit you or other companies that you may know. Lets talk if we offer you something of value.

⇒ Let me tell you what I would like you to do today. Please listen to the ideas represented here and ask questions about what you need to understand. If you have job openings coming up in the near future let's talk about it. If what I discuss is of interest to you give me your card and I will be in touch so we can further discuss your particular needs.

7. **Agenda**—outline the key topics you will discuss in the body of your presentation and their order in the presentation.

**Examples:**

⇒ Today, I will talk about three topics. First, how *organization name* addresses directly and particularly the hiring needs of employers? Second, what are disabilities and the common business misconceptions about them and how these misconceptions rob business of good business decisions? Third, the options that *organization name* can offer to employers to meet their hiring and new staff training needs to get better employees.

⇒ I want to talk about three ideas today. One, the advantages *organization name* holds for employers looking for good employees. Two, the long-term business relationship potential *organization name* has in working with employers. Third, the role *organization name* can play in a business' hiring strategy for the approaching labor shortage, attaining well trained professionals who want to remain in this community and put in place training programs for future staff that will address specific needs local employers have or will have.

⇒ Strategically, employers need to maximize three key areas to secure good staff to work in their companies. I want to tell you how *organization name* can work with you on building new or additional options for each one. First, a wider choice of good potential employees; second, reducing hiring and training costs for new staff; and third, accessing on going assistance should employee issues arise in the future.

- ⇒ As community leaders you need to know about three *organization name* options available to businesses for addressing hiring issues. The first, demonstrates how *organization name* works with people with disabilities to give employers an important new source of labor. The second shows how *organization name* creates unique labor solutions effective for local employers. And the third, outlines how hiring from *organization name* can provide wider benefits for employers than just getting good staff.
- ⇒ As we all work towards better businesses and communities *organization name* would like to tell you about our partnerships with employers to address their hiring and training needs. I would like to tell you this by explaining the options peoples with disabilities offer and pushing aside the confusions often associated with people with disabilities going to work. I would like to outline how *organization name* works with employers to ensure their needs are met recognizing only by meeting employer needs will effective partnerships develop. Finally, I would like to outline that *organization name* is in the employment partnership business for the long term and how we will work with employers not only to solve today's problems but also those of tomorrow.

In the agenda, you will notice in every case I put forward the argument from the employer's perspective and not from the client's job needs perspective. This is because in order to make the job emerge we must fit the client's job needs inside the employers needs first. We always talk from the audience's perspective to hold their attention with the presentation.

## **The Body of the Presentation— Tell them what you want them to know—how it is organized?**

The body of the presentation is the three talking points (or any number that you have decided on) identified in the opening. Each point is raised and identified separately and then spoken to at length with a bridge to the next main point. The content of each point and the length of each point is determined by the speaker and the amount of time allotted for the presentation.

### **Examples:**

Start a key point with:

- Let start by talking about the issues associated with people with disabilities and how *organization name* is addressing these. Then do so.
- My first point is to outline *organization name's* current relationship with employers and how it works and where it can go. Then do so.

Conclude a key point with a very brief summary like:

- You can conclude that if you work with *organization name* we will only provide you with employee choices that will work for everyone involved.
- Or you can conclude that people with disabilities offer employers new options not previously on the employment table.

The body of the presentation needs to have been written out in advance and can be supported with crib notes or an overhead presentation. The same presentation can be given to many different employer audiences with minor modifications as needed.

## **The Summary—**

### **Tell them what you told them—how is it organized?**

The summary is extremely short less than 1 to 2 minutes and briefly summarizes the key points and repeats the request for action.

#### **Examples:**

Let me finish by just quickly summarizing my three key points:

1. People with disabilities offer many positive employee options for employers.
2. *Organization name* will work hard with local employers to focus on helping them solve their employment needs.
3. *Organization name* is a long-term player; we want to be around for a while working with you to deal with present and future employment needs.
4. Finally, let me remind you that if what I have said is of some interest to you or you have a job coming up, lets talk in greater detail about your needs. Drop off your business card or send me an email with your contact information.

You should pick up about 20% of the audience expressing interest. If you pick up more than this something worked really well in your presentation and it should be repeated. If you pick up less, review your presentation for possible changes.

So you don't get discouraged, the more you make presentations even though many employers do not express interest you will have prepared them for the next time job developers approach them at their businesses. You are preparing the ground for the future.

Aids to the presentation include a power point presentation, handouts, and use of flip charts or slides. The general rule of thumb is that simple is better. However, you also need the audience to focus their attention on visual aids in addition to you speaking to keep them focused longer. Most people cannot last longer than 30 minutes in a presentation.

This is a short overview and outline of making a presentation. If you would like more assistance or want to check out elements of your planned presentation, please feel free to be in touch with me via email at [allen@employmentoutcomes.com](mailto:allen@employmentoutcomes.com) or contact me via telephone at 416-538-3791. I would be pleased to help.