

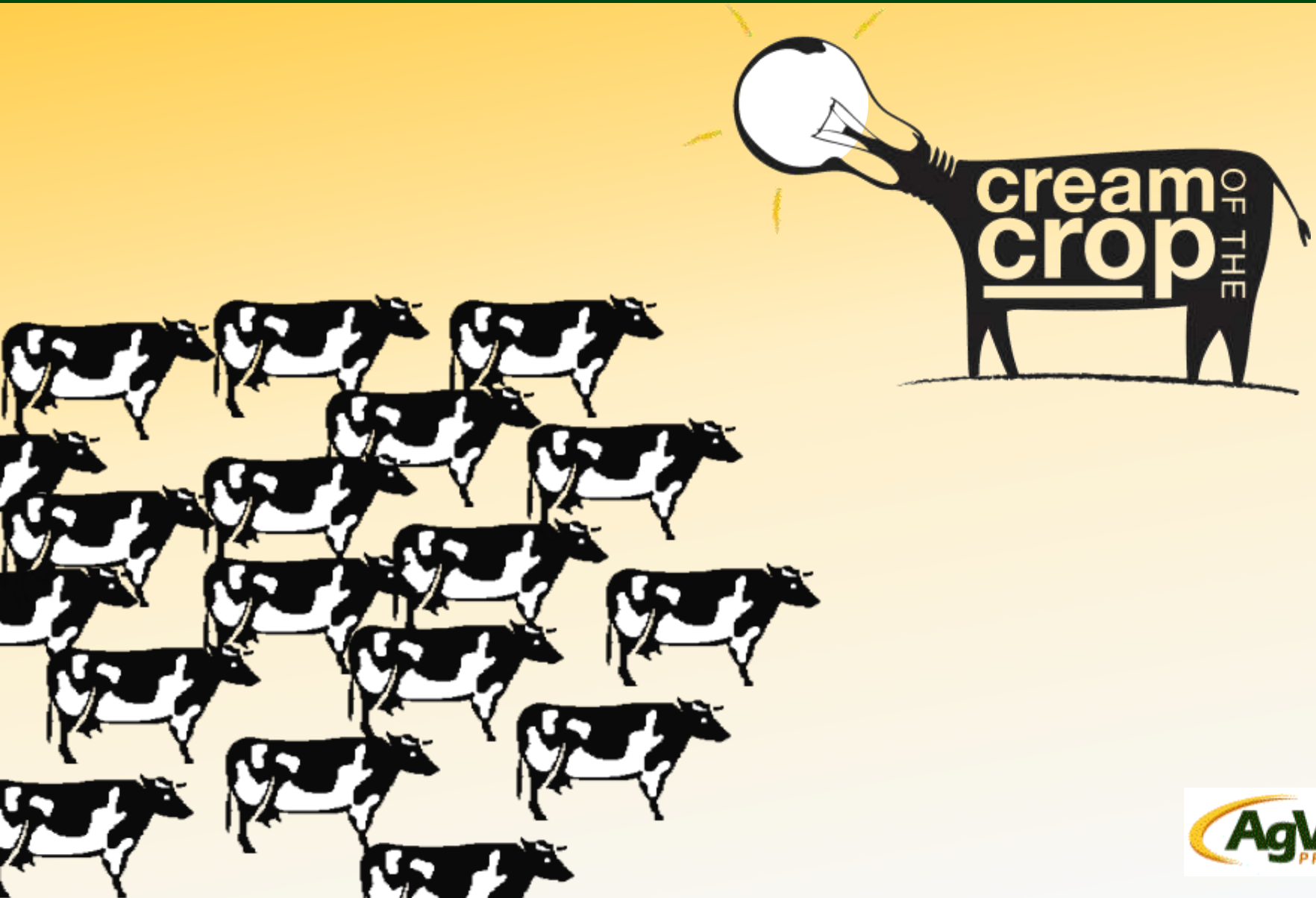
Getting heard by the herd

The secrets to getting your message across

by Rob Greenall, AgVet Projects



Getting heard by the herd



Getting heard by the herd



Life's about communication

Like much in life, this competition is about effective communication

This is your chance to gather people around you and get them involved in something you are passionate about...

our primary industries



Cream of the Crop

Tell everyone about:

☐ your studies



Cream of the Crop

Tell everyone about:

☐ what you have learnt



Cream of the Crop

Tell everyone about:

□ why it is important



Cream of the Crop

Tell everyone about:

☐ what they can do

One thing is for certain...



... you will
never know
if you don't
give it a go!

The art of communication

This short presentation aims to give you some pointers on how to create presentations with impact using PowerPoint and SlideShare.

We start with the five magic steps in communication

Five magic steps in communication



1. Message
created

There are five steps in effectively communicating a message.

The first is creating the message...

Five magic steps in communication



2. Message delivered



1. Message created

Five magic steps in communication



2. Message delivered



1. Message created



3. Message received

Five magic steps in communication



2. Message delivered



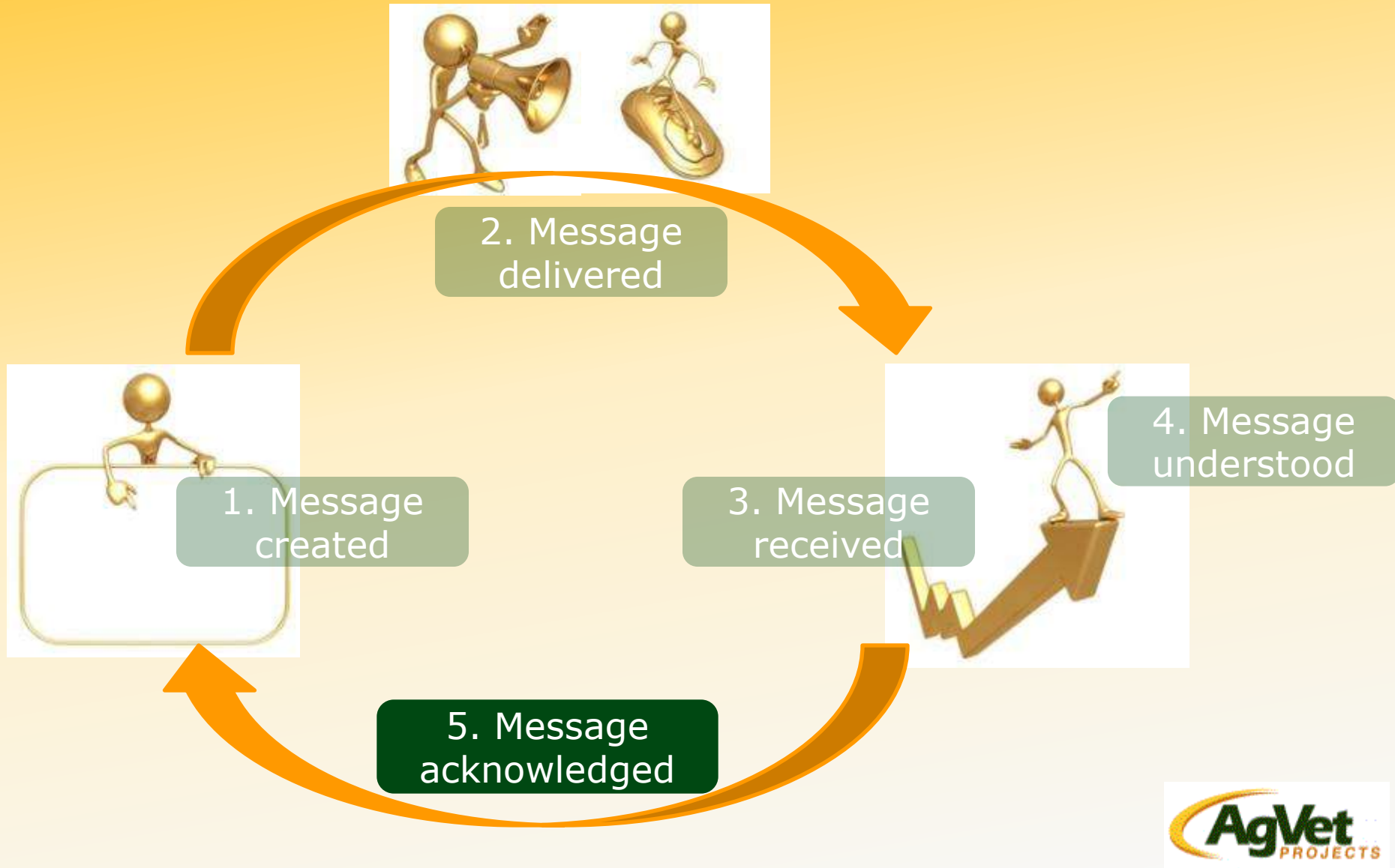
1. Message created



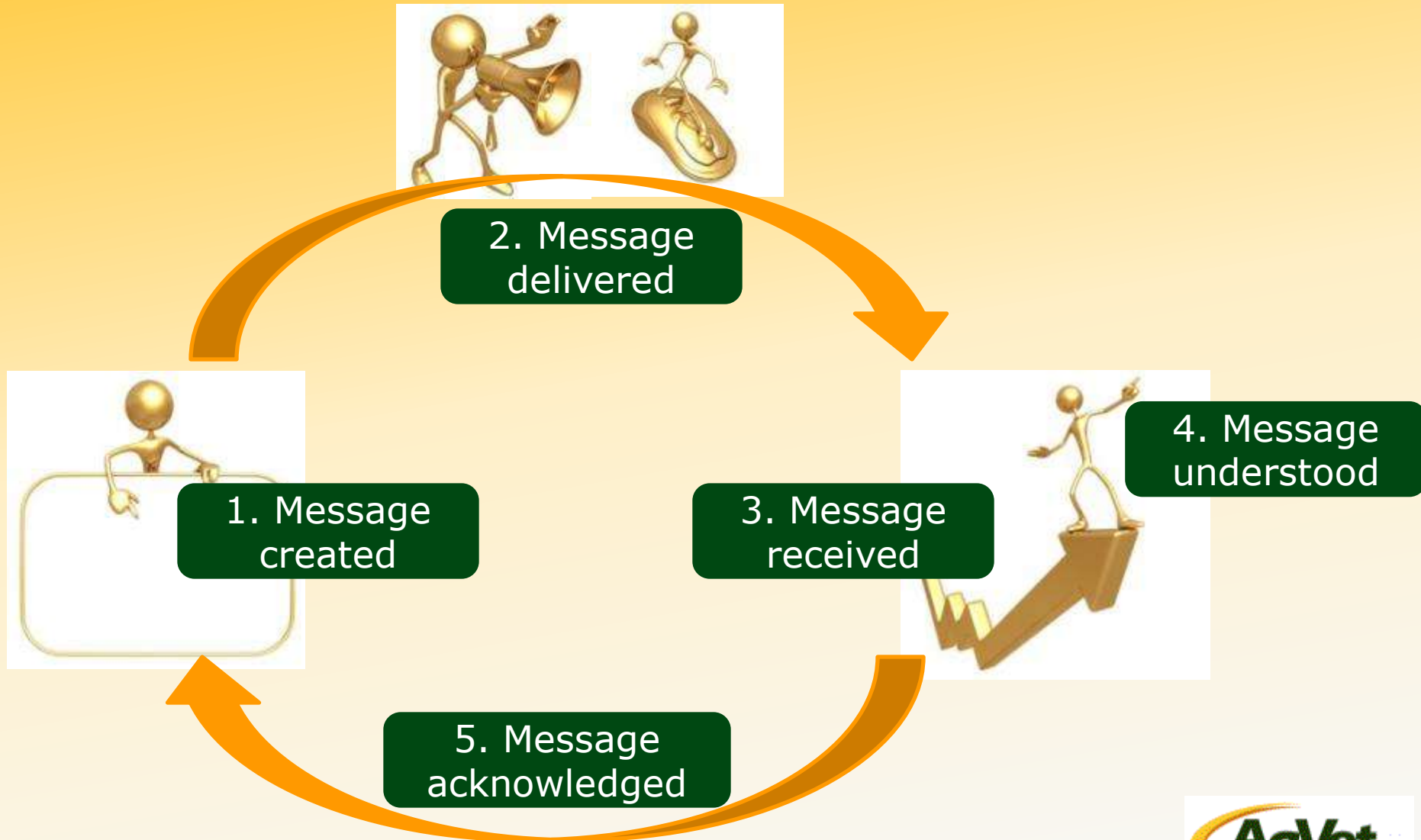
3. Message received

4. Message understood

Five magic steps in communication



Remember the five magic steps



Five magic steps in communication

Effective communication requires all five steps to be complete:

1. Message
created

2. Message
delivered

3. Message
received

4. Message
understood

5. Message
acknowledged

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In the next few minutes you will learn some of the secrets to **CREATING** and **DELIVERING** effective messages to maximise your impact with the audience

1. Creating the message



1. Creating messages

The first step is to know what you want to say

1. Message created

2. Message delivered

3. Message received

4. Message understood

5. Message acknowledged



A well thought out message makes delivery much simpler and most importantly, gives the audience some chance of understanding the content

1. Creating messages

Firstly, work out what you want to achieve from your presentation:

What's the objective
of your presentation...

1. Creating messages

Is it to:

- transfer information?

1. Creating messages

Is it to:

- motivate others to take action?

1. Creating messages

Is it to:

- simply entertain?

1. Creating messages

Or perhaps it is:

- a bit of each???

1. Creating messages

Or perhaps it is:

- a bit of each???

Whatever your objective, start with the end in mind...

Having a clear objective from the outset will help you work out what you need to say

Presentation objective: Farming looks fun





Presentation objective: Please help us paint

1. Creating messages

Then work out what you want to say.
Write down the:

- Main points / arguments / actions
- Prioritise this information
 - ❑ most important points first!

1. Creating messages

Objective:.....

Main point 1.....

Main point 2.....

Main point 3.....

Remember that you are taking your audience on a journey...

- if you do not know where you are going they can not be expected to follow
- They need a clear 'map' on where they are going

1. Creating messages

Objective:.....

Main point 1.....

Main point 2.....

Main point 3.....

Sometimes you can link up the main points into a story...

This is a very powerful technique to get your audience involved.

Just ask any caveman....

Go with nature... make a story



Story telling is as old as time itself – it is how humans have always memorised and transferred information to one another

1. Creating messages

Then you need to organise your story into a structure ready for delivery:

Structure


- Introduction
- Middle
- Conclusion

1. Creating messages

Then you need to organise your story into a structure ready for delivery:

Structure

- Introduction
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- Conclusion



Tell them what you are going to tell them;

1. Creating messages

Then you need to organise your story into a structure ready for delivery:

Structure

- Introduction
- Middle
- Conclusion



Tell them; and then

1. Creating messages

Then you need to organise your story into a structure ready for delivery:

Structure

- Introduction
- Middle
- Conclusion



Tell them what you have just told them

1. Creating messages

Introduction

- Clearly state your objective
- Introduce yourself
- Introduce your topic / information

Tell them what you are going to tell them;

1. Creating messages

Middle

- Contains main points / information

Tell them;

(this is the main part to present your information and arguments)

1. Creating messages

Conclusion

- Link back to your objective
- Summarise main points
- Round off your presentation by linking back to the introduction or finishing off your story

Tell them what you have just told them

1. Creating messages

If a story is not forthcoming...
you can also link the sections together
with a theme which is of interest to the
audience:

- ❑ This theme can then be picked up several times throughout the presentation - effectively linking the intro, middle and conclusion together and so rounding off the presentation

Choosing a theme of common interest gives you a chance to engage your audience and bring them on side



Choosing a theme



Your theme should be easy to think up...

Young people

Caring for the environment

Animals

Careers

Food

Agriculture

Science

Communities

etc, etc, etc



Secrets in CREATING the message

Now then, how about a few of my secret tips...

So your presentation will really stand out from the herd

Psst - Be upfront

Make it clear about what you want to audience to do:

- ❑ in the introduction
- ❑ and again, in the conclusion

If you do not tell them straight out they might miss the point entirely

Psst - Share your structure

Give the audience a virtual map of your presentation.

It helps the audience organise (and so understand) the information.

Frequently referring back to the presentation's structure helps the audience follow your thoughts and/or story

Psst - '3' is the magic number

Goldilocks and the **three** bears...



Once there were **three** little pigs...



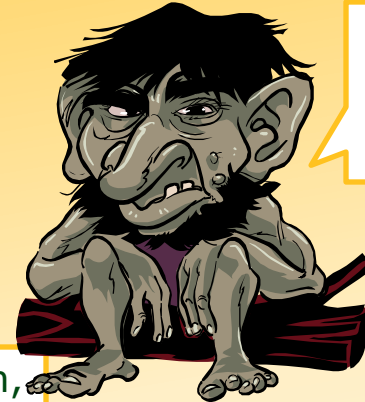
... **three** billy goats gruff...



...you have **three** wishes...



... an Englishman, a Scotsman and an Irishman walked into a bar...



Once there were **three** brothers...



Many fairy tales, jokes and yarns have three main characters, points or parts because...

- it is a comfortable amount of information that people can remember;
- subconsciously people expect it



Psst - '3' is the magic number

Goldilocks and the **three** bears...



Once there were **three** little pigs...



... **three** billy goats gruff...



... an Englishman, a Scotsman and an Irishman walked into a bar...



Once there were **three** brothers...



...you have **three** wishes...



Only use a maximum of 3 main points

Psst - Include you

Include something about yourself

- ❑ Make it personable
- ❑ Make it likable (funny is good!)

The audience likes to know who is presenting to them – they want to be able to relate to you

Psst - Use repetition

Don't be afraid to re-iterate the main points and objective

❑ Summarise them again in your conclusion

The audience needs to have no doubt about what you really wanted to say to them

Still remember the five magic steps?

Effective communication requires all five steps to be complete:

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Still remember the five magic steps?

Effective communication requires all five steps to be complete:

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4. Message understood

5. Message acknowledged



After you have created the message...

Now it is time to look at how to effectively **DELIVER** the message



Finished CREATING...
delivery next...
then I'll win the
\$1,000 for sure

2. Delivering the message

2. Delivering the message

You need to:

- Grab their attention
- Use great visuals
- Involve your audience
- Tell them what you want them to do

2. Delivering the message

You need to:

- Grab their attention
- Use great visuals
- Involve your audience
- Tell them what you want them to do

It helps greatly if you know a bit about your audience beforehand... how can you make the information relevant to them??

2. Delivering the message

Grab their attention:

- ☐ Use a quirky title
- ☐ Start with a relevant short story – to introduce topic (and yourself)
- ☐ Clearly state what your topic is about
- ☐ Explain what's in it for the audience – why do they need to know??

2. Delivering the message

Grab their attention:

A good introduction heightens interest in your topic and will have the audience tuned in to receive your main points

2. Delivering the message

Use great visuals:

- ☐ Use large pictures that reinforce the point you are making
- ☐ Use photos that are attractive and need no explanation
- ☐ Show people's faces in photos
- ☐ Use simple language and limit words

2. Delivering the message

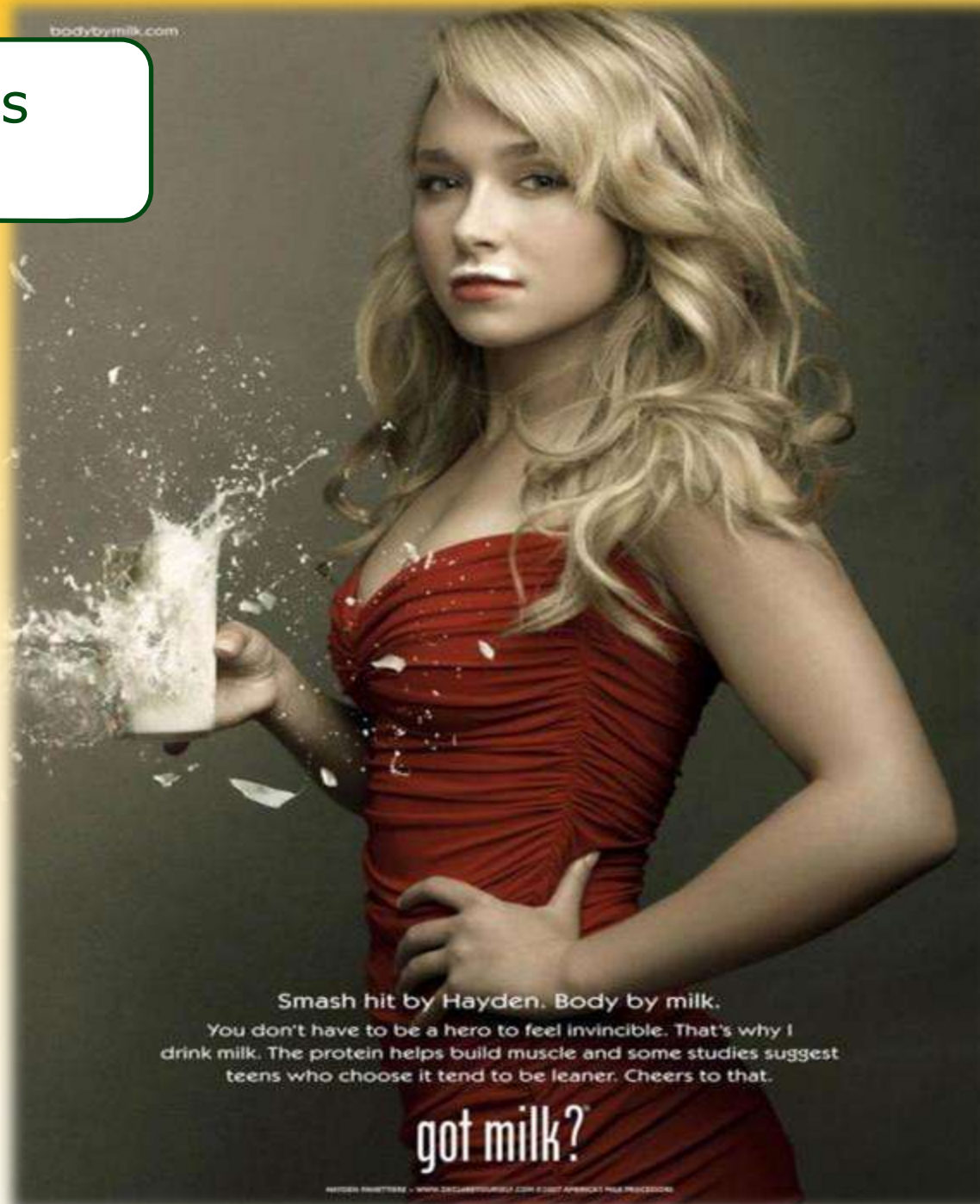
Use great visuals:

PowerPoint is a visual medium...

...so use great visuals and give them plenty to look at...

..like this

bodybymilk.com

A full-page advertisement featuring actress Hayden Panettiere. She is wearing a vibrant red, strapless, form-fitting dress with vertical pleats. She has long, wavy blonde hair and is looking directly at the camera with a slight, confident smile. In her right hand, she holds a white milk can, which she is smashing against her chest. A large splash of white milk is erupting from the point of impact, spraying upwards and outwards. Her left hand is placed on her hip. The background is a dark, textured grey. The overall tone is energetic and emphasizes strength and health.

Smash hit by Hayden. Body by milk.
You don't have to be a hero to feel invincible. That's why I
drink milk. The protein helps build muscle and some studies suggest
teens who choose it tend to be leaner. Cheers to that.

got milk?

HAYDEN PANETTIERE • WWW.BODYBYMILK.COM © 2007 AMERICA'S MILK PROCESSORS

..or this

I bet you would
like to be doing
this too!



..or this

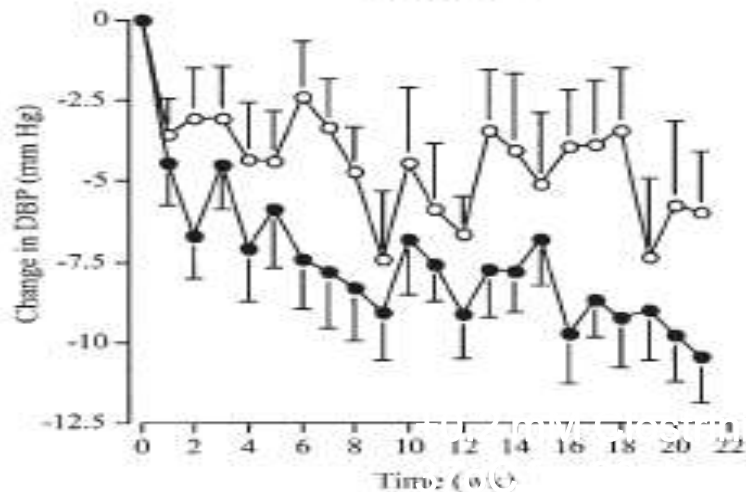
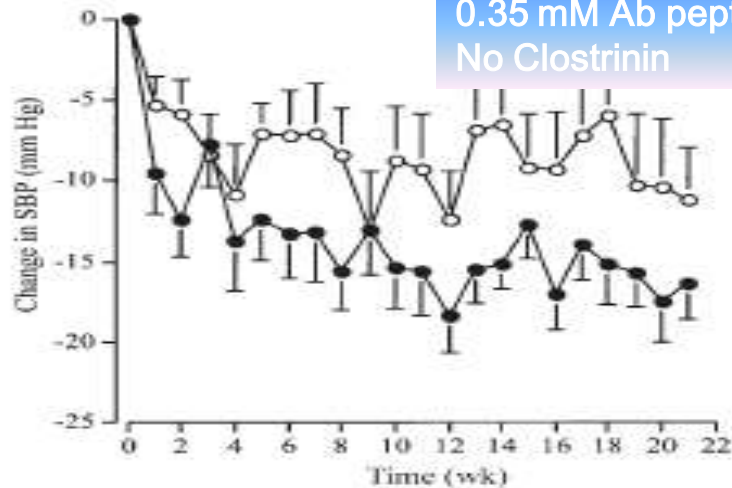


..or this



Efficacy Studies of Dairy Bioactives– Anti-hypertensive Peptides, Seppo et al, 2003

0.35 mM Ab peptide
No Clostrinin



Evolus fermented milk (Valio)
Containing 0.20% VPP, 0.15%
IPP from casein

Fermented using *Lactobacillus*
helveticus

N=39 patients, 150 ml/day for
21 weeks

Mean lowering of blood
pressure

- **6.7 ± 3.0 mm Hg (systolic)**
- **3.6 ± 1.9 mm Hg in (diastolic)**

Other anti-hypertensive
peptides: AmealPeptide
(Calpis), C12 (DMV)

CSIRO lead anti-CVD milk
peptide fraction currently
being tested in rat study with
bi-modal activity

..Never like this

2. Delivering the message

Involve your audience:

- ☐ Use humour (if appropriate to the topic)
- ☐ Ask the audience questions
- ☐ Use common language
- ☐ Use local stories and examples that the audience will recognise



2. Delivering the message

Involve your audience:

Try starting with a funny story about yourself / your group that is related to the topic.

Audiences like presentations from people they can relate to.

A middle-aged man with grey hair, wearing a green long-sleeved shirt, is leaning his arms on a dark metal railing. He is looking off to the side with a thoughtful or slightly sad expression. The background is a dimly lit barn with wooden beams and various farming equipment hanging from the ceiling.

..like this

If only I was a bit
younger..
I'd win the
\$1,000 for sure

..or this



Any audience would like to know more about this girl...

Who is she?

What is she doing?

What's it like working in a dairy?

How can I do it too?



What student doesn't like to hear about what other students are up to???

2. Delivering the message

Finishing off:

- ☐ Re-focus on your message – present only as much as it takes to get your main points / message across
- ☐ Clearly state what you would like the audience to do with the information
- ☐ Summarise the main points again before you finish



2. Delivering the message

Finishing off:

Remember to refer back to the theme or the story used in the introduction to round things off

Secrets to DELIVERING the message

Now I reckon you are ready for my secret tips in delivering an effective message...

Psst – Keep it simple

- Use large photos – a maximum of two per slide
- Avoid large sets of numbers
(use graphs or tables if you must present data)
- Avoid distracting transitions

Psst – Keep it simple

- Avoid complicated diagrams or if you must, break them up across several slides

It is easy to lose the audience if your slides are too busy...

Efficacy Studies of Dairy Bioactives– Conjugated Linoleic Acid, Gaullier et al, 2004

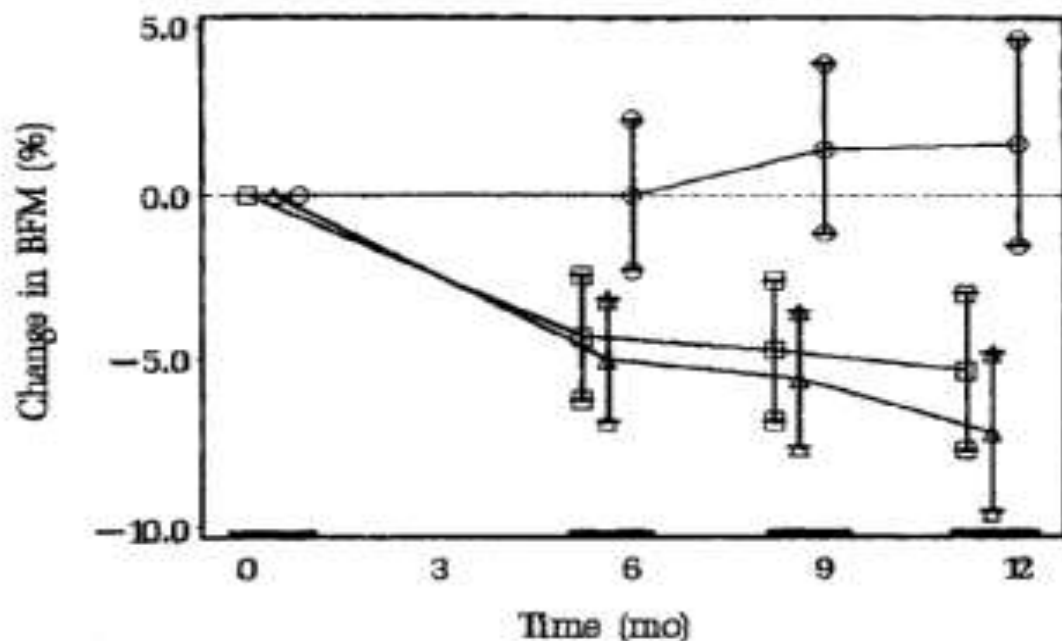


FIGURE 1. Mean (95% CI) percentage change in body fat mass (BFM) in subjects taking placebo (O), CLA-free fatty acids (FFA; □), or CLA-triacylglycerol (Δ) for 12 mo. All values were measured at the same points (ie, 0, 6, 9, and 12 mo) in all 3 groups. Intervals not including 0 are significant within the group. Between-group comparisons of changes from month 0 in DXA and weight variables were performed by using ANCOVA (treatment, center, and sex as factors; month 0 value, total energy intake, exercise, and

9, and 12 mo ($P < 0.05$). There was no difference between the CLA-FFA and CLA-triacylglycerol groups ($P \geq 0.05$).

Healthy overweight
adults, n=180, 16-65
years

3.4 g of CLA per day for 1
year (Tonalin®)

Significant decrease in
body fat mass observed
Lean muscle tissue
preserved

20-30 mg/g CLA in milkfat
(with pasture feeding
and supplements)



Never like this – its too busy...

Psst – Keep it legible

- Remove any barriers to comprehension
 - ❑ Use simple plain font
 - ❑ Use text on plain backgrounds
 - ❑ Use few words and lots of space
 - ❑ Use language that the audience will be comfortable with

Take care with photos and text.... avoid using italics,
font less than 18pt, colours that are hard to see.

Avoid writing across photos of varying colours

Avoid writing across photos of varying colours

Avoid writing across photos of varying colours

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Psst – Keep it comfortable

- Think of the audience's comfort
 - ❑ In light environments – use a light background & dark contrasting writing
 - ❑ In darkened auditoriums – use a dark background & light contrasting writing

Psst – Keep it comfortable

- Stick to time / length constraints

Think of the audience...

you need to meet
THEIR NEEDS
to effectively communicate
your messages



Remember who your audience is...



They are the ones that you want to influence...

Remember who your audience is...



They are the ones that must relate to you, and trust you...

... and believe in what you are telling them

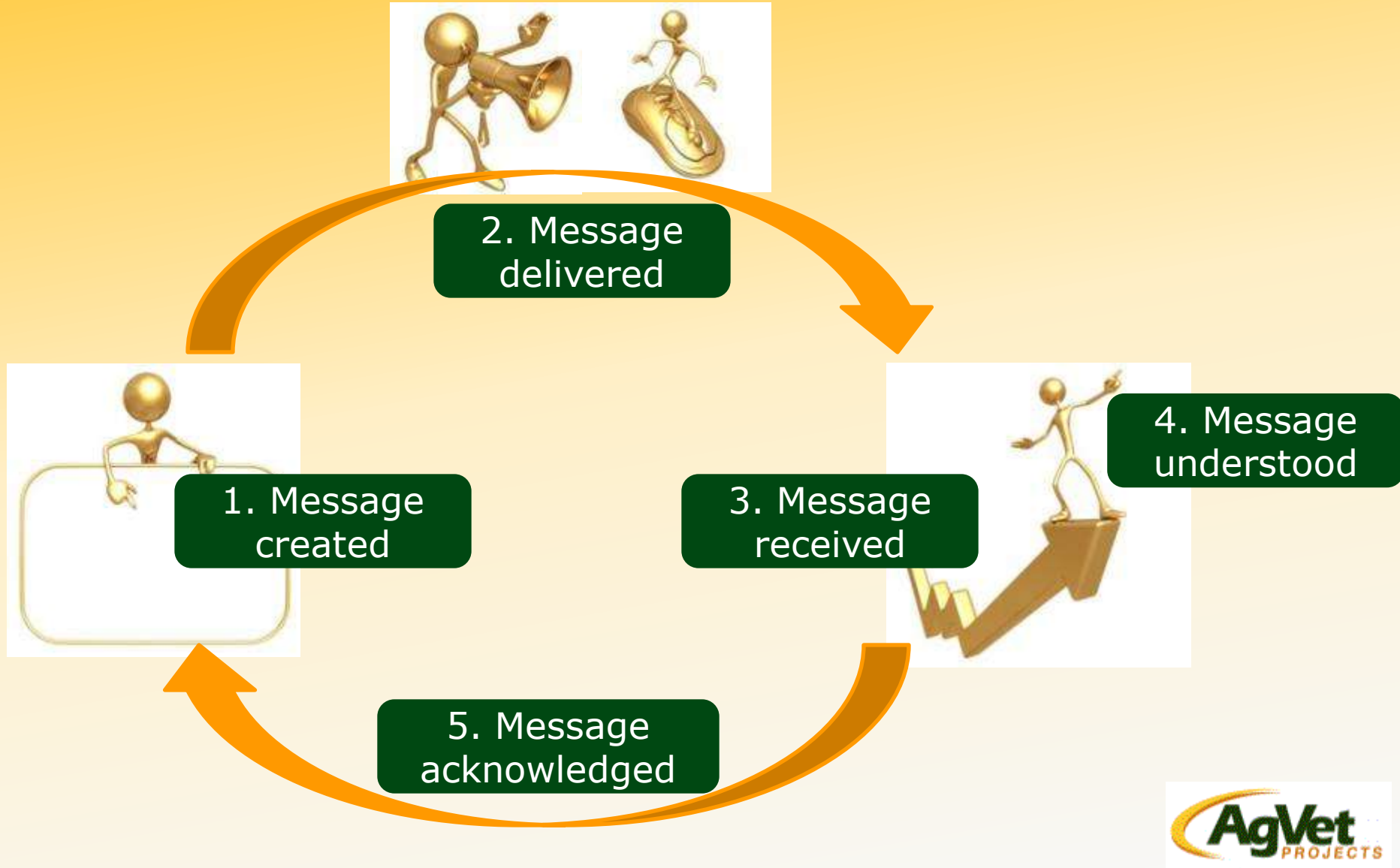




Cream of the Crop

So that brings us
back to where we
started...

Do you still remember the five magic steps in effective communication?



Five magic steps in communication

Remember that effective communication requires all five steps to be complete:

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Hopefully by now you have the tools to **CREATE** and **DELIVER** effective messages to maximise your impact with the audience...

So what are you still waiting for...



... now is the time
to give it a go!

So what are you still waiting for...



... think of the prizes!



So what are you still waiting for...



... think of the glory!



So what are you still waiting for...



... don't think - do!



And above all...

make it fun...

show your passion...

and just give it a go!

And above all...

make it fun...

show your passion...

and just give it a go!

It's time to get heard by the herd...



Acknowledgements

This presentation was created to help students prepare for the 'Cream of the Crop' competition in 2009.

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Images on pages 61 and 81 courtesy of Dairy Australia