Screenshots of all module layers. Each screen is numbered in the order it appears in the module.
Components of an Effective Presentation

Do you remember the three components of an effective presentation?

In Public Speaking: Creating a Persuasive Presentation, we covered:

- Content
- Structure
- and rest is delivery.

We’ll look at some delivery techniques that will help you keep your audience’s attention and inspire them to action.

Components of Effective Delivery

There are two ways we communicate when making a presentation: verbally and nonverbally.

Strive to make your verbal communication:

- intelligible
- conversational
- expressive

As you’ll learn, much of what you communicate is actually through nonverbal language:

- face and eyes
- gestures
- body

Definition:

Understandable
Almost everyone is nervous when making a presentation to other people. There are some techniques you can use to combat nervousness and make your presentations better and more effective.

Let’s take a look at how you can use your voice to:
- Help you keep calm
- Slow down your pace
- Keep your audience’s attention
- Make your message more understandable
- Emphasize a point
- Motivate your audience to take action

Intelligible: Rate
Your first priority in making an effective delivery is to make sure your audience understands your presentation. You do this by paying attention to your rate, volume, pronunciation, and your use of filler words.

First things first. 
- How’s your rate?
- Are you speaking too quickly?
- Too slowly?
- What about your use of pauses?
- Short and long pauses are both very useful, and each type has a different purpose.

As it pops up below, drag the purpose of each pause to the correct column:

Short Pauses

Help you stay calm

Long Pauses

Give you a chance to breathe
Components of Effective Delivery

Intelligible: Rate

Your first priority in making an effective delivery is to make sure your audience understands your presentation. You do this by paying attention to your rate, volume, pronunciation, and your use of filler words.

First things first: How’s your rate?
- Are you speaking too quickly?
- Too slowly?
- What about your use of pauses?

Short and long pauses serve different purposes:
- As you can see, pauses can help you control your rate as well as be used to hold your audience’s attention.
- Your audience time to absorb what you’ve said.
- Emphasize important points.

Help you slow down
Separate ideas for emphasis and clarity

Correct

Listen to Charley giving the opening of her presentation: no real pauses or expression.

It’s the official pre-fair weigh in day and you’ve got to get your market animal to the scales between 4 and 6pm. You don’t have a trailer and both your parents have to work late tonight.

You could use the baby bike trailer your mom uses to tow your brother along on bike rides, but somehow you think that wouldn’t go over very well with the rest of your family.

Hard to follow, isn’t it? Now listen to it at a more moderate rate and with pauses. Notice how Charley uses asterisks to indicate where she wants to pause. The more asterisks, the longer she pauses.

Play

Close
Components of Effective Delivery

Intelligible: Rate

Pause

It's the official pre-fair weigh in day and you've got to get your market animal to the scales between 4 and 6pm. You don't have a trailer and both your parents have to work late tonight.

You COULD use the baby bike trailer your mom uses to tow your brother along on bike rides, but somehow you think that wouldn't go over very well with the rest of your family.

Hard to follow, isn't it? Now listen to it at a more moderate rate and with pauses. Notice how Charley uses asterisks to indicate where she wants to pause. The more asterisks, the longer she pauses.

It's the official pre-fair weigh in day and you've got to get your animal to the market between 4 and 6pm. **The only problem is, you don't have a trailer and your parents are working super late tonight.**

Now *you COULD* use the baby bike trailer that your mom uses to tow your brother behind on bike rides, *but* somehow you don't think that will go over very well with the rest of your family.

Components of Effective Delivery

Intelligible: Rate

Now it's your turn! Refer to your presentation worksheet. Read your opening statement out loud, quickly without pauses (like you might if you were nervous). If possible, use your cell phone to record it and then play it back.

How did that sound? Type your feedback here and then press the Submit button.

Consider your opening statement again and decide where you think a pause will help you breathe, control your pace, emphasize distinct ideas, and give your audience time to think.

Put asterisks in those spots to remind you to pause. Now record yourself reading it again. Listen to it. Is it easier to understand and does it keep your attention better?

By using pauses, you can more effectively control the rate at which you speak. Pauses also enhance the delivery of your message and help keep your audience interested in what you have to say.
Components of Effective Delivery

Intelligible: Volume

The size of the room in which you speak and the nature of your audience will affect the volume needed to be an effective presenter.

Make sure you’re being heard! Adjust your volume to the audience and the environment.

Those who are hard of hearing always appreciate when you use a microphone.

Softer Voice

Makes what you’re saying more intimate and personal.

Louder Voice

Has the power to grab the audience and hold them.

Implies conviction in your message.

Emphasizes your message to your audience.

Move the speech bubbles below to the correct Softer Voice or Louder Voice column.
Components of Effective Delivery

Intelligible: Volume

How can volume be used to change the mood of your presentation?
Practice with the activity below:
Move the speech bubbles below to the correct Softer Voice or Louder Voice column.

Great!
You can see how just changing the volume can affect your audience and your message.

EMPHASIS:
When your goal is to make your message interesting or persuasive, you will find you need to emphasize certain words or phrases.

By emphasizing or “projecting” these words/phrases with your voice, you let your audience know you are sincere and care about your topic.

Play the video and see how Charley uses her voice to emphasize words in her presentation. Does this affect how you feel or how you perceive the message?

Components of Effective Delivery

Intelligible: Pronunciation

Are you pronouncing words clearly and correctly?
You should articulate very carefully whenever you give a presentation.

To articulate means to pronounce each syllable in a word correctly and distinctly.
Components of Effective Delivery
Intelligible: Pronunciation

In the US we have different accents and ways of speaking around the country. However, for public speaking you need to clearly enunciate your words. It affects both how well your audience can understand you and how you are perceived.

Some speakers have a speech pattern of not saying "ing" at the end of words. The "g" is often lost. For example, do you say "hand washing is critical to effective biosecurity." Or do you say, "hand washin" is critical to effective biosecurity."

Use each of the following words in a sentence. Be careful to articulate the "ing" endings.

- Trying
- Spreading
- Building
- Getting
- Buying
- Caring
- Washing
- Teaching
- Sharing

Another common problem is not making a difference between the "a" and "e" sounds or between the "u" and "i" sounds.

Say these words articulating the "a" and the "e" sounds:
- Get
- Bet
- Let

And these words articulating the "u"; "e", and "i":
- Just
- Jest
- Gist

Another way to work on improving articulation is to practice "tongue twisters."

Here are a few common ones to try:
- I just now caught the gist of that jest.
- A big black bug bit a big black bear, made a big black bear bleed blood.
- My sister Sharyl sells seashells by the seashore.
Components of Effective Delivery

Pronunciation of Unfamiliar Words

Look through the following words and select the syllable you think should be emphasized to pronounce the word correctly. The correct syllable will show in green. If you select a wrong syllable it will show in gray. A green star means you got it right! Click on the speaker buttons to check your pronunciation.

- **veterinarian**
  - vet
  - er
  - i
  - nar
  - i
  - an

- **brucellosis**
  - bru
  - cel
  - lo
  - sis

- **pseudorabies**
  - psue
  - do
  - ra
  - bies

- **zoonotic**
  - zo
  - o
  - no
  - tic

- **esophagus**
  - eso
  - pha
  - gus

- **encephalitis**
  - ence
  - pha
  - li
  - tis

- **capillary**
  - cap
  - il
  - la
  - ry

- **tuberculosis**
  - tu
  - ber
  - cu
  - lo
  - sis

- **coagulate**
  - co
  - ag
  - u
  - late

Have you ever listened to someone talking and find yourself counting the number of times they say distracting filler sounds or words like "you know," "like," "so," "um," or "ah?"

Frequent use of these words weakens the speaker’s message.

There’s also an annoying trend of upward voice inflection at the end of sentences, making every sentence sound like a question and confusing listeners.
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Effective Verbal Delivery Review

Listen to Charley’s speech and pay attention to the filler words and undesirable speech patterns she uses. Select the 8 undesirable patterns from the list below and press the submit button.

- “um”
- too quiet
- “seriously”
- “and”
- needless words
- too fast
- awkward pauses
- too slow
- “you know”
- “like”
- mispronunciation
- “literally”
- upward inflection
- struggling
- “uh”
- “totally”

Incorrect. Try Again

You got some of them but missed some others. Listen to it again and try to find the rest. Please try again.

Try Again

Submit
Effective Verbal Delivery Review

Listen to Charley's speech and pay attention to the filler words and undesirable speech patterns she uses. Select the 8 undesirable patterns from the list below and press the submit button.

- "um"
- too quiet
- "seriously"
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- too fast
- awkward pauses
- too slow
- "you know"
- "like"
- mispronunciation
- "literally"
- upward inflection
- struggling
- "uh"
- "totally"

Components of Effective Delivery

Conversational

To maintain your audience's attention, speak in a conversational tone:
- Be spontaneous
- Read and adapt to your audience's expressions and body language
- Use informal speech that is not too technical and full of jargon
And, whatever you do, DON'T READ YOUR PRESENTATION OR SLIDES!

Components of Effective Delivery

Expressive

Signs of Boredom:
- Arms crossed, on phones, asleep, talking, no eye contact

Signs of Interest:
- Leaning forward, asking questions, eye contact, nodding heads, etc.
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Components of Effective Delivery

Conversational

Asking your audience questions will help keep them interested in listening to what you have to say.
After you ask a question, always pause to give listeners time to think and offer answers.
Acknowledge all answers and expand on right answers.
This engages the audience in your presentation.

Expressive

Using your voice expressively to enhance your message:
• Helps you keep your audience’s attention
• Makes you seem sincere and passionate about your topic
• Gives your message emotional conviction
• Helps match the emotion in your voice to the emotion of your message

Drag the expressive words below to the correct spot in the phrase. Then read the statement out loud. Use vocal variety and pauses to convey your message with strength and conviction.

“But I vaccinate!” you say ______ is an important biosecurity tool, but it’s ______. It’s ______ to vaccinate against all diseases. ______ discuss vaccinations with your veterinarian, ______ if you have breeding stock.

Correct You placed each word in the right spot!
Components of Effective Delivery
Conversational, Expressive Delivery
Click Play Speech and listen to this speaker. Pick three elements you think she used the best. What effect did each have on how you listened or felt? On your opinion of the speaker? On you?

- Rate
- Volume
- Pronunciation
- Spontaneous
- Talked with, not at or to
- Didn’t read it
- Emotional conviction
- Vocal variety
- Matched emotion to message

Great job.
See how delivering your presentation in a conversational, expressive way can affect the way your audience receives your message, their perception of you, and how it makes them feel?

Review of Effective Verbal Delivery
You have been learning how to use your voice correctly when presenting information trying to persuade your listeners to take action. Let’s review!

As each appears on the left, drag the speaking tip to the correct category below.
Review of Effective Verbal Delivery
You have been learning how to use your voice correctly when presenting information or trying to persuade your listeners to take action. Let's review!

As each appears on the left, drag the speaking tip to the correct category below.

Intelligible
- Enunciation and pronunciation help your listeners understand your words and their meaning.
- Pause creates interest and helps slow you down when you speak.
- Volume helps people hear what you have to say and can be used for effect.

Conversational
- Not reading your speech or slides helps your audience engage.
- Talking with, not at or to, helps keep your audience connected.
- Spontaneity includes responding to audience’s comments.

Expressive
- Matching your emotion to your message demonstrates conviction.
- Vocal variety—the highness or lowness of your voice—helps keep your message interesting.
- Emphasis conveys importance and emotion to your audience.

Correct
If you pause correctly, have the right volume, emphasize meaningful words or phrases, use a variety of pitches when asking questions, articulate well, and pronounce your words carefully and correctly, you will use your voice effectively and convey your message to your audience.

Components of Effective Delivery
There are actually three ways you communicate with your audience: verbally, nonverbally, and your tone. What percentage of a message is conveyed by the communication modes below?

Drag the type of communication to the correct piece of the pie.
Biosecurity

There are actually three ways you communicate with your audience: verbally, nonverbally, and your tone. What percentage of a message is conveyed by the communication modes below?

Drag the type of communication to the correct piece of the pie.

Components of Effective Delivery

Verbal: 7%
Nonverbal: 55%
Tone: 38%

Correct

As you can see, nonverbal communication is the most powerful tool to convey your message to your audience.

Components of Effective Delivery

Use of Body: Actions Speak Louder Than Words

Have you ever been told, “it’s not what you say, it’s the way you say it”? You communicate not only with the words you say, but also with your tone of voice and body language.

Your audience judges you and your message on:
• Your appearance
• Your manner
• Your gestures
• Your behavior

If your body language matches your words, your message is greatly strengthened.
If these don’t match, your actions can defeat your words.
Components of Effective Delivery

Nonverbal communication includes:

- Facial expressions (including eyes)
- Hand gestures
- Body posture and demeanor

These all need to match the message you’re trying to convey.

Drag the type of message shown to the right to the image of corresponding body language.

The punch line of a joke
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Components of Effective Delivery
Nonverbal: Eyes and Face

When you speak, your face communicates your attitudes, feelings, and emotions more clearly than any other part of your body.

By relaxing and allowing yourself to respond naturally to your thoughts, attitudes, and emotions, your facial expressions will be appropriate and will project sincerity, conviction, and credibility.

During your speech, you should:
- Look up 90% of the time
- Look around
- Match tone of message

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Face Expressions:
Consider these two scenarios.

Each of these people tells you, “You’re crazy!”
How does this make you feel?
What can you learn by their facial expression?
What are they feeling when they talk to you?

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What is her facial expression telling you?
Match the following emotions to the facial expression:

- Surprised
Components of Effective Delivery
Nonverbal: Eyes and Face

What is her facial expression telling you?
Match the following emotions to the facial expressions:

- Angry
- Bored
- Disapproving
- Excited
- Frustrated
- Hopeful
- Sad
- Supportive

Components of Effective Delivery
Nonverbal: Eyes and Face

Try it! Look in the mirror and practice expressing the following emotions, or work with a partner and see if they can guess which of those emotions you are depicting:

- Happiness
- Fear
- Sadness
- Boredom
- Disgust
- Surprise
- Anger
- Affection
- Nervousness

Components of Effective Delivery
Nonverbal: Gestures

The most effective form of nonverbal communication is gestures.

They need to match the words you are saying and the message you are trying to convey. To be effective, gestures need to be natural, smooth, well-timed, and convincing. Gestures should not be annoying or distracting!
Components of Effective Delivery

Nonverbal: Gestures

Watch Charley give part of her presentation. Click on the different ways she uses gestures for:
- Make reference to or demonstrate visual aids
- Convey feelings better than words
- Clarify and support the message
- Dissipate nervous energy
- Draw in the audience
- Dramatize ideas
- Stimulate audience participation
- Emphasize important points

Now look at the opening statement from your own presentation. Add at least two gestures that would support and add meaning to your presentation.

Practice your gestures and then have someone record you giving your opening statement with gestures. How did that look? Are these more or different gestures that would be more effective?

Components of Effective Delivery

Nonverbal: Whole Body Movement

Body movement is the most visible action you can make, so it can either be very effective or the most distracting thing you can do.

When controlled and purposeful, body movement can:
- Support and reinforce your message
- Attract your audience’s attention
- Burn up nervous energy and relieve tension

Components of Effective Delivery

Nonverbal: Body Language

Learn to look for body language. Sometimes we learn best by watching and learning from others:

**People watch:**
Sit back and watch other people as they talk and interact with each other. Watch how they move, gesture, and use their facial expressions to communicate what they want to say and how they feel.

**Watch television and videos:**
Turn down the sound and watch for body signals. Exaggerated body language is commonly used in comedies, especially old comedy shows. Compare that to news broadcasters. Their movements and gestures can be subtle, but still help communicate information.
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Components of Effective Delivery

**Nonverbal: Body**

First impressions: The initial impression you make with your audience will directly affect the success of your presentation.

Attire and posture: Before you even open your mouth, the first thing people see is your attire. People naturally judge you on your physical appearance. You can enhance your appearance through proper attire and good grooming.

A presenter should be at least as well-dressed as the best dressed person in the room.

Even your posture speaks loudly. It reflects your attitude:
- Tells your audience if you are confident
- Tells your audience that you’re in control of yourself and your presentation
- Helps you breathe properly
- Projects your voice
- Decreases nervous tension and distracting movements

(Left blank until audio completes.)
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Components of Effective Delivery

Nonverbal: Practice This!

Stand up while you listen to this audio. Play

Stand up and follow these directions:

1. Stand straight but not rigid, with your feet 6 to 12 inches apart and one slightly ahead of the other.
2. Balance your weight evenly on the balls of your feet.
3. Lean forward just a little.
4. Your knees should be straight but not locked.
5. Relax your shoulders, but don’t let them droop.
6. Keep your chest up and your stomach in.
7. Your head should be erect and your chin up, but not uncomfortably so.
8. Let your arms hang naturally at your sides, with your fingers slightly curled.
9. Now, take a few deep breaths. Do you feel comfortable? Your stance should be alert but not stiff, relaxed but not sleepy.
10. If this position doesn’t feel natural for you, try repositioning your feet slightly until your body feels in balance.

This is your starting point for your presentation. Feel free to move about, make gestures, and vary your stance for emphasis, but this is the position to which you will keep returning.

Tip:
Before your presentation, mingle with the audience and project the same friendly, confident attitude as you will with your speech.

Nonverbal: No Distracting Mannerisms

If your gestures and actions match your words and message, they strengthen your presentation, even though the audience may not even notice them.

However, if you display mannerisms unrelated to your message, they will be distracting and take away from your presentation.

Distracting mannerisms are usually due to nervousness and done unconsciously.
Components of Effective Delivery

Nonverbal: Body: Augmenting gestures

Body movement is the biggest movement you can make. Watching a motionless person is tiresome and boring. But a moving object attracts attention.

Use your body to support and reinforce your words and gestures. But remember, random movements can be distracting.

A good guideline is “Never move without a reason.”

Components of Effective Delivery

Nonverbal: Body Movement

Moving in different directions can impart meaning to your words.
- Stepping forward means you are coming to an important point.
- Stepping backwards says you’ve concluded your point and are giving the audience a bit of a break.
- Moving to the side can indicate you are changing from one thought to another.

Sometimes you can enhance your presentation by acting out a physical action to help your audience visualize what you’re saying.
- “Ah! I almost bought that winning lottery ticket!”
- Looking all around for an object.
- Hitting a ball out of the park.

Components of Effective Delivery

Nonverbal: Body Movement

Watch this video and see how the speaker uses body movement for emphasis and to engage the audience.

00:00 / 01:07
Components of Effective Delivery

Nonverbal Body Movement

Watch this video and see how the speaker uses body movement for emphasis and to engage the audience.

Remember the video you took of yourself to look for distracting mannerisms? Make another one (without distracting mannerisms) but this time add some large body movements to your presentation. Go crazy! Then watch it and see what you think of it.

Components of Effective Delivery

Final Impression:

Like first impressions, your last impression needs to be powerful and memorable.

Build up to it and end with a strong challenge that tells your audience what you expect them to do with the information.

Click here to see how Charley ended her speech.
Review of Effective Nonverbal Delivery

Let's review what we've learned. Fill in each sentence with the missing word or words. Drag the missing words below to the correct spots in the sentence.

- Begin with a _____ and make _________ with one or two people.
- Eye contact makes your presentation direct, personal, and _________.
- Stand ________ your feet - Don't ________ back and forth.
- Don't ________ your arms wildly, but do use ________ as appropriate.
- Show ________ for your subject.
- Act and look like you ________ presenting.

Options: conversational, enjoy, enthusiasm, eye contact, swing, steady, smile, rock, gestures
**Biosecurity**

**Public Speaking for Biosecurity Advocates II: Presenting Effectively**

**Components of Effective Delivery**

**Practice: Preparation**

**Speaking tips:**
Keep notes available, but never read from them or rely on them too heavily.

If you make a mistake, take a breath and continue with your presentation. Mistakes happen to everyone, so don’t allow this to disrupt your presentation.

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**Biosecurity**

**Public Speaking for Biosecurity Advocates II: Presenting Effectively**

**Components of Effective Delivery**

**Verbal**

**Nonverbal**

**Practice**

**Build Self-Confidence Through Preparation**

In the resources tab, you’ll find two tools to evaluate your presentation:

<table>
<thead>
<tr>
<th>Speech Profile</th>
<th>Evaluating Your Body Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helps you identify what you do well and what needs to be improved.</td>
<td>For the verbal part of your presentation. Those will help you identify what you do well and what needs to be improved.</td>
</tr>
<tr>
<td>Helps you identify what you do well and what needs to be improved.</td>
<td>For the non-verbal part of your presentation.</td>
</tr>
</tbody>
</table>

When you present for others, ask them to use these tools to score you. You can also take a video of yourself and then use the tools to score your own performance.

We’ve also included samples of the evaluation worksheets that are used by 4-H and the FFA, so you can see what they’re looking for and how your presentation measures up.

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**Biosecurity**

**Public Speaking for Biosecurity Advocates II: Presenting Effectively**

**Components of Effective Delivery**

**Verbal**

**Nonverbal**

**Practice**

**Build Self-Confidence Through Preparation**

Review of Effective Delivery Components

How can you prepare verbally and non-verbally to give a self-confident speech?

As the communication aspect pops up in the middle below, drag it to the correct type of communication.

- **Verbal**
- **Non-verbal**
- Intelligible
Review of Effective Delivery Components

How can you prepare verbally and non-verbally to give a self confident speech?

As the communication aspect pops up in the middle below, drag it to the correct type of communication.

Verbal
- Intelligible
- Conversational
- Expressive

Non-verbal
- Gestures
- Body Language
- Eyes and Face

Great!
That was the last review. You can download the Summary page from the Resources tab.

Components of Effective Delivery

Conclusion: Congratulations!

You’ve prepared a presentation about biosecurity and learned as Charley prepared hers.

You’ve also learned and practiced the skills you need to give a great presentation.

Now be a voice for biosecurity.

Give your presentation to:
- Your club or class
- Demonstration Days hosted by your county Extension/4-H program
- Local ag association meetings
- Fairs
- Orange mini-fairs
- Other opportunities

Be a biosecurity advocate and get the word out. Spread the word, protect the herds.

Watch Charley’s entire speech
Biosecurity
Biosecurity Strategies

United States Department of Agriculture
National Institute of Food and Agriculture

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