

Mastering Presentation Skills

ESSENTIAL TOOLS FOR CITY AND COUNTY MANAGERS



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



The Setting For This Presentation

- ▶ **GCCMA Conference: Georgia's City and County Management Association**
- ▶ **Vision:** to be the premier association of professional local government leaders building sustainable communities to improve lives across Georgia
- ▶ **Mission:** To create excellence in local governance by fostering innovation, mentoring, networking, continuing education and other professional development opportunities.
- ▶ **Why are YOU here in THIS break out session?**



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Introductions

- ▶ Who are you?
- ▶ Why are you here in this break out session?
- ▶ Today's "Guide Leader"



- ▶ **Every opportunity that you have to speak is a valuable gift. Use it wisely.**
- ▶ **You are an influencer.**
- ▶ **Public speaking is an educational opportunity for you to share information so that others can be informed.**



in·flu·ence

/ˈɪnflooəns/

The capacity to have an effect on the character, development, or behavior of someone or something.

Previous Research on Attention Span and Age

Adults: 19 to 59 years – Up to 60 minutes

Seniors: 60+ - up to 50 minutes

**Varies based on physical and environment factors*

- ▶ While some may maintain their ability to concentrate for extended periods, many experience challenges with sustained focus and increased susceptibility to distractions.

100

- 8 seconds or less!



Group Activity

- ▶ As a city or county manager, you are often front and center, addressing the public, media, and peers. Sometimes planned...sometimes impromptu.
- ▶ **Let's explore your comfort level at public speaking.**



Basic Keys to Success & Effectiveness

- ▶ Know why you are speaking
- ▶ Know your audience
- ▶ Be clear and concise
- ▶ Prepare & practice
- ▶ Slow down





More Keys...Opens More Doors

- ▶ Use emotional intelligence- its not personal
- ▶ Minimize drama
- ▶ Connect with your audience through your voice, body language, and tone
- ▶ When “Uh-Oh” happens
- ▶ End strong with a short summary or highlight

Your Master Key – Engage

ENGAGE

- ▶ Pull in your audience.
- ▶ Bring them “with you”
- ▶ Speak with them, not at them



HOW?

- ▶ Ask questions
- ▶ Tell a story
- ▶ Make eye contact
- ▶ Use body language
- ▶ Listen to questions & comments
- ▶ Be you

Practice
MAKES
~~perfect~~
progress



Practice....

- ✓ Good
- ✓ Better
- ✓ Strong & Effective
- ✓ Confidence
- ✓ Skill

Group Exercise — *From your lens*

Public Speaking Observations



Identify memorable characteristics that you observed from someone public speaking (“Good” or “Bad”)



Tools To Assist with Engagement

Power Point

Why is it a helpful tool?



Advantages of Using Power Point

- ▶ Visual Appeal
- ▶ Audience Focus
- ▶ Translation of Information
- ▶ Increases Engagement





Question

- ▶ What PowerPoint presentations have you created or watched that was effective and successful?

The Future of Energy and Electricity Generation

- Sustainability of our Energy Supplies is Important to Continue to Power our Economy and Life-Styles. Energy Fuels Economic Prosperity. According to Vaclav Smil: ***Energy is the Universal Currency and Energy & Economic Prosperity are linked***
- Economic Challenges of Providing 100 Quadrillion Carbon-Free Btu's of Equivalent Energy. Individually, we use about 0.8 to 1 Million Btu's each day
- The Net Zero Carbon (AKA-War on Carbon) Will Weaken America's Competitiveness
- The U.S.A. Path Forward to "Net Zero Carbon by 2050" is not Possible W/O Harming the U.S.A.
- The Free World Needs America to be Strong. To do so, America needs to be Energy Independent. China is the World's Largest Manufacturer and Uses the Most Carbon Based Fuel to Power their thriving, Centrally Controlled, Manufacturing Economy
- **My Conclusion**: A "Hybrid Approach" of Continued Efficient Use of Carbon based fuels, working toward CCUS (Carbon Capture, Utilization and Storage) plus Nuclear and Plus Renewables *Renewables where practical* is the Best (the only) Path to a Greatly Reduced Carbon Emissions in 2050, and sustaining our high quality of life, including remaining a top Economy of the world.

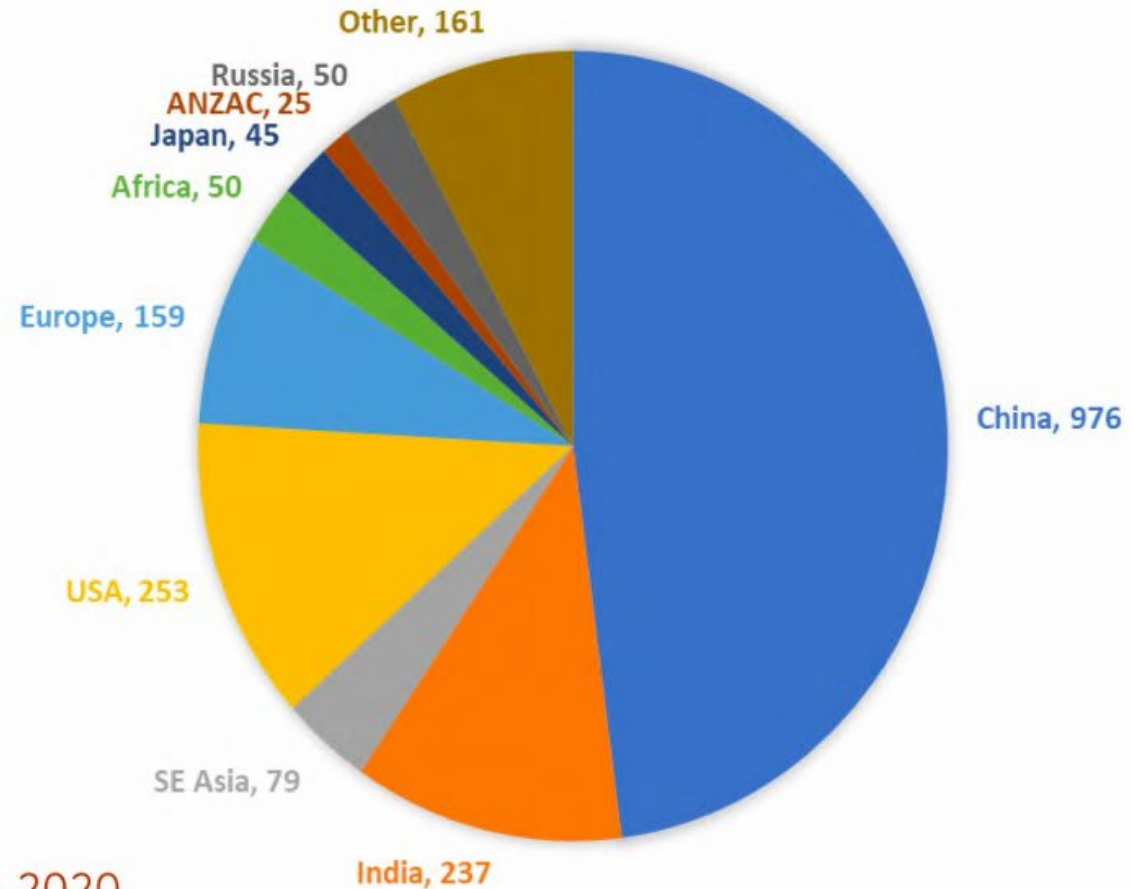
Thoughts?

For those Who Think Coal is Dead - This is Location of Coal Power Generation Plants in the World.....

The Demise of Coal Has Been Greatly Exaggerated (paraphrasing Mark Twain)

Reasonable Cost, Reliable, Dispatchable Coal Power Continues to Lift Countries from Poverty

- Nearly half of global coal capacity is in China
- 91% of new coal capacity since 2000 was in Asia – 66% in China alone
- India set to overtake USA into second place
- SE Asia is a major new growth area



S&P Global Platts WEPP database, 2020

Transportation Challenges



A photo on the screen brings the information to light, pulls in the audience.



Is there another more effective tool?



Interactive Tools



Public Speaking Observations



Here Comes A.I.

Microsoft Co-Pilot,
Google, ChatGBT





Canva



SlideDog



Genially



Zoho Show



FlowVella



Google Slides



Visme - Graphic Design ...



Haiku Deck



Keynote



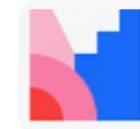
Live polling



AhaSlides



Prezi



Mentimeter



PowerPoint



Powtoon

Interactive Presentation Software

Group Exercise

- ▶ Share an upcoming event that you will be speaking at. Identify strategies that will make your voice and the information that you want to share more effective and engaging.

Hands On Activity

- ▶ No visuals. Just YOU.
- ▶ Give a 3 minute “speech” on any of the following using some of the keys from today’s workshop.
- ▶ **Option A** – Explain a referendum that your area is voting on, your recommendations and why.
- ▶ **Option B** – A topic of your choice that relates to your role.
- ▶ **Option C** – Why the Georgia Bulldogs should be ranked #1.



Another Master Key

Feedback is a gift.

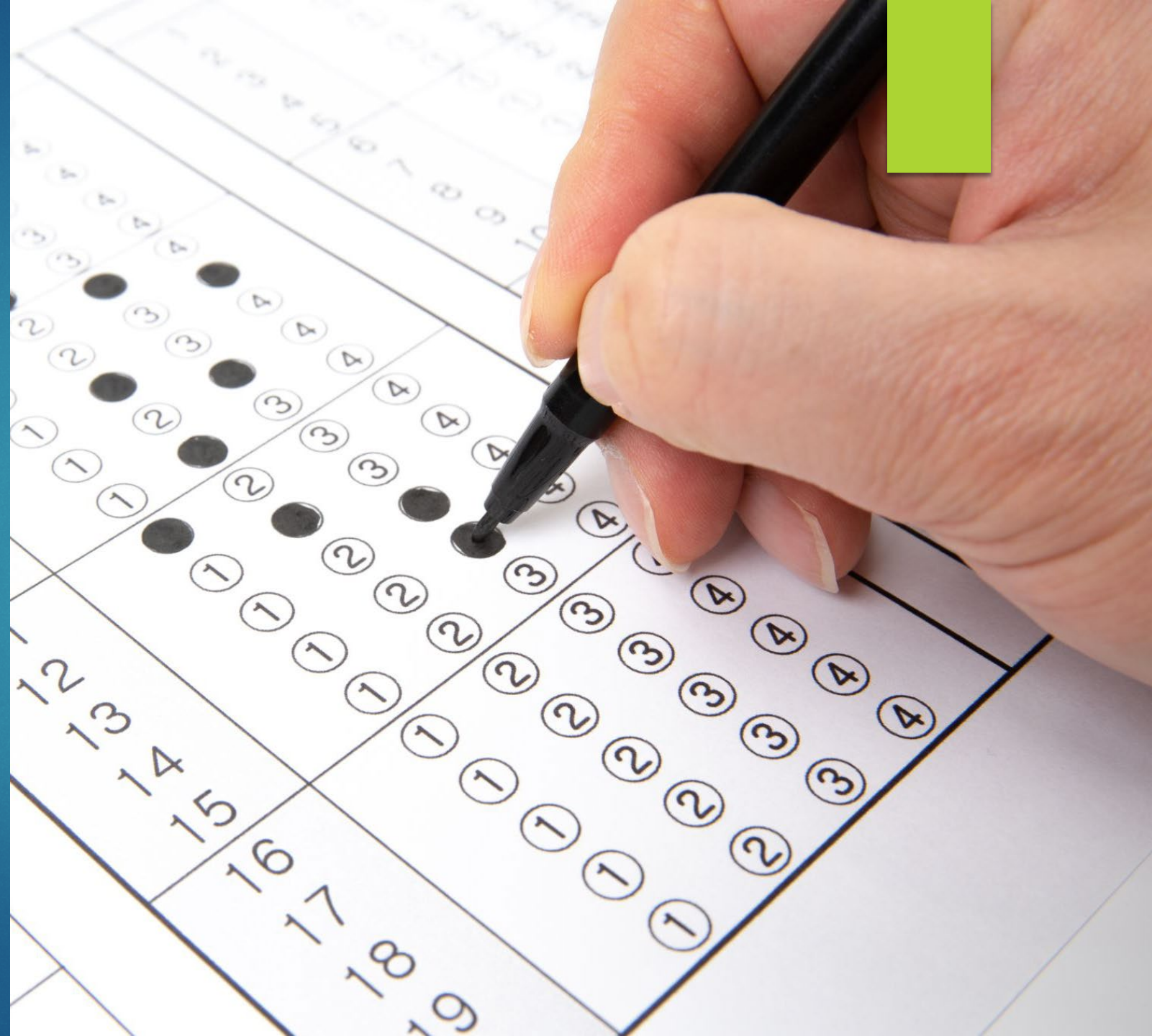
Seek out feedback
regarding your
presentation,
communication
effectiveness and style.

Summary of Key Takeaways

- ▶ Embrace Public speaking opportunities – each time you speak, it is an opportunity to educate, inform and influence.
- ▶ Be prepared, know your objective and the key takeaways that you want to share and have your audience remember.
- ▶ Engage your audience through body language, eye contact, stories, and interactive elements.
- ▶ Leave a lasting impression.
- ▶ Be open to exploring new, dynamic tools for presenting
- ▶ Feedback is a gift. Seek out feedback regarding your presentation, and delivery style.

Feedback Check List

Did Andrea...
meet the **objective**,
Share useful
information,
Engage the
audience, tell stories,
ask questions, be
personable, leave
you with takeaways
that “**influenced**”
you?





Questions & Comments