



Cape Cod Human Resources Association

HR NEWS

Cape Cod Human Resources Association P.O. Box 665, Hyannis, MA 02601

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www.cchraonline.com

The Art of the Business Presentation

Joe Perkins

Communication Management Inc.

After the first few minutes of the presentation audience members were wondering why they wasted their time. But Joe Perkins, of Communication Management Inc., soon revealed that he was demonstrating how a presentation can go badly when the speaker is not prepared. In fact, Joe Perkins is a dynamic, engaging and professional speaker who we were fortunate to learn from.

“Dare to relate!” If you fail to you will end up with a sleeping audience. What makes an effective communicator? Charisma, being dynamic (emotional, passionate, involved), being believable, articulating (clear message), knowing your audience, knowing the subject, being genuine, credible, likeable and relatable. This can be a tall order but this is what the audience wants; a clear message, a confident presenter, to be kept engaged and resolution or knowing what you want.

There are several critical parts of a presentation. First is the “Take Off” or how you open the presentation. Set up the presentation and get people interested and comfortable. The second is the “Landing” or bringing the presentation to a resolution. Your goal is to earn the respect of the audience and establish buy-in.

Preparation is key. Determine the purpose of the presentation. Know your audience’s expectations, concerns, questions and their mood. Develop a clear message that states what it all means.



Why do they want to listen to you? Your key message should be said in 30 seconds or less. Define the outcome. What do you want people to do? Break the presentation into chunks and allow time for questions.

Project confidence and demonstrate comfort and control. Speak with authority and project your voice. This will help break through people’s preoccupations. Talk directly to the audience members. Look at them, walk around the room, and show energy.

Be aware of your body language including gestures and postures. Your words and body language need to match up. Most people are visual learners.

Engage the audience right away by encouraging questions and asking questions. Solicit others’ stories to promote participation. You can engage in role playing or record the audience’s questions and answers on a chart or board.

Joe gave us a helpful aide to prepare for our next presentation. We learned from the best. Communication Management Inc. has been providing assistance to professionals since 1991. Many thanks to Joe Perkins. To learn more got to www.cmiglobal.com

April 29, 2010

Creating A Learning Culture

Holiday Inn, Hyannis, MA

7:30a.m. - Breakfast Buffet

7:45 a.m. - Business Meeting

8:00-9:00a.m. – Networking Session

Please join us for this networking session, facilitated by Stacia Plumb.

2010-2011 Elections

A new slate of CCHRA officers will be presented to the membership and voted in at the May 27 business meeting. Please attend!

Up-Coming CCHRA Programs

May 27 Understanding Cape Cod and Employment Issues In Our Region Lisa McNeill

June 17 Legal Update
Katherine Hesse

Breaking News

Scholarships

The CCHRA Board of Directors has expanded the CCHRA Scholarship Fund.

An increase in member scholarships was made from \$200 to \$500 in a fiscal year.

CCHRA is proud to donate \$500 in scholarship money to Cape Cod Community College.

Watch for a Member Press Release

Newsmakers

CCHRA is now advertising in Cape and Plymouth Business Magazine. CCHRA will be submitting articles to the magazine. Let us know if you are interested in contributing.

CCHRA Going Green



You can register for a seminar, complete a program evaluation, respond to a survey, and renew your membership on-line at: www.cchraonline.com

Member News

Send your announcements, articles and news to Michele Rocray at Michele@pleasantbayassoc.com

Up-Coming Events

Cape Cod Chamber of Commerce
www.ecapechamber.com

5/12	"The Impact of Immigrant Entrepreneurs and Workers in Leisure and Hospitality Businesses" A free presentation from 9:30-11:30 A.M. at Career Opportunities, 372 North Street in Hyannis This presentation is a collaboration of the Cape and Islands Workforce Investment Board and The Immigrant Learning Center, Inc.
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New England Human Resources Association NEHRA
www.nehra.org

5/4	Mindfulness Seminar: Wellself
5/6	Legal and Legislative Update from Washington DC. Bedford
5/10	Webinar. MA Data Security Regulations: Demystifying the Details
5/18	Webinar. How to Use a 7-Step Template to Calculate Diversity ROI
5/20	Spring Conference. Dedham

American Society for Training & Development ASTD
www.astd.org

5/16-19	International Conference and Exposition. Chicago
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HR Leadership Forum, NE
www.hrlf.org

6/24	Leaders Guide to Successfully Navigating Career Transition. Michael Watkins, author
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