



Tami Camarena

DBAS MasterClass

Champions for Leadership
June 12, 2012

Goals

- **Professional Development:** This was a fantastic opportunity for me to network with my colleagues. I wanted to grow as an employee and an individual.
- **Project:** DBAS MaterClass is a professional association that gives one an opportunity to practice business presentations. Our goal in DBAS is to give everyone an opportunity for professional and personal growth. The MasterClass implemented a support panel to help and guide participants.

Steps for Project Rollout

- Support from the Leadership Teams
- Develop an Advisory Team
- Develop goals
- Presented the project to the department
- Gain consensus
 - Set ground rules
 - Set time and place
 - Self evaluations

Accomplishments/Successes

MasterClass

- Gave the Department the opportunity to practice public speaking in a comfortable environment.
- Provided proper tools to be successful.
- Built confidence in presentational speaking.
- Provided feedback and opportunities for growth.

DBAS MasterClass Self-Evaluation

DBAS MasterClass
Date: May 31, 2012,
Presentational Speaking Self Evaluation

V. SCCOE Staff and Operations: SCCOE will be the premier employer in Santa Clara County with an organizational culture that supports employee success.

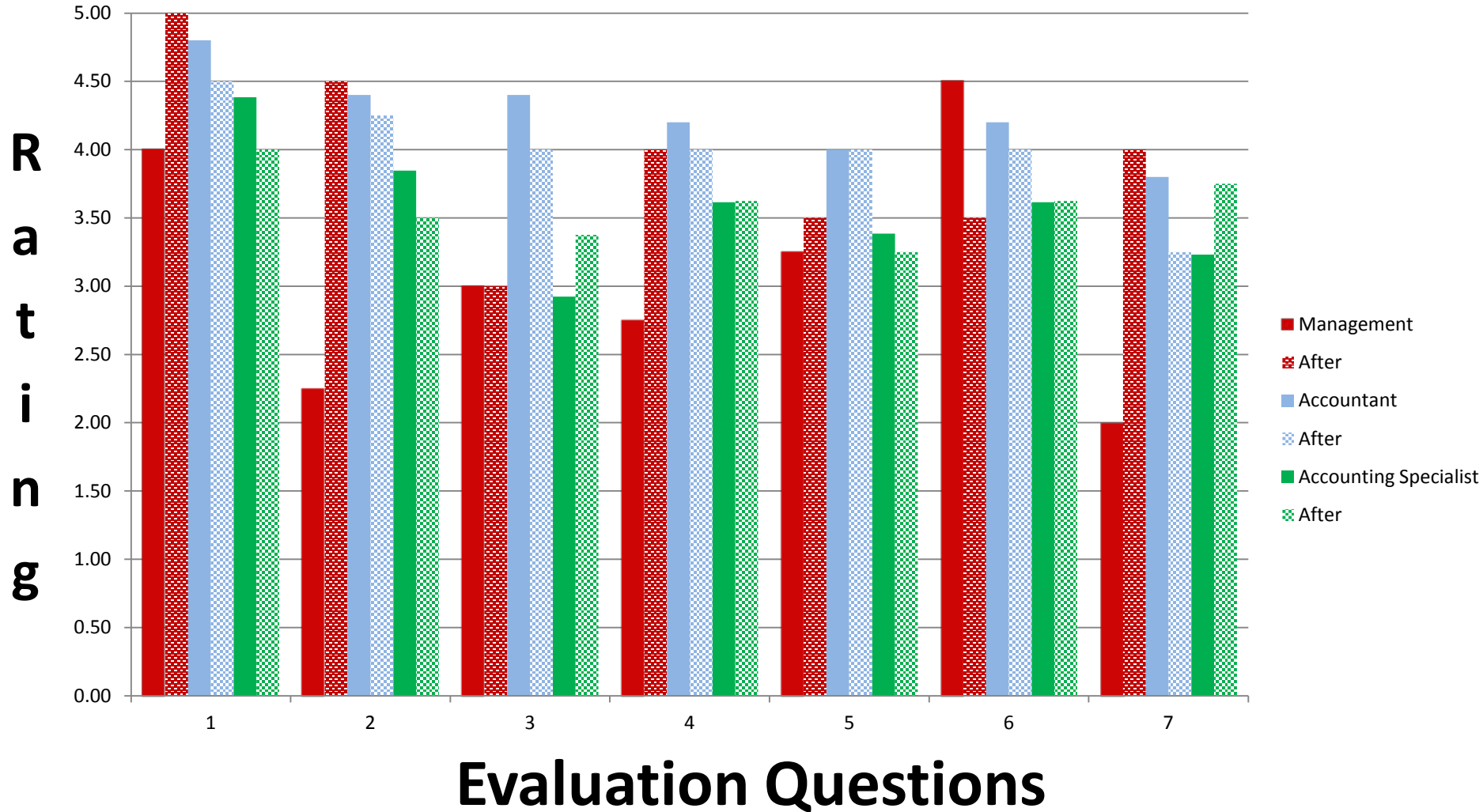
Please encircle your responses to the following statements. Your feedback will help us improve topics and concepts that will help one conquer a fear of public speaking.	D I S A G R E E	S O M E W H A T	A G R E E		
1. To prepare for my presentation, I think carefully about the message I want to send.	1	2	3	4	5
2. I plan and practice my presentation until I can speak comfortably and fluently.	1	2	3	4	5
3. Anxiety gives me stress, and brings negative energy to my presentation.	1	2	3	4	5
4. I pay attention to my nonverbal behavior, like facial expressions and eye contact, to make sure I stay engaged with the audience.	1	2	3	4	5
5. I focus on the main part of the presentation more than the beginning and end, because that's where most of the information is given.	1	2	3	4	5
6. I encourage my audience to ask questions at the end of the presentation.	1	2	3	4	5
7. I assume my audience knows very little, and then I give them all the information they need.	1	2	3	4	5

Which position best describes your role in DBAS. Bubble in your response...

- Accounting Specialist
- Accountant
- Management

COMMENTS

Before and After DBAS MasterClass



Body Language

➤ **Body language** is important. Standing, walking or moving about with **appropriate** hand gesture or facial expression is preferred to sitting down or standing still with head down and reading from a prepared speech. Use audio-visual aids or props for enhancement if appropriate and necessary. Master the use of presentation software such as *PowerPoint* well before your presentation. Do not over-dazzle your audience with excessive use of animation, sound clips, or gaudy colors which are inappropriate for your topic. Do not torture your audience by putting a lengthy document in tiny print on an overhead and reading it out to them.

➤ **Speak with conviction** as if you really believe in what you are saying. Persuade your audience effectively. The material you present orally should have the same ingredients as that which are required for a written research paper, i.e. a logical progression from **INTRODUCTION** (Thesis statement) to **BODY** (strong supporting arguments, accurate and up-to-date information) to **CONCLUSION** (re-state thesis, summary, and logical conclusion).

➤ **Do not read from notes** for any extended length of time although it is quite acceptable to glance at your notes infrequently. Speak loudly and clearly. Sound confident. Do not mumble. If you made an error, correct it, and continue. No need to make excuses or apologize profusely.

➤ **Maintain sincere eye contact** with your audience. Use the 3-second method, e.g. look straight into the eyes of a person in the audience for 3 seconds at a time. Have direct eye contact with a number of people in the audience, and every now and then glance at the whole audience while speaking. Use your eye contact to make everyone in your audience feel involved.

➤ **Speak** to your audience, **listen** to their questions, **respond** to their reactions, **adjust** and **adapt**. If what you have prepared is obviously not getting across to your audience, change your strategy mid-stream if you are well prepared to do so. Remember that **communication** is the key to a successful presentation. If you are short of time, know what can be safely left out. If you have extra time, know what could be effectively added. Always be prepared for the unexpected.

➤ **Pause**. Allow yourself and your audience a little time to reflect and think. Don't race through your presentation and leave your audience, as well as yourself, feeling out of breath.

➤ Add **humor** whenever appropriate and possible. Keep audience interested throughout your entire presentation. Remember that an interesting speech makes time fly, but a boring speech is always too long to endure even if the presentation time is the same.

➤ When using **audio-visual aids** to enhance your presentation, be sure all necessary equipment is set up and in good working order prior to the presentation. If possible, have an emergency backup system readily available. Check out the location ahead of time to ensure seating arrangements for audience, whiteboard, blackboard, lighting, location of projection screen, sound system, etc. are suitable for your presentation.

➤ Have **handouts** ready and give them out at the appropriate time. Tell audience ahead of time that you will be giving out an outline of your presentation so that they will not waste time taking unnecessary notes during your presentation.

Conviction

Eye Contact

Humor

Pause

DBAS MasterClass

DATE:
TIME: 1:30-2:30PM
PLACE: Board Room

Facilitator: Tami
Timer: Marko
Ah Counter: Kellie
Evaluator: Judy

Evaluation

	Needs Improvement	Average	Good
Presenter: _____			
Time:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ah Counter:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Eye Contact:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Body Language:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Projection:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice Clarity:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation Style:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTES

Key Learnings

- Leaders can be found in all levels of an organization.
- Participation is important.
- Make it an enjoyable experience.
- Always welcome feedback.
- It is amazing what can be accomplished when nobody cares about who gets the credit.
- Teams do not just happen. They are developed through a deliberate, planned process.
- **Together Everyone Achieves More.**