NEW YORK STATE ASSOCIATION OF PROFESSIONAL LAND SURVEYORS presents

A SEMINAR BY
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Presenting Technical Projects

OUTLINE

I. INTRODUCTION:
   Scope of Seminar

II. PREAMBLE
   Why do we need to increase our communication skills?

III. PREPARATION
   A. Setting your goal
   B. Doing your homework

IV. PRESENTATION ON STAGE
   A. The 3 P’s
   B. Using your tools
   C. Types of encounters
   D. Meeting the Press

VI. SUMMARY & Q&A
WHAT IS COMMUNICATION?

Webster says:

A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

BIG OBSTACLE:

*English is two languages.*

*Written and spoken*

Communication skills have become as important as technical skills in the design process.
What are your obstacles in making presentations?

Instantaneous Communications
Entice

Instantaneous Responses.

Goal Setting

Same Approach
Recreation facility or Bridge
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Goal Setting

I want to be happy.

I want to be rich.

I want to be a success.

SMART Criteria

SMART


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DATA PREPARATION

1. Know your ____________________.

2. Do your ________________________.

3. Don’t just prepare for what you ____________________ your audience wants to know.

4. ________________________ for clarity.

5. ________________________ for timing and emphasis.

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A good presentation has the persuasive power to accomplish a set goal.

Performance anxiety is everyone’s greatest fear.

To overcome performance anxiety:
Relax.
Focus.
Breathe.
You are the expert - Establish
  Confidence
  Competence
  Conviction
  Enthusiasm

1. Appearance – Both ____________
   and your ____________.
2. Arrive ________________.
3. Make presentation ________________.
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4. Speak to the ________________________.
5. Use visual aids for ________________.
6. Answer questions ________________ and ____________________.

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The 3 P’s of Presentation

Presence
Established in first 10 seconds

Persuasion
It’s Possible

Poise
The bizarre is normal

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PRESENCE

Visual
Movements, gestures, eye contact
Know the first and last five minutes.

Voice
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VOICE:

Breath + Sound = Voice

Lungs
Diaphragm
Vocal chords
Mouth
Lips
Tongue
Teeth

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Voice is your greatest asset because of it’s flexibility.

Pitch – Low and slow
Volume – Mouth open
Rate – 120 words per minute
Tone

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BODY LANGUAGE

MOVEMENT

DO
Move briskly and purposefully
Stand still
Stand up straight
Keep hands away from your mouth

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DON'T

Shuffle
Rock back and forth or pace
Slouch or slump
Chew gum

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GESTURES

DO

Be Natural
Be Expressive
Be Expansive
Be Meaningful

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GESTURES

DON'T

Point at one person
Put hands in pockets
Cross arms
Gesture below chest level
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EYE CONTACT

DO

Look at your audience
Move naturally from face to face
Smile in a friendly way

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EYE CONTACT

DON'T

Stare
Look at floor or ceiling
Squint

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PERSUASION

Have a passion for the presentation.

15% intro
15% closing
20% main thesis
50% visual aids
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**POISE**

Expect the unexpected.

*You are the expert.*

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**Acronyms**

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This project is done in accordance with NSPS standards, conforms to all ACSM criteria, and will be submitted to the APC and the NYSDEC for a NPDES permit.
TYPES OF ENCOUNTERS:

Boards  Civic Groups
Agencies  Clubs
Clients  Peers
Office  Conversations
Seminars

TYPES OF ENCOUNTERS

Clients

1. Read File
2. Know Status
3. Have Drawings & Copies of Documents
4. Problem Solutions
5. Suggestions to Proceed
6. Financial Status

Speeches

1. Know Your Audience
2. Speak In Their Terms
3. Conversational Language For Public
4. Q & A Period - Verbal Or Written
Agencies
1. Review File
2. Names of Adjacent Owners
3. Know Data
4. Dress Appropriately
5. Clear Exhibits
6. Mock Questioning
7. Preparation with Attorney
8. Rehearse
9. Expect The Unexpected

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Answering questions:
Â Don’t rush.
Â Answer the question directly if you know the answer.
Â Repeat the question if you need time to think.
Â Look directly at the questioner.
Â Don’t try and be “cute”
Â Don’t disrespect the questioner.

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Question: By the public
“Will all the trees be cut down?”

Answer: (Which sounds better to you?)
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Answer:

“65% of the existing vegetation will be removed.”

or

“35% of the existing vegetation on the site will be undisturbed.”

or

“Over 1/3 of the existing vegetation on the site will be left undisturbed.”

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Question: By a Board member

“Will all the trees be cut down?”

Answer:

“35% of the site will be undisturbed with the majority of the remaining vegetation being in the northwest corner of the site (while you are pointing to your exhibit) which is shown on sheet 5 of the plans.”
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AGENCY COMMUNICATIONS

SUBMISSIONS

1. Clearly identify the project and the applicant.
2. Follow the administrative checklist.
3. List all items sent in the same numbering system as the checklist.
4. Package the documents in the order they appear in the letter.

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5. Clearly and thoroughly describe, item by item, any waivers requested or items which are not standard.
6. Request expeditious review.
7. Copy your client.

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AGENCY COMMUNICATIONS

RESPONSES

1. Clearly identify the project, applicant, and any processing number assigned to the application.
2. Respond to each item of the deficiency letter, citing what was amended and where the amendment can be found.
3. Attach a copy of your response letter to the plans for multiple reviewer agencies.
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4. Return one set of plans to reviewer with changes highlighted.

5. Copy your client.


MEETING THE PRESS

"Be the source - not the subject"

You are the expert, not a participant.

"Just the facts, Ma'am" Sgt. Joe Friday

(Dragnet, Jack Webb)

CREWS
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Seminars and in-house staff instruction available through

The Beardslee Group
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