

Presented by Ares Grau

BASIC PRESENTATION

Difference Between Psychological Test and Psychological Assessment

	Psychological Test	Psychological Assessment
Purpose/Objective	Obtain data for use in making decisions	Arriving at a decision concerning the referral question or problem
Process	May be individual or group in nature; focuses on results of the processing	Typically individualized; focuses on how an individual processes
Role of Evaluator	Not key to the process	Assessor is key to the process of selecting evaluation tools & in drawing conclusions

Agenda

1. Introducing yourself
2. Engaging the audience
3. Visual appeal
4. Effective delivery techniques
5. Q&A



Introduction

When introducing yourself, keep it concise and relevant.
Start with a hook, state your expertise, and explain why you're presenting.
If possible, keep your introduction to under 60 seconds to maintain interest.

“They may forget what you said, but they will never forget how you made them feel.”

– Carl W. Buechner

Key elements of a memorable presentation

Crafting an engaging, impactful, and professional presentation



Engaging the audience

Make eye contact

It builds trust and keeps the audience focused. Successful presentations inform as well as captivate and good eye contact helps everyone stay engaged.

Tell a story

Storytelling make messages stick. Use personal or industry-related stories. Try the “what, so what, now what” framework to structure your narrative.

Make it interactive

Encourage interaction by asking questions, taking live polls, or inviting audience input. Use survey tools to collect real-time responses.

Engagement data

Area	Impact on engagement	Source
Eye contact	80% more audience connection	Business review
Storytelling	Increases retention by 22x	University study
Interactive polls	Leads to 34% higher engagement	LinkedIn
Visual aids	Boosts retention by 65%	Company research
Attention spans	Lasts about 5 minutes	Journal article
First impressions	Made in the first 15 seconds	Industry report

Why visuals matter

Studies show that 35% of an audience's retention rate is attributed to visuals, so use these best practices.

Use high-quality images

Avoid stock photos that feel overused. Use animated images sparingly. Motion should enhance, not distract.

Leverage infographics

Present complex data in an easy-to-digest format.

Keep text minimal

Slides should support your speech, not replace it.

Use brand colors

Maintain consistency in fonts and color palettes for professionalism.



35%

of an audience's retention rate is attributed to the
visuals used

Delivering with impact

Keeping your audience engaged through effective techniques

Effective delivery techniques



Your delivery can make or break your presentation. Focus on the following techniques.

Voice modulation

Vary pitch, tone, and volume to emphasize key points. Pause strategically as silence builds anticipation.

Body language

Maintain open gestures and avoid crossing your arms. Move naturally. Step forward when making a strong point.

Non-verbal cues

Look for cues (like nodding and note-taking) that show that your audience is engaged.

Additional tips

Be confident, rehearse aloud, and show enthusiasm.

**Meaningful eye contact,
purposeful gestures, and
good posture can enhance
your message and make it
more memorable.**

Conclusion

Start with a hook and a clear purpose. Engage your audience using eye contact, storytelling, and questions. Design slides that enhance your message, not distract. And deliver with confidence.



Q & A

Use this portion of your presentation to answer audience questions.