



# Leadership Communications

Effective Public Presentations

# Ohio Fire & Rescue

## Officer Development Conference

July 14, 2018

Presenter

Chief (Ret.) Stan Crosley, CFO, EFO, MIFireE

# Learning Objectives

- Planning & organizing presentations
- Identifying presentation methods
- Selecting the appropriate presentation method
- Understanding audiences
- Benefits/pitfalls of public participation

# Purpose of the Presentation

- Inform
- Educate
- Request
- Respond

# Identifying the Audience

- Agency
- Governing body
- Public
- Combination

# Your Audience

- Their viewpoint
- What do they want
- What are they thinking

# Presentation setting

- Formal
- Informal
- Size

# Presentation Topic

- Thorough understanding
- Factual
- Key points
- Avoid minute detail unless appropriate



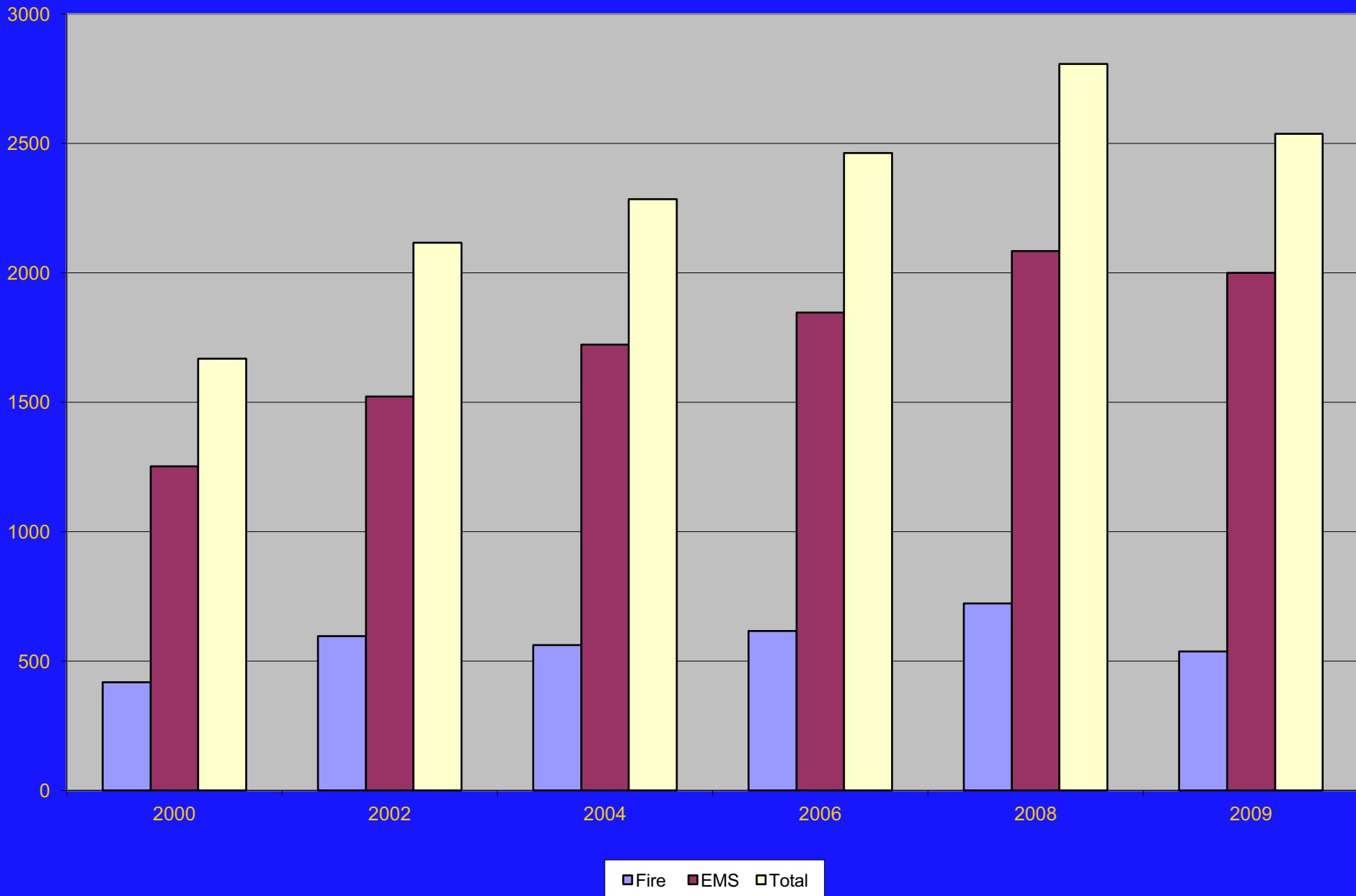
# Presentations

- Oral
- Handouts
- Audio-visuals

# Visual aids

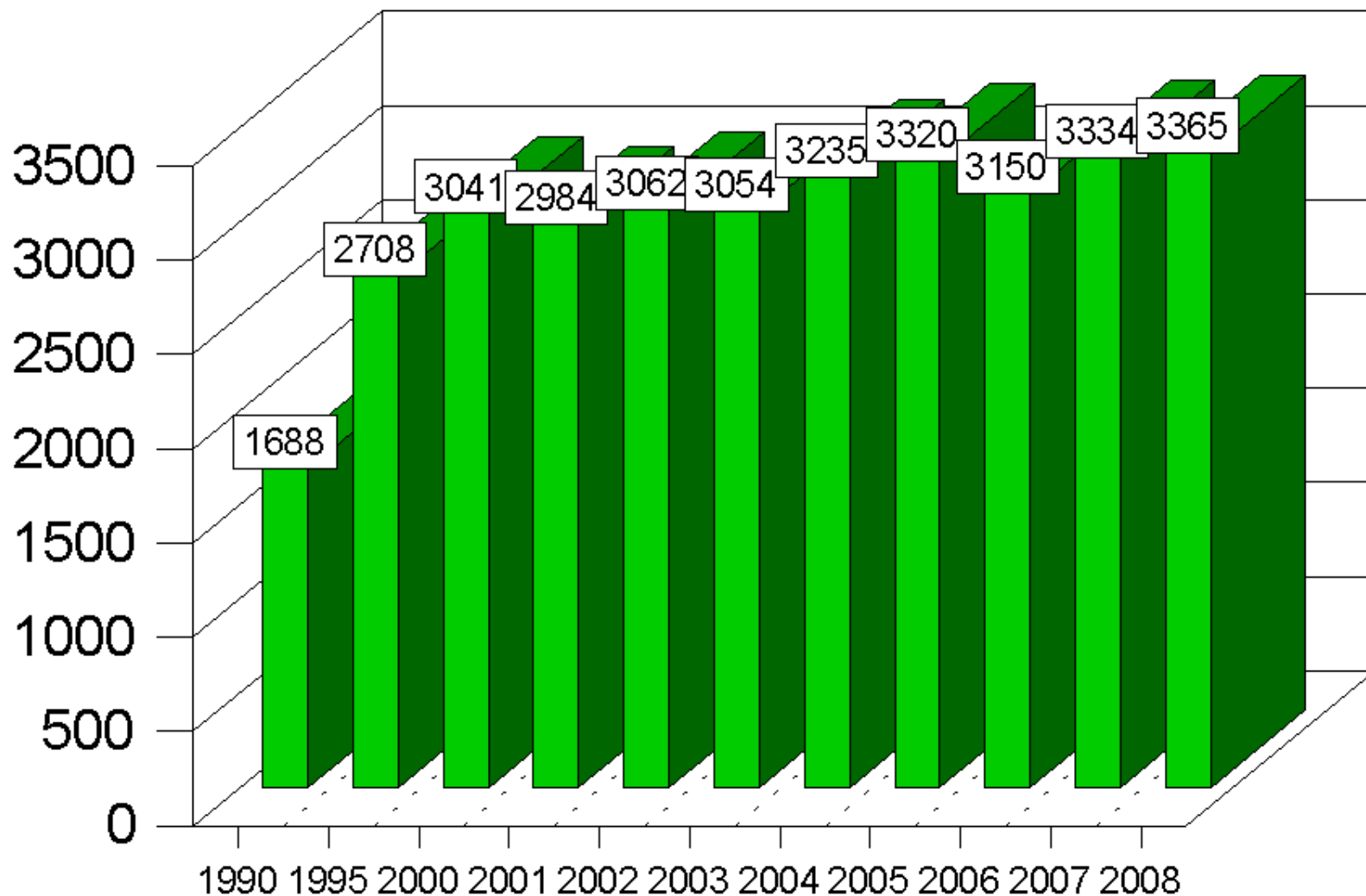
- Charts
- Maps
- Handouts- topic specific
- Presentation binders
- Power point
- Video

## Perry Twp. Fire Dept. Calls for Service



# Calls for Service

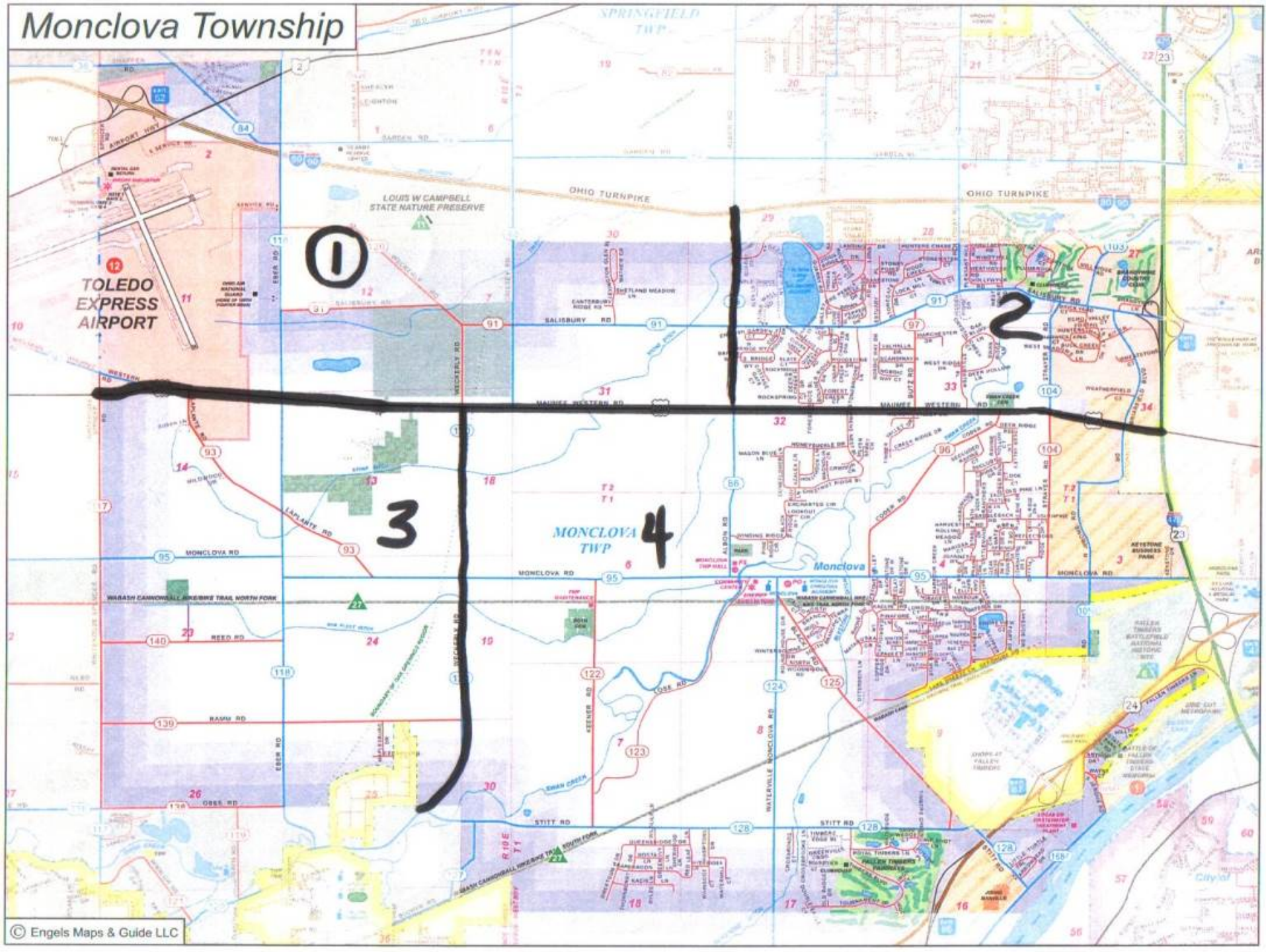
99% Increase ... (1990 to 2008)



# Visual aids

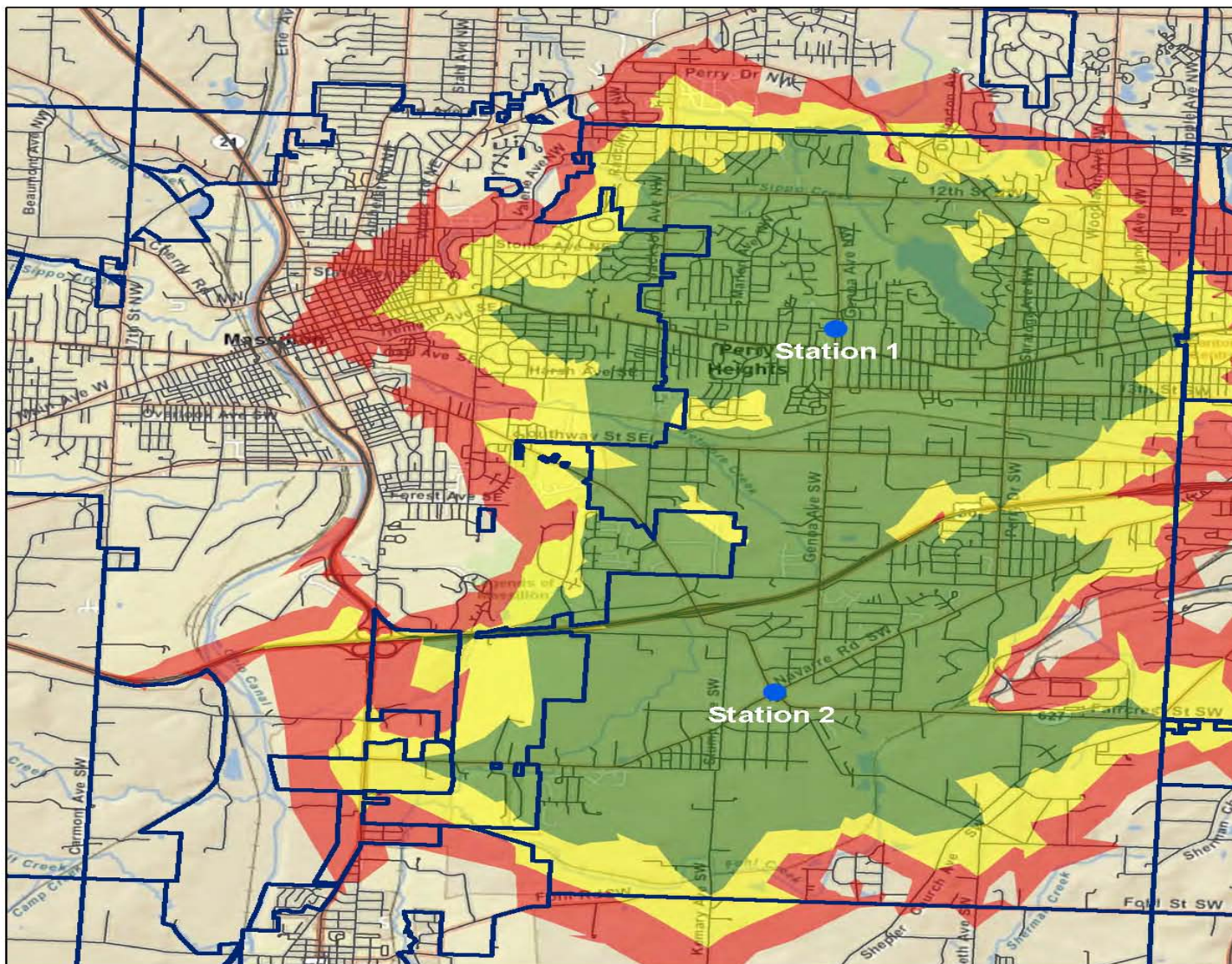
- Charts
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# Monclova Township









### Legend

- Proposed Station
- Township Limits

### Service Area (Mins.)

- 4 MIN.
- 5 MIN.
- 6 MIN.



# Visual aids

- Charts
- Maps
- Handouts- topic specific
- Presentation binders
- Power point
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# Presentation delivery

- Flow
- Don't ramble
- Time is important!
- Subject-matter expert
- Less is more

# Focused presentation

- Position
- Deal directly with intended audience
- Follow protocol
- Avoid jargon/slang
- Speak to their level

# Focused presentation

Don't read from slides

# Recap

# Process

- Topic
- Purpose
- Audience
- Setting
- Type
- Time limits
- Visual-aids

# Presentations

- Always have a purpose in mind
- Take advantage of the opportunity

Questions?