



Presentation for Trainers

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PARTICIPANTS HAND-OUT

0 Introduction

Presentation skills are among the most important skills of the modern world. It is vitally important to be able to communicate your thoughts and ideas effectively, using a variety of tools and medium. You will need to develop and use this skill throughout your career; when you attend job interviews and especially when you start working in the big wide world. But, it is often said that youth do not possess the ability to communicate well. Of course that's a lot of b%&%\$^ - not enough coaching and practice, that's all!

Most good presenters aren't born that way... Sure there are some personality trends – some people are introverts and some are extroverts which might help. The simple truth is that good presenters have had a lot of practice doing it and most good presenters have been trained to present well.

The goals of this session are for you:

- To be aware of self-body language on stage in order to improve message transmission;
- To understand how to design and deliver a message sticking long to the minds of your audience;
- To practice presentation skills.
- To practice constructive feedback;



1 Content

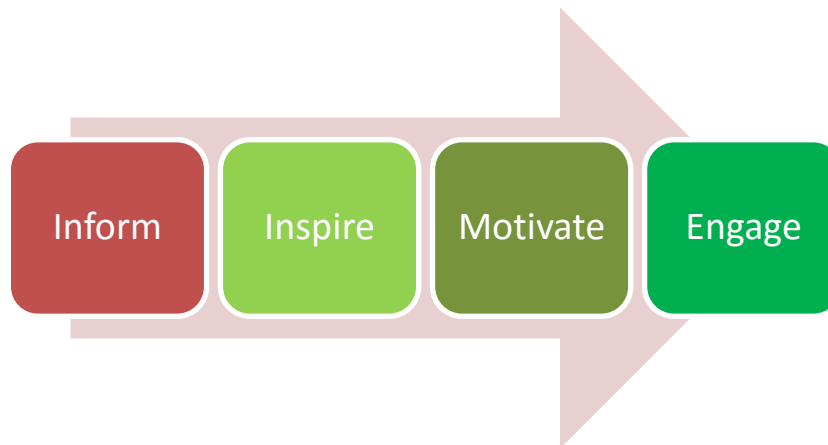
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3 Intention

It can be helpful to ask yourself before you speak: "what do I want to create?" It's critical to know your intent and to communicate it clearly. Leading a conversation with **intent** can make a 100% difference in the outcome.

Here are 4 intents commonly used when communicating: inform, inspire, motivate and engage.



Inform: the point of the communication is just for the audience to acquire new, additional and/or complementary knowledge. The audience doesn't have to respond or act on this piece of data.

That's what usually happens when you watch TV or read newspaper.

Inspire: the hope while communicating is to provide additional food for thought to the audience. The piece of information that is shared is meant to make them think, dream or fantasise.

Commercials are striving to attract customer in buying by inducing that something might be missing in your life.

Motivate: the objective of the communication is to make people do something, act upon the piece of information which is given to them. The point is to fire people up and brings them to take some action, whatever small, in the hope to start a movement.

Engage: the objective of the communication is for the audience to commit, on the long run. Here it's more about going along with campaigns, rallies, or any repetitive acquisition required until the object of the communication, its goal, is reached.

The intents can be these ones or any mix of them, or others.

Being aware of your **hope** or **goal** is vital because it is reassuring and sets a positive tone. It can also be helpful to state what it is your intention, to share what you need, want and how you feel, not to hurt, judge or wound the other person. By stating intention you are taking responsibility and allowing your audience to respond accordingly.



4 Body Language

In order to strengthen the impact and conveyance of your message, body language can

- accentuate,
- complement,
- substitute,
- contradict to

If there is one element for you to remember, it is to ensure that your body language does not distract from the message you want to communicate.

4.1 What carries the message?

4.1.1 Voice

Your voice has certain characteristics you are born with and you can learn to use it by playing with most things you can influence like articulation, speed, volume, intonation.

4.1.2 Eye contact and facial expressions

Leave that deadpan expression to poker players. A good speaker realizes that appropriate facial expressions are an important part of effective communication. In fact, facial expressions are often the key determinant of the meaning behind the message. People watch a speaker's face during a presentation. When you speak your face – more clearly than any other part of the body – communicates to your audience your attitudes, feelings and emotions.

4.1.3 Gestures

Gestures support your presentation. They help to keep your audience awake. Use your hands to evoke emotions such as enthusiasm, passion. Though it is important not to exaggerate and repeat them too much or overdo. They should be used according to your personality and natural way of being and it's perfectly OK not to use them though you prevent yourself to use a support.

4.2 Voice

Your voice has the following features that will be described below:

- **Volume** is how loud the sound is. The goal is to be heard without shouting. Do not mumble, or whisper. (Even if you don't want your audience to hear it – they will.) Also, don't speak while writing on the flipchart.
- **Tone** is the characteristics of a sound. (eg. An airplane has a total different sound than leaves being rustled by the wind)
- **Pitch** describes how high or how low a note is.
- **Pace** is how long a sound lasts. Talking too fast causes the words and syllables to be short, while talking slowly lengthens them. People on average talk 120 words per minute. The human brain can interpret words up to the speed of 480 words per minute.
- **Colour** is the richness of a voice, some people have e.g. a warm voice



4.2.1 Tips for using your voice

4.2.1.1 When presenting

- Avoid being monotone
- Intonation: increase, decrease.
- Avoid using jargon, abbreviations, foreign words
- Use appropriate speed, pauses (not in the middle of a sentence), and articulation.
- Silence for 10sec. is OK, sometimes even good.
- New thought, new pitch – vary your pitch to convey a new point or message
- Don't read, no excuses

4.2.1.2 For improving

- Record your voice on an audiotape.
- Play it back. Listen to it. Try to describe it.
- Watch for stop words like the “you know”, “eeeers” and “ands”.
- Make three resolutions on improvement.
- Record and listen again.
- Look after your voice! – Drink plenty of water the night before – avoid red wine and cheese and anything with caffeine

4.3 Eye contact

“If you are not going to use eye contact in your presentation you might as well FedEx your message to the meeting.”

4.3.1 Why?

Eye contact is the cement that binds together speakers and their audiences. It is the best and easiest way to keep in touch with your audience and to get feedback from them while presenting. Eye contact makes the speaking situation a two-way communication process. While you are talking, your listeners are responding with their own non-verbal messages. Use your eyes to seek out this valuable feedback. It will tell you if they are interested, bored, tired, need a break.

4.3.2 How?

Good eye contact is not a matter of how long you look into someone's eyes. **It is a matter of punctuation.** It is a registration of an idea, phrase, or even a word, by the continuous linking up of the eyes.

- Look into the eyes; if you don't dare to look into the eyes look between the eyes
- Don't look at the floor, the ceiling, outside, ...
- Look at everybody:
 - If your audience is big: divide in parts and look at the centre of every part
 - Don't forget the sides when participants are sitting in a U-shape!!
- Look long enough: not just 1 second per person
- Maintain eye contact throughout your whole presentation
- Select one person at the beginning – a friend, or a friendly face – and use him/her as a start-up point.
- Look more or less 5 seconds in people's eyes.



4.3.3 What prevents it?

- Too much light. You are standing on a stage and a reflector points at you.
- You are too far from your audience.
- Hand-out. Think twice before you give them away during your presentation.
- “Cocktail Party Eyes” Your eyes tell your audience that you are not interested in them and wish to be somewhere else.

4.3.4 How to concentrate on eye contact and the presentation at the same time?

- Be very well prepared. Be the master of your material. This will give you confidence and will show in your eyes.
- Practice.

4.3.5 How to control a person’s gaze?

Research shows that of the information relayed to a person’s brain, 87% comes via the eyes, 9% via the ears, and 4% via the other senses. While you are delivering a presentation or a training, if, for example, the person is looking at your visual aid as you are speaking, he will absorb as little as 9% of your message if your message is not directly related to what he sees. If the message is related to the visual aid, he will absorb only 25-30% of your message if he is looking at the visual aid. To maintain maximum control of his gaze, use a pen or a pointer to point to the visual aid and at the same time verbalize what he sees. Next, lift the pen from the visual aid and hold it between his eyes and your own eyes. This has the magnetic effect of lifting his head so that he is looking at your eyes and now he sees and hears what you are saying, thus achieving maximum absorption of your message. Be sure that the palm of your other hand is visible when you are speaking.





4.4 Gestures

Gestures are reflections of the speaker's personality. What's right for one speaker may not be for another. Here are some guidelines to help you become a dynamic effective speaker.

1. *Respond naturally to what you think, feel and see* – Don't inhibit your impulse to gesture, you will probably become tense
2. *Create the conditions for gesturing, not the gesture* – When you speak you should be totally involved in communicating – not thinking about your hands. Your gestures should be motivated by the content of your presentation.
3. *Suit the action to the word and the occasion* – Your visual and verbal messages must function as partners in communicating the same thought or feeling. Every gesture you make should be purposeful and reflective of your words or the audience will note the effect, not the gesture itself.
4. *Make your gestures convincing* – Your gestures should be lively and distinct if they are to convey the intended impressions. Effective gestures are vigorous enough to be convincing yet slow enough and broad enough to be clearly visible without being overpowering.
5. *Make natural, spontaneous gesturing a habit* – the first step is to determine what, if anything, you are doing now. Hands often reflect the nervousness of the speaker. Here's a method to overcome on that:
 - Record a presentation on video or ask a friend to watch you
 - Get feedback only on your hand gestures.
 - Take two heavy books (dictionaries) into each of your hands.
 - Repeat the presentation. The gestures you see now are the real ones. The rest is nervousness and should be eliminated.

4.4.1 Standing

Presentations are delivered standing.

- Stand unsupported, don't lean on a table or a wall, ...
- Don't hide behind table, flipchart easel, even avoid using lecterns.
- Before you start your presentation spot the place where you will stand. Keep your both feet on the ground while sitting. Stand up fast and go to the place quickly, this will show confidence.
- Pay attention not to stand in front of visuals.
- You can have a 'strong' position: standing on 1 place, not or very little moving with the legs. The energy and focus is concentrated on the upper part of the body (face and hands), be sure to use them in a good way.
- You can have a 'free walk': moving around naturally. Be careful not to move too much and to move in a good way (not up and down, don't turn around, ...)



4.4.2 Posture and body orientation

- Turn towards the audience. Always face the audience.
- Don't speak while writing on a flipchart. Try to write on a flipchart while you are standing beside it. You can ask someone else to write on the flipchart if necessary.
- Hands and arms not crossed. Crossed arms or hands are a sign of being closed, not crossed arms show openness, confidence.

4.4.3 Movements

Never move without a reason

Moving your body in a controlled, purposeful manner creates three benefits:

1. Supports and reinforces what you say
2. Attracts an audience's attention
3. Burns up nervous energy and relieves physical tension

The eye is inevitably attracted to a moving object, so any body movement you make during a speech invites attention. Too much movement, even the right kind, can become distracting to an audience. Bear in mind the following types of body movement:

- Stepping forward during a speech suggest you are arriving at an important point
- Stepping backward indicates you've concluded an idea and want the audience to relax for a moment
- Lateral movement implies a transitional action; it indicates you are leaving one thought and taking up another.

The final reason for body movement is the easiest; to get from one place to another. In almost every speaking situation you must walk from the location you are addressing your audience to your props, especially if you are using visual aids. Always change positions by leading with the foot nearest your destination.

Use three positions with visual aids. Your "home" position is front and centre. The other two positions should be relatively near the "home" position. You can move to the right of the lectern and then to the left. Using and varying these three positions prevents you from favouring one side of the audience. If you are speaking on stage, these three positions are called front centre, stage left and stage right. Never stand in front of any visual aid.

Remember:

- Moving, changing places keeps the attention up.
- Don't start marching up and down if not necessary
- Your walk should show confidence.
- Find the right place. Not too slow, not too fast.
- Use your arms and hands; never leave them in your pockets.
- Support your speech by using your arms and hands: show enthusiasm, support words but be careful for contradictory signs (e.g. saying 'high' but showing low)



5 What makes your message stick?

Whatever your message may be, delivered in a speech or presentation, it is very important to have a strong layout for your material. You could have some great information for your presentation however the longer and more information you give your audience; the easier it will be to forget that initial information.

Though, it seems that some messages seem to stick while most fades away.

What makes some stories last longer in your mind when listening to them? How come some ideas seem more memorable and others utterly forgettable?



Throughout their seemingly diverse researches, the Heath brothers found and explained simply what makes ideas “sticky” and have identified 6 key principles they all seem to share: simple, unexpected, concrete, credible, emotional and stories.

We will discover them and how to make use of them while designing our presentation message.

5.1 Simple

If everything is important, then nothing is important. If everything is a priority, then nothing is a priority. You must be ruthless in your efforts to simplify, not dumb down, your message to its absolute **core**. Find the single most important thing and share it.

Every idea can be reduced to its bare essential meaning, if you work hard enough. For your presentation, what's the key point? What's the core? Why does (or should) it matter?





5.2 Unexpected



Surprise people! Surprise will get their interest. But to sustain their interest, you have to **stimulate their curiosity**. The best way to do that is to pose questions or open holes in people's knowledge and then fill those holes.

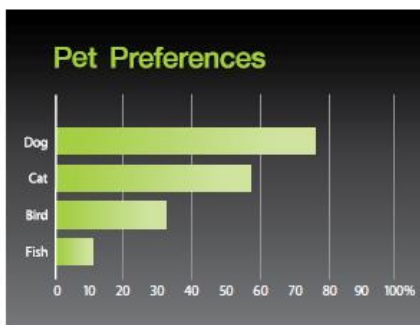


Then hold attention... Make the audience aware, **raise their interest**, that they have a gap in their knowledge and then fill that gap with the answers to the puzzle (or guide them to the answers). Take people on a journey.

5.3 Concrete

Use natural speech and give real examples with real things, not abstractions. Speak of concrete images, not of vague notions. By being practical, help people understand and remember.

Proverbs are good at reducing abstract concepts to concrete, simple, but powerful and memorable language. For example, the expression "kill two birds with one stone" is more concrete than saying something like "let's work toward maximizing our productivity by increasing efficiency across many departments, etc." And the phrase "...go to the moon and back" by JFK (and Ralph Kramden before him)? Now that's concrete. You can visualize that.



The left slide is effective at communicating the conclusion of the data. The slide on the right shows a comparison of the data.



5.4 Credible

Your presentation has to make your audience **believe** in and **agree** with your message.

If you are famous in your field, you may have **built-in credibility** (but even that does not go as far as it used to).

During your presentation you can use **convincing details**, present situations everybody could face and overcome using your message, **testable credentials**.

If you have to use **statistics**, make them **accessible and practical**. Most of the time, they support the message, they're not the message.



5.5 Emotional

People are emotional beings. It is not enough to take people through a laundry list of talking points and information on your slides—you must **make them feel** something. Your message should **make people care**. You can use the power of association to build your message more clearly in your audience's schema of the world.

By an appeal to individual self-interest or group identity you can **make them adhere** to your message and act according to it.





5.6 Stories

We tell stories all day long. This is how humans have always communicated. We tell stories with our words and even with our art and music. We express ourselves through the stories we share. We teach, we learn, and we grow through stories.

Stories get our **attention** and are **easier to remember** than lists of rules. People love Hollywood, Bollywood, How I met your mothers, and numerous other films and series. People are attracted to "story."

Your presentation should **make people think** and/or **act**. Stories are inspiration and a simulation of an action; you make people think, visualise while telling them how fictions characters act from various motives. You can also make it a call by providing to your audience the energy to act.



5.7 Summary

When designing the content of your message, use preferably what sticks... and make your audience

- Pay attention (Unexpected)
- Understand and remember (Concrete)
- Believe and agree (Credible)
- Care (Emotional)
- Act (Story)

Simplicity helps at many stages and, most important, it tells you what to say.





6 Stage Performance

We've talked about how to create and support the narrative through words, presentation flow and visuals. Eventually, we'll see how to refine presentation to make an emotional connection with the audience. This final step is essential for anyone who wants to talk, walk, and look like a leader.

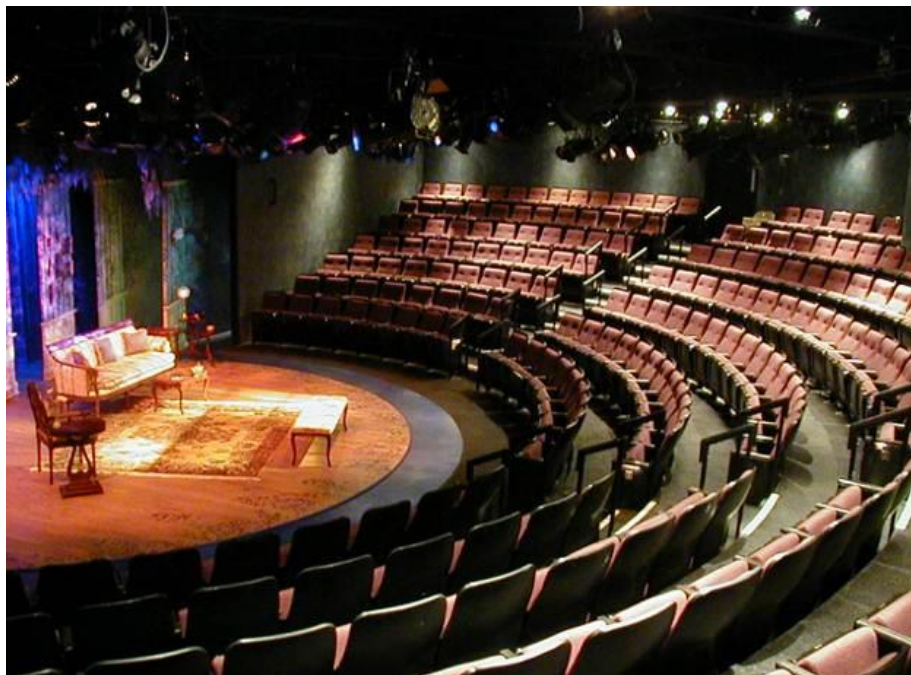
6.1 Master stage presence

How you say something is as important as what you say, if not more so. Body language and verbal delivery account for 63 to 90 per cent of the impression you leave on your audience, depending upon which study you cite.

Pay attention to your body language. Maintain eye contact, have an open posture, and use hand gestures when appropriate. Don't be afraid of using your hands. Research has shown that gestures reflect complex thinking and give the listener confidence in the speaker.

Vary your vocal delivery by adding inflection to your voice, raising or lowering your volume, as well as speeding up and slowing down. Also, let your content breathe. Pause. Nothing is as dramatic as a well-placed pause.

Record yourself. Watch your body language, and listen to your vocal delivery. Watching yourself on video is the best way to improve your presentation skills.





6.2 Make it look effortless

Few speakers rehearse more than Steve Jobs. His preparation time is legendary among the people closest to him. Researchers have discovered it takes about 10.000 hours of practice to achieve mastery in any given skill.

Practice, practice, and practice some more. Don't take anything for granted. Review every slide, every demo, and every key message. You should know exactly what you're going to say, when you're going to say it, and how you're going to say it.

Record your presentation. Spend a couple of hundred euros on a camcorder and record yourself. You don't need to record the entire presentation. The first five minutes should give you plenty of information. Look for distracting body language and verbal tics, or fillers. When possible, review the video with someone else.

Use the bucket method to prepare for tough questions.

1. **Identify the most common questions likely to be raised.** Clinton expected a question about her husband's international foundation and its list of donors. Critics had widely publicized the issue, saying her appointment would be a conflict of interest. She also knew that each of the world's hot spots at the time would be fair game: Gaza, Iran, Iraq, Pakistan, and others. For the car executives, the most common question would be along the lines, "How do you expect to sell cars in this economy?" Or, "Will 2009 only get worse for the auto industry?"
2. **Place the questions into "buckets"** or categories. There might be only one question in a bucket, as in the case of the Clinton Foundation, or there might be several, as in the case of the carmakers and the economy. The point is to reduce the number of questions for which you must prepare. It's uncanny, but in my experience training thousands of speakers, the majority of questions will fall into about seven categories.
3. **Create the best answer you have for the category.** And this is critical—the answer must make sense regardless of how the question is phrased. You must avoid getting pulled into a detailed discussion based on the wording of the question. For example, here is Clinton's answer about her husband's fund-raising efforts: "I am very proud to be the president elect's nominee for secretary of state, and I am very proud of what my husband and the Clinton Foundation and the associated efforts he's undertaken have accomplished, as well."¹² She would have said exactly the same thing regardless of how pointed the question from Republican senators was.



4. **Listen carefully to the question, and identify a key word**, a trigger, that will help you isolate the correct bucket from which to pull to your answer.
5. **Look the person in the eye and respond with confidence.**

You will find out that most lines of questions will fall into a limited number of categories.



6.3 Wear appropriate costume

Steve Jobs has the easiest wardrobe selection in the world: it's the same for all of his presentations. His attire is so well known that even "Simpson" poked some good natured fun at him. Here is why it's OK for him though could mean career suicide if we would follow his lead.

Dress like the leader you want to become, not for the position you currently have. Great leaders dress a little better than everyone else in the room. Remember, when Jobs was looking for funding at the bank, he dressed in an expensive suit.

Great leaders dress a little better than everyone else in clothes that are appropriate for the culture.





6.4 Toss the script

Great presenters talk to the audience, not to their slides. They make strong eye contact because they have practiced effectively. We will see how to practice the right way so you, too, can toss the script.

Don't read from notes except in special circumstances in which you must follow a step-by-step process, such as a demonstration.

When you must read from notes, create no more than three or four large-font bullet points on one note card or sheet of paper. Create one note card per slide. If you're using speaker's notes in Keynote or PowerPoint presentation software, keep your bullet points to no more than three or four. One is even better.

Use the visuals on your slide to prompt you to deliver just one key theme—one main message—per slide. Think “one theme per slide.”

Great actors rehearse for months before opening night. The audience would walk out if an actor appeared onstage with a script in hand. We expect actors to speak naturally, not as though they had memorised lines, even though that is exactly what they did. Your audience expects the same. Following are 5 steps that will help you toss your script for a presentation.

- 1. Write your script in full sentences in the “notes” section of PowerPoint.** This is not the time for extensive editing. Simply write your ideas in complete sentences. Do try, however, to keep your ideas to no more than four or five sentences.
- 2. Highlight or underline the key word from each sentence, and practice your presentation.** Run through your script without worrying about stumbling or forgetting a point. Glance at the key words to jog your memory.
- 3. Delete extraneous words from your scripted sentences, leaving only the key words.** Practice your presentation again, this time using only the key words as reminders.
- 4. Memorize the *one* key idea per slide.** Ask yourself, “What is the one thing I want my audience to take away from the slide?” The visual on the slide should complement the one theme. In this case, the visual becomes your prompter. For example, when Jobs talked about the Intel Core 2 Duo as the standard processor built into the MacBook Air, his slide showed only a photo of the processor. The “one thing” he wanted the audience to know was that Apple had built an ultrathin computer with no compromise in performance.
- 5. Practice the entire presentation without notes, simply using the slides as your prompter.** By the time you execute these five steps, you will have rehearsed each slide four times, which is much more time than the average speaker commits to practicing a presentation.



6.5 Have fun

Despite the extensive preparation that goes into a presentation, things don't always go according to plan. Nothing should put you off guard, because an important element of the exercise is to have some fun!

Treat presentations as "infotainment." Your audience wants to be educated and entertained. Truth, you are not a clown though have fun. It'll show.

Never apologize. You have little to gain from calling attention to a problem. If your presentation encounters technical issues, acknowledge it, smile, and move on. If it was not obvious to anyone but you, do not call attention to it.

Change your frame of reference. When something does not go exactly as planned, it did not "go wrong" unless you allow it to derail the rest of your presentation. Keep the big picture in mind, have fun, and let the small stuff roll off your back.





7 Five key principles about the power of a presentation

7.1 Treat your audience as King

They didn't come to your presentation to see you. They came to find out what you can do for them. Success means giving them a reason for taking their time, providing content that resonates, and ensuring it's clear what they are to do.

7.2 Spread ideas and move people

Creating great ideas is what we were born to do; getting people to feel like they have a stake in what we believe is the hard part.

Communicate your ideas with strong visual grammar to engage all their senses and they will adopt the ideas as their own.

7.3 Help them see what you're saying

Epiphanies and profoundly moving experiences come from moments of clarity. Think like a designer and guide your audience through ideas in a way that helps, not hinders, their comprehension. Appeal not only to their verbal senses, but to their visual senses as well.

7.4 Practice design, not decoration

Orchestrating the aesthetic experience through well-known but oft-neglected design practices often transforms audiences into evangelists. Don't just make pretty talking points. Instead, display information in a way that makes complex information clear.

7.5 Cultivate healthy relationships

A meaningful relationship between you, your slides, and your audience will connect people with content. Display information in the best way possible for comprehension rather than focusing on what you need as a visual crutch. Content carriers connect with people.



8 Presenting in groups

You can make your presentation more colourful and dynamic if you team up with others and create a presentation in group. Here are some tips that will help you.

- Choose a “shepherd” up-front. His/her task will be to coordinate and oversee the preparation, and make sure all information is gathered, everyone’s task is clear, all points are covered and everybody made his/her homework.
- Choose an A/V person. This person will be responsible that every equipment you are using is in place and operational. If something goes wrong, he will fix it. If everything goes perfect, your audience will not even recognize his existence.
- Choose a director. A director is somebody standing in the background behind the audience, and helps in your presentation from outside. He/she can give signals when you are over time or you became flat. He can handle the lights/ventilation in the room, and solve troubles before those would reach you. He will watch you on your rehearsals and give feedback.
- Work as a team as much as possible on the preparations. Kick off with a brain storming session.
- Practice, practice, practice...together. Rehearsal is even more crucial if you don’t work alone. Give feedback to each other.
- To make your presentation dynamic, change your team members in every six minutes.
- Use different visuals for each member.
- You can also position your team members in different locations throughout the room and switch between them, just as in a live coverage in the TV. This will give a feeling that your presentation is rolling, moving. It’s your theatre use it!
- “Together” is the keyword if you do presentations in group.
- While another group member is presenting, pay attention to what that person is saying. If you are listening to your partner, you invite the audience to do the same.



9 Further readings

If you want to develop your knowledge from this document, here are some references that were used when designing this training session:

9.1 References

- Stock.xchng (www.sxc.hu)
- Morgue File (www.morguefile.com)
- Flickr Creative Commons Pool (www.flickr.com/creativecommons)
- Image After (www.imageafter.com)
- Everystockphoto search engine (www.everystockphoto.com)

9.2 Web links

- <http://publicwords.typepad.com/>
- <http://www.presentationzen.com/>
- <http://blog.duarte.com/>
- <http://TED.com>
- www.slideshare.net/
- <http://www.public-speaking.org/public-speaking-articles.htm>
- <http://www.slideshare.net/cperrone/outsanding-presentations-4351640>
- http://www.youtube.com/watch?v=NFeDe_0wgvU

9.3 Books

- **Allan Pease** – Body Language
- **Nick Stanton** – Mastering Communication
- **Garr Reynolds** – Presentation zen
- **Nancy Duarte** – Slide:ology
- **Chip & Dan Heath** – Made to stick
- **Jerry Weissman** – Presenting to win: the Art of telling your story
- **Carmine Gallo** – The presentation secrets of Steve Jobs
- **Keith Johnstone** – Improv for Storytellers