

# SOFT SKILLS

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# Unit 4 Presentation Strategies



# Content

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01

## Presentation

- Forms
- Interpersonal communication
- Class room presentation
- Style
- Method

02

## Individual conferencing: essentials

03

## Public Speaking

- Method
- Techniques: clarity of substance
- Modes of presentation



# Content

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## 04 Overcoming Stage Fear

## 05 Audience Analysis

- Retention of audience
- Modes of presentation



*“Half of the world is composed of people who have something to say and can't, and the other half, who have nothing to say and keep on saying it.”-*

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Presentation



# ORAL PRESENTATION

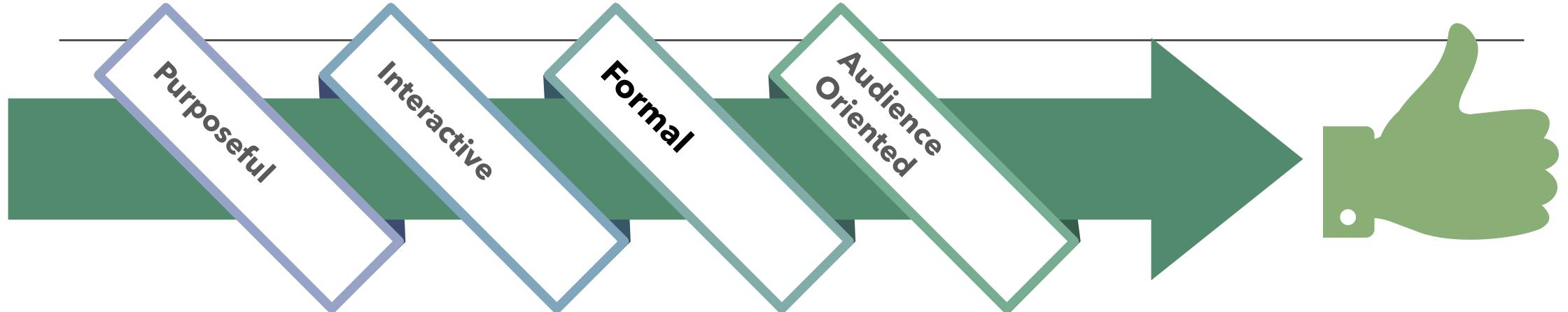
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- **An oral presentation is relatively formal kind of a talk requiring preparation and some amount of writing.**
- **It is**
  - **participative two-way communication process**
  - **characterized by formal and structured presentation message.**

# THE PURPOSE OF PRESENTATION



# Characteristics Of Presentation



01

## Purposeful

the presentation will be made with a definite purpose

02

## Interactive

It involves both the speakers as well as the listeners.

03

## Formal

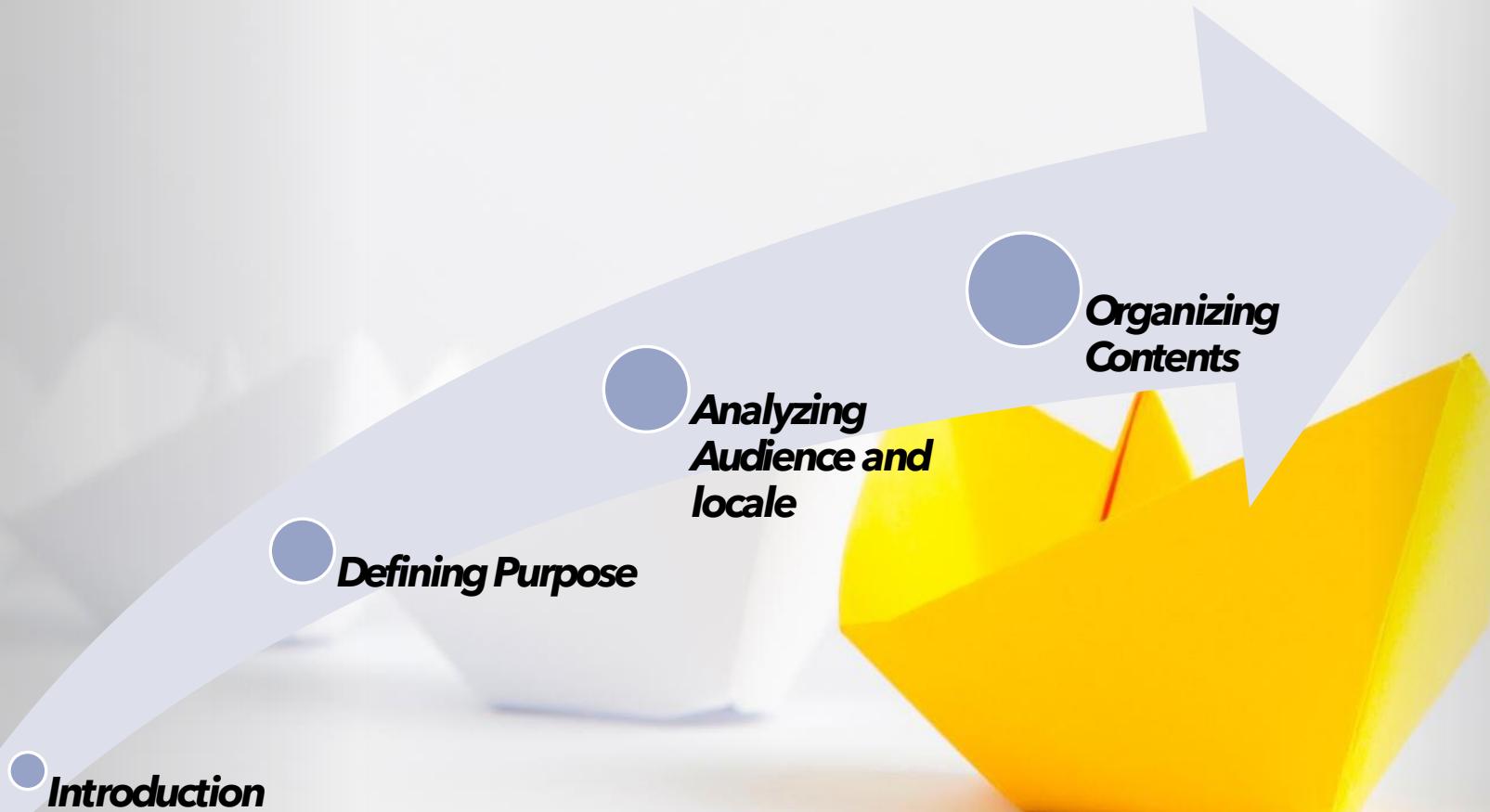
it is formal situation.

04

## Audience Oriented

The topic is to be dealt with the listeners perspective

# PLANNING THE PRESENTATION



# DEFINING INTRODUCTION

- **Identifying Topic**

- **The topic is a general outline of the subject**

- **should arouse interest**

- **should stand alone as a message**

- **should tell something about the presentation**



# DEFINING PURPOSE

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General purpose includes

- To inform
- To persuade
- To demonstrate.



# ANALYZE THE AUDIENCE

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**A- Audience**

**U- Understanding**

**D- Demographics**

**I - Interest**

**E- Environment**

**N- Needs**

**C- Customized**

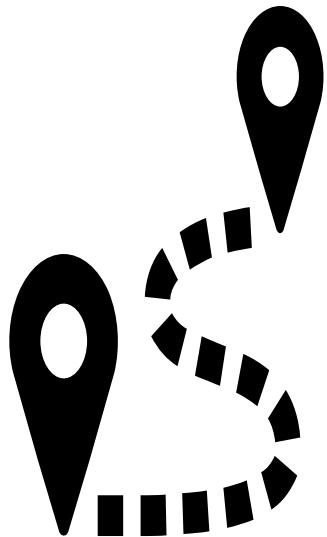
**E- Expectations**

# ANALYZING LOCALE

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- **Place of presentation – whether a large auditorium or a conference room**
- **A podium or table provided.**
- **Public address system available.**
- **Seating arrangement, room temperature and lighting**
- **Visual aids available.**

**If you identify any problems in physical environment in advance, you can either ask for alternative arrangement or modify your materials, visual aids and style to suit the environment**





# ORGANIZE YOUR PRESENTATION INTO THREE MAJOR PARTS

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Introduction



Main Body

Chronological

Question to answer

Inductive

Deductive



Conclusions



# Introduction of the Oral Presentation

---

- Must be brief & should state the subject
- Should also capture attention, inspires confidence & preview the contents that follow



An introduction may be developed in the following ways

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**Ask a question**



**Tell a story or anecdote**



**Use quotation**



**Express its usefulness**

# Main Body of the Oral Presentation

---

## **Chronological**

to document time or the steps in an instruction, such as 'History of X -Ray machine or India's growth post independence, this order is used.

## **Question to Answer Order**

- the presenter begins with certain questions, which are soon answered



# Main Body of the Oral Presentation

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## **Inductive order**

In this order the presenter moves from particular statements to general statement.

## **Deductive order**

In this order the presenter begins with certain questions, which are soon answered.





# Conclusions or Close

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- ✓ Can conclude your presentation by reviewing the main points
- ✓ Give a signal such as to sum up, to conclude, to review
- ✓ Tell them what you want them to do, think or remember based on your presentation
- ✓ Avoid the temptation to wrap up in a haste or add something new
- ✓ Can also conclude with a quotation or recall the earlier story, joke, anecdote with which you commenced your presentation to bring it to a full circle

# Visual Aids

**Spoken words are ephemeral ,& because of this limitation ,speeches often need strong visual support:**

**Handouts,**

**Chalkboards,**

**Flipcharts,**

**Overhead Projector,**

**PPT Slides,**

**Charts & Tables**





# IMPORTANCE OF AUDIO VISUAL AIDS

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***"It has been estimated that 11% of what we learn is through hearing, 83% through sight and rest through the other senses",***

1. Integrate the aid with the oral presentation and use it, when reach the relevant points.
2. If possible, keep the chart, picture or map hidden until you need to refer to it.
3. When in use, the visual aid should be displayed where everyone in the audience can see it.
4. Interpret it to the listeners and draw their attention carefully to what you want them to note

# IMPORTANCE OF AUDIO VISUAL AIDS

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- 5. Stand on one side and use a pointer, if necessary, while interpreting it. The aid should be sharp, emphasize only those aspects which you consider significant.
- 6. Do not clutter it with too much information.
- 7. If there is a blackboard behind you, see that it is clean and write on it rapidly and legibly in large letters

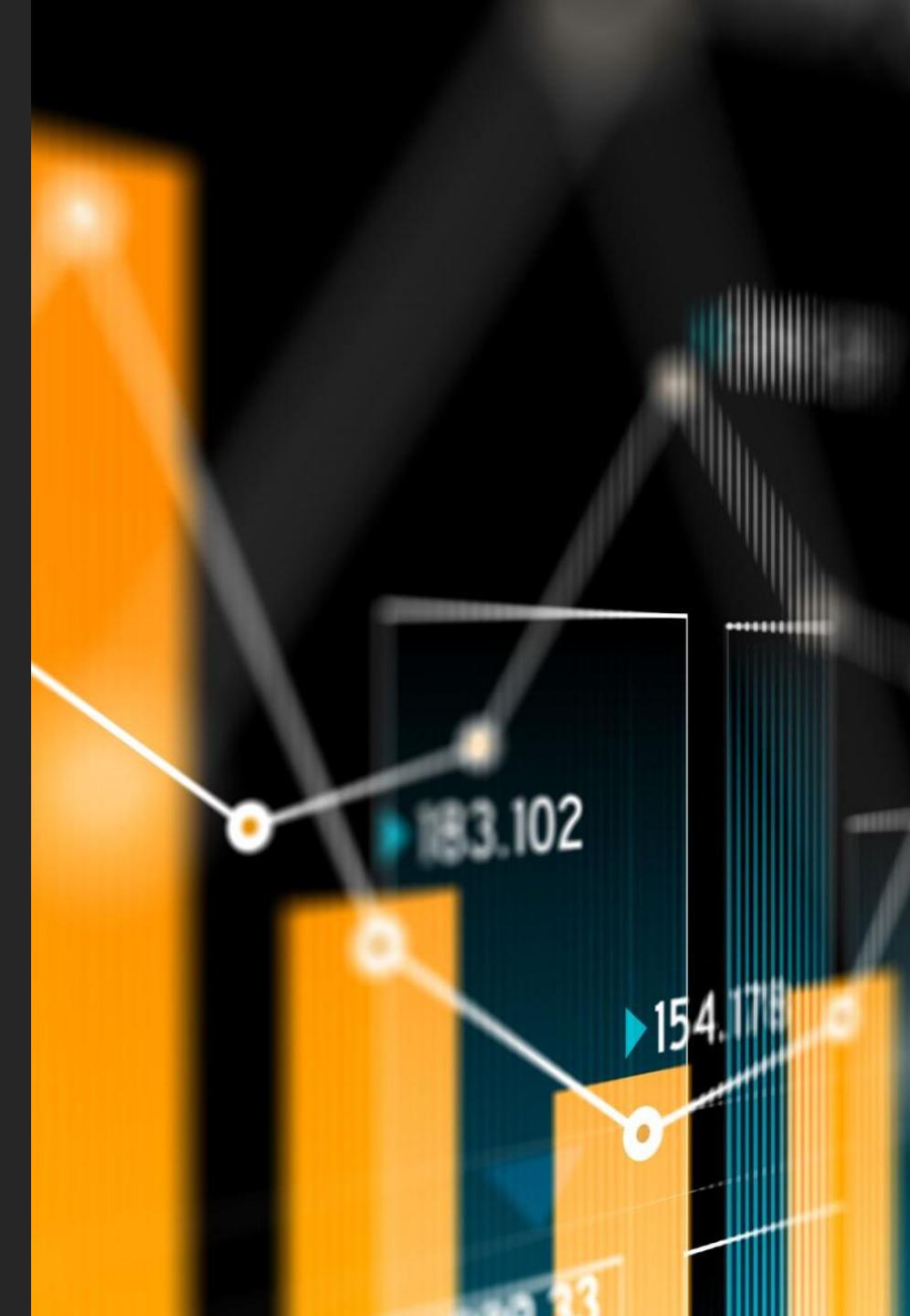


This Photo by Unknown author is licensed under CC BY-NC.

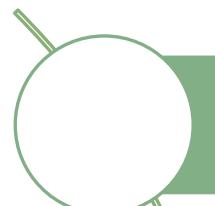
# SELECTING THE RIGHT VISUALS

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- To present detailed, exact values, use tables
- To illustrate trends over time, use a line chart or a bar chart.
- To show frequency or distribution, use a pie chart, segmented bar chart, or area chart.
- To compare one item with another, use a bar chart.
- To compare one part with the whole use a pie chart.
- To show geographic relations, use a map.
- To illustrate a process or a procedure, use a flow chart or a diagram.



# Advantages of audio visual aids



Increase audience interest by breaking the monotony



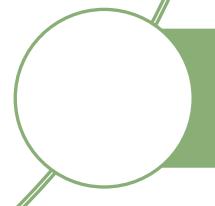
Illustrate key points



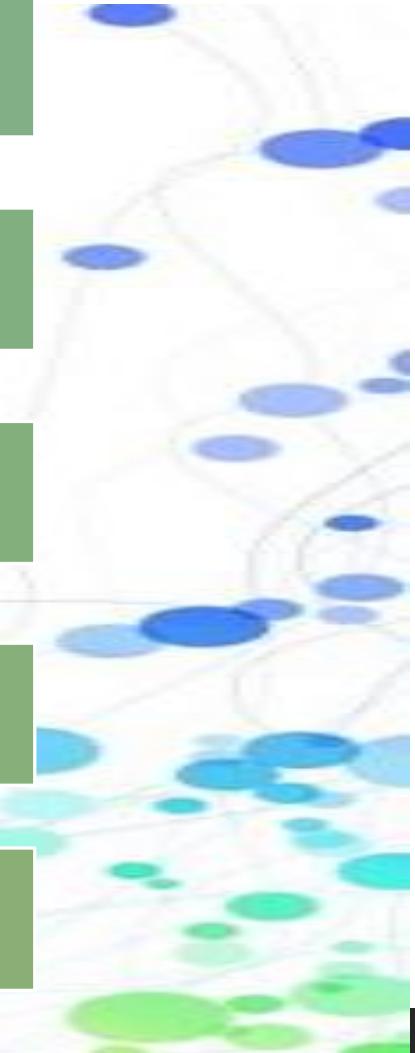
Signal transition from one part of the presentation to the next



Makes demonstration of complicated data easy



Help listeners retain information



# Some do's

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Organize the visual aids as a part of the presentation

Emphasize the visual aids

Talk to the audience not to the visual aids

Avoid blocking the listener's view of the visual aids

Make it legible and visible from distance

Do not switch over to other point quickly

Be familiar with basic operation of the electronic devices that you are using

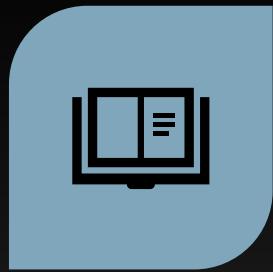


# METHODS OF PRESENTATION

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# METHODS OF PRESENTATION

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**1. MEMORIZING THE  
MANUSCRIPT**



**2. READING THE  
MANUSCRIPT**



**3. SPEAKING FROM  
NOTES  
(EXTEMPORANEOUS)**



**4. IMPROMPTU  
SPEAKING**

# Memorizing the Manuscript

can be one of the most effective methods of Presentation.

But it requires an extra ordinary power to memorize because if the presenter forgets his text, his speech will sound stilled / unnatural / too formal

Memorizing a quotation, an opening paragraph, or a few concluding remarks will strengthen his delivery and impress the audience.



It is very easy for speakers to maintain an eye contact with the audience.



The speaker can easily move and make appropriate use of non-verbal communication.



It is possible to finish the speech in allotted time.

## Advantage

# Disadvantage

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Memorization requires too much time.

There are chances of making it dull and boring because we go exactly by whatever we have memorized.

No flexibility or adaptation is possible.

Memory skills may fail us if not rehearsed properly.

The speaker may get nervous if he forgets a word or a sentence.

# Reading the Manuscript

Read out the written material aloud

Often used whenever a complex or technical presentation is made such as the description of some machine or the policy matters of an organization.

Reading intelligibly is an art, which can also be learnt after much practice

Once the manuscript of a presentation is prepared, the reader should do a lot of practice and rehearse again and again

# For effective manuscript presentation, the reader should follow the below mentioned suggestions

---

1

Be familiar with the text by reading it again and again

2

Learn right pronunciation of the technical terms used.

3

Maintain proper flow of the language for which proper pause and voice modulation can be used

## Advantages

It is a permanent and accurate record of whatever we have to say.

There is no chance of tampering with the facts and figures.

The material is organized systematically.

Language gets polished.



## Disadvantages

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As we are reading throughout, we fail to establish eye contact with the audience.

It is rigid and closed as adaptation is difficult.

There is not much scope for non-verbal communication.

Conversational flavor takes a back seat.

In the absence of effective reading skills, we fumble over words, punctuations, etc. making it uninteresting



# Speaking from Notes

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a very common method of presentation.

The speaker prepares notes on a sheet or cards and then with the help of appropriate audio visual aids, he makes his presentation

This process makes the delivery easy and impressive

The speaker while making presentation maintains eye-contact with the audience and never for a moment the presentation becomes mechanical, dull or monotonous

# Advantage

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Sounds natural and spontaneous



Thorough preparation makes the presenter secure and confident



Supporting material helps to present the points clearly



Allows us to establish eye contact and rapport with the audience



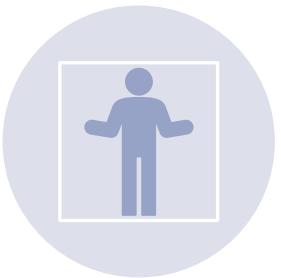
Enables us to move freely, with ease



Flexible as adaption is possible if the need arise

# Disadvantage

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If preparation is inadequate, we can get lost and feel uncomfortable.



The speech will lose its spontaneity if we start reading from the notes instead of consulting them for reference.



# Impromptu Speaking

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A speech delivered without any preparation done beforehand i.E. Unrehearsed delivery in speech

Should be avoided in formal mode

# Advantage



sounds very natural.



allows to establish eye contact  
and rapport with the audience



spontaneous

# Disadvantage

---



lacks organized development of ideas



no supplementary material to substantiate the speech



frequent use of vocalized pauses and fillers



The presentation may turn out to be a failure if the speaker has inadequate proficiency in the language in which he is delivering the presentation.

# What's your body telling you?

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# Communication

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7 % **VERBAL** (*Conveyed through words*)



38% **VOCAL** (*intonation, pitch, pauses, etc*)



55% **NON VERBAL** (*body language*)

# Body language

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- Gestures
- Poses
- Movements
- Expressions



# Kinesics

The ~~physical~~ movement of the body and their study is known as body language or kinesics.



# Kinesics

---

1

1)Maintain  
eye contact

2

2)Face and  
eyes

3

3)Gestures

4

4)Body shape  
and posture

5

5)Appearance

# Facial Expressions

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- The face is most powerful channel of nonverbal communication
- Whether we want it or not, we always indulge in encoding/decoding of facial expressions when we listen or talk to someone
- Even in the simplest interaction, we normally focus our attention on face .
- By identifying the facial expressions appropriately, we can come to know of interest, attraction, identity, background, age, character (humorous, serious, dull, charming, etc.) Involved in communication

# Types of Facial Expressions

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Inhibited - Restricted and stolid

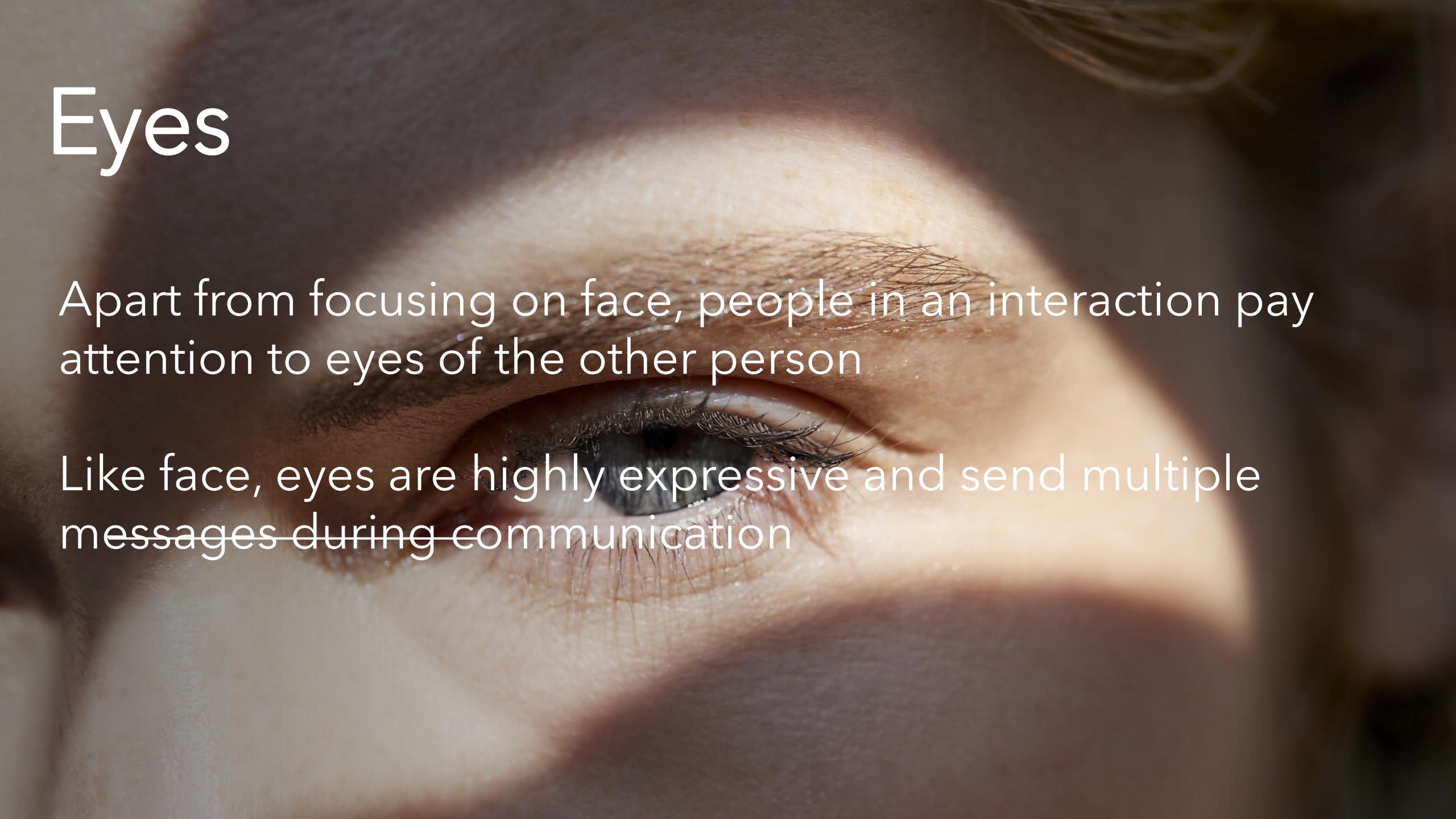
Uninhibited - Spontaneous and impetuous

Substitute - Happy with a long face.

Frozen - No change in expression

Blank - No expression at all.

# Eyes



Apart from focusing on face, people in an interaction pay attention to eyes of the other person

Like face, eyes are highly expressive and send multiple messages during communication

Do each set of eyes tell you the same story?

**Eyes: Do they tell the same story?**



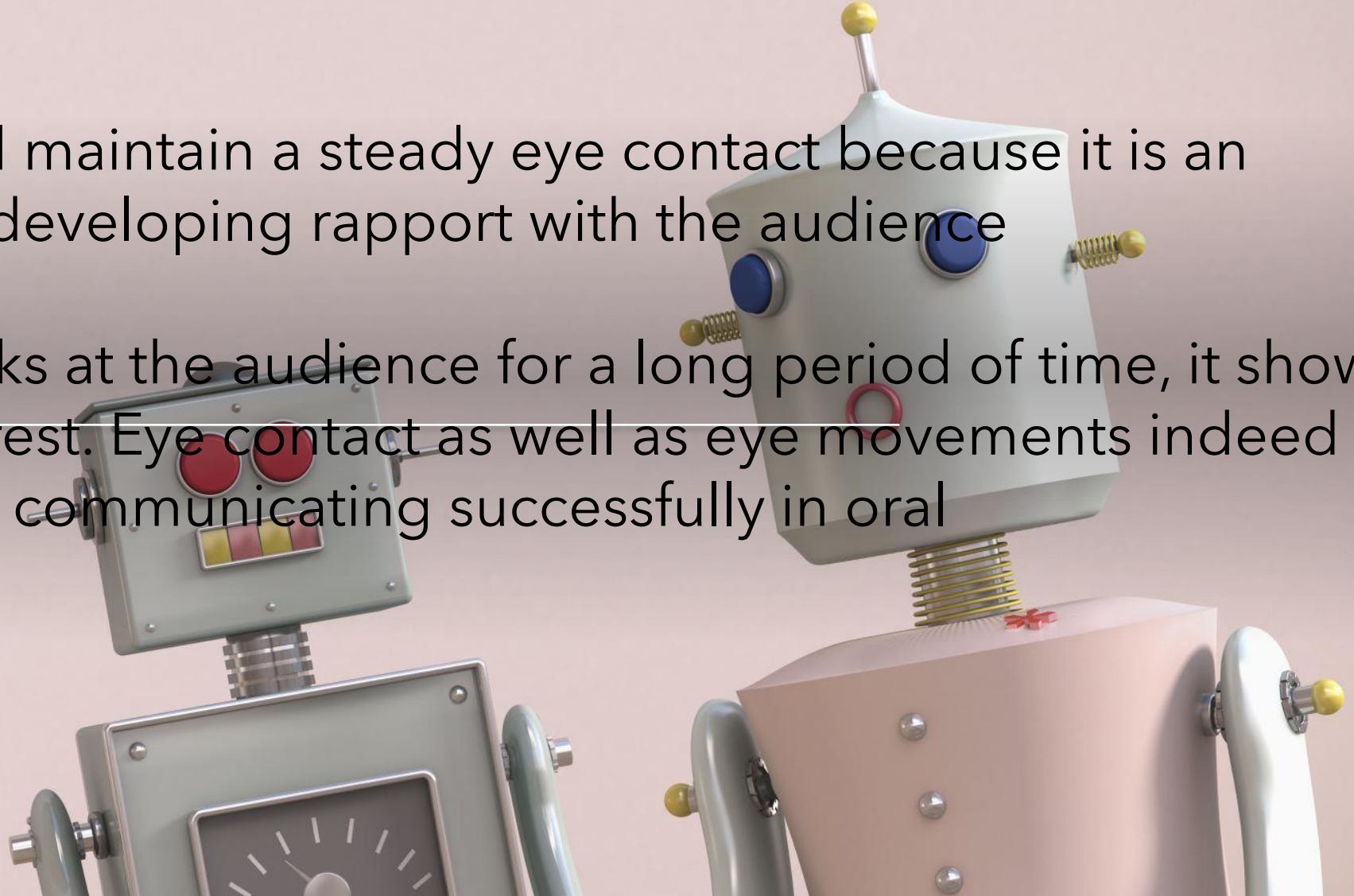
**Oculesics** involves the study of expressions and messages conveyed by the eyes in the form of gaze, eye contact, pupil dilation, and eye movement



# Eye contact

The speaker should maintain a steady eye contact because it is an effective means of developing rapport with the audience

If the presenter looks at the audience for a long period of time, it shows his intensity of interest. Eye contact as well as eye movements indeed help significantly in communicating successfully in oral communications.



# Gestures

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In addition to the face and eyes, other body parts move and convey meaning. These movements are known as gestures, the physical movement of arms, legs, hands and head.



# Types Of Gestures



Descriptive gesture



Emphatic Gestures



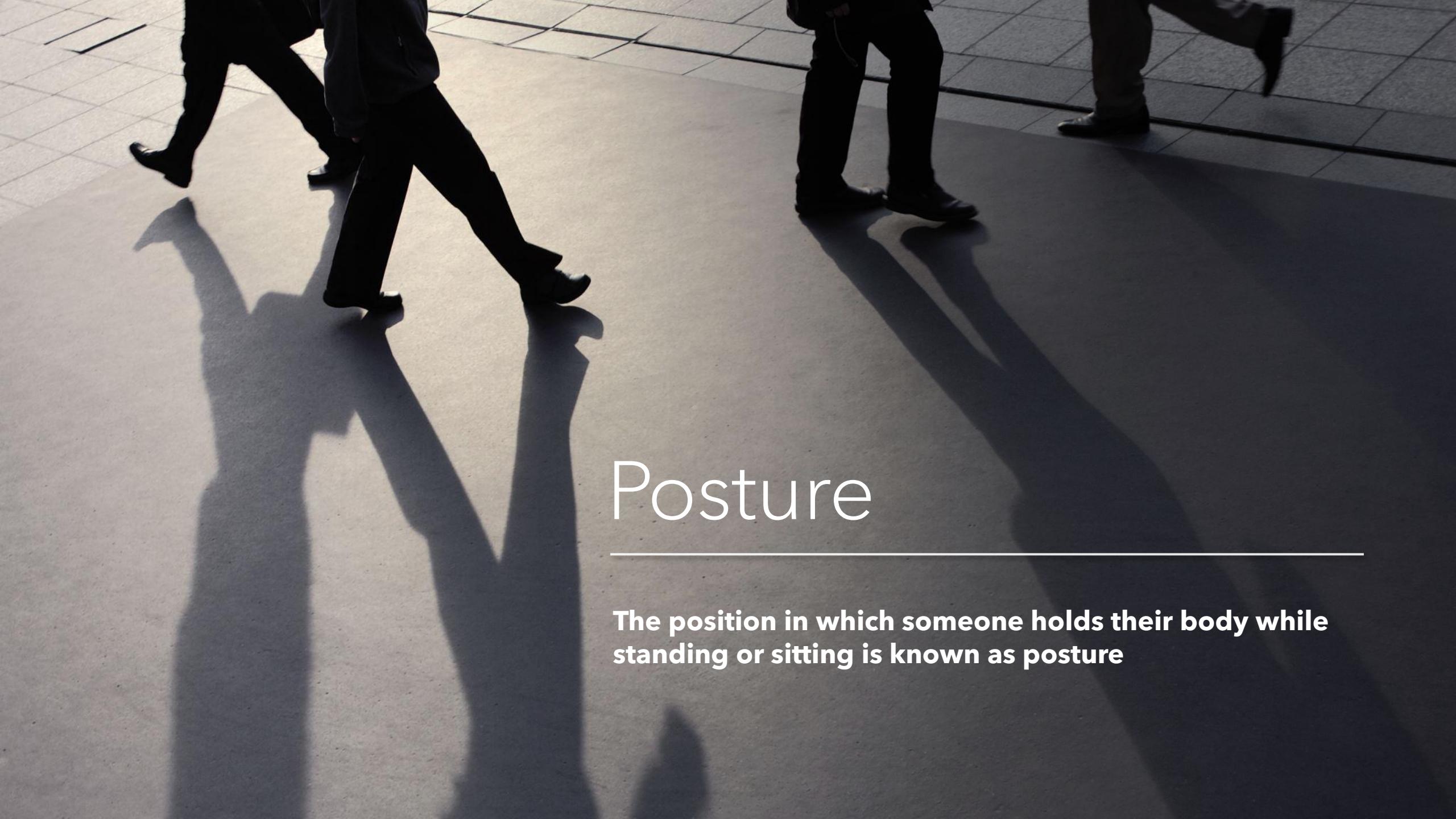
Enumerative



Symbolic



Locative

The background of the image shows several silhouettes of people walking on a paved surface, casting long, sharp shadows. The lighting is high-contrast, with the subjects and their shadows being the only bright elements against a dark background.

# Posture

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**The position in which someone holds their body while standing or sitting is known as posture**

# Types of Postures

- i) Slumped posture - low spirits
- ii) Erect posture - High spirits, energy and confidence.
- iii) Lean Forward - Open, honest and interested.
- iv) Lean Backward - Defensive or disinterested.
- v) Crossed arms - Defensive and not ready to listen.
- vi) Uncrossed arms - Willingness to listen.

**SAGGING :**  
**DEPRESSION**

**FORWARD LEAN :**  
**POSITIVE ATTITUDE**

**BACKWARD LEAN :**  
**NEGATIVE ATTITUDE**

**ARMS FOLDED ACROSS THE CHEST :**  
**UNSYMPATHETIC**

**ARMS HELD LOOSE : OPEN**  
**POSITIVE ATTITUDE**

**UPRIGHT POSTURE : HIGH STATUS , I AM THE BOSS**

**BOWING HEAD : LOWER STATUS**

**SIDEWAY LEAN :**  
**RELAXATION, FRIENDLINESS**

**SELF WRAPPING :**  
**WITHDRAWAL, SELF PROTECTION**

**SLOUCHING WITH FORWARD LEAN :**  
**LOWLINESS**

**MODERATELY UPRIGHT :**  
**ENTHUSIASM, FRIENDLINESS**

# SOME COMMON POSTURES

# Body shape

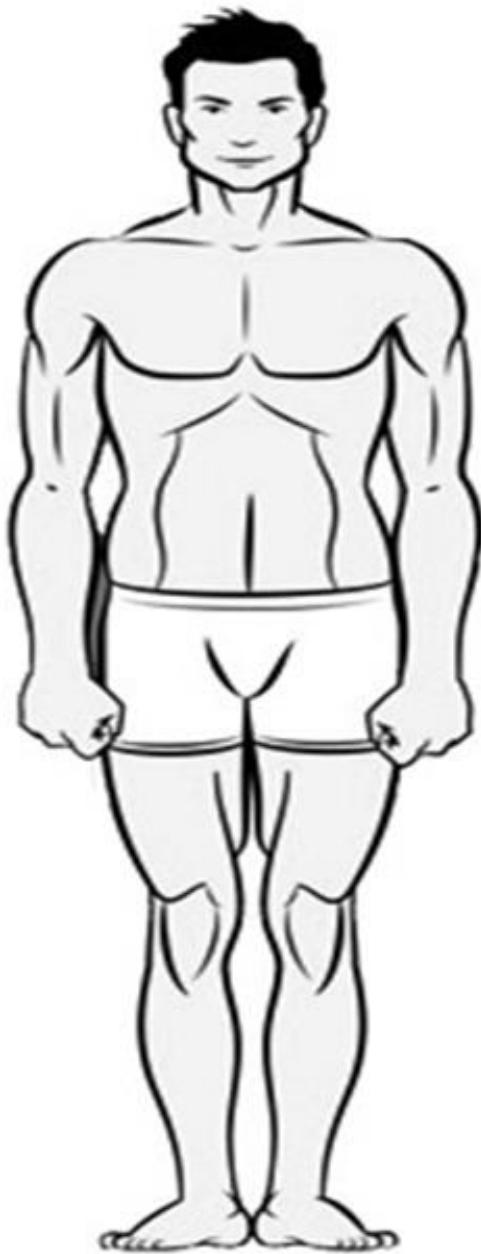
**The ectomorph** – thin youthful and tall.

**The mesomorph** – strong, athletic, muscular and boney.

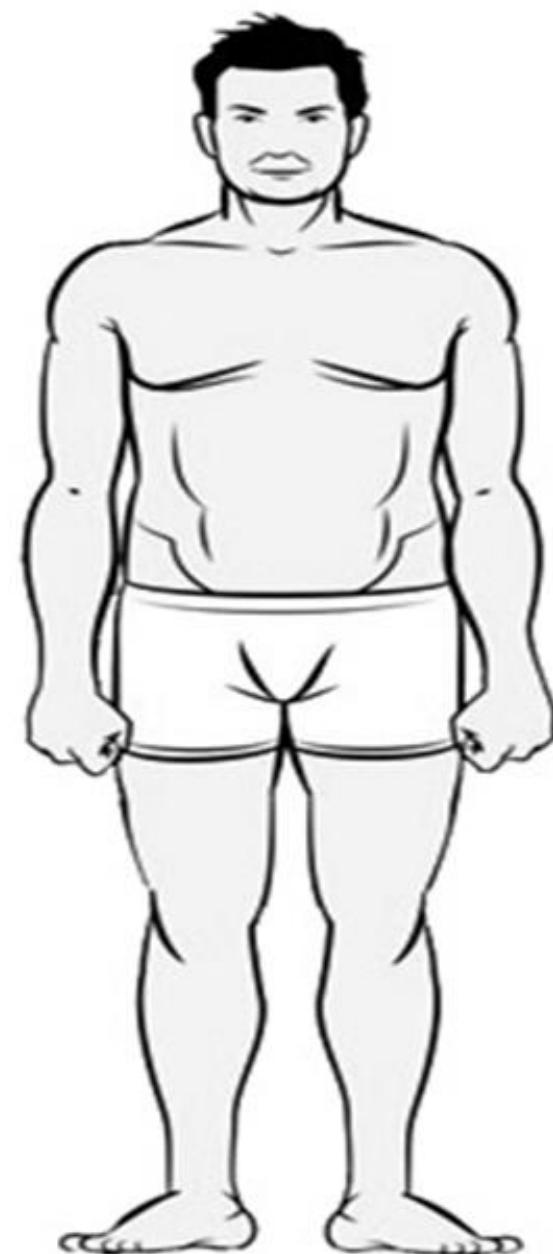
**The endomorph** – fat, round and soft.



**Ectomorph**



**Mesomorph**



**Endomorph**



# Appearance

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*The impression people make on one another is based 60% on their appearance, 33 % on on the way in which they speak and 7 % on what they say"*

# Appearance

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External appearance in which our dress, jewellery and make up play a pivotal role

The speaker should consider how others will view him in relation to how he wants to be seen.

He should dress up himself in simple and sober dress.



# Proxemics





# Proxemics ( Space language )

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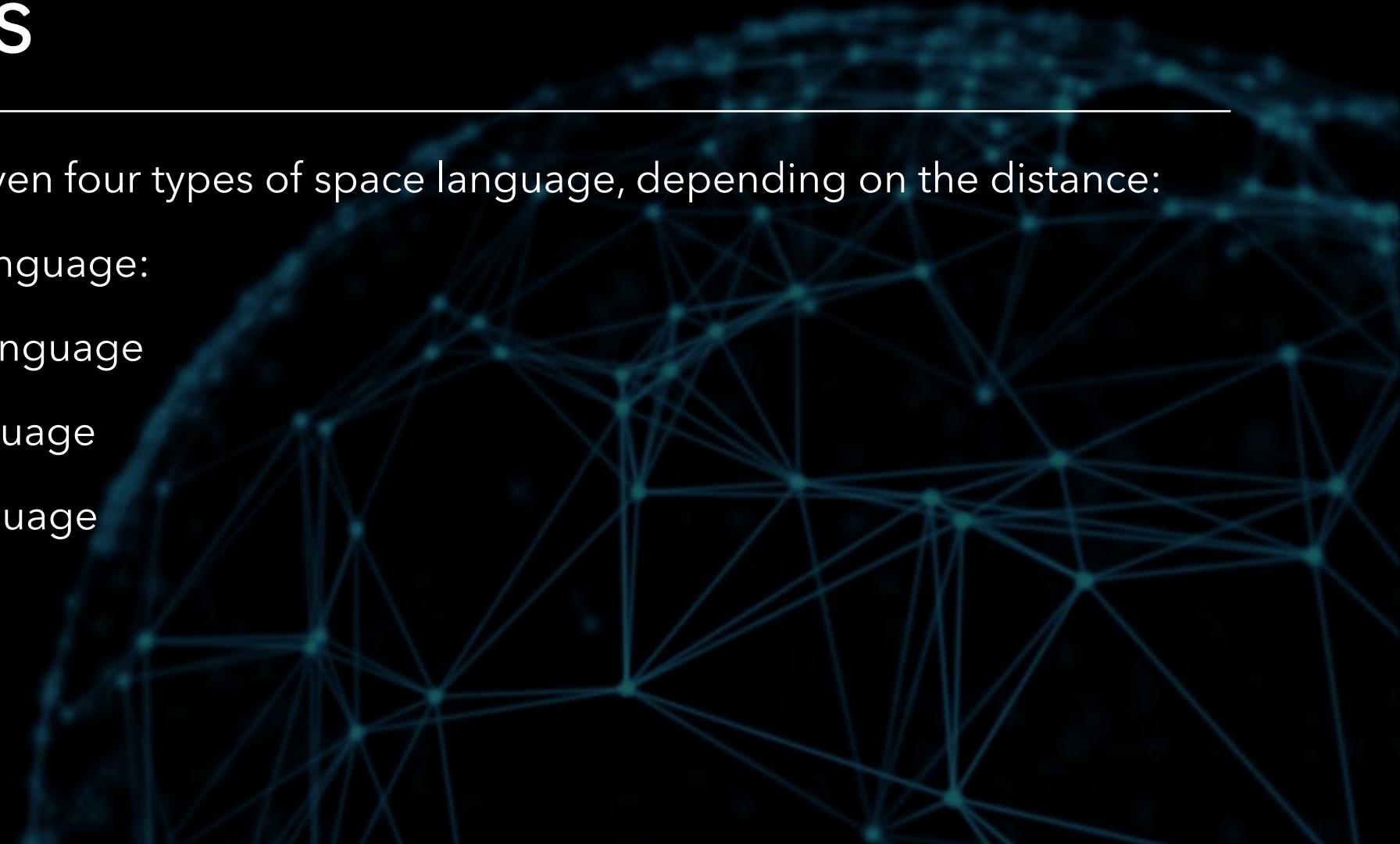
**Proxemics is the study of the use of space, distance, and proximity in interpersonal communication.**

# Proxemics

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Edward T. Hall has given four types of space language, depending on the distance:

1. Intimate Space Language:
2. Personal Space Language
3. Social Space Language
4. Public Space Language



PUBLIC SPACE

SOCIAL SPACE

PERSONAL  
SPACE

INTIMATE  
SPACE

1.5 ft  
(0.45 m)

4 ft  
(1.2 m)

12 ft  
(3.6 m)

25 ft



## Chronemics/ Time Dimension

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Chronemics is the study of the way we structure and use time. Using time implies the meaning we attach to it.

# Monochromic people

**Such type of people concentrate on their job and take time commitments seriously  
They are committed to their job and understand their responsibility towards the organization  
they work in .  
For such type of people timing is very important . For them timing is like commodity , it is  
scheduled , managed and arranged. They Usually take up one task at a time**

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# Polychromic People

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Such type of people try to do many things at once. They have less importance of professional commitments in their life. They can break an appointment or meeting if their family needs them without any guilt. Or an apology.



A group of diverse graduates in black caps and gowns are laughing and holding diplomas outdoors. The image is taken from a low angle, looking up at the graduates. The background shows green trees and a bright sky.

# Paralinguistic features of voice

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# Paralinguistic features of voice / Nuances of Voice Dynamics

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The study of language is called as linguistics.

*Para* means like .

Paralinguistic communication refers to the study of human voice and how the words are spoken.

Also known as *vocalics*.

Paralinguistics features are non-verbal vocal cues that help you to give urgency to your voice. Your voice is your trademark; it is that part of yourself that adds human touch to your words.

# Paralinguistic features



1. Quality



2. Volume



3. Pace/Rate



4. Pitch



5. Articulation



6. Pronunciation



7. Voice Modulation



Pauses

# Quality

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Quality is a characteristic that distinguishes one voice from another

Each of us has a unique voice and it depends on its resonating mechanism

It may be *soft & alluring*(Arijit Singh), *rich and resonant*(Amitabh Bachan) , *thin and nasal* (Himesh Reshamiya), *hoarse & husky*( Rani Mukhrjee) or *harsh & Irritating*..

uAbhram Linchon & Winston Churchill have adapted the quality of voice to become speakers par excellence.



# Volume

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**Volume is the loudness or the softness of the voice**

Voice should project but it needs not to be loud.

If the place you are speaking in is large the volume should be high or else, it should be low.

If volume is too high, we may sound boorish and insensitive, whereas if it is too low, we may convey the impression of timidity.

Thus, we should vary our volume to make our voice clear and audible.

# Rate/Pace

The number of words that one speaks per minute

Varies from 80 to 250 words from person to person

Normal rate is from 120 to 150 words per minute

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A well paced ,varied message suggests enthusiasm , self- assurance and awareness of audience

# Pitch/Tone

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***Pitch refers to the number of vibrations per second of your voice.***

The rise and fall of pitch conveys a lot of emotions.

Lowness of pitch can indicate dullness, shock, sadness etc.

When we are excited , joyous, triumphant and even angry pitch automatically becomes high.

Variety of pitches should be used to hold listeners attention



# Pitch

---

The tone and pitch height may express attitudes of a person

**FALL : It shows neutral statement.**

**RISE: Neutral question, Doubt**

**FALL-RISE : Skepticism**

**RISE-FALL: Emphatic Statement**

**LEVEL : Boredom, Disinterest**

# Articulation

---

Articulation is the aspect of pronunciation that involves bringing articulatory organs so as to shape the sounds of speech.

Speakers should be careful not to stop, chop, truncate, or omit sounds between words or sentences.

If all the sounds are not uttered properly , the flow of understanding gets interrupted and deters listeners from grasping the meaning of the message

# Pronunciation

*If articulation means speaking out all the sounds distinctly, then pronunciation requires us to speak out sounds in way that is generally accepted. The best way is to follow British Received Pronunciation.*

It is generally influenced by the geography & Culture.

# Voice Modulation

Voice modulation is the way we regulate, vary, or adjust the tone, pitch, and volume of the sound or speaking voice.

It brings flexibility and vitality to the voice, and we can express emotions, sentiments in the best possible way.

If we do not pay attention to the voice modulation then our voice, becomes flat and we emerge as a languid speaker with no command over our voice

# Pauses

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- Is a short silence flanked by words.
- In speaking let's the listener reflect on the message
- And digest it accordingly.
- Also help speaker to glide from one thought to another.
- Embellishes the speech as it is a natural process to give a break.
- Vocalized pauses or vocal segregates such as uh, ah, umm should be replaced with the silent pauses.

The image shows a classroom from an elevated perspective, looking down at rows of desks and chairs. The desks are made of light-colored wood and have small, built-in writing surfaces. The chairs are dark grey with black metal legs. The floor is a light-colored wood parquet. The arrangement is in a grid, with rows of two desks each.

Classroom Presentation

# Introduction

- An important means to share information.
- Builds confidence.
- Inculcates basic LSRW skills.
- Make students eloquent and alert



# Planning



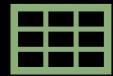
- Know your audience



- Specify objectives, benefits, and rationale



- Identify key points, subpoints, and supporting detail



- Organize presentation in logical order

# Rehearsal

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- **Use keywords!**
- **Mentally run through presentation**
- **Practice in similar surroundings**
- **Practice answering questions**
- **Feedback**

# Setting Up

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- Check equipment ahead of time



- Slides and projection screen should be placed in center of room.



- Overhead screen and/or flip chart should be placed in the corners of the room at 45 degree angles.

# Delivery

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- Stand up while presenting.
- Face the audience, stand straight, hands OUT of pockets, and arms at your side.
- Do NOT speak with your back to the audience.
- Move while speaking.
- Preferably use extemporaneous method.





# Voice

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- Use natural conversation voice
- Do NOT read presentation
- Vocal variety (no monotone)
- Speak slowly and comfortably
- Speak loud enough for everyone to hear you

# Eye Contact

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- Speak only when you have eye contact with the audience



- Looking them in the eye is a great way to keep their attention.

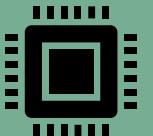
# Visuals



- Visuals help keep the learners' attention.



- Visuals are a good source of reinforcement.



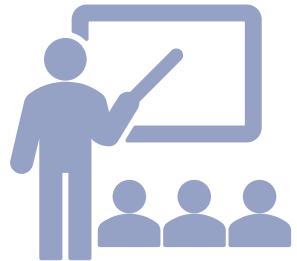
- After using visuals, turn off computer, overhead, etc. so attention gets back to you.

# Important Tips for Students

- 
- Prepare cue cards; Do not read from notes.
  - Use visual aids.
  - Speak with clarity.
  - Appropriately use both verbal and non-verbal mode.
  - Appropriate use of all attributes of Kinesics, Proxemics, Chronemics & Paralinguistics.

# Types

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- **Individual Presentation -**

- Single presenter.

- **Group Presentation -**

- Multiple presenter.
- Maintaining coherence is important.
- Ideally, every member should speak for equal amount of time.

# Individual Conferencing

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# Introduction

- A critical tool of supervision.
- Facilitates interaction, sharing and feedback in a systematic, planned and confidential setting.
- Provides a platform to discuss issues and concerns.
- Provides the individual an opportunity to reflect on strengths and weaknesses and work on them for the betterment.
- When someone is doing individual conferencing he/ she is working on skills that need to be reinforced or skills that will provide enrichment.



# Essentials/Requirements

- Should be conducted in privacy.
- The person who conducts the individual conference should have a positive attitude.
- Should be conducted from time to time according to the need of the hour.

# Advantages

- Provide individualized instruction.

- Helps in investigating knowledge level.

- Provide reinforcement and/or enrichment of skills.

- Positive impact upon the individual.

# Public Speaking

The process of speaking to a group of people in a structured, deliberate, manner intended to inform, influence or entertain listeners

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# RULES OF PUBLIC SPEECH

## BY ARISTOTLE

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Ethos - Credibility of the speaker



Logos - Logical arrangement of words or sentences



Pathos - Ability to create connection between speaker and the audience

# Patterns of Public Speaking

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- Topical
- Chronological
- Causal
- Spatial
- Psychological

# Topical Pattern

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- Most commonly used pattern.
- Ideas are arranged into various headings and sub-headings.
- Easy to present

# Chronological Pattern

- A commonly used pattern.
- Ideas are arranged according to chronology of events.
- Sequence of event and time is very important.

# Causal Pattern

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- Ideas are divided into – Cause and Effect.



- Highlight the relationship between a problem and the reason for its existence.



- More involved and emotive in approach.



- Used to highlight the gravity of a situation.

# Spatial Pattern

- Also known as Directional Pattern.
- Suited for speeches with geographical or structural orientation.
- Areawise description.
- Should move from top to bottom, or left to right, or front to back.

# Psychological Pattern

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- Arranged according to the need of the audience.



- Persuasive in appeal.



- Arranged in order to create an immediate impact on the listener.

# Steps in Making a Formal Public Speech

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- Selection of topic
- Research on topic
- Organizing the content based on a specific pattern
- Selection of a presentation method
- Personal aspect of the speaker
  - • Confidence
  - • Sincerity
  - • Thoroughness
  - Friendliness



# Making Public Speeches Interesting



- Use of wit & humour



- Use of emotion



- Use of quizzes & interjections

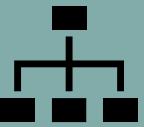


- Clarity of substance

# Clarity of Substance

“

- Stylistic Clarity - Attained with simple directly worded sentences.



- Structural Clarity - Appropriate organizing of content.

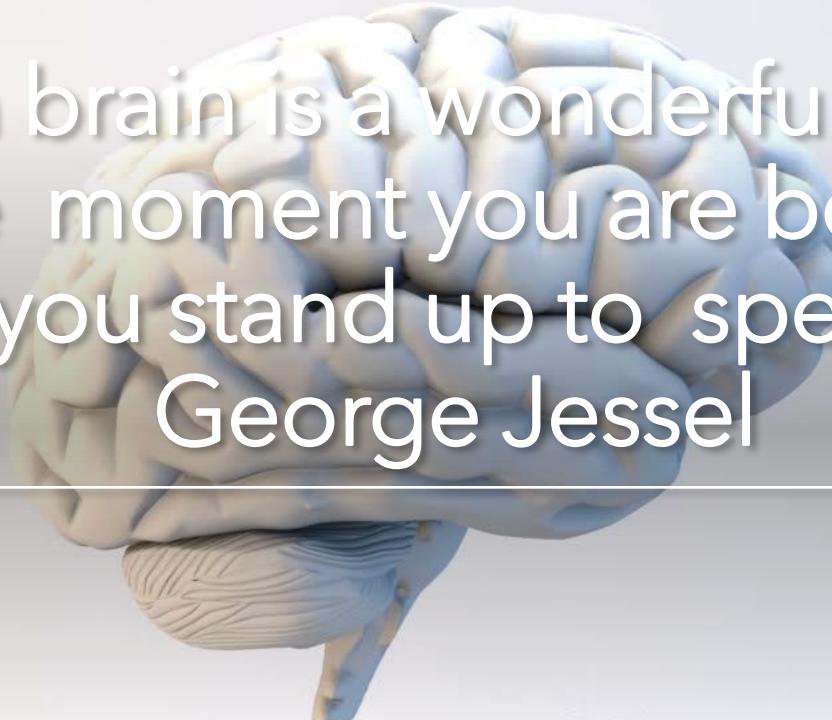


- Contextual Clarity - Achieved through understanding the purpose of the speech.

A close-up photograph of a chessboard. The board is made of light-colored wood and has a dark, checkered pattern. In the foreground, several dark-colored chess pieces are visible, including a king, a pawn, and a knight. The background is blurred, showing a bright, out-of-focus light source that creates a warm, glowing effect.

STAGE FEAR

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“The human brain is a wonderful thing. It starts working the moment you are born and never stops until you stand up to speak in public.”

George Jessel

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# STAGE FEAR

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**Stage fright is the anxiety, fear, or persistent phobia which may be aroused in an individual by the requirement to perform in front of an audience, whether actually or potentially.**



# Why do we get stage fright

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- The body is flooded with energy (adrenaline) because we sense an emergency situation.
- We don't like to be judged.
- We don't think our ideas are worth listening to, we don't think we can express our ideas well, or we fear the audience won't like us while we are speaking.
- We don't feel prepared.
- **Negative past experiences**



# Symptoms Stage Fright

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- Redness to face or neck
- Rapid heart rate up to 2 times normal rate
- Dry or Wet Mouth
- Headache
- Upset stomach
- Cold hands/feet
- Wobbly legs



# Symptoms Stage Fright

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- Hot face
- Sweaty palms
- Squeaky voice
- Dizziness
- Shortness of breath
- Urge to use the restroom



# HOW TO OVERCOME STAGE FRIGHT?

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# Building Confidence

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- C**ontent
- O**rganization
- N**otes
- F**riendliness
- I**mpression
- D**edication
- E**mpathy
- N**ewness
- C**onviction **E**nthusiasm



# OVERCOMING STAGE FRIGHT

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1

*Know the room*

2

*Know the Audience*

3

*Know Your Material*

4

*Learn How to Relax*

5

*Visualize Yourself Speaking*

6

*Realize People Want You To Succeed*

7

*Don't apologize For Being Nervous*

8

*Gain Experience*

9

*Concentrate on Your Message*

# Things you shouldn't do

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- Read directly from notes, except
- glancing at
- Reading directly from screen, except the points
- Turn back on audience
- Slouch, hands in pocket
- No um, ah, you know



# Things you shouldn't do

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- No nervous gestures
- Give any bad comments about your audience / insult them
- Talk too fast
- Talk too quietly



# Things you should do

## Eye contact

Can glance at notes

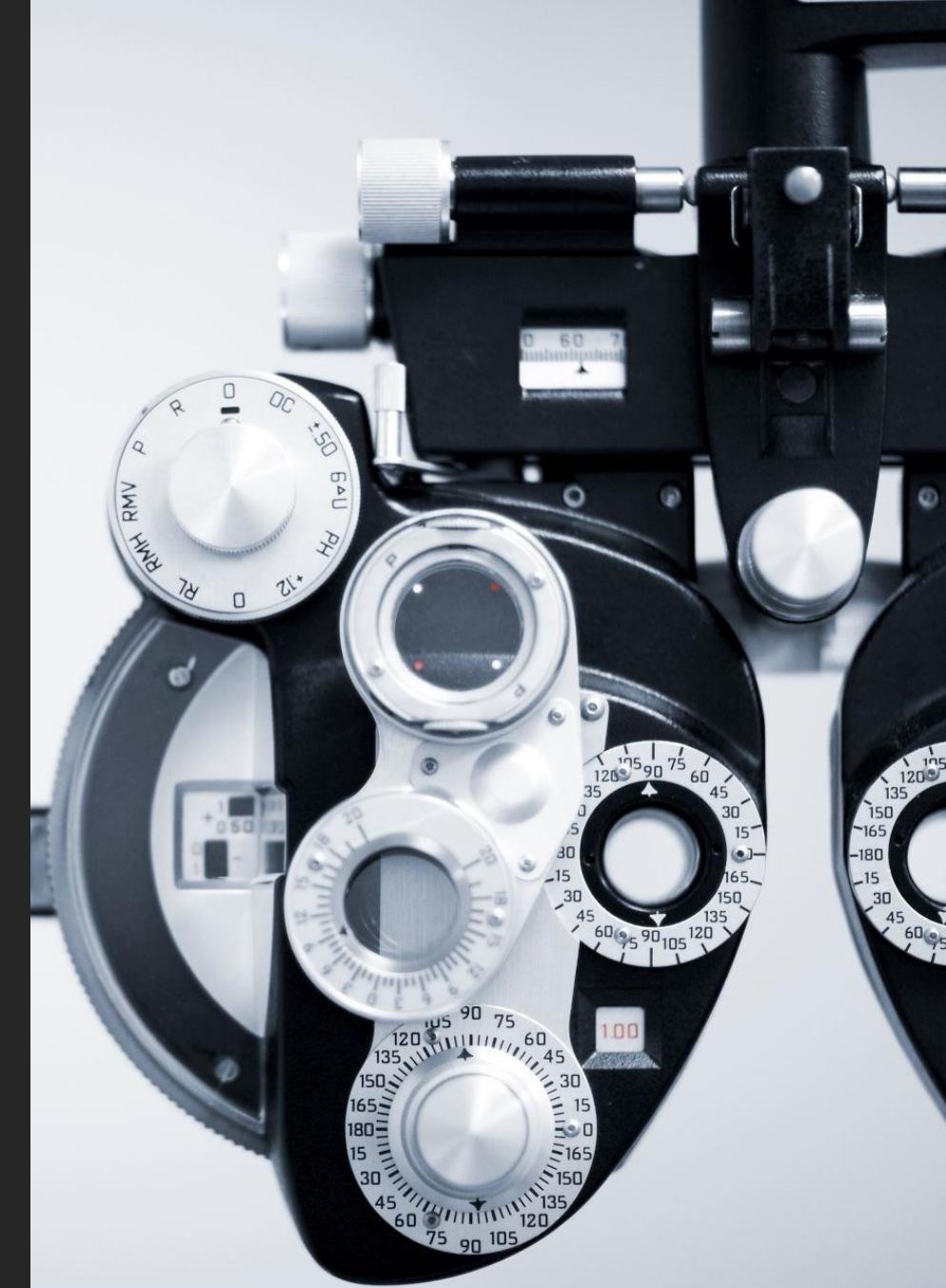
## Appropriate gestures

Speak about what you are passionate about

## Mind your language, tone and body language

## Rhetorical questions to involve audience

Use a strong opening and a strong closing



- Strong Opening

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- A story
- A quote
- A question
- An interesting statistic



# Strong Closing

Depends on your purpose of speaking :

- Tell your audience to do what you want them to do clearly
- Make an appealing expression
- Say impressive and motivational words



Thank you

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