Planning, Writing, and Completing Oral Presentations

The Three-Step Process

Flow of the Message ➡

Planning	Writing	Completing
1	*2*	*3*

Substance of the Message
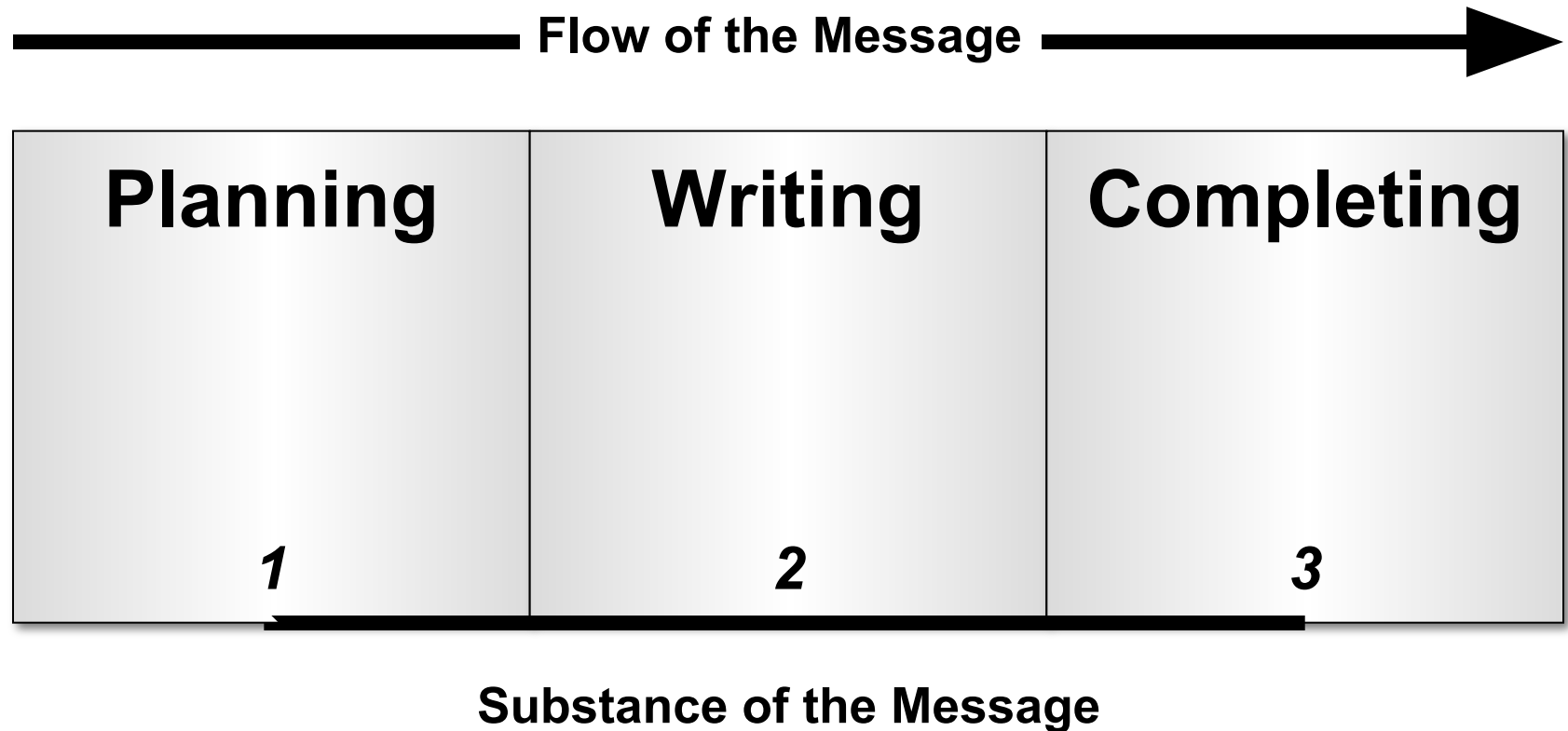
Oral Presentations

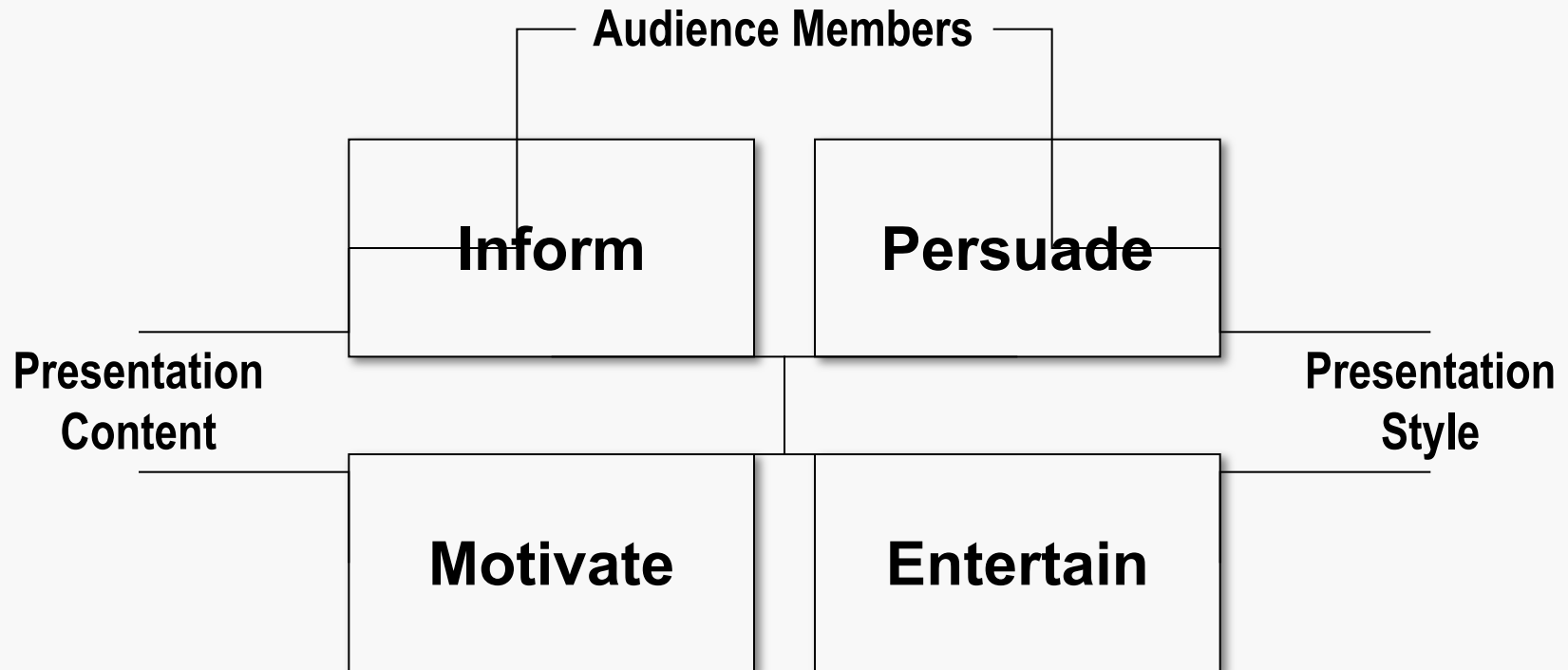| Opportunities	Challenges
On-the-Spot Feedback	Maintaining Control
Immediate Modification	Guiding the Audience
Nonverbal Reinforcement	Shifting Topics *(audience might dictate!)*

Planning Speeches and Presentations

Determine the Purpose

Analyze the Audience

Gather Information

Adapt the Message

Common Purposes of Business Presentations

Audience Members

Inform · Persuade

Presentation Content

Presentation Style

Motivate · Entertain

Writing Oral Presentations

Audience

Purpose

Organizing the Message

Creating the Introduction

Purpose

Composing the Body

Writing the Conclusion

Audience

Organizing the Message

Audience

Purpose

Define the Main Idea

Limit the Scope

Message

Choose the Approach

Message

Prepare the Outline

Purpose

Choose the Style

Audience

Introducing the Message

Arouse Interest

Build Credibility

Preview the Presentation

Composing the Message

Limit the Main Points

Connect the Ideas

Engage the Audience

Concluding the Message

Restate the Main Points

Describe the Next Steps

End on a Strong Note

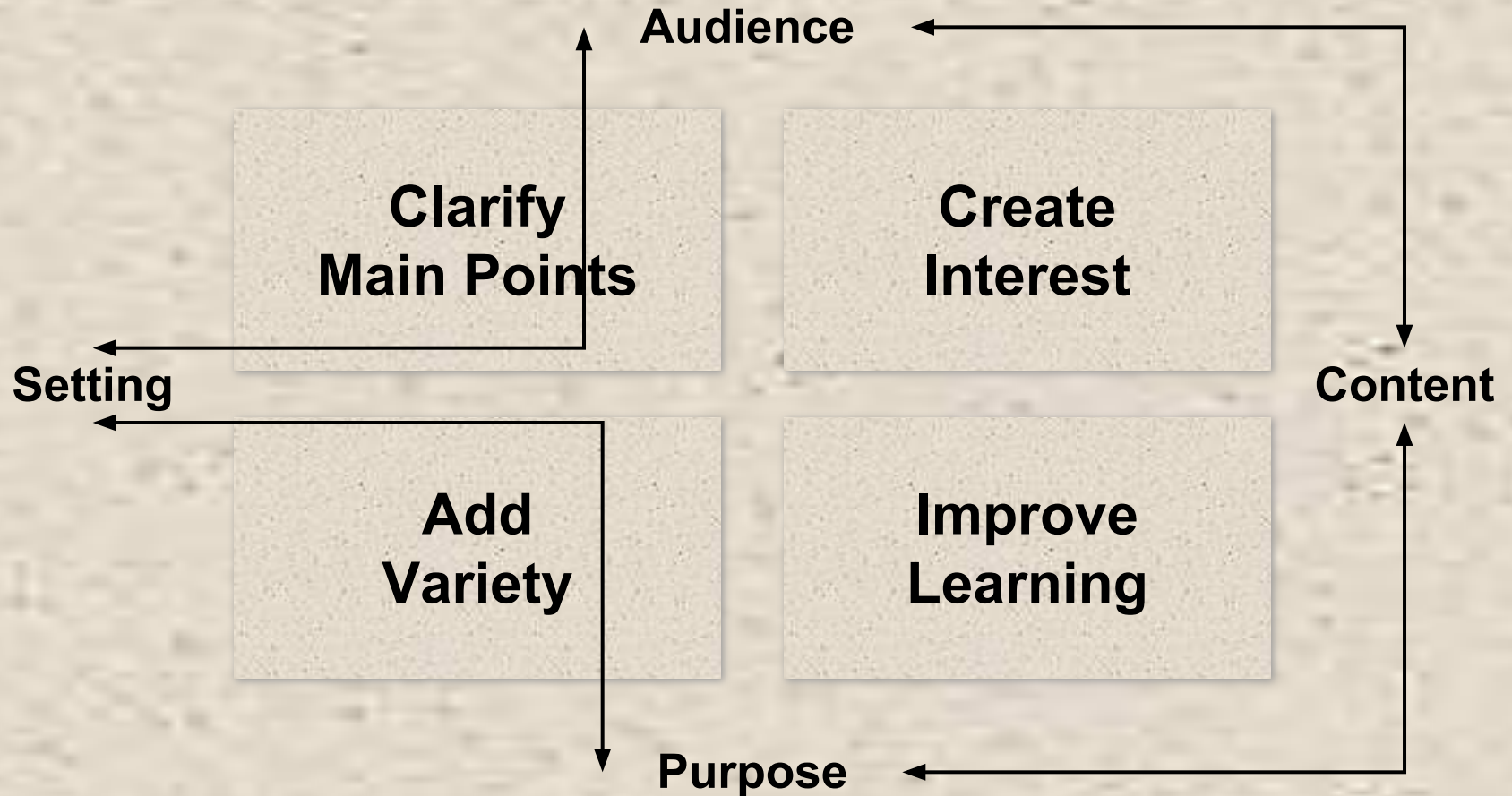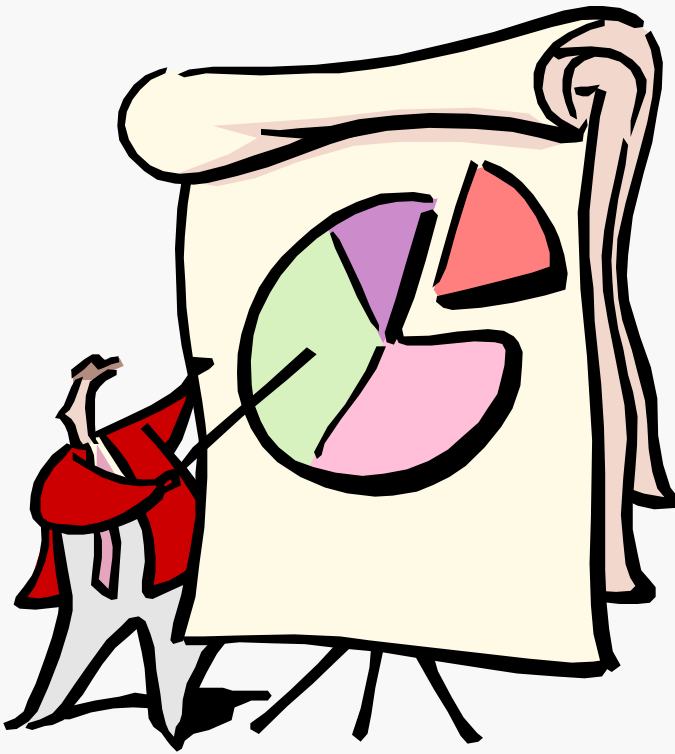# Completing Speeches and Presentations

Evaluate the Message

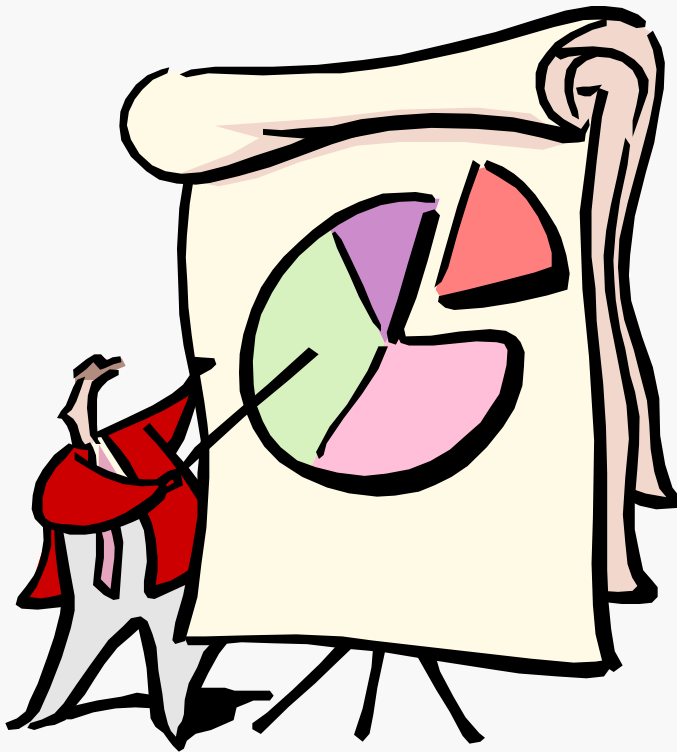**Develop Visual Aids**

Master the Delivery

Using Visual Aids

Audience

Clarify Main Points

Create Interest

Setting

Content

Add Variety

Improve Learning

Purpose

Types of Visual Aids

- **Overhead Transparencies**

- **Electronic Presentations**

- **Chalkboards/Whiteboards**

- **Flip Charts**

- **35-Millimeter Slides**

Types of Visual Aids

- **Product Samples**

- **Scale Models**

- **Audiotapes**

- **Film Strips and Movies**

- **Television and Videotapes**

Advantages of Transparencies

	Inexpensive
	Easy to Use
	Simple to Create

Disadvantages of Transparencies

Lack of Flexibility

Fragile Format

Overhead Projectors

Electronic Presentations

Advantages	Disadvantages
Real-Time Data	Specialized Equipment
Multimedia	Technique Over Content
Flexibility and Portability	Overuse of Special Effects

Creating Effective Slides

Simplicity

Readability

Content and Graphics

Design Elements

Readability

Consistency

Special Effects
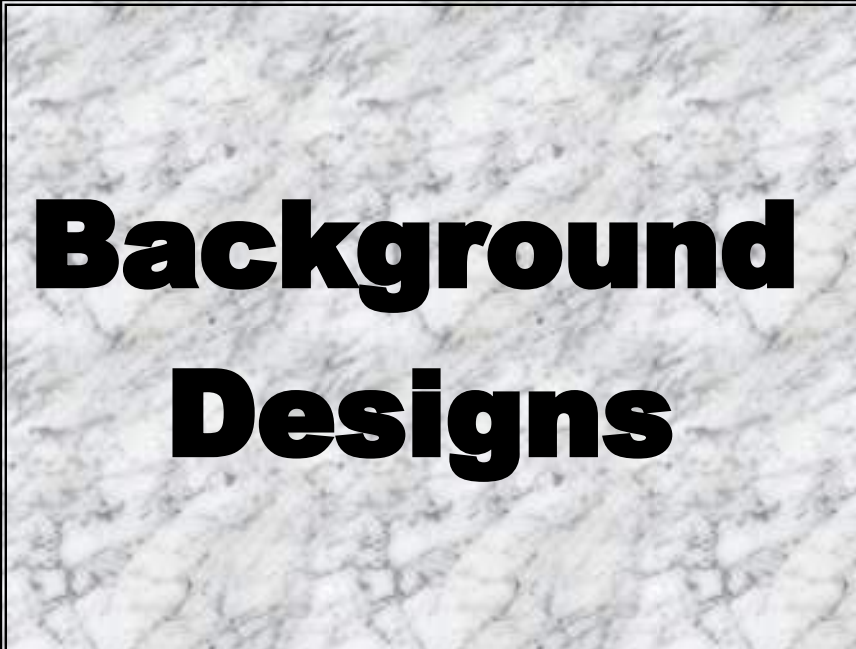
Simplicity
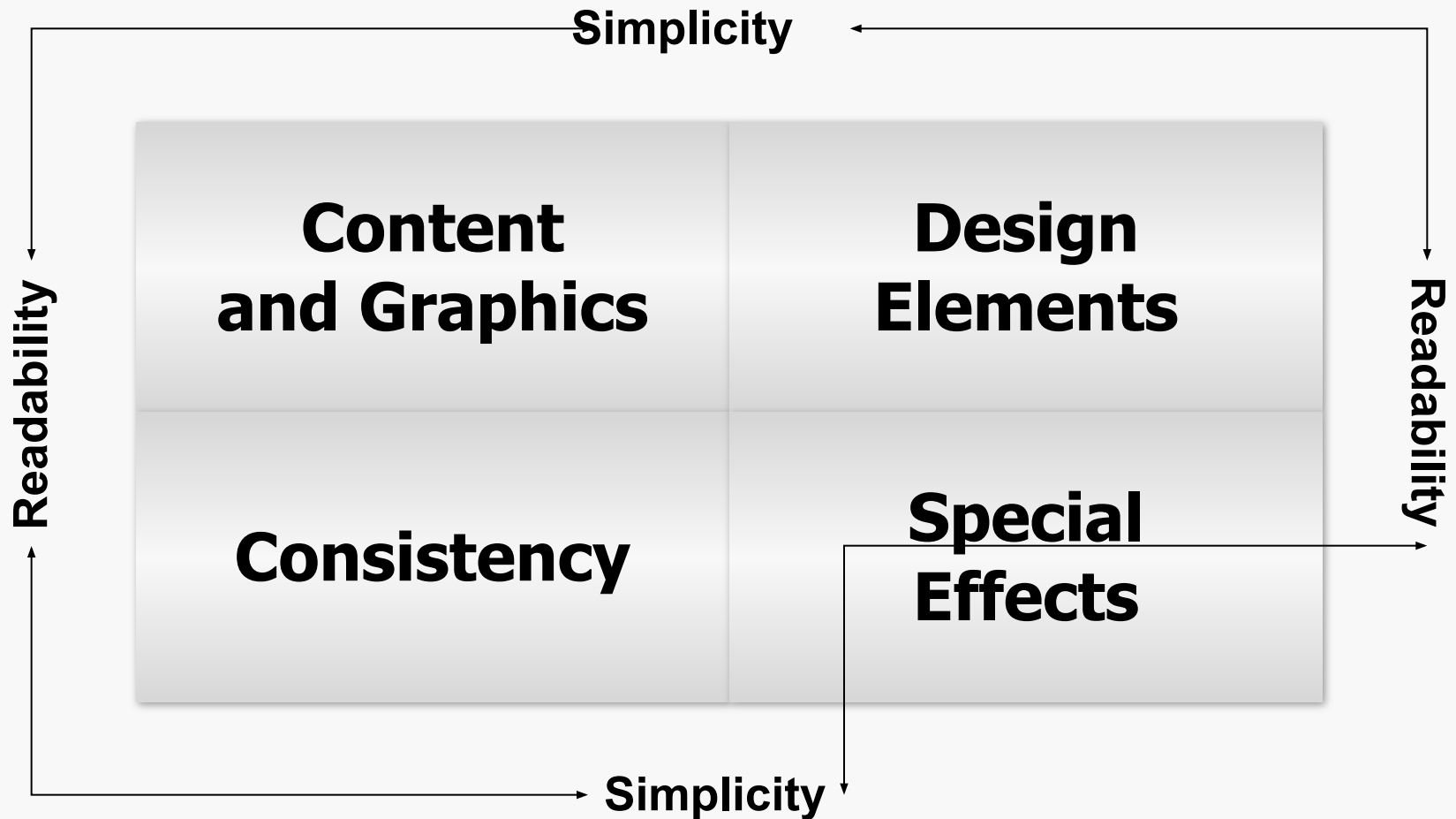
Choosing a Color Scheme

- **Stimulate emotions**

- **Recognize cultural differences**

- **Limit color selections**

- **Use contrasting colors**

- **Adjust to room light**

- **Order colors from dark to light**

•Color palette: https://color.adobe.com/create
https://coolors.co/91f9e5-76f7bf-5fdd9d-499167-3f4531

Additional Design Considerations

Background Designs

Fonts and Type Styles

Animation and Special Effects
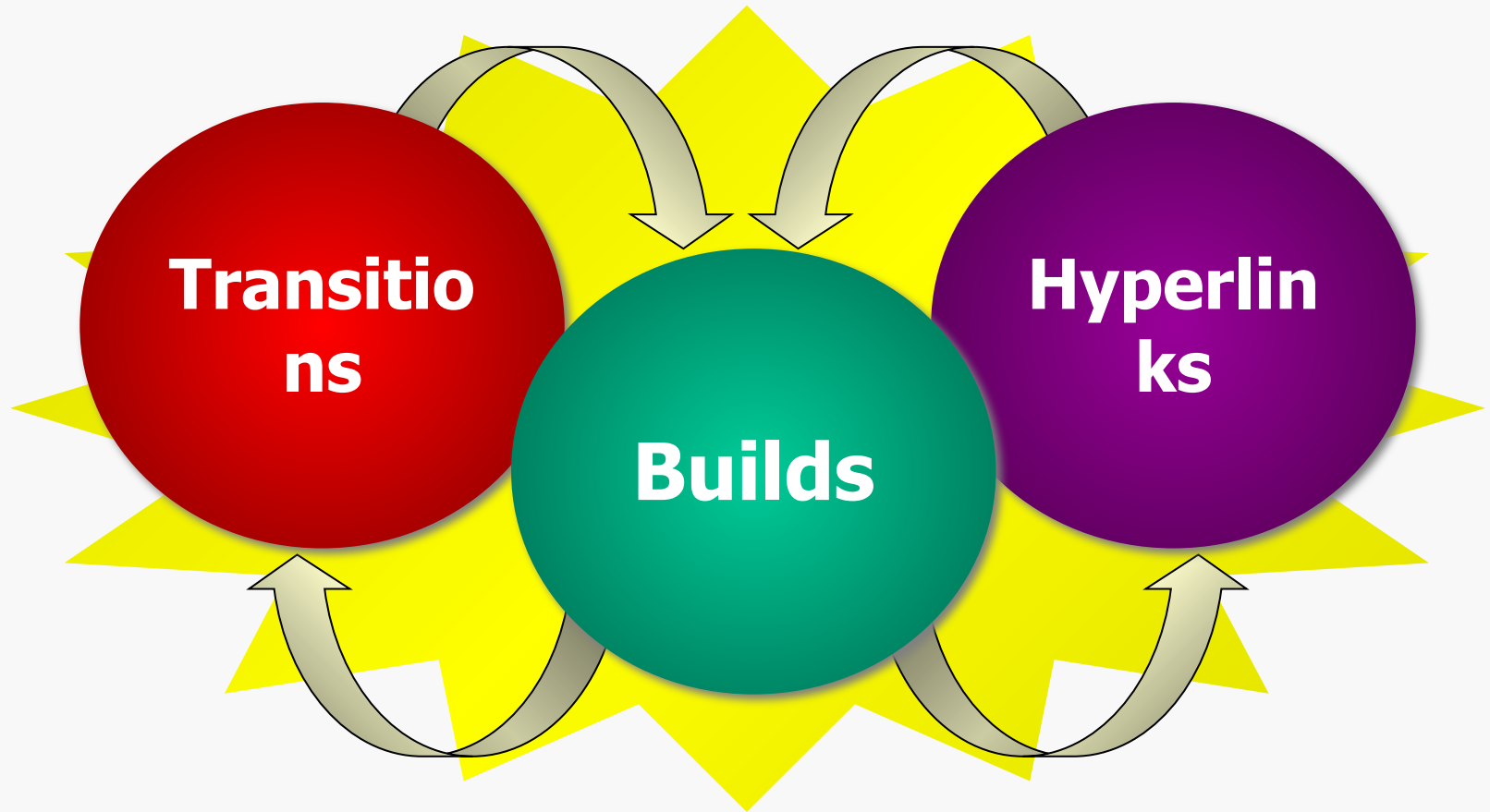
Creating Effective Handouts

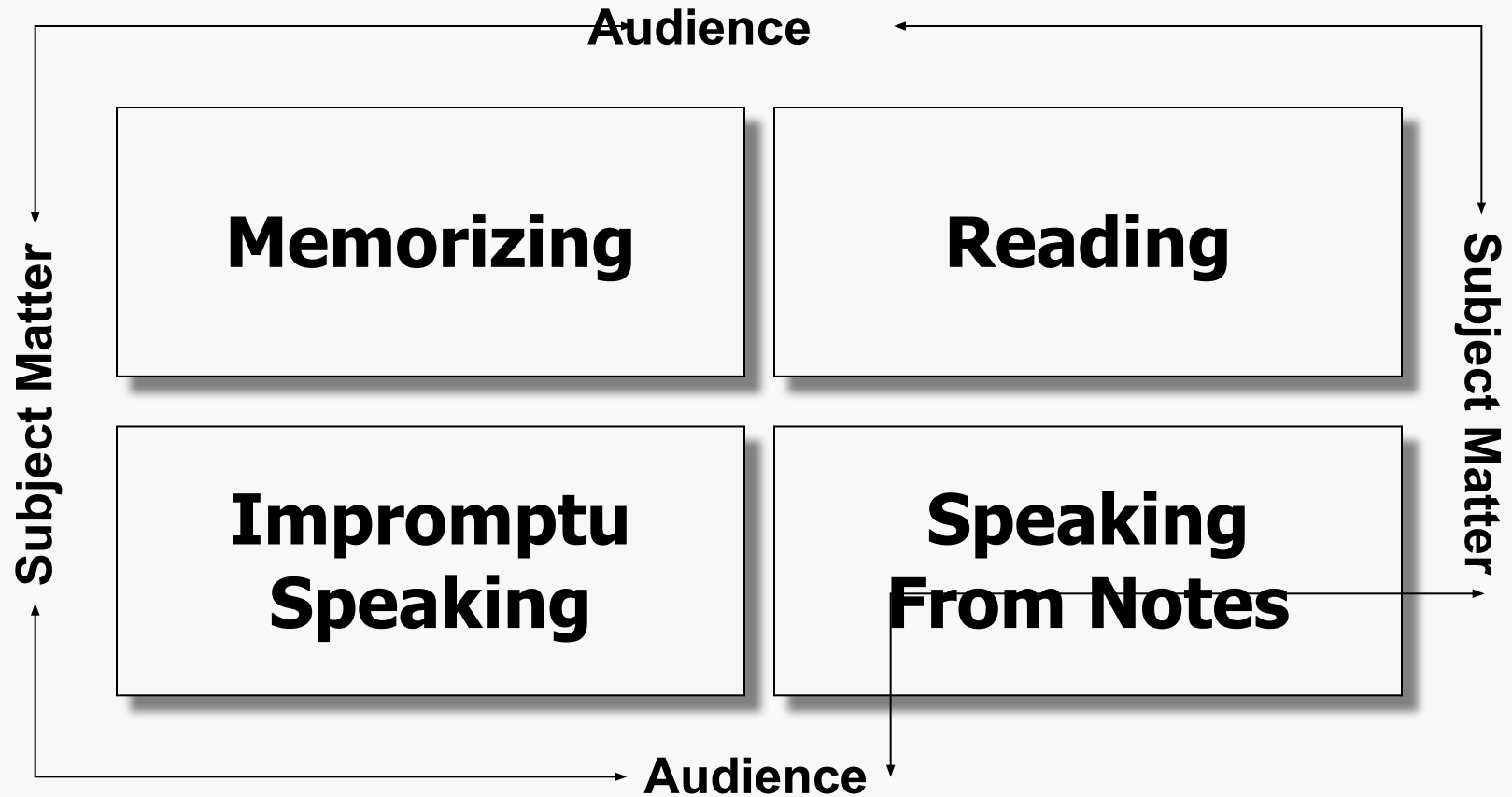|		
Charts or Diagrams	**Company Reports**	**Magazine Articles**
Copies of Slides	**Lists of Websites**	**Brochures and Pictures**

Mastering Your Delivery

Audience

Subject Matter

Subject Matter

Memorizing

Reading

Impromptu Speaking

Speaking From Notes

Audience

Preparing to Speak

Know the Material
Practice Your Delivery
Know the Location
Adapt the Content

Building Your Confidence

- Prepare Extra Material
- Rehearse
- Think Positively
- Visualize Success
- Take a few deep breaths

- Be Prepared
- Get Comfortable
- Don't Panic
- Keep Going
- Focus Outside Yourself

Appearing More Confident
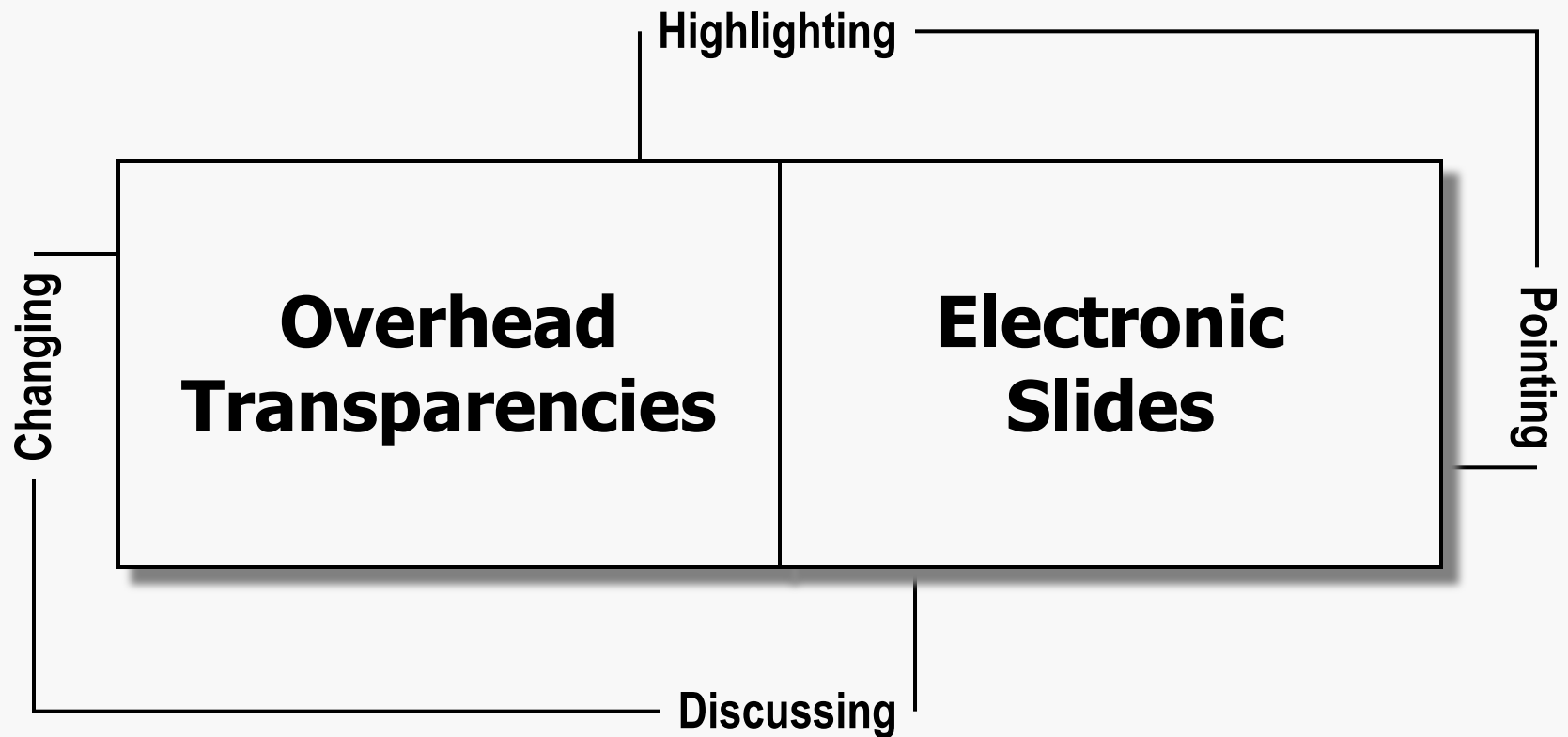
Get Control
At the Start

Maintain
Eye Contact

Watch Your
Posture

Use Appropriate
Gestures

Vary Facial
Expressions

Control Your
Tone of Voice

Presenting the Visuals

Highlighting

Changing

Overhead Transparencies

Electronic Slides

Pointing

Discussing

Answering Questions

Focus on the Questioner	**Respond Appropriately**
Control the Situation	**Maintain Self-Control**
Motivate Questions	**Conclude the Speech**

Guideline for presentation

https://www.slideshare.net/aymansadiq16/things-that-dont-matter-in-your-presentation/10-Fads_gures_DONT_evoke_emoonAC

https://www.slideshare.net/aymansadiq16/12-slides-to-pitch-your-next-big-idea-46057961?qid=fba09083-c085-4ecd-aeaa-21becb39e1ba&v=&b=&from_search=35