

Course Code: HSC102B

**Course Title: Business
Communication and Presentation
Skills**

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Lecture 19,20

Presentation Skills - Delivery

At the end of this lecture, students will be able to:

- Identify the nuances involved in the delivery of presentation
- Demonstrate appropriate body language while making presentation
- Practise the steps involved in delivering a presentation

Content

- Presentation – Types of delivery
- Various stages of presentation delivery
- Nuances of presentation delivery
 - Body Language and appearance
 - Managing Time
 - Vocal preparation
- Handling questions and doubts
- Collect feedback

Presentation – Types of Delivery

There are four major types of delivery:

- **Reading out** : suitable for technical or policy document. There is full control over the content but it is very monotonous
- **Memorized** : Script is memorized but there is fear of forgetting the lines. It gives an artificial feel to the presentation

Presentation – Types of delivery (Contd.)

- **Impromptu** : Unprepared and generally spontaneous speeches. May be a farewell or a topic during the presentation. It may make or break your reputation
- **Extemporaneous** : Presentation without any text or notes. It is flexible and interactive. But it may go out of control and miss critical points of the presentation

Steps to Deliver a Presentation

Introduce Yourself & Your Topic

Give them a good reason for listening

Trail the themes

Develop the theme

Summarize

Respond to questions

Various Stages of Presentation Delivery

In a presentation, **Tell them what you are going to tell them, then tell them, and in the end tell them what you told them.** A presentation is not simply a speech to a large gathering, or even to a small one. Nor is it just selling an idea to a colleague. It is a mixture of all three. The semi-formal nature of a presentation means it needs simple, but tight organization. Following stages of presentation need attention.

- **Introduce Yourself & Your Topic-** Present with the main theme, tone and style of your presentation. Generally, the shorter, and the simpler, the better.

Various Stages of Presentation Delivery (Contd.)

- **Give them a good reason for listening-** Sell the subject to them and explain why they should listen
- **Trail the themes-** Give a preview (a road map) of the journey that is about to unfold before them
- **Develop the theme-** Map has been shared with the audience, stick to the promised route. Present the points clearly, recapping on each as you progress along the route and relating one to the next by making links

Various Stages of Presentation Delivery (Contd.)

- **Summarize-** Round up by highlighting the main ideas once more and reiterating key propositions. Remind the audience why the subject is important and relevant and remind them of any action you are expecting them to take. Let the audience know, by the force of your delivery, that you have arrived together.
- **Respond to questions-** Invite questions and listen, and read between the lines. Let them know when it must stop. “We’ve probably got another five minutes.”

Nuances of Presentation Delivery

Body Language and appearance

- Dress comfortably for the occasion
- Be well groomed
- Appear confident in your attire
- Confident appearance will be an added advantage
- Keep the energy level high
- Avoid postures and movements such as putting both the hands in pockets, playing with coins and touching hair or moustache
- Be relaxed and keep a smiling face
- Maintain eye contact
- Make small steps around the audience

Nuances of Presentation Delivery (Contd.)

- Vocal preparation- Speak well to create an impression
- Presentations turn monotonous for the following reasons:
 - ❑ Lack of variations in pitch- Speak at the same pace with no variation in the pitch can be very monotonous
 - ❑ Quality of voice- Have the necessary quality in voice that packs a punch into what they are saying
 - ❑ Speed of the presentation- Cover enough material to avoid last minute rush with the presentation. This will ensure optimum speed

Handling Questions and Doubts

- The quality of the Q and A session gives an indication of how the presentation has been received
- As a presenter, never lose your temper
- Avoid long answers to short and precise questions or vice-versa
- Give a reference from the presentation or additional data while addressing the questions

Handling Questions and Doubts (Contd.)

- Great time for a presenter to gel with the audience
- Listen carefully to the questions and answer patiently
- Never be sarcastic, mock or laugh at the question or the person
- If the answer is not known, please say so upfront
- Keep in touch with the audience even after the session completes through E-mail or discussions

Collect Feedback

- While some presentations like, Soft skills will mandate you to take feedback some will not, like presentation to your colleagues on team's progress
- Participants can go online and submit the feedback
- Presenter can take the feedback on a standard feedback form as well
- An informal chat over tea can also be taken as an opportunity to ask about the general views about the presentation
- Feedback is important as it ensures improvement in the quality of the presentation as also the delivery

Managing Stage Fright

- The common symptoms are shaky legs, a chill, a tendency to grab an object tight, dry throat, and addressing people using wrong names
- It is alright to experience it, however it needs to be controlled for effective presentation
- Be prepared
- Be positive
- Memorize the starting line or the first two sentences of the presentation
- Do not rush through due to fear
- Treat presentations like conversations, wherein you are there to speak and interact

Summary

- Four major types of delivery are **Reading out, memorized, impromptu and extemporaneous**
- A presentation is not simply a speech to a large gathering, or even to a small one. Nor is it just selling an idea to a colleague. It is a mixture of all three
- Body Language and appearance and vocal preparation are the **nuances of Presentation Delivery**
- The quality of the Q and A session gives an indication of how the presentation has been received
- Feedback is important as it ensures improvement in the quality of the presentation as also the delivery

References

Books:

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All data and content provided in this presentation is taken from the reference books, internet- websites and links for informational purposes only.

THANK YOU