

Course Code: HSC102B

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

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Lecture 18

Presentation Skills - Preparation

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

- Identify the factors affecting presentation
- Discuss the advantages and challenges of presentation
- Practise the steps involved in creating an effective presentation
- Prepare an effective presentation

Introduction

A presentation is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.

It is a live mode of oral communication which has a well defined format.

Factors Affecting Presentation

Three major elements affecting presentation:

- Participants : Speaker, persons engaged in the event and the audience
- Setting : Time, location, emotional climate or environment of the speech
- Purpose : What the communicator is trying to achieve

Advantages of Presentation

- Feedback is instant
- Instantly understand the audience's reaction to the presentation
- Much discussion may take place during and after the presentation
- The speaker can connect to the audience better
- Any clarification can be sought then and there during the presentation
- Presentation guarantees more visibility to the written report

Challenges of Presentations

- Presentation seldom leaves any proof or record
- Presenter need to secure the attention of the audience which may be distracted
- Speaker may find it challenging to address a diverse group of people
- Speaker, due to their love for talking, may lose track of time, what they are delivering and what the audience reaction is

Steps to Prepare a Presentation

Plan your presentation

Understand your audience

Prepare your deliverables

Practice

Deliver

Collect feedback

Planning

Audience analysis

- Analyze the purpose of your presentation and audience
- Investigate necessary information
- Adapt your presentation to the occasion and audience
- Determine audience size and composition
- Predict the probable reaction of the audience
- Gauge the audience's level of understanding

Writing

Organizing

- Define the main idea
- Limit your scope
- Choose your approach
- Prepare your outline
- Decide on an appropriate style.

Writing Contd...

Composing

Introduction

- Arouse audience interest
- Build your credibility
- Preview your presentation

Body

- Connect your ideas
- Hold your audience's attention
- Close

Completing the Presentation

Revising

- Evaluate your content
- Strip out unneeded information
- Condense your writing

Producing

The production quality of slides play an important role in the effectiveness of the message.

- Consistency
- Balance
- Restraint
- Detail

Completing the Presentation (Contd.)

Proofread

- Read through your slides
- Review thoroughly
- Ask peers to proofread for grammar, elements, structure etc.
- Avoid loss of credibility

Handouts

Handouts provide additional information to the audience without overloading the information on slides.

Handouts can be used to share:

- Complex charts and tables
- Company reports
- Magazine articles
- Case studies
- Websites
- Copies of presentation slides

Creating Effective Handouts

- Plan simultaneously with presentation material
- Determine need-to-know and nice-to-know material
- Limit the quantity of handouts to 10 pages
- Finally , organize your handouts logically ,add a title page and bind them for a professional look

Practicing the Presentation

- **Talk to your audience; don't read**
- **Watch your language**
 - ✓ Keep it simple
 - ✓ Emphasize
 - ✓ Check the pronunciation of difficult words beforehand
- **Use your voice to communicate clearly**
 - ✓ Loud enough
 - ✓ Slowly and clearly
 - ✓ Vary voice quality (volume & pitch)
- **Use pauses**

Practicing the Presentation (Contd.)

- **Use your body to communicate**
 - ✓ Stand straight and comfortably
 - ✓ Hold your head up
 - ✓ Use hands and facial expressions
 - ✓ Don't turn your back to the audience
- **Interact with the audience:**
 - ✓ Be aware of audience reactions
 - ✓ Check if the audience is still with you
 - ✓ Be open to questions
 - ✓ Have some provocative points or questions

Essential Characteristics of a Good Presentation

- A clear structure with an introduction, discussion, and end
- Facts and figures are visually presented in tables, graphs, and charts
- Different colors are used to make the presentation attractive
- The presenter shows an understanding of the audience's needs and level of understanding ,while discussing his ideas

Essential Characteristics of a Good Presentation (Cont.)

- Questions are given serious attention and are regarded as an essential part of presentation
- Account for production time in your planning and selection process
- Never leave preparation to the last minute
- Use charts and graphs to support the presentation of numerical information

Summary

- Participants, purpose and setting are the three major factors effecting presentation
- It is important to tailor make a presentation to the audience requirement
- It is essential to be clear on the purpose of the presentation
- The settings in which one would deliver a presentation also effects the effectiveness of presentation
- Handouts are the best option to bring in complex data

References

Books:

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