

Soft Skills(BAS-105)

Unit IV

PRESENTATION AND INTERACTION SKILLS

Introduction to Oral Communication:

Speaking is a vitally important method of communication. The four language skills of listening, speaking, reading, and writing are all interconnected. Speaking is the delivery of language through the mouth. To speak, we create sounds using many parts of our body, including the lungs, vocal tract, vocal chords, tongue, teeth and lips. To improve our oral communication, we need to work on the factors like kinesics, paralinguistic, modes of delivery.

Nuances & Modes of Speech Delivery:

(A **nuance** is a small difference in sound, feeling, appearance, or **meaning**.)

To deliver content effectively through speaking skills one should be aware of four important modes of delivery of speech/presentation.

Understanding Nuances (Grading) of Delivery: - It makes presentation to hold the attention and interest of the audience. The manner of presentation of the speaker, his vocal inflections, his perfectly timed pauses, his facial expressions, and his gestures. All these are the part of an expert delivery. For a perfect presentation one thing should be in mind that having something to say is not enough; speakers must also know how to say it. There are four modes of delivery which can be used for making presentations:

Extemporaneous. Manuscript. Impromptu. Memorization

1. **Memorization:**

One of the methods of speech delivery includes reciting it from memory. In this case, the speaker writes down a complete script for what s/he wants to say and then learns it by heart. This kind of speech delivery is particularly useful when one wants to make sure that one's message is exactly on point. **Memorizing** a speech also enables speaker to be free of notes while in the spotlight.

There are many cases when memorizing a speech will come in handy in the business world. For example, learning a speech to say in front of a group of investors may be the way to go, as it's critical that the message the speaker delivers includes all of the important points about why his/her business is successful. When the stakes are high, it's useful to prepare what the speaker is going to say by writing down supporting arguments and then committing them to memory. **Memorization:** This type of delivery stands somewhere between extemporaneous and manuscript presentation. Difficult method of presentation.

Advantages: Very easy for such speakers to maintain an eye contact with the audience throughout the presentation. Speaker can easily move and make use of appropriate non-verbal communication to add extra value to the speech. Possible to finish the speech in allotted time

Disadvantages: Memorization requires too much of time. Chances of making it a dull and monotonous presentation because speakers go exactly by whatever speakers have memorized. Even their mnemonic skills fail speakers if speakers have not rehearsed adequately. No flexibility or adaptation is possible during the speech

2. Manuscript

Manuscript delivery is another method of giving a speech. This is when a speaker reads a pre-written speech word by word to an audience. It is when an already prepared script is read verbatim. The speaker makes the entire speech by referring to the printed document, or as seen on the teleprompter. This may also involve writing down a script and then reading it to their audience. In order to make the delivery interesting, it's important to not read in a monotonous voice or give the impression that you're just reciting words without any thought.

A manuscript speech can be useful when speaker has the opportunity to prepare a written address but don't have the time to memorize it. In some speaking situations, speakers may have a podium available where speakers can set their speech. At large conventions, presenters often have a teleprompter device where their speech is projected for them to read.

In manuscript presentation, material is written out and speakers are supposed to read it out aloud verbatim (word to word). Speakers are not supposed to memorize the speech and then recollect it. It's there in front of speakers to read. But, speakers should be wise enough not to attempt to read a speech until speakers have become a proficient reader

Advantages: Permanent and accurate record of whatever speakers have to say. No chance of tampering with the facts and figures. The material is organized systematically. Language gets polished

Disadvantages: Less time for making proper eye contact. No non-verbal communication with the audience. Adaptation is rather difficult. Risk in fumble over words, lose their pace, and miss punctuation marks, etc. This adds up to an uninteresting speech and loss of audience attention.

3. Impromptu

The speaker is not prepared beforehand. It may be given on any occasion, event or on any other relevant program. One may not have the chance to prepare a written speech. In these cases, one has to improvise his/her thoughts and present them eloquently. For many people, this kind of method of delivery can be nerve wracking because there is no time to prepare or rehearse. When in this situation, remember to take a deep breath and think about the main point speakers want to convey. Thank the person who invited speakers to speak and keep their address to the audience short. In business, speakers may be called to introduce yourself and say a few words about their experience at a large gathering. Giving a toast at a colleague's birthday celebration or saying a few words at a team outing are other examples where speakers may need to give an impromptu speech.

During impromptu mode, speakers have to deliver an informal speech without preparation. For example, at a formal dinner party, speaker may be invited to deliver a vote of thanks. Some useful tips for impromptu speech are:

- Don't panic and babble something in an unmethodical way.
- Support their points with whatever examples, quotes, and anecdotes speakers recall at that time.
- Be as brief as possible during their impromptu presentations

Advantages: Sounds very natural because speakers do not get enough time to make any elaborate preparation. Chance to express their thoughts irrespective of what others think or say about that particular topic. Spontaneous as speakers say what speakers feel, not what speakers ought to say

Disadvantages: The presentation lacks organized development of ideas because of the shortage of time. There is no supplementary material (no data, no statistics, no illustrations, no figures) to substantiate the speech. Chances of rambling (confusion) are very high. Various points may hang loose. There is frequent use of vocalized pauses. The presentation may turn out to be a failure if speakers have inadequate proficiency in the language speakers use.

4. Extemporaneous

Public speaking delivery styles also include a combination of the manuscript and impromptu speeches. In the extemporaneous style, the speaker prepares point-form notes for the speech and then extrapolates on them during the actual presentation. The notes help to provide the speaker with a clear line of messaging. However, because it's not a fully written speech, the speaker has the opportunity to read the room and adjust the content and tone based on the audience. This speaking style is one that is often recommended in public speaking classes. It enables speakers to speak naturally while still having an organized train of thought. Extemporaneous speeches can be used in any business setting, such as during an annual company conference, during a sales presentation, when speaking to the media, in one-on-one meetings and even in an interview setting. Extemporaneous is the far most popular and effective method. When speaking extempore speakers must prepare the notes beforehand and rehearse their presentation

Best Among Four: Among all the four modes of delivery, extemporaneous is the best because of its: Flexible nature and Effectiveness. Hence it is always better to use this mode to make the presentation lively, effective, and memorable. The impromptu speech can be tricky. Finding the right words without advanced notice may not be for every speaker. The extemporaneous speech is a perfect balance. This speech involves the speaker's use of notes and some embellishment to deliver a speech. To clear this up, a speaker who uses this method would have note cards or prompts that guide him from point to point, but he uses his own words as he goes along. What makes this different than an impromptu speech is that he has a loose guideline for his speech. He did not memorize anything; he just used cues to know where to go next.

PUBLIC SPEAKING

Public speaking (also called oratory or oration) is giving speech face to face to live audience. However, due to the evolution of public speaking, it is observed as any form of speaking (formally and informally) between an audience and the speaker. For any speaker to have confidence is must. With the clarity and fluency, he can effectively influence his audience.

Be clear about the following components:

1. **Care about Your Topic – Be passionate**
2. **Remember Your Speaking Goal – Purpose**
3. **Support Your Main Points – Content based**
4. **Tell a Story – Break boredom**
5. **Use Presentation Tools Wisely – Must have ideas about them**

6. **Use a Professional Template – Minimalistic Slide making**
7. **Practice Your Speech - Practice**
8. **Work with a Coach – Optional**
9. **Relax – Chill & take a break**
10. **Don't Worry About Mistakes – Make mistakes**
11. **Maintain a normal speech rate – For understanding purpose**
12. **Add audio-visual aids – To boost your presentation**
13. **Dress Comfortably, but Professionally – Personal Appearance**
14. **Avoid Awkward Pause Fillers**
15. **Use Gestures (But Don't Overdo)**
16. **Allow Question-Answer Session**

Confidence:

Public speaking is a great way to become known as an expert in your field and get your message in front of large crowds. But those new to public speaking know that it can be intimidating standing up in front of a group of strangers. And when the speaker appears nervous, his authority goes right out the window. That is why confidence is so important in public speaking.

Confidence in public speaking allows:

1. Focus on Helping the Audience: Confidence comes from focusing on audience, their needs, their problems and how you can help them solve them. A confident speaker knows the audience members see him as an authority and want him to be successful. His success ultimately means their success.

2. To be Clear and Concise:

Confidence allows public speakers to speak with clarity. When speakers are calm and focused, they can manage their thoughts better. Confidence also helps speakers speak slowly so they are understood and answer audience questions like a pro.

3. Create Relevant Content:

When speaker lack confidence, he/she tends to create the first kind of content. When he is filled with confidence, he may be able to create relevant content.

4. Handle Any Challenge:

It is not uncommon for speakers to have to deal with unexpected challenges before and during their presentation. This could mean tech issues, late stragglers or having a complete mind blip moment. Confident speakers take these challenges in stride. They don't panic, they handle the situation easily.

5. Be More Engaging:

Confidence breeds charisma, and charisma is something we are all attracted to. When a speaker who lacks confidence takes stage, we instantly sense it and tune out, But when a confident speaker takes the stage, we are instantly captivated and engaged. We sit forward in our seat and listen to every word she says. Confidence grabs and holds the audience's attention.

6. Build Trust:

A major benefit of public speaking is that it helps you to build trust with the audience, giving them a reason to check out your products and services further. But what happens when a speaker lacks confidence? They come across as a bit shady or having something to hide.

Confidence projects not only authority but a sense of transparency. Since you seem like you have nothing to hide, an audience is far more apt to begin to trust you and want to find out more about what you have to offer.

Clarity: Clarity in speaking is the quality of being unambiguous and easily understood. Clarity is achieved when the speaker has communicated his or her meaning to the listener. In public speaking, clarity contributes to communicative effectiveness. The speaker will not be able to achieve his communicative objective if he is not clear.

Fluency: Fluency is ability to speak smoothly and easily, for this speaker has to master on his accuracy, **speed**, expression and **comprehension**. Each part is important, but no single part is enough on its own. A fluent reader is able to coordinate all four aspects of fluency. Accuracy: Reading words correctly is a key to developing fluency.

NONVERBAL COMMUNICATION

Body Language (kinesics) Nuances,

Physical expressions include facial expressions, **body posture**, **gestures**, eye movement, touch and the use of space. **Body language** exists in both animals and humans, but this article focuses on interpretations of human **body language**. It is also known as **kinesics**.

Kinesics. The word **kinesics** comes from the root word kinesis, which means "movement," and refers to the study of hand, arm, body, and face movements. Specifically, this section will outline the use of gestures, head movements and posture, eye contact, and facial expressions as nonverbal communication.

A **nuance** is a small difference in sound, feeling, appearance, or **meaning**. We can use our eyes and facial expressions to communicate virtually every subtle **nuance** of emotion there is.

- **Physical appearance:** Personal appearance means visual of speaker which includes clothes and grooming. Perhaps the most obvious element of personal appearance, and certainly the easiest one to change. The appearance is the part of the message which the speaker wants to communicate. That is why it is important to dress-up carefully.
- **Facial expression:** Facial expression is integral when expressing emotions through the body. Combinations of eyes, eyebrow, lips, nose, and cheek movements help form different moods of an individual (example happy, sad, depressed, angry, etc.). A few studies show that facial expression and bodily expression (body language) are congruent when interpreting emotions. Behavioural experiments have also shown that recognition of facial expression is influenced by perceived bodily expression. This means that the brain processes the other's facial and bodily expressions simultaneously. Subjects in these studies showed accuracy in judging emotions based on facial expression. This is because the face and the body are normally seen together in their natural proportions and the emotional signals from the face and body are well integrated.

For example, a lack of crinkles around the eyes suggests a potentially fake smile. At one point, researchers believed that making a genuine smile was nearly impossible to do on command. When you're smiling joyfully, they crinkle. When you're faking it, they don't. If someone's trying to look happy but really isn't, speaker won't see the wrinkles. More recently, a study from North-eastern University researchers found that people could do a pretty good job of faking a Duchene smile, even when they weren't feeling especially happy.

Besides, the body language of the eye has several implications. For instance, the research approved that, the person has no control over of his pupils, and the pupils expanded when someone interested in the other person, or looking at something. "As an indicator, check a friend's pupil size when you're talking to them about something interesting, then change the subject to something less interesting and watch their pupils' contract!"

Moreover, normally our instinctive eyes need to blink, but when our emotions and feelings towards of person, subconsciously alter our blink rate, blinking more than the average 6–10 times per minute. "can be a good indicator that a person is attracted to the person they're talking to, and is for this reason used as a sign of flirting."

- **Body postures:** Emotions can also be detected through body postures. Research has shown that body postures are more accurately recognized when an emotion is compared with a different or neutral emotion. For example, a person feeling angry would portray dominance over the other, and their posture would display approach tendencies. Comparing this to a person feeling fearful: he would feel weak, submissive and his posture would display avoidance tendencies, the opposite of an angry person. Sitting or standing postures also indicate one's emotions. A person sitting till the back of his chair, leans forward with their head nodding along with the discussion implies that he is open, relaxed and generally ready to listen. On the other hand, a person who has their legs and arms crossed with the foot kicking slightly implies that they are feeling impatient and emotionally detached from the discussion. In a standing discussion, a person stands with arms akimbo with feet pointed towards the speaker could suggest that they are attentive and is interested in the conversation. However, a small difference in this posture could mean a lot.

- **Gestures:** Gestures are movements made with body parts (example hands, arms, fingers, head, legs) and they may be voluntary or involuntary. Arm gestures can be interpreted in several ways. In a discussion, when one stands, sits or even walks with folded arms, it is normally not a welcoming gesture. It could mean that they have a closed mind and are most likely unwilling to listen to the speaker's viewpoint. Another type of arm gesture also includes an arm crossed over the other, demonstrating insecurity and a lack of confidence.

According to Barbara Pease and Allan Pease, authors of The Definitive Book of Body Language, everybody does shoulder shrug. The shrug is a good example of a universal gesture that is used to show that a person doesn't understand what speakers are saying. "It's a multiple gesture that has three main parts," they continue. "Exposed palms to show nothing is being concealed in the hands, hunched shoulders to protect the throat from attack, and raised brow, which is a universal, submissive greeting."

- **Hand gestures** often signify the state of well-being of the person making them. Relaxed hands indicate confidence and self-assurance, while clenched hands may be interpreted as signs of stress or anger. If a person is wringing their hands, this demonstrates nervousness and anxiety.
- **Finger gestures** are also commonly used to exemplify one's speech as well as denote the state of well-being of the person making them. In certain cultures, pointing using one's index finger is deemed acceptable. However, pointing at a person may be viewed as aggressive in other cultures – for example, people who share Hindu beliefs consider finger pointing offensive. Instead, they point with their thumbs. Likewise, the thumbs up gesture could show "OK" or "good" in countries like the US, France and Germany. But this same gesture is insulting in other countries like Iran, Bangladesh and Thailand.
- In most cultures the **Head Nod** is used to signify 'Yes' or agreement. It's a stunted form of bowing – the person symbolically goes to bow but stops short, resulting in a nod. Bowing is a submissive gesture so the Head Nod shows we are going along with the other person's point of view. Research conducted with people

who were born deaf, dumb and blind shows that they also use this gesture to signify 'Yes', so it appears to be an inborn gesture of submission.

- **Handshakes:** Handshakes are regular greeting rituals and commonly done on meeting, greeting, offering congratulations or after the completion of an agreement. They usually indicate the level of confidence and emotion level in people. Studies have also categorized several handshake styles, e.g. the finger squeeze, the bone crusher (shaking hands too strongly), the limp fish (shaking hands too weakly), etc. Handshakes are popular in the US and are appropriate for use between men and women. However, in Muslim cultures, men may not shake hands or touch women in any way and vice versa. Likewise, in Hindu cultures, Hindu men may never shake hands with women. Instead, they greet women by placing their hands as if praying. A firm, friendly handshake has long been recommended in the business world as a way to make a good first impression, and the greeting is thought to date to ancient times as a way of showing a stranger speakers had no weapons.
- **Breathing:** -Body language related to breathing and patterns of breathing can be indicative of a person's mood and state of mind; because of this, the relationship between body language and breathing is often considered in contexts such as business meetings and presentations. Generally, deeper breathing which uses the diaphragm and abdomen more is interpreted as conveying a relaxed and confident impression; by contrast, shallow, excessively rapid breathing is often interpreted as conveying a more nervous or anxious impression.
- **Different physical movements-** Covering one's mouth suggests suppression of feeling and perhaps uncertainty. This could also mean that they are thinking hard and may be unsure of what to say next. What speakers communicate through their body language and nonverbal signals affects how others see you, how well they like and respect you, and whether or not they trust you. Unfortunately, many people send confusing or negative nonverbal signals without even knowing it. When this happens, both connection and trust are damaged.

Eye contact

- See people
- Shrink the room
- Find out how long it takes to make genuine eye contact
- Move to another person at an appropriate time
- Look for the reaction
- Keep your eyes up at the end
- Don't see here and there or left right continuously (Don't be a lighthouse or a tennis umpire)
- Respect people who are uncomfortable

Here are 10 reasons why presenters should look at people, one at a time, when addressing an audience of any size.

1. Focusing your eyes helps you concentrate. When your eyes wander, they take in random, extraneous images that are sent to your brain, slowing it down.
2. When you fail to make eye contact with your listeners, you look less authoritative, less believable, and less confident.
3. When you don't look people in the eye, they are less likely to look at you. And when they stop looking at you, they start thinking about something other than what you're saying, and when that happens, they stop listening.
4. When you look someone in the eye, he or she is more likely to look at you, more likely to listen to you, and more likely to buy you and your message.
5. When you look a person in the eye, you communicate confidence and belief in your point of view. One of the most powerful means of communicating confidence and conviction is sustained, focused eye contact.
6. Sustained, focused eye contact makes you feel more confident and act more assertively. It may feel weird at first, but when you practice, it becomes a habit that gives you power.
7. When your listeners see your eyes scanning their faces, they feel invited to engage with you. They feel encouraged to signal to you how they feel about what you're saying--with nods, frowns, or sceptical raisings of their eyebrows.

8. As a result, your listeners are transformed from passive receivers to active participants. Your monologue takes the form of a dialogue, albeit one in which you speak words while they speak with gestures and facial expressions. Your speech or presentation is suddenly a conversation.
9. However, to have a successful dialogue with your audience, you must respond to what your listeners are signalling. So, for instance, when you see scepticism, you might say, "I know it seems hard to believe, but I promise you, the investment makes sense. The data bears it out."
10. Finally, when you look someone in the eye for three to five seconds, you will naturally slow down your speech, which will make you sound more presidential. In fact, you will find that you are able to pause, which is one practice that has helped President Obama become a powerful and effective orator.

Paralinguistic:

Paralanguage is a component of Non-verbal Communication. It is not related to content or verbal message or other attribute of speaking like Pitch, Temp, etc. It includes intentional and unintentional nonverbal messages. Volume of voice, Speed of voice, Intonation, Tone, Pronunciation, Articulation, Pause, Punctuation marks. The study of role of non-verbal clues is called "Paralinguistic".

1. **Volume of voice:** It is not just; what speakers say; it is how speakers say it. When speakers whisper something, it conveys that speakers want to hide something. When speaking something aloud, speakers want it to be heard by all. Moreover, the way whisper or say things aloud conveys something. While addressing an audience, if their volume is not loud enough, it suggests lack of confidence or shyness. While talking to someone on phone their speaking loudly is suggestive of their lack of good manners and etiquette as well as irritable.
2. **Pace/Speed of voice:** The speed of voice should be such that the listener can follow everything that speakers are speaking. If speakers speak very fast, they may not connect the previous idea with the next one. Moreover, in live talk they can't even rewind. Similarly, if the speed is very slow then also it is likely that listener loses connection.
3. **Intonation:** Intonation means variation of voice or speech. It tells the listener if the message is in form of a question, statement or exclamation. The emphasis laid on a particular word in a particular manner would decide the meaning. → Stress and Intonation blend together to lend charm to English speech.
4. **Tone of voice:** The tone tells about the attitude of the speaker. The tone can be sarcastic, aggressive, critical, nervous, monotonous, disappointed, friendly, enthusiastic, vivid or persuasive.
5. **Pronunciation:** The way in which a word is pronounced. Pronunciation is the first thing that people notice during conversation. For correct pronunciation, knowledge of phonetics is essential. A person should know the difference in the pronunciation of various sounds like /e/ and /æ/, /ə/ and /u:/, etc.
6. **Articulation:** Clearly articulated message indicates competence and confidence. Speaker should speak in such a way that all the words are understood by the listener. If speakers speak sloppily or mispronounce the words, the listener easily gets distracted and sometimes meaning too changes. Articulation is the clarity in their voice.
7. **Pause:** The break a person takes while speaking and its duration is known as "Pause" in paralinguistic. Different meanings are conveyed by Pauses. A Pause can have two different functions: 1. A temporary vocal inaction: This indicates the speaker's uncertainty, hesitation, tension or uneasiness. 2. A Pause: This shows favour or disfavour, Agreement or Disagreement.
8. **Punctuation Marks:** Generally, Punctuation Marks are very helpful in written form. Appropriate use of punctuation marks brings clarity to the content and prevents confusion. Example: • Go slow, Man at work. • Go, slow man at work.

In short, Volume: – Loudness or softness of the voice. • Speed of voice: – The pace with which something is spoken. • Intonation: – Rise and Fall in voice. • Tone of voice: – Feelings added while speaking. • Pronunciation: – The manner in which a word is uttered. • Articulation: – Clarity in the voice. • Pause: – A break taken while speaking. • Punctuation Marks: – The use of conventional symbols and spacing in communication. This is all about the Paralinguistic. Thus, it would be right to say that speech quality and other paralinguistic features tell more than words speakers speak. Sometimes people don't know what they convey through their body language and wrong pronunciations, hence, convey wrong message unintentionally. Thus, they should know and understand what the component of non-verbal communication means and communicates. If they know the meaning of a non-verbal communication's components, they can even make their communication effective and understand the communication of others in a better way.

Proxemics: This is one among several subcategories in the study of nonverbal communication, including haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time). Basically, proxemics is the study of space and how we use it, how it makes us feel more or less comfortable, and how we arrange objects and ourselves in relation to space. The way people use space tells speakers a lot about them.

Spatial zones are the areas of personal space in which most people interact.

- The intimate zone is within touching distance, from actually touching to about two feet.
- The personal zone is from two to four feet.
- The social zone is four to twelve feet apart.
- The public zone is more than twelve feet.

between 4 and 12 feet; and the public **zone**, beyond 12 feet.

Different Kinds of Spaces with Distance_

1, Intimate Space • This zone starts with personal touch and extends just to 18 inches.

• The best relationship that describes it is the mother-child relationship. • Members of the family, relatives etc. fall under this zone. • Intimate space is for people who speakers are very close to. In this case, you're probably less than a foot away and speakers might even be touching the other person.

2, Personal Space • This zone stretches from 18 inches to 4 feet. • Their close friends, colleagues, peers etc. fall in this group. • It permits spontaneous and unprogrammed communications. • For Example: Talking with friends in college, informal talks and gossips.

3, Social Space - Social Space take place in this radius of 4 feet to 12 feet. In this space, relationships are more official. • People are more cautious in their movements. speakers should be smart enough to conduct it with less emotion and more planning. This is the kind of space you're probably in if you're talking to a colleague or a customer at work.

4, Public Space -This zone starts from 12 feet and may extend to 30 feet or to the range of eyesight and hearing. Events that take place in this zone are formal. The audience is free to do whatever it feels like. Public space is the space that characterizes how close we sit or stand to someone, like a public figure or public speaker. Example: if we are at an event listening to a professor give a lecture, speakers are probably about 12 - 25 feet away. Example for effective use of Proxemics: Move around the classroom to increase interaction with the students. Being closer to students allows teachers to make better eye contact and increases the opportunities for students to speak.

Chronemics - Chronemics is the study of how human beings communicate through their use of time. We attempt to control time, trying to use it more effectively. Good timing is very crucial, and speakers should rehearse a formal presentation until it is a little under line, because staying within time limits is a mark of courtesy and professionalism. Chronemics refers to a communication-based understanding of time. These understandings vary from culture to culture and person to person. In American culture they have a stricter understanding of time, meaning that if they set a work meeting for 10am, it would be extremely rude to arrive 40 minutes late, whereas in many Latin or South American countries arriving late would be quite normal, even expected. Chronemics differ from situation to situation as well as relationship to relationship. A situational example would be, even in America, it is acceptable to arrive late to a party, but not to a work meeting; a Relationship-based example would be that it is acceptable for a doctor to keep a patient waiting, but not the other way around. Chronemics are an example of nonverbal communication, because these understandings function as unstated rules that members of a society more or less follow. In other words, **Chronemics** is the study of the role of time in **communication**. It is one of several subcategories to emerge out of the study of nonverbal **communication**.

Other prominent subcategories include haptics (touch), kinesics (body movement), vocalics.

PRESENTATION STRATEGIES: PLANNING; PREPARATION; ORGANISATION; DELIVERY

Important Factors for an Effective Presentation:

1. Determine Purpose

2. Assess Your Audience

- **Size/ Number**
- **Demographics**
- **Knowledge Level**
- **Motivation**

3. Plan Space/ Location

- **Number of Seats**
- **Seating Arrangement**
- **Audio/Visual Equipment**
- **Distracters**

4. What Day and Time?

- **Any Day!**
- **Morning**

5. Content Organization

- **Determine Main Points**
- **Evidence**
- **Transitions**
- **Prepare Outline**

6. Organizational Patterns

- **Topical**
- **Chronological**
- **Problem/Solution**
- **Cause/Effect**

***Defining Purpose**

The purpose of the presentation not only decides the content and style but also affects the amount of audience interaction. For instance, when their purpose is to provide information or to analyze a situation, speaker and the audience generally interact in a limited manner. If speaker want to present the control of operations or implementation of policies and procedures or the status of work to the respective audiences; he may ask questions or offer suggestions.

On the other hand, when his purpose is to persuade people to take a particular action, or to collaborate with them in solving a problem, or making a decision, the interaction would be more.

***Analysing Audience and Locale:** All audiences have one thing in common. They are at the receiving end of their communication. They may be their friends, foes, clients, colleagues, sometimes unfamiliar faces, or a medley of all these. The nature of their audience has a direct impact on the strategy of the speaker, his devices opted for the presentation. Hence it is necessary to have some prior knowledge of the audience's characteristics as speaker should also adjust the style to accommodate cultural differences. For instance, people from a particular culture may feel uncomfortable asking questions or may not reveal their feelings through facial expressions. We communicate to inform, persuade, or entertain

***Organizing Contents:** People vary in their ability to speak confidently in public. When speaker face an audience, speaker should expect to feel a little nervous. When speaker get on the stage, take his time to arrange his notes. Begin with a smile; by doing so speakers offer them a warm welcome that helps them and speaker to relax. If speaker is still a novice, memorize the first few sentences so that speaker can move ahead easily. Arrange into three major parts 1. introduction 2 main body 3 conclusions

1. **Introduction:** The introduction comprises the porch or the opening statement, the aim, and the layout. The porch can be a question, a sincere greeting, or a starting statement. This catches the attention of their audience and prepares them to listen to the rest of their presentation. Depending upon the topic, speaker can use a question, quotation, a statement, or even an anecdote to grab the attention of the audience. For example, if speaker delivers a presentation on the topic 'The New Performance Appraisal System', speakers can begin their presentation with the question: 'What are the benefits of the newly introduced performance appraisal system?' or with the statement, 'The new performance appraisal has brought in a lot of changes.'

After the porch, state clearly and precisely the purpose of their presentation. For instance, it can be as pointed as this—'One reason brings me here today: to inform speakers about our new performance appraisal system'. End their introduction by giving an overview or road map of their presentation. A good introduction is a vehicle to lead the audience into the main body of the speech. Consider the following example: "I am here to brief speakers about the details of this appraisal system. I will start by giving a brief idea about the earlier system and then proceed to discuss the highlights of the new system". After giving a preview, make sure that speakers provide a smooth transition to the main body of the speech.

E.g. "Among the highlights, let me begin with the most important one, that is, the frequency appraisal"

2. **Main Body:** The main body, the discussion, or the text part follows the subsequent to introduction and supports their aim or specific purpose. Depending upon their topic, and their introduction, speakers can choose from any of the following patterns to organize the main body of their speech.

1. **Chronological arrange sequentially** (in the order in which the events occurred or appeared before you. The entire presentation can be arranged chronologically. This method is useful for topics like 'the profile of their institute', 'the changing face of the earth', and 'history of sports'.
2. **Categorical:** This is one of the easiest and most commonly adopted patterns for many topics. . The entire presentation can be divided into various topics and sub-topics. Arranged on the basis of subordination and coordination.
3. **Cause and effect:** speakers can adopt this method whenever there exists a cause and effect relationship. Here speakers have to illustrate and explain the causes of the situation and then focus on the effects. It is relevant for topics like 'impact of cinema on children', 'internet—boon or bane', 'smoking in children', etc.
4. **Problem-solution:** Here speaker divide the presentation into two parts. In the first part describe and analyse the cause and effect of the problem. After the analysis speakers move on to the main objective of their presentation to suggest or propose a solution to the problem. It is a very helpful and effective way for persuasive presentation. For topics like 'population explosion' this method can be used. Speakers can bolster their argument or ideas by providing examples, illustrations, statistics, testimony, analog or definition

Some tips for drafting Main body

- Resist the temptation to include too many points in the body of the speech.
- Restrict to four or five main points.
- Summarize the points as speakers go along.
- Every main point is a unit of thought, an essential part of a speech.
- Each point should be clearly stated independent of other main points.

- Plan how speakers will bridge on link points so that speakers move smoothly from one part of their presentation to the next.
- Make use of transitional expressions like therefore, because, in addition to, apart from that, on the contrary, next, etc.

3. Conclusions- Speaker can conclude the presentation by reviewing the main points. Give a signal such as to sum up, to conclude, to review. As speaker concludes, he reminds the audience briefly about the purpose of the presentation, which could be either to persuade them or to inform them. Tell them what speakers want them to do, think, or remember based on their presentation. Avoid the temptation to wrap up in haste or add something new in this part of their speech. The speaker can also conclude with a quotation

***Question Session:** Very often, presentations are followed by question period. Questions provide speaker with vital feedback about the ideas that speaker has put forth in their presentation. Preparing for questions, therefore, is as important as preparing for their presentation. How does a presenter cope with difficult questions? This is every presenter's nightmare, but one every seasoned speaker has to overcome to emerge more confident and self-assured. If a questioner tries to trip speakers up with a difficult question, maintain a polite but firm attitude. Do not reveal annoyance, but as soon as possible, divert to other members of the audience. It is also important that speakers learn how to quickly divert irrelevant questions, so as to avoid wasting everybody's time

*** Preparing an Outline:** An outline is a mechanical framework in which are fitted the bits and pieces of their presentation material. It serves as a guide to show speakers the right path for their presentation. Suppose speaker is the project leader of a team, which has taken up a project on developing a new product for the company. The speaker has to present before a committee the new product, which is going to be launched in the market. This may be a 10 minutes presentation about the facilities the product offers, its functioning, etc. The outline can be in the form of words, phrases, or sentences:

*** Visual Aids:** Spoken words are ephemeral; as soon as they come out of our mouth they evaporate into the air. A saying that 'people trust their ears less than their eyes'. Because of this limitation, speeches often need strong visual support—handouts, chalk boards, flip chart, overheads, slides, computers, charts, tables, film, etc. If a picture is simple, clear and appropriate to its purpose and audience it will deliver its message more accurately and quickly than a verbal explanation.

Planning Your Presentation

Preparing a presentation can be an overwhelming experience if you allow it to be one. The strategies and steps below are provided to help you break down what you might view as a large job into smaller, more manageable tasks.

Step 1: Analyze your audience

The first step in preparing a presentation is to learn more about the audience to whom you'll be speaking. It's a good idea to obtain some information on the backgrounds, values, and interests of your audience so that you understand what the audience members might expect from your presentation.

Step 2: Select a topic

Next, if possible select a topic that is of interest to the audience and to you. It will be much easier to deliver a presentation that the audience finds relevant, and more enjoyable to research a topic that is of interest to you.

Step 3: Define the objective of the presentation

Once you have selected a topic, write the objective of the presentation in a single concise statement. The objective needs to specify exactly what you want your audience to learn from your presentation. Base the objective and the level of the content on the amount of time you have for the presentation and the background knowledge of the audience. Use this statement to help keep you focused as you research and develop the presentation.

Preparing the Content of Your Presentation

Step 4: Prepare the body of the presentation

After defining the objective of your presentation, determine how much information you can present in the amount of time allowed. Also, use your knowledge about the audience to prepare a presentation with the right level of detail. You don't want to plan a presentation that is too basic or too advanced.

The **body** of the presentation is where you present your ideas. To present your ideas convincingly, you will need to illustrate and support them. Strategies to help you do this include the following:

- Present data and facts
- Read quotes from experts
- Relate personal experiences
- Provide vivid descriptions

And remember, as you plan the body of your presentation it's important to provide variety. Listeners may quickly become bored by lots of facts or they may tire of hearing story after story.

Step 5: Prepare the introduction and conclusion

Once you've prepared the body of the presentation, decide how you will begin and end the talk. Make sure the introduction captures the attention of your audience and the conclusion summarizes and reiterates your important points. In other words, "Tell them what you're going to tell them. Tell them. Then, tell them what you told them."

During the **opening** of your presentation, it's important to attract the audience's attention and build their interest. If you don't, listeners will turn their attention elsewhere and you'll have a difficult time getting it back. Strategies that you can use include the following:

- Make the introduction relevant to the listeners' goals, values, and needs
- Ask questions to stimulate thinking
- Share a personal experience
- Begin with a joke or humorous story
- Project a cartoon or colorful visual
- Make a stimulating or inspirational statement
- Give a unique demonstration

During the opening you want to clearly present your topic and the purpose of your presentation. Clearly articulating the topic and purpose will help the listeners focus on and easily follow your main ideas.

During the **conclusion** of your presentation, reinforce the main ideas you communicated. Remember that listeners won't remember your entire presentation, only the main ideas. By reinforcing and reviewing the main ideas, you help the audience remember them.

Practicing and Delivering

Step 6: Practice delivering the presentation

Most people spend hours preparing a presentation but very little time practicing it. When you practice your presentation, you can reduce the number of times you utter words and phrases like, "um," "well," and "you know." These habits can easily diminish a speaker's credibility. You can also fine-tune your content to be sure you make your most important points in the time allotted.

In addition to planning the content of your presentation, you need to give advanced thought to how you want to deliver it. Do you want to commit your presentation to memory, use cards to guide you, or read from a script? Or, you might want to use a combination of methods. To help you decide, read the advantages and disadvantages of the four delivery methods described below.

Speaking from Memory

A distinct advantage of speaking from memory is your ability to speak to the audience without relying on notes or a script. This allows you the flexibility to move away from the podium and to maintain eye contact with the audience. However, speaking from memory has disadvantages, too. Presentations from memory often sound rehearsed and the possibility exists that you'll forget an important point, present information that's inaccurate, or completely lose your train of thought. If you decide to deliver your presentation from memory, have notes handy to jog your memory just in case!

Speaking from Notes

Many people like to speak from notes. Typically, these notes are either on cards or paper in outline form and contain key ideas and information. If you are using an electronic presentation tool, you may be able to include your notes in the presentation itself. The benefit of delivering a presentation from notes is that you sound natural rather than rehearsed and you can still maintain relatively good eye contact with the audience. The down side is that you might not express your key ideas and thoughts as well as you may have liked had you planned your exact words in advance.

Speaking from Text

Speaking from text involves writing your speech out, word for word, then basically reading from the text. As with speaking from memory, an advantage of this method is that you plan, in advance, exactly what you're going to say and how you're going to say it. A disadvantage is that you might appear to the audience to be stiff or rehearsed. You will need to make frequent eye contact and speak with expression to maintain the audience's interest.

Using a Combination of Methods

You may find the best method to be a combination of all three. For instance, experts suggest you memorize the first and last ten minutes of your talk so that you can speak flawlessly and without notes. Notes may be suitable for segments of your presentation that you know very well, for example, relating a personal story. Finally, speaking from a text might be appropriate when you have quotes or other important points that you want to make sure you communicate accurately and completely. You can make a smooth segue to written text by saying something like: "I want to read this quote to you verbatim, to ensure that I don't distort the original intent."