

Unit 3: Technical Presentation: Strategies & Techniques

3.1 Presentation

Presentation means to put forward information and ideas before the audience in a very systematic manner and a predefined purpose with the help of visual aids.

Goal / Aim / Motive / Purpose / Objectives of Presentation

1. To Inform or Educate
2. To Persuade
3. To Motivate or Inspire
4. To Entertain

Forms/Types of Presentations:

According to the purpose presentations are classified as:

1. **Informative Presentations:** Informative presentations teach, demonstrate or instruct an audience on some topic or process such as policies and rules. These are also called 'tell' presentations.
2. **Persuasive Presentations:** Persuasive presentations are designed to induce an audience to accept a belief or action. These are also called 'sell' presentations.
3. **Motivational Presentations:** Motivational presentations are designed to reassure the audience. These are also called 'join' presentations.

On the basis of audience profile presentations can be classified as:

4. **Internal Presentations:** These presentations are made to internal audience. The audience consists of the employees or students and can be known or unknown to the presenter.
5. **External Presentations:** These presentations are made to external audience. It consists of prospective clients, vendors or partners and are generally unknown to the presenter.

Based on the time available to prepare, presentations can be categorized as:

6. **Impromptu Presentations:** These presentations are made without any planning or preparation.
7. **Planned Presentations:** The presentations are made with careful planning and preparation.

Based on the number of participants, presentations can be categorized as:

8. **Individual presentations:** An individual is responsible for preparation, research, and delivery. He rightfully takes all the credit for the final product he produced.
9. **Group presentations:** In contrast, often involve more complicated tasks and therefore require more participants to make them.

Characteristics of good presentation

1. The presentation ideas should be well adapted to the audience. Relate the presentation message/idea to the interests of the audience.
2. A good presentation should be concise and should be focused on the topic.
3. A good presentation should have the potential to convey the required information.
4. A good presentation must be planned.
5. Rehearse and practice the presentation.
6. Smile and Make Eye Contact with your Audience
7. The speaker should encourage more questions from the audience.
8. Try to use 10-30 Slides in Slideshows.
9. Tell Stories.
10. Use your Voice Effectively.
11. Summarize the presentation at the end.
12. The speaker must have a presentable appearance while giving a presentation.
13. Try to gain and maintain audience interest by using positive quotes, humour, or remarkable fact.

3.2 Interpersonal Communication

- Interpersonal communication refers to the sharing of information among people.
- This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.
- Interaction among friends and interaction with sales executives are examples of interpersonal communication.

Characteristics of interpersonal communication

- Interpersonal communication is continuous, we constantly share or send verbal and non-verbal messages.
- Interpersonal communication is irreversible; once the exchange takes place, it can never be ignored or taken back.
- Interpersonal communication is situated; it occurs within a specific communication setting that affects how the messages are produced, interpreted, and coordinated.

3.3 Classroom Presentation

Class-room presentation is a way to building confidence among the students. They help the students to inculcate the basics for communication skills—reading, writing, listening and speaking. It helps students to share their views with their classmates and also to expand their understanding.

Methods of Classroom Presentation

1. Verbal and Non-verbal mode of communication can be used.
2. Classroom should be taken as the podium for Presentation.
3. Voice should be clear and loud.
4. Maintain right tone, pitch and also speed.
5. Appropriate facial expressions and gestures should be loud.

Presentation Skill Tips for Students

1. The main points are your backbones of your presentation.
2. Do not read from your notes.
3. Prepare cue cards with key words on them.
4. Use visual aids like slides, charts and graphs to illustrate your points.
5. Dress appropriately for your presentation.
6. Speak clearly and loud.

3.4 Mode of Presentation

Below are the four modes of presentation, or presentation Delivery Style or Nuances of delivery.

1. **Memorizing the Manuscript:** This method of presentation 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.
2. **Reading the Manuscript:** It means read out the written material aloud. This method is often used whenever a complex or technical presentation is made such as the description of some machine or the policy matters of an organization. In this, the reader and listener contact is often interrupted.
3. **Extemporaneous / Speaking from Notes:** 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.
4. **Impromptu Speaking:** The words Impromptu means done without preparation or planning. So, this is the presentation delivered without any preparation done beforehand i.e. unrehearsed delivery in speech.

3.5 Individual Conferencing

- The individual conferences are designed with a purpose. The main purpose of individual conferencing is to help an individual achieve his goal.
- For Students, the individual conferences are designed to help the student explore his/her goals and aspirations as well as reasons that he/she may choose to achieve or underachieve in school or college.
- The skill of conferencing or oral presentations play a decisive role in enhancing the stature and influencing decisions.
- It can elevate the status of a person with bigger assignments and responsibilities.

Essentials for Individual Conferencing

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

3.6 Public Speaking

- Public speaking is the process of communicating information to an audience.
- It is usually done before a large audience, like in school/college, the workplace and even in our personal lives.
- The benefits of knowing how to communicate to an audience include sharpening critical thinking and verbal/non-verbal communication skills.
- Public speaking helps to inform, influence, or entertain the listeners.
- Traditionally, public speaking was considered to be a part of the art of persuasion.

Methods or Nuances of Public Speaking

1. Memorizing the Manuscript
2. Reading the Manuscript
3. Extemporaneous / Speaking from Notes
4. Impromptu Speaking

Effective Public speaking techniques

1. Remember your speaking goal
2. Entertain the audience with stories.
3. Give Examples
4. Use Presentation tools
5. Tell the audience exactly what they are going to gain.
6. Use Gestures and maintain eye contact.
7. Do QnA.
8. Have clarity of substance
9. Connect the audience with emotion
10. Add Humour

Clarity of Substance in Public Speaking

- Clarity means clearness.
- A speaker's meaning must be immediately understandable; it must be so clear that there is practically no chance of misunderstanding.
- Many speakers despite having a complete control of what they were speaking find it very difficult to speak clearly.
- A speech may lack clarity, if the speaker :
 1. Speaks either very fast or very slow.
 2. Does not articulate the words properly.
 3. Pronounces incorrectly or does not follow the standard pronunciation.
 4. Gives wrong emphasis on words.
 5. Does not have a well-organized material.
 6. Uses too many unfamiliar words

Humour in Public Speaking

Humour is one of the key communication skills of a public speaker. Humour can be used as a powerful tool by the speaker for;

1. Injecting energy into a room
2. Grabbing the audience attention
3. Making people attentive
4. Developing interpersonal relations
5. Making speech interesting
6. Enabling the speaker to persuade as well as give delights.
7. Strengthening personal and organizational relationships.

Emotions in Public Speaking

Emotions matter when we speak. Showing emotions makes the speaker able to connect himself with his audience.

1. Helps to connect with the audience
2. Make people more receptive
3. Audience feel the heart of the speaker
4. Enthusiasm and high earnestness penetrate the heart of the audience by overwhelming and transforming them.
5. Energizes the audience
6. Keep the audience engaged

3.7 Overcoming Stage Fear

- The fear of public speaking or performance is called stage fear.
- The fear of public speaking is often called stage fear or stage fright.
- Stage fright may cause nervousness and spoil the entire presentation.

Hence, it is necessary that the speaker should learn how to overcome his stage fear. Below are certain tips to overcome stage fear:

1. Shift the focus from yourself and your fear to your true purpose—contributing something valuable to your audience.
2. Stop scaring yourself with thoughts of failures.
3. Refuse to think thoughts that create self-doubt and low confidence.
4. Practice ways to calm and relax your mind and body – such as deep breathing relaxation exercises, yoga and meditation.
5. Eat well and practice other healthy lifestyle habits. Avoid caffeine, sugar and alcohol.
6. Focus on your strength and ability to handle challenging situations.
7. Visualize your success.
8. Prepare your materials in advance and read it aloud.
9. Be self-confident. Remain warm and make eye contacts.
10. Be natural, be yourself.

3.8 Audience Analysis

- Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs.
- An audience is not just a group of individuals rather it has a collective personality of its own.
- The audience play a significant role in making a presentation successful.
- The speaker should design his presentation after a doing a proper research and analysis on audience.
- The audience can be evaluated on these given criteria: *Age Group, Location, Gender, Size of Audience, Educational background, Interest, Income, Religion.*

3.9 Retention of audience interest or Audience Participation

- It can be difficult to hold your audience's attention for the entire presentation.
- Boring presentations can make everyone to sleep.
- The following are the techniques to capture and hold your audience's attention throughout your presentation or speech.
 1. Keeping presentaion visual.
 2. Use of Bullet points in PPT.
 3. Be Confident while presenting.
 4. Tell a story.
 5. Give Examples.

6. Share a personal experience.
7. Relate to a recent event.
8. Ask questions.
9. Use Interjections.
10. State a fact that is troubling, amusing, or remarkable.
11. Add Some Humour.

3.10 Interpersonal and Impersonal

Interpersonal communication:

- Interpersonal communication is the process of exchange of information, ideas and feelings between two or more people through verbal or non-verbal methods.
- This form of communication is advantageous because direct and immediate feedback is possible. If a doubt occurs, it can be instantly clarified.

Impersonal communication:

- In this type of communication you do not personally know the person you are speaking to.
- Impersonal communication occurs when people are treated as objects and people assume superficial roles.
- Impersonal communication is based on social roles, such as communication between a sales representative and a potential customer.
- The manner of communication is informal and superficial, covering only necessary topics.
- Impersonal communication is most common in business, where a personal relationship and emotion are not required.