



IIT Madras

BSc Degree

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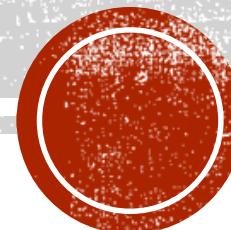
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PRESENTING EFFECTIVELY

Sruthi Ranjani





Script



Slides



Delivery



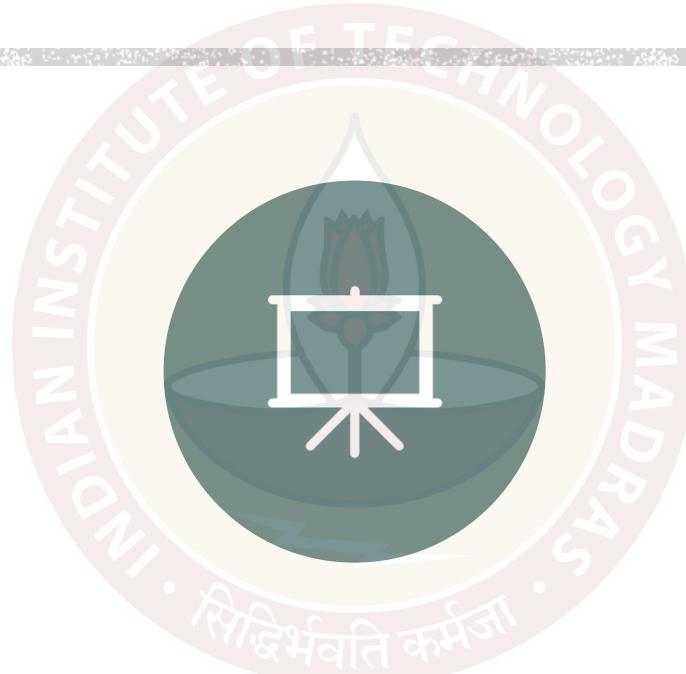
OVERVIEW



ELEMENTS OF A GOOD PRESENTATION*



MESSAGE



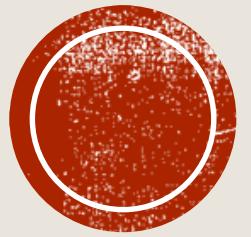
SLIDES/VISUALS



DELIVERY

*for typical 15-minute business/class/conference presentations – not public speaking.





THE MESSAGE

Crafting your script for the presentation – preparation is key!

MESSAGE

- Research, research, research
- Brainstorm + mind-map
- Find out your core message – *what is it that you want your audience to take away?*
- It's now time to outline – opening + body + conclusion
- Write a rough draft, then edit it – (CED: Critical, Essential, Desirable)
 - Keep it short! Minimalism is key.
 - For reference: 1200-1800 words for a 10-15-minute presentation.

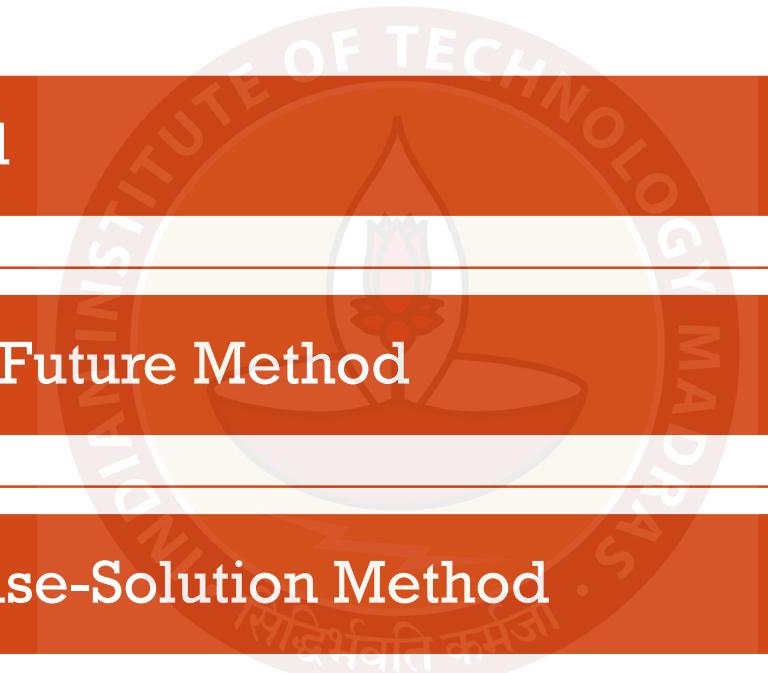
SCRIPTING STRATEGIES

The PREP Method

The Past-Present-Future Method

The Problem-Cause-Solution Method

The AIDA Method

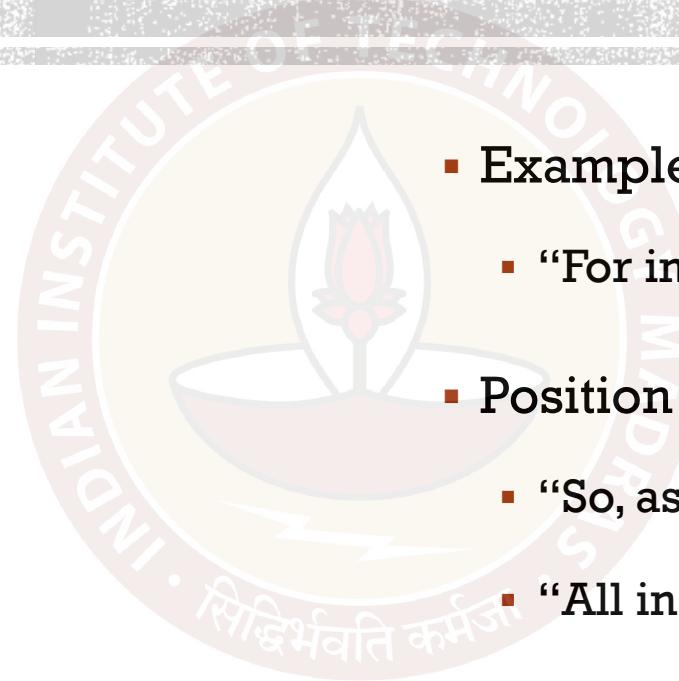


THE PREP METHOD

- The PREP Method – *Position-Reason-Example-Position*
 - State a claim – back it up – give an example – restate claim
 - Ideal for debatable topics, or topics where you want to make a point strongly
 - Say it – explain it – show it – conclude it

THE PREP METHOD

- Position
 - “I think...”
 - “I believe...”
- Reason
 - “Because...”
 - “The primary reason is...”
 - “Firstly...”
- Example
 - “For instance...”
- Position
 - “So, as I said...”
 - “All in all...”
 - “Clearly...”

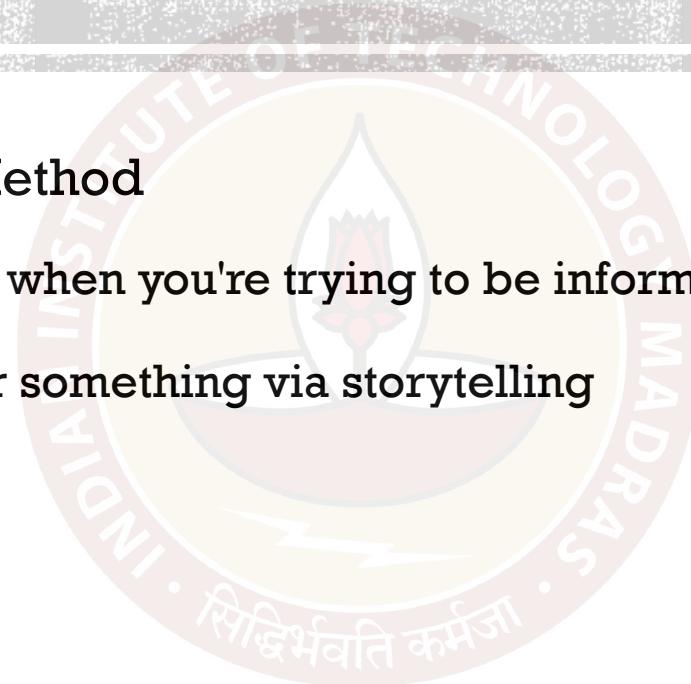


THE PREP METHOD

- Position
 - I think that germline genome editing via CRISPR should not be allowed by any government until the technology is fully developed.
- Reason
 - Firstly, at this nascent stage of development of the CRISPR tool, there are all-too-real risks of off-target effects that may destabilize generations to come.
- Example
 - For instance, Chinese scientist He Jiankui's experimental editing of the germline genes of two babies a couple of years ago was highly controversial within the scientific community because of how risky it was. We do not yet know how this incomplete procedure will affect these children in the years to come.
- Position
 - Clearly, it is an extremely editing genes that can be passed on to future human generations may have unintended consequences, and it should not be encouraged until we know what we are working with.

THE PAST-PRESENT-FUTURE METHOD

- The Past-Present-Future Method
 - Chronological order, used when you're trying to be informative + predictive
 - Ideal for making a case for something via storytelling

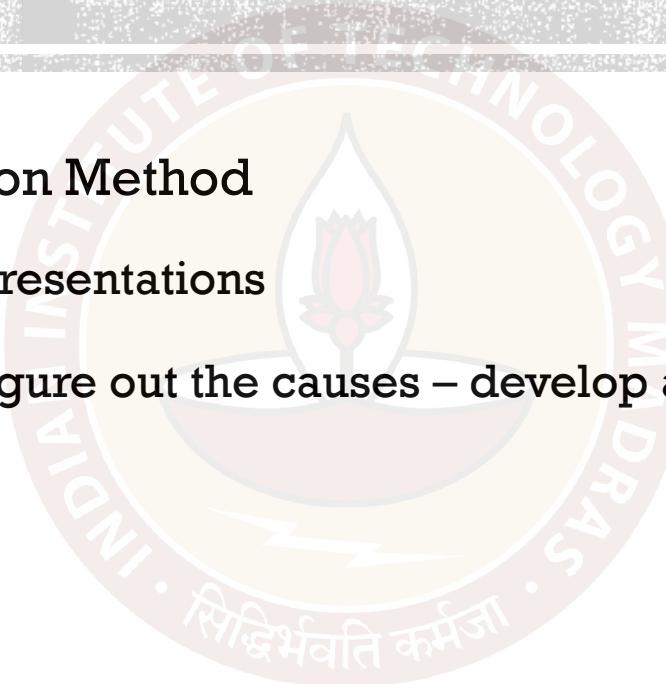


THE PAST-PRESENT-FUTURE METHOD

- *Last year, we initiated the Fast-Track Plan – we sped up the company's development efforts and rapidly increased market lines by introducing one product into the market per month.*
- *We have been able to meet this monthly goal over the past 11 months consistently. The quality of products, too, I am happy to note, is better than before, and we are receiving good feedback from customers. The only area that needs improvement is in recruitment and employee training, as we are unable to train them fast enough to join the Fast-Track Plan department.*
- *I am happy to announce that we will continue with the Fast-Track Plan for the next financial year. We will also ensure that recruitment is done faster and more efficiently, through more thoughtful outsourcing.*

THE PROBLEM-CAUSE-SOLUTION METHOD

- The Problem-Cause-Solution Method
 - Ideal for business/policy presentations
 - Recognize the problem – figure out the causes – develop a solution



THE PROBLEM-CAUSE-SOLUTION METHOD

- **Problem:**
 - *FletNix, despite its worldwide popularity and meteoric success, has failed to make a significant impact on the Indian market. We need to address this immediately, especially because India can become our biggest customer base.*
- **Causes:**
 - *The primary cause for the lack of adoption, according to the survey we conducted, was that there isn't enough local content to appeal to local audience.*
 - *Secondly, the cost of the streaming service per month is too high and is not affordable for the average Indian consumer, who can choose among many other cheaper streaming services.*
- **Solution:**
 - *Firstly, we could explore alternate pricing models – such as a much cheaper mobile plan that can later be converted to a plan that works across all devices, once trust is established.*
 - *Secondly, local content can be commissioned in collaboration with popular regional content creators (on Instagram and YouTube) across the country.*

THE AIDA METHOD

- The AIDA Method – *Attention-Interest-Desire-Action*
 - Ideal for persuasive presentations (sales pitch/product launch/ads ...or just general persuasion)



THE AIDA METHOD

- Attention:
 - *Writing's not that easy. But, Grammarly can help.*
- Interest:
 - *This sentence is grammatically correct, but it's wordy, and hard to read. It undermines the writer's message and the word choice is bland.*
- Desire:
 - *Grammarly's cutting-edge technology helps you craft compelling, understandable writing that makes an impact on your reader. Much better.*
- Action:
 - *Are you ready to give it a try? Installation is simple and free. Visit Grammarly.com today!*

