

IIT Madras

BSc Degree

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English – I (Basic English)
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Presenting Effectively

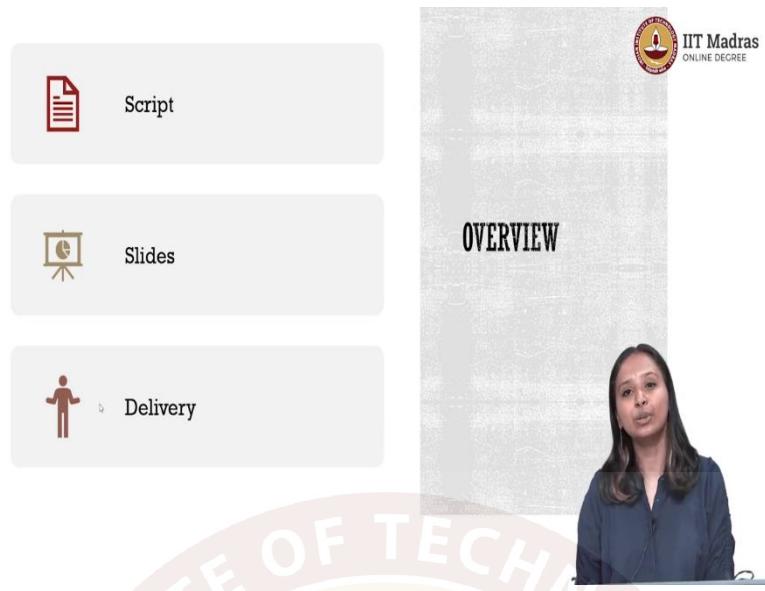
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Hello everyone, and welcome to this first session on this two-part workshop on Presenting Effectively. Presentations are something that follow us through our academic lives, through our professional lives, and arguably even our personal lives. You might be an undergraduate student looking to make an impressive presentation for your next assignment. Or you might be a researcher who is looking to present their findings in the most compelling manner possible.

Or you might be a business analyst presenting your recommendations to a client. Or you might just be the best man or a bridesmaid at your friend's reception looking to make a funny and memorable presentation. Regardless of what situation you are in. Presentations form an important part of your lives. And which is why it is important for us to learn how to present effectively.

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In this session, we will deal with how to script the content for your presentation. And in the next two sessions, we will deal with the most practical aspects of presenting effectively, which is designing good slides or visual accompaniments, and learning how to do the actual presenting, which is learning how to deliver the presentation.

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Let me begin by inviting you to think about what a good presentation entails. What do you think are the three important elements that you need to pay attention to when you are beginning crafting a presentation? Well, first, of course, is the bottom line of your presentation, the message that you want to convey through your presentation, or the main argument of the topic that you are about to present on.

And the second element are the slides are the visuals. Now, slides of visual accompaniment are not necessary for a presentation to go well. But if this aspect of your presentation is done well it can greatly enhance the experience of presenting both for you and for your audience. So, slides and visuals are also an important element of a good presentation.

Finally, of course, while the scripting, and the slide designing form one part of the whole preparation process, the actual doing of the presentation is quite daunting. And delivery is a very important aspect, good delivery, good body language, good articulation. All of these come under delivery as an aspect. Now, here is a caveat. We will deal with the typical presentations that are made within a closed route, to a fairly small audience, a small audience that is specialized. And typically, presentations are no longer than 10 to 15 minutes.

We are not particularly talking about public speaking, which is slightly less specialized, the time that is given is slightly longer, and the audience is a little bit more general. So that will form the content of a different session. Public speaking is slightly different in terms of the format it takes. But for this session, we will be talking about 10 to 15-minute class conference of business presentations. Great.

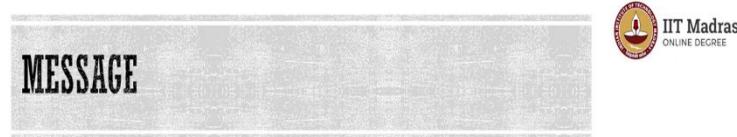
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So, let us get right into it. How does one begin crafting a script, or at least outlining a script for the presentation? Well, preparation and planning are undoubtedly key to this. A lack of preparation will immediately show in your presentation. It is just a very easy giveaway. So, it is imperative that prior research and preparation are done regardless of the topic of the

presentation. What are the things that you need to remember when we are starting off on the preparation process?

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- 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.



The first step of course, is to research, research and research to research widely and deeply and to research using reliable sources, such as journal articles, newspaper articles, books, and so on. Not necessarily blogs, or Wikipedia pages, which can be edited by anyone without a rigorous review process. So, the second step, of course, is to put down one's thoughts on a piece of paper which we call brainstorming. And then make connections among all these ideas and all the information that you have gathered so far in the form of a mind map. This is a very useful strategy that can help organize, in some sense, the different thoughts that are going around in your head.

Now, with a fair idea of the topic that you are working with, you may try to arrive at your core message. It is here that we ask ourselves, what is it that you want your audience to take away from this presentation? If you had to summarize the content of your presentation in one sentence, what would that be? So, once you know exactly what it is that you want to convey through this presentation, weaving a narrative around it or crafting a script around it becomes so much easier. And the point of your presentation will come across in a much better manner.

So, once that is done, once you know your core message, you may organize everything you have done so far in the form of an outline. Now, traditional way of structuring your content, traditional way of outlining would be to think about the opening of your presentation followed with the body, and finish it off with a conclusion this is a typical, traditional and

foolproof opening body conclusion format. Once you have outlined it, you can move on to the drafting stage. Getting started is very, very important. So once the rough draft is done, you can go on to the editing stage.

Now, editing is also equally important. Depending on how important an idea sentence or paragraph is to your overall presentation, you may choose to have it in or leave it out. And now there is a very simple way of sort of realizing which part of the presentation needs to be left in and which part of the presentation needs to be cut out depending on the time limit that you have, and a sort of acrostic that you can use when you are trying to edit the draft of your presentation script is the CED acrostic.

So, find out what is absolutely critical to your presentation, leave that in, and find out what is maybe not critical, but essential, leave that in. Maybe there is a sentence or a paragraph in your presentation that is desirable, but not necessarily contribute to the overall message that you want to convey, then maybe regardless of how beautiful that sentence or paragraph is, it would be more sensible to leave it out.

So, sensibly editing in a systematic manner is more important than trying to get it all right in the first group. So, the rough draft can be as long as you want it to be, it can just be a stream-of-consciousness, sort of thought drop, but the editing part should be done in the most systematic manner where you put the juiciest parts in and leave the rest out. Because keeping it short is very, very important. Minimalism is absolutely important in presentations; you generally do not get more than 15 minutes to present your presentation. For reference 1200 to 1800 words is what a script could be confined to for a 10 to 15-minute presentation.

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SCRIPTING STRATEGIES

- The PREP Method
- The Past-Present-Future Method
- The Problem-Cause-Solution Method
- The AIDA Method



Now, let us talk about some strategies that can be used to make this scripting or outlining process a little easier. Now, this is not an exhaustive list, and some aspects of the strategies. These methods of scripting might overlap. But it is good to know a little bit about them so that one can structure one's presentation outlines better. So here are four strategies.

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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 first strategy is the PREP method, which stands for position, reason, example, position. It is quite self-explanatory. However, the idea is that you state your claim, which should sound a lot like your core message, what is it that you want your audience to take away? And then give your reasons for taking that position? Why have you taken that position? Follow that up with a compelling example. And close it by restating your original claim. So, for instance,

and here is another way of representing the same method which is say it, explain it, show it, conclude it.

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THE PREP METHOD

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

So, when you start off by taking a position, some of the expressions that you can use, 'I think that I believe', when you are stating the reasons you can start off your sentences with 'because', 'the primary reason is', 'firstly...' and followed by reason one, secondly, followed by reason two. And then, when you are backing up your reasons with concrete evidence or examples, you can use phrases such as, 'for instance', as seen in this incident.

So, you can use phrases like that. When you are restating your position at the end of your presentation or your script, you can start off using phrases just 'so', 'as I said', 'all in all', or 'clearly'. Let us look at an example. Let us look at an example of the prep method. So that we can understand this in a more detailed manner.

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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, germline gene editing is an extremely risky process because of which future human generations may have unintended consequences, and it should not be encouraged until we know what we are working with.

So, the topic is ‘I think that germline genome editing via CRISPR should not be allowed by any government until the technology is fully developed’. That is the topic. This is a debatable topic. And as we have already discussed, already seen the PREP method is ideal for when there is a debatable topic and when there is a point that you strongly believe in and that you want to make strong.

So, here I am taking a position. ‘I think that germline genome editing via CRISPR should not be allowed by any government until the technology is fully developed’. And, I give my reason for it, which is at this massive stage of development of the CRISPR tool, there are all too real risks of off-target effects that may destabilize generations to come.

I back it up with an 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 the children who have been operated on in the years to come.

Now, that I have given the example, I go on to restate my original claim, which is clearly germline gene editing is an extremely risky process because of which future human generations may face unintended consequences, and it should not be encouraged until we know what we are working with.

So, the position is backed up by reason and evidence, followed by a restatement of the original claim. This can be a strict scripting strategy that you can use depending on the topic that you are given to present. If it is a topic that has two argumentative sides to it, then you can choose one side, find out what makes that side or that argumentative side, a pretty strong argument and make your presentation based on that starts.

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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 second method is the past, present, future method. Now, this method is ideal when you have to narrate events in a chronological order, when you are trying to be informative and predictive about certain events that have happened in the past where they have come to now and how they are going to pan out in the future, in such cases, the past, present, future method can be very, very useful.

So, for instance, if you are trying to make the case for jumping into a new market, with an untested new product that you have developed, you might begin by telling your corporate history of marketing successes, working your way up to the present, and closing with how you think that this product might see new heights, new successes in the future. So, that would be a good way of narrating the story of your product and predicting where the product will go in the future. This is if you have designed a product that has to be marketed now.

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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.



So, let us look at an example of how the past, present, and future methods can be used. And here an employee at an organization is giving an update regarding one of the initiatives that they have taken last year, and looking at how this initiative will pan out in the future. So, let us begin. Last year, we initiated the fast-track plan. ‘We sped up the company its 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 to I am happy to notice better than before and we are receiving good feedback from customers’.

Now, this is the present aspect, where the plan has reached now, what its effects have been and how it has positively affected the company. Now, there is a little bit of a negative aspect as well. The only area that needs improvement is in recruitment and employee training as we are unable to train employees fast enough to join the fast-track plan department.

So, the first point was about how the fast-track plan was conceived, how the company sped up its development efforts, and how they put this plan into motion into execution. The second point is about where the plan has taken them now, what its effects have been and what it’s maybe negative effects have been as well.

The final point is a future oriented point, I am happy to announce that we will continue with a 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 past, present, future method has been used very, very effectively here.

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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 third method, third scripting strategy is the problem-cause-solution method. Now, this structure works well for business presentations, or policy presentations, where you are making a recommendation to the government or an organization regarding how a particular task should be carried out. So, you state the problem, you recognize the problem, you state the problem. You figured out the causes of that particular problem and then state those causes. Finally, end your presentation by developing a solution and presenting the solution.

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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.*



So, let us look at an example of the problem-cause solution method as well. Suppose, and the topic here that, there is a streaming service called flattening, which has been unable to break

into the Indian market. And there has not seen sufficient success in the Indian market despite its worldwide popularity.

Now, the area manager within the FletNix company is trying to break down the reason behind this problem is, and what solutions we can think about we can develop and implement so as to solve this problem. So, imagine this is a presentation that the area Manager of FletNix is making, ‘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. So, here the problem has been stated. And why we need to solve this problem has also been stated, because India has a very big market for FletNix and FletNix needs to ensure that it can make the most of it. Then moving on to the causes, the primary cause for the lack of adoption, according to the survey we conducted was that there is not enough local content to appeal to local customers 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. So, two causes have been given two important causes that are restricting or keeping Indian consumers from adopting FletNix have been given.

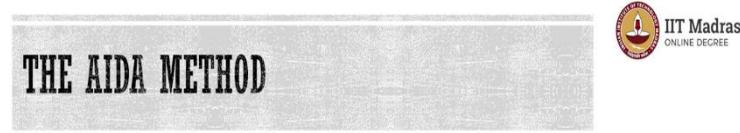
Moving on to the third part of the presentation, or the script would be the solution. Just Firstly, we could explore alternative pricing models such as a much cheaper mobile plan that can later be converted to a plan that works across all devices, once trust is established between the company and the consumer.

Secondly, local content can be commissioned in collaboration with popular regional content creators on Instagram and YouTube across the country. So those are the two solutions that the area manager is suggesting to solve the main problem of lack of adoption. So, problem cause solution method is, again, a very easy, very quiet, foolproof method of being able to structure your script for your presentation.

Well, now this format has the advantage of following the natural thought process of the business world or the academic world, which is about critical thinking and problem-solving. So, we recognize we have a problem, we figure out the causes, then we develop the solutions,

the way our brain works on a day to day basis. And that is why this method also works really well.

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So, coming to the final scripting strategy that one can use which is not as much used in writing as it is in advertisements and pitches in product launch presentations. AIDA method stands for. It is again, an acrostic, which stands for attention, interest, desire action. This works best when you are trying to persuade someone or something when you are trying to get them to say buy your product or think the way you think or believe in a position that you believe in.

So, it is a persuasive strategy, you grab the first you grab the attention of your audience, with a statistic or an anecdote, or a claim that is sufficiently surprising to you know, take them into the presentation, then then you raise your audience's interest by stating the benefits of the position that you are advocating, then slowly, you generate desire among the audience for the product that you are trying to market, in a way that makes them want to adopt the same position or buy the product that you are marketing. Then finally, conclude with a call to action, so that the audience that you are presenting to can actually act on the desire that you have generated. So, it is predominantly an advertising strategy, it is a marketing strategy, which is seen in a lot of advertisements, for instance.

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- 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!*



So, for instance, let us look at this very famous ad that we all see, whenever we are on YouTube. And this is the ad for Grammarly, which is a spell checker and grammar corrector on the internet. So, the first line of the Grammarly ad which is quite famous starts like this. “Writing is not that easy, but Grammarly can help.”

So, that is a very catchy short first sentence that draws the audience, that gets their attention at least, and pitches what Grammarly is about. And then the second part of the advertisement is and the ad goes like this, “This sentence is grammatically correct, but it is wordy and hard to read. It undermines the writer’s message and the word choice is blind.”

So, here it is building interest among the obtains. Slowly the third part of the advertisement is Grammarly is cutting-edge technology that helps you craft compelling, understandable writing that makes an impact on your reader, much better. So, the desired aspect of it comes through in this sentence, because it gives the audience an image of what they could be doing in their daily lives much better if they had this Grammarly spell checker.

And then finally the advertisement ends with a call to action. “Are you ready to give it a try? Installation is simple and free visit grammarly.com.” Today, there is a call to action interested consumers and interested audiences can go to the website and immediately download it. So, that is the example of AIDA, but we do not generally use it in simple presentations that do not require a lot of informative presentations or narrative presentations where persuasion is not the main objective. When cases where persuasion is the main objective. The AIDA method works really well.

So, the AIDA method works really well. So that is it about the scripting strategies and how one can craft a good script so that the message, the underlying message of your presentation can come across really well. In the next session, we will talk about how one can design good slides, where to look for good templates, and how one can deliver one's presentations. Well, thank you so much, and see you in the next session.

