



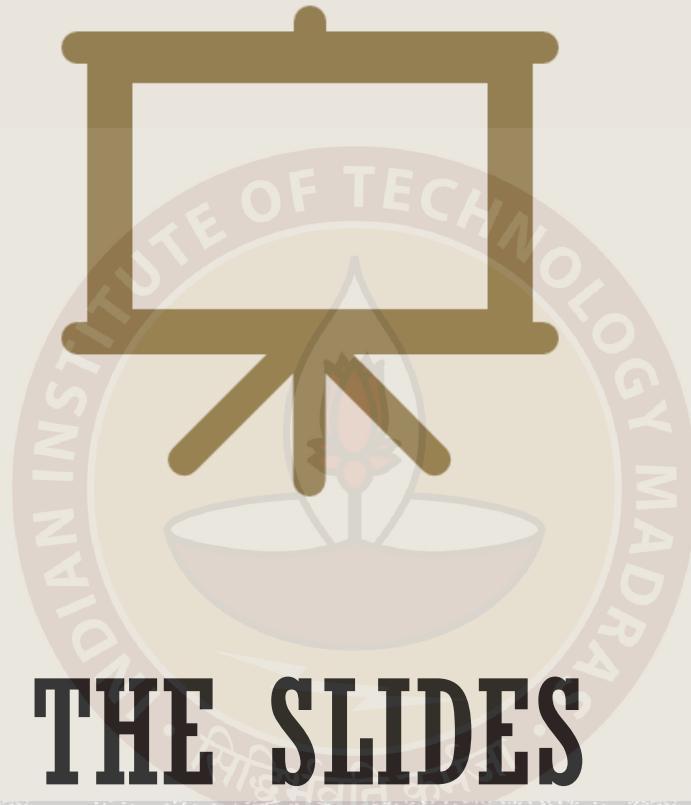
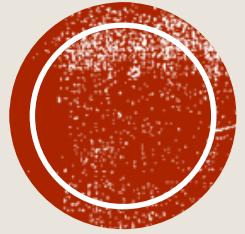
# IIT Madras

## BSc Degree

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# THE SLIDES

How does one design impactful slides? (Hint: you **don't** have to be a great designer!)

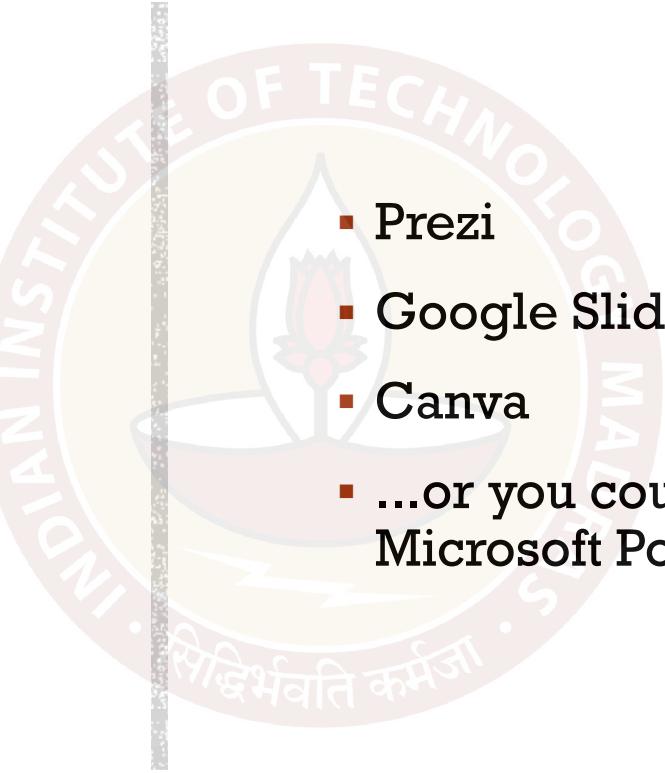
# CREATING A SLIDE DECK

Type of Slide	Need	Usage Tips
Cover Slide	Necessary	Title + image
Overview Slide	Necessary	Indicate presentation objectives
Textual Slide	As needed	Legible font, minimal text
Visual Slide	As needed	Relevant pictures
Charts and Graph	As needed	For visualizing data
Section Header Slide	As needed	When there are sections
Summary Slide	Necessary	Call for action + key message
Thank You Slide	Preferable	To indicate conclusion





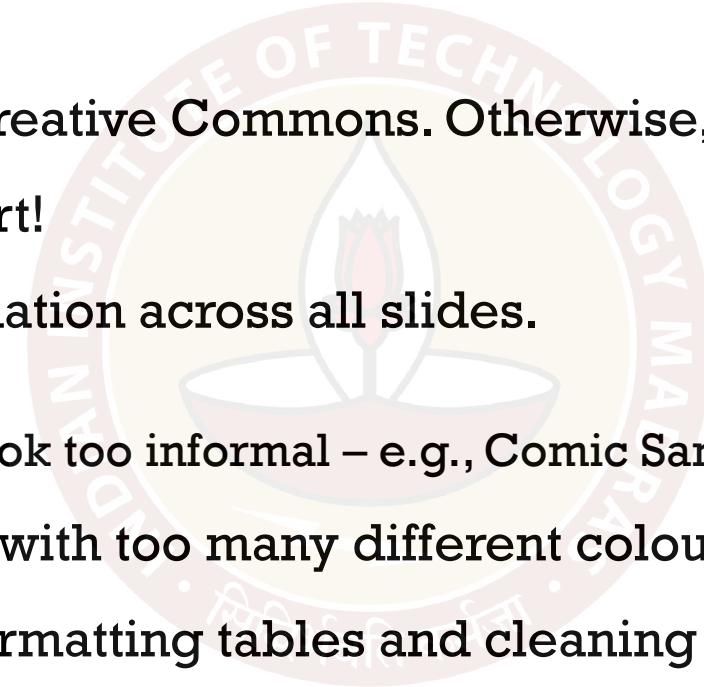
**FOR TEMPLATES...**



- Prezi
- Google Slides
- Canva
- ...or you could always simply opt for Microsoft PowerPoint.

# IMAGES AND FORMATTING

- Images – use only from Creative Commons. Otherwise, always cite.
- Use graphics and SmartArt!
- Use the same font combination across all slides.
  - Sans serif + serif
  - Try not to use fonts that look too informal – e.g., Comic Sans
- Do not splash your slides with too many different colours.
- Spend some extra time formatting tables and cleaning up text.



## Serif

Serifs are intended for a long sequence of words that exceed one line. They have little feet that guide the letters into each other so the letters appear connected, and to help the eye stay within the line of text in dense copy. Serifs possess varying line weights that help the eye identify the letter quickly.

## Sans Serif

The word "sans" means without, so sans serif means without serifs. The letterforms are bigger and bolder. Sans serif typefaces are usually used in children's books because of their simplicity. Some believe they are more difficult to read, so they are usually used in short bursts like headlines, subtitles, and captions.

## Font

Georgia

Times New Roman

Courier

Arial

**Tahoma**

Century Gothic

## Personality

formal, practical

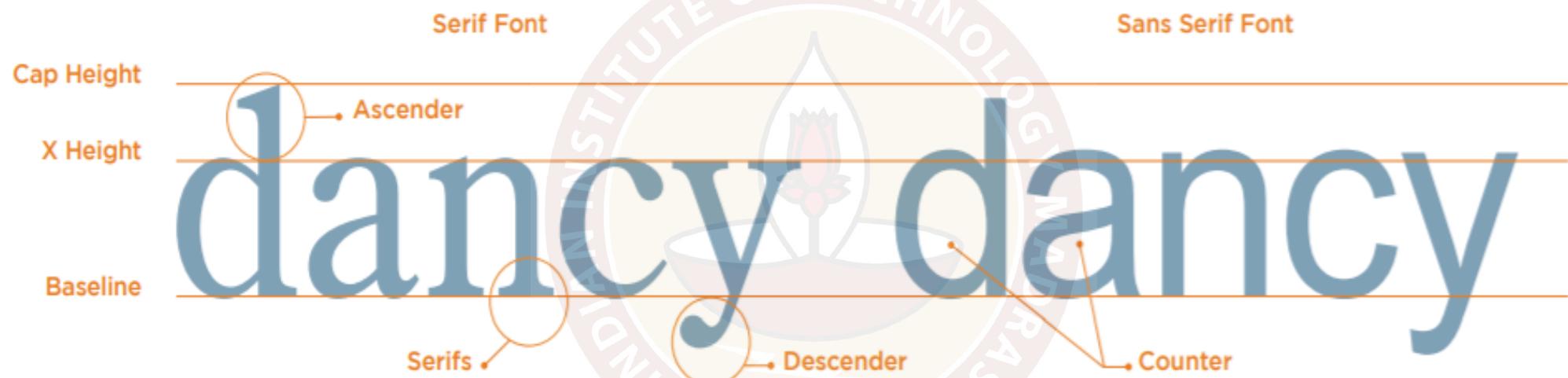
professional, traditional

plain, nerdy

stable, conformist

**young, plain**

happy, elegant



### Stock and Sales Report

Countries	Stock	Stk Value	Sales Value
Senegal	143.0	4325120.80	2722104.00
Ivory Coast	221.00	6896150.30	3744516.00
Ghana	173.0	5730348.20	4054304.16
Nigeria	225.0	6327765.00	3239815.68
Uganda	205.0	6255021.50	3295328.40
Kenya	283.00	9090922.20	4047548.40
Tanzania	174.0	5067471.60	2096884.80
Zambia	92.0	2771352.80	1445923.20
Malawi	24.00	794961.60	476976.96
Zimbabwe	14.0	449727.60	231288.48
Mozambique	85.00	2518909.55	1265728.4
South Africa	321.0	11595611.40	6502212.00

X

### Stock and Sales Report, 1<sup>st</sup> Oct

Values in \$'000					
SI	Countries	Stock (Units)	Stk Value	Avg. Monthly Sales Value	No. of Months
1	Tanzania	174	5,067	2,097	2.4
2	Kenya	283	9,091	4,048	2.2
3	Mozambique	85	2,519	1,266	2.0
4	Nigeria	225	6,328	3,240	2.0
5	Zimbabwe	14	450	231	1.9
6	Zambia	92	2,771	1,446	1.9
7	Uganda	205	6,255	3,295	1.9
8	Ivory Coast	221	6,896	3,745	1.8
9	South Africa	321	11,596	6,502	1.8
10	Malawi	24	795	477	1.7
11	Senegal	143	4,325	2,722	1.6
12	Ghana	173	5,730	4,054	1.4
<b>Total</b>		<b>1,960</b>	<b>61,823</b>	<b>33,123</b>	<b>1.9</b>

24 units Heavy Truck sales in TNZ & KEN have been postponed to October

✓

# REMEMBER . . .

1

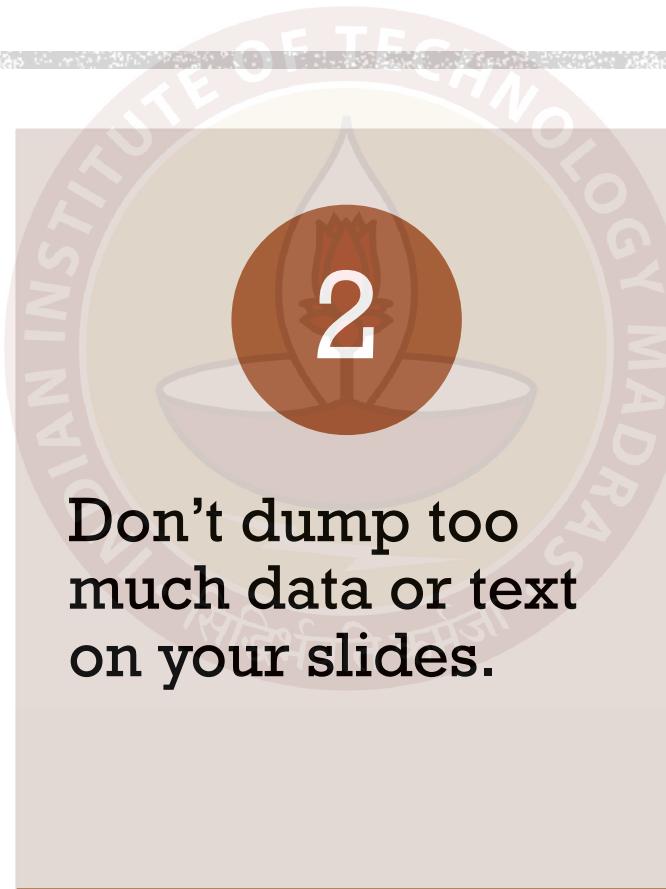
Don't rely on your slides too much.

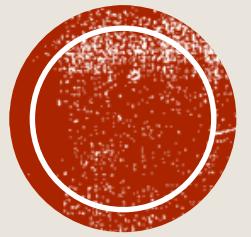
2

Don't dump too much data or text on your slides.

3

Do customize your slides/speech based on your audience's profile.





# THE DELIVERY

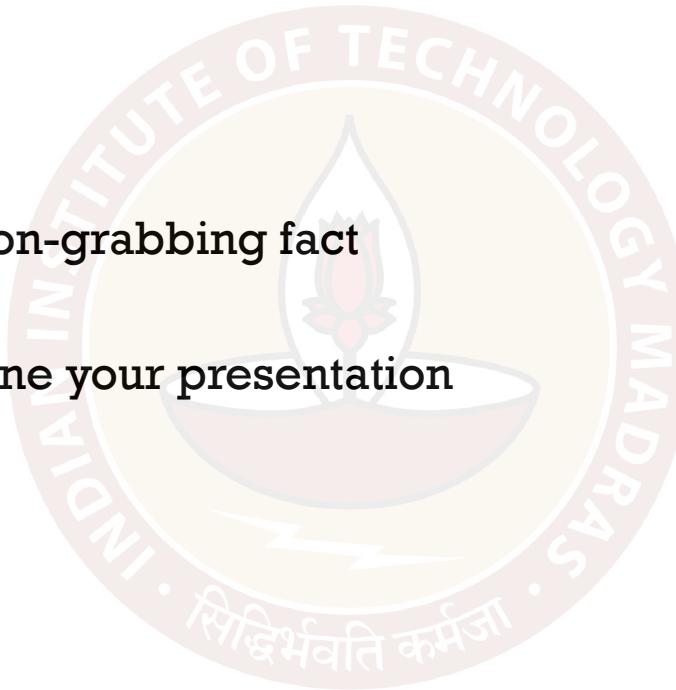
Now that your script and the slides are ready, how will you deliver it?  
(Being calm, composed, and confident does the trick)

# PRE-PRESENTATION

- Rehearse – with a friend, to the mirror, or even your pet.
- Check whether the slides and the script are in sync. Correct any mistakes on the slides.
- Have your script/outline with you. Use it if necessary.
- Go early. If it's on Zoom, figure out the technical stuff well in advance.
- Know where the cameras/audience will be. Plan to position yourself accordingly.
- Dress well – what you wear makes a ton of difference to how you present.
- Breathe, be calm. Speak slowly and clearly.
- Wrap up within time. Do **not** extend your speech.

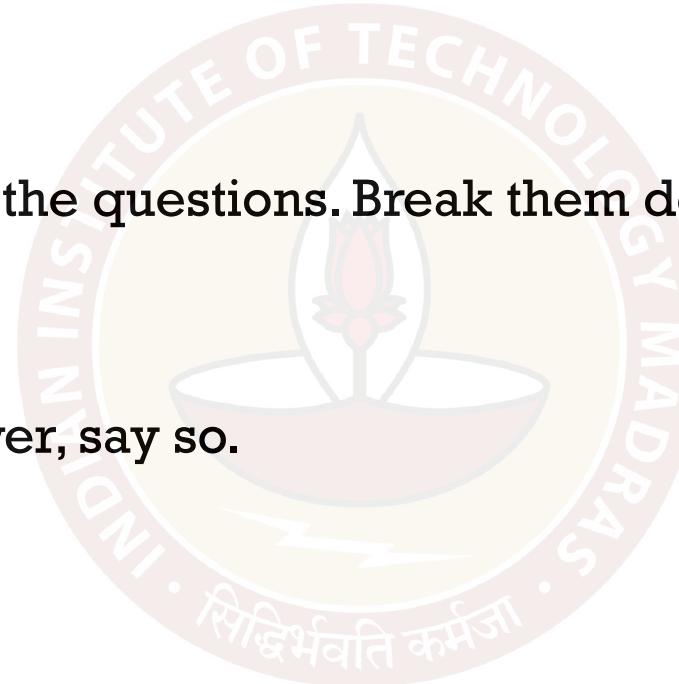
# THE OPENING AND CONCLUSION – TIPS

- **Opening:**
  - Ask a (rhetorical) question
  - State an interesting, attention-grabbing fact
  - Tell a short story/anecdote
  - State the purpose and outline your presentation
  
- **Conclusion:**
  - Summary
  - Call for action



# POST-PRESENTATION

- Ask for questions.
- Take your time to process the questions. Break them down into chunks if necessary.
- *Respond, don't react.*
- If you don't know the answer, say so.



# MAIN TAKEAWAYS



**Preparation is key.**

No one – not even the most accomplished orators – can get away with a lack of preparation.



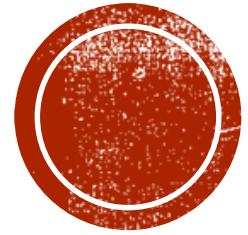
You don't have to be a great designer to create great slides.

You only need to know where to look.



**Minimalism wins.**

Crisp and clear presentations always gain a lot more interest than long-drawn out ones.



# PRESENTATIONS



How does one create and deliver effective presentations – be it in the classroom, in the workplace, or in the boardroom?

# RECAP QUIZ

1. What are the three major elements of a typical business presentation?
2. What is wrong with the slide given below? How would you correct it?

Digital Enterprise Services

- 1. **Digital Marketing:** Design and execute Digital Marketing Plan, capture leads, choose media mix and increase your ROI.
- 2. **Mobile Insights:** Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices
- 3. **Business Analytics:** Understand past performance and prescribe actions through interactive dashboards, reports and predictive analysis.
- 4. **Social Media:** Setting up social media profiles, maintaining them with relevant updates, and magnify your online reach.
- 5. **Cloud:** Cloud-based services range from on-demand IT infrastructure and security services to contact center and VoIP services.
- 6. **Modern Analytics:** Store and analyze large volumes of structured and non-structured data with optimized systems that can scale to meet demand.

@slideteam.net

# DIGITAL ENTERPRISE SERVICES

## Digital Marketing



Design and execute Digital Marketing Plan, capture leads, choose media mix and increase your ROI.

## Social Media



Setting up social media profiles, maintaining them with relevant updates, and magnify online reach.

## Mobile Insights



Keep data in the hands of your decision makers wherever they are with interactive solutions on today's mobile devices.

## Cloud



Cloud-based services range from on-demand IT infrastructure, security services to contact centre & VoIP services.

## Business Analytics



Understand past performance and prescribe actions through interactive dashboards, reports and predictive analysis.

## Modern Analytics



Store and analyze large volumes of structured and non-structured data with optimized systems that can scale to meet demand.

# RECAP QUIZ

- You are asked to give a presentation on whether working remotely is the better option for both employers and employees, going forward in the pandemic.
- Which of the following modes of writing your script will you opt for?
- A. The PREP Method
  - B. The Problem-Cause-Solution Method
  - C. The AIDA Method
  - D. The Past-Present-Future Method



# RECAP QUIZ

- You are the head of sponsorships for the annual college fest, and one of your biggest sponsors has backed out last minute and now you find yourself short of funds. Which of the following modes of presentation would you opt for, when you want to convene a meeting with your team members to resolve this?
  - A. The PREP Method
  - B. The Problem-Cause-Solution Method
  - C. The AIDA Method
  - D. The Past-Present-Future Method



# RECAP QUIZ

- You have been asked to give a presentation on the evolution of the telecommunication sector in India. Which of the following modes of presentation would you opt for?
  - A. The PREP Method
  - B. The Problem-Cause-Solution Method
  - C. The AIDA Method
  - D. The Past-Present-Future Method



# Advantages of Remote Work

- A variety of studies indicate the following results
  - Increase productivity
  - Increase profitability
  - Increase employee satisfaction and retention
  - Improve timeliness of customer service
  - Disaster preparedness benefits of a distributed work environment
  - Environmental benefits



## Most important benefits for employers of working remotely



### MORE PRODUCTIVE



77% of employees working from home are more productive

### BOOST TALENT ACQUISITION



75% of remote working as one of the best ways to retain employees.

### FEWER ABSENCES



56% of people working from home reduced their absences

### CLOSE SKILL GAPS

Reduce employee gaps in knowledge by recruiting globally



### BETTER TALENT

Not bound by geographic location

### MORE AVAILABILITY



Create a **24/7** workforce



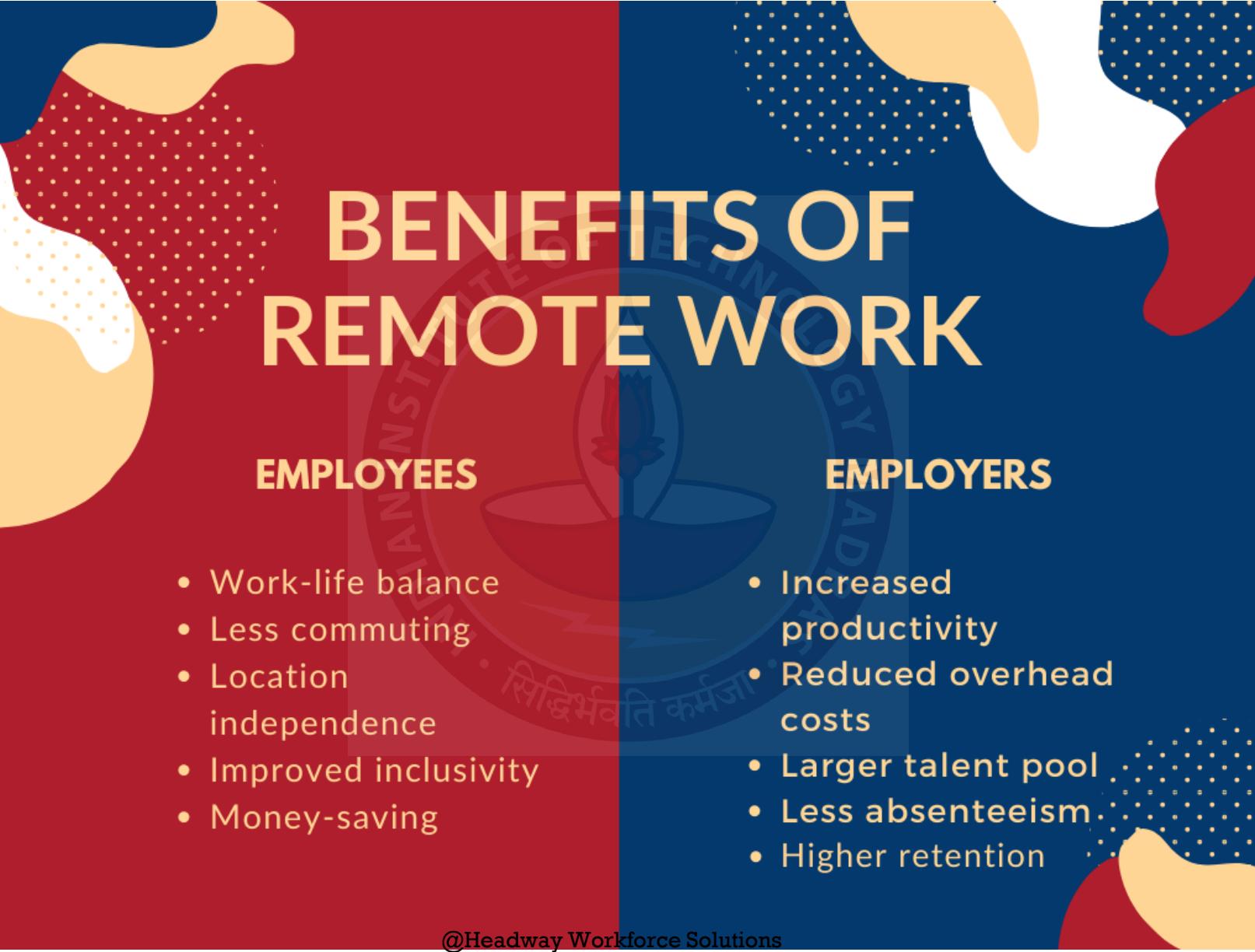
### MORE GLOBALLY FOCUSED

Gain an **international** perspective

### FEWER OPERATIONAL COSTS



No workspace related costs



# BENEFITS OF REMOTE WORK

## EMPLOYEES

- Work-life balance
- Less commuting
- Location independence
- Improved inclusivity
- Money-saving

## EMPLOYERS

- Increased productivity
- Reduced overhead costs
- Larger talent pool
- Less absenteeism
- Higher retention

@Headway Workforce Solutions

## Remote Working - The New World Order

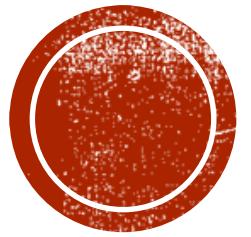


INDIVIDUAL LEVEL INDIVIDUAL

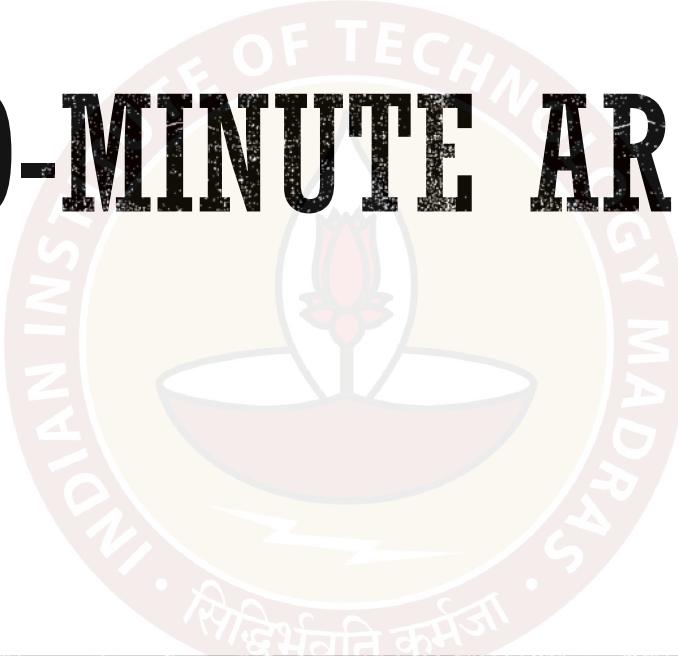


ORGANIZATIONAL LEVEL





# THE TWO-MINUTE ARGUMENTATIVE SPEECH



How does one deliver a very short presentation/paper on a debatable topic?

# THE TWO-MINUTE SPEECH (ARGUMENTATIVE)

- In this scenario, the typical slide template doesn't really work. Time is of the essence.
  - Introduction
  - Your stand on the argument – the main statement
  - Elaboration of key points introduced (or the main body – the reasons you cite to back your stand)
  - A few potential counter-arguments that can arise
  - Refutation of those counter-arguments with valid reasons and reiteration of your original argument
  - Conclusion



# SOME TWO-MINUTE DEBATE PROPOSITIONS

- Humans should extend their technological potential and colonize other planets.
- Editing human genes to enhance intelligence and appearance should be encouraged.
- Security cameras invade our privacy and should be banned.
- Cats make better pets than dogs.
- Samosas should not be eaten with ketchup; chutney is the only recommended pair.
- Living in very cold climates is preferable to living in very hot climate conditions.
- Technology is making people more stupid every day.



# ACTIVITY



You will be put into breakout rooms with two people in each room.



Take 10 minutes to know each other.

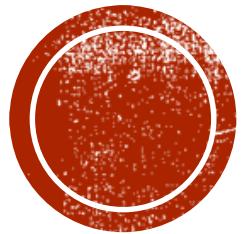
Then, make a 1-3 slide presentation about your colleague.

Focus on three main aspects of your colleague's life – e.g. academic pursuits, hobbies, personality



You will be asked to present it here in front of class in about two minutes.





# THANK YOU!



Any questions?