

Communication and Presentation Skills

Verbal Communication and Interaction

Agenda

- About and importance of Communication Skills
- Active listening
- What makes a good presentation?
- What is Presentation Skills & why is it important?
- Planning, Preparing and Practice
- Performing – vocal techniques, body language
- Problems and how to overcome them

Introduction

Whatever words we utter should be chosen with care for people will hear them and be influenced by them for good or ill – Buddha

Being able to communicate information accurately, clearly, and as intended is an essential life skill.

- "Mastering Presentation Skills"
- "Your Path to Confident Communication"

Your employer loves effective communication

- The best employers want someone with exceptional communication skills.
- Someone who knows about verbal communication.
- Someone who has fair knowledge on how to improve communications skills for benefit of the company.
- Even your promotions are based on your ability to overcome communication barriers.

Importance of effective communication

Benefits of effective communication

1. leads to the right information being shared
2. minimises conflict and confusion
3. saves resources such as time and money
4. helps establish a bond
5. leads to the intended results being achieved
6. leads to appropriate feedback being given and received
7. helps build strong relationships

Costs of poor communication

1. sends mixed messages instead of a shared understanding
2. increases risk of a negative outcome
3. leads to conflict and strained relationships
4. intended results are not achieved, or only partially achieved
5. creates stress
6. emotional reactions confuse or distract from the information being conveyed

Active listening

1. Pay attention

- face the speaker
- don't be distracted by your thoughts, feelings or biases
- don't mentally prepare a reply
- avoid being distracted by other things (for example, background activity and noise or your mobile phone)
- pay attention to the speaker's non-verbal cues (for example, their body language, tone and volume of their speech) to pick up hidden meaning

2. Show that you're listening

- combine eye contact with smiles to encourage the speaker
- keep your posture open and interested – so try not to cross your arms or legs
- try not to distract the speaker by playing with your mobile phone, fidgeting, looking at a clock or watch.
- reflect on what is being said and the non-verbal cues
 - ask questions
 - summarise the speaker's comments.

3. Keep an open mind

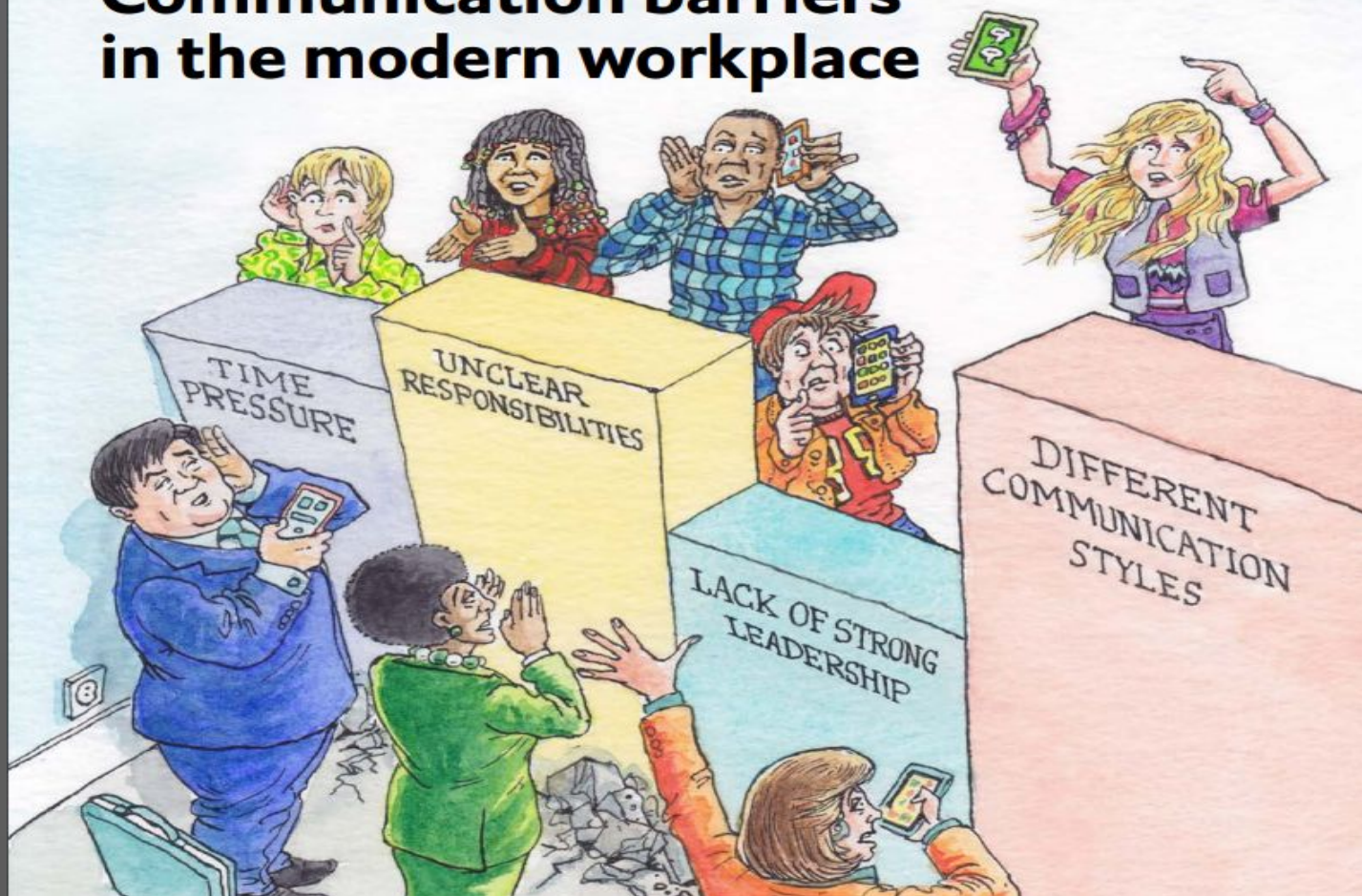
- try to think about the situation from the speaker's perspective
- allow the speaker to finish each point before asking questions
- avoid jumping to conclusions
- avoid interrupting with counter arguments
- be open and honest in your response
- give your opinions respectfully
- don't offer opinions or solutions unless asked to do so
- treat the other person in a way that you think they would want to be treated

Types of verbal communication at a workplace

- Upward communication
- Downward communication
- Horizontal communication
- Multi-directional communication



Communication barriers in the modern workplace



What are Presentation Skills?

“Presentation skills are the abilities required to convey information or ideas to an audience in a clear, engaging, and organized way.”

You'll make presentations at various times in your life:

Making speeches at
a wedding,
conference, or
another event

Explaining projects
to a team

Delivering results
and findings to
management
teams

Teaching people
specific methods or
information

Pitching a new idea
or business to
potential partners
or investors

Why Are Presentation Skills Important?

- ➔ **Academic success**
 - Better grades in presentations
 - Enhanced class participation
 - Improved group project leadership
 - More effective thesis/project defense

- ➔ **Professional development**
 - Job interview success
 - Career advancement
 - Leadership opportunities
 - Professional networking

- ➔ **Personal Benefits**
 - Increased confidence
 - Better interpersonal communication
 - Enhanced persuasion skills
 - Improved social presence

The 7 Presentation Skills

- **Clarity and Conciseness**
- **Confidence**
- **Storytelling**
- **Audience Engagement**
- **Use of Visual Aids (image, emoji, GIFs, etc...)**
- **Voice Modulation**
- **Effective Body Language (hand gestures, posture, smile)**
- **Handling Questions and Objections**

The 4 P's for Presentation Skills

- ➡ Plan
- ➡ Prepare
- ➡ Practice
- ➡ Present

Planning, Preparing and Practice

To plan, prepare and practice for a good presentation you need to know:

Who are the audience?

What will they WANT to know?

Why are they here?

How will you remember what to say?

Notes

Queue Cards

Script

Visual prompts

Nothing...

Presentation Fundamentals - The 4-Step Formula

➡ Hook (Attention Grabber)

Provocative question

Personal story

Relevant quote

➡ Context Setting

Background information

Why this matters

Relevance to audience

➡ Main Points

Clear transitions

Supporting evidence

➡ Memorable Conclusion

Circle back to opening

Key takeaway

Final impression

Types of Presentations

- **Persuasive Presentations**
- **Instructional Presentations**
 - **Lecture Presentations**
 - **Training Presentations**
- **Informative Presentations**
- **Inspirational Presentations**

Visual Design Principles

➡ The 6x6 Rule

No more than 6 words per line

No more than 6 lines per slide

Show data with Images instead of Text

➡ Color Psychology

Blue: Trust, stability

Green: Growth, harmony

Red: Energy, urgency

Yellow: Optimism, clarity

➡ Font Guidelines

Headlines: 32–44 point

Body text: 24–28 point

Sans serif for projection

Consistent throughout

Delivery Mastery

→ The 4 Zones of Space

Intimate (0-2 feet)

Personal (2-4 feet)

Social (4-12 feet)

Public (12+ feet)

→ Power Poses

Practice standing positions

Hand gestures

Movement patterns

Stage presence

→ Voice Mastery

Whisper Level: "This is confidential information..."

Conversational: "Let's discuss the main points..."

Presentation Voice: "The key benefit of this approach..."

Passionate Emphasis: "This is absolutely crucial!"

Interaction Techniques - Audience Engagement Toolkit

➡ Poll Questions Examples

"By show of hands..."

"Stand if you..."

"Move to the left if..."

"Hold up 1-5 fingers to indicate..."

➡ Discussion Starters

Level 1 (Basic):

- "What's your experience with...?"
- "How would you handle...?"

Level 2 (Analytical):

- "Compare and contrast..."
- "What might happen if...?"

Level 3 (Strategic):

- "How could we improve...?"
- "What strategy would you suggest for...?"

Handling Q&A Sessions

→ The Bridge Back Technique

Off-Topic Question:

Q: "What about the impact on traditional businesses?"

Bridge: "While traditional businesses are important, let's focus on our core topic of digital transformation..."

Complex Question:

Q: "Can you explain the technical specifications in detail?"

Bridge: "The key point about the technology is..."

→ Question Categories Practice

Create responses for:

Clarification Questions

Challenge Questions

Extension Questions

Application Questions

Top Ten Ways to Ruin a Presentation

- Use boring images
- Give them tons to read
- Use complicated graphs and tables
- Pack too much visual information onto each slide
- Choose colors that convey the wrong message
- Don't pay attention to fonts
- Change the "look" from slide to slide
- Experiment with too many slide transitions
- Use the templates that come with your presentation package
- Use tons of animations & sound effects

Quote for the day

“MAKE IT SIMPLE, BUT SIGNIFICANT”

DON DRAPER

Q&A Session





THANK YOU