
Business Communication for THE DIGITAL WORKPLACE

EAC 594

Effective Presentations

Chapter 10



EFFECTIVE PRESENTATIONS

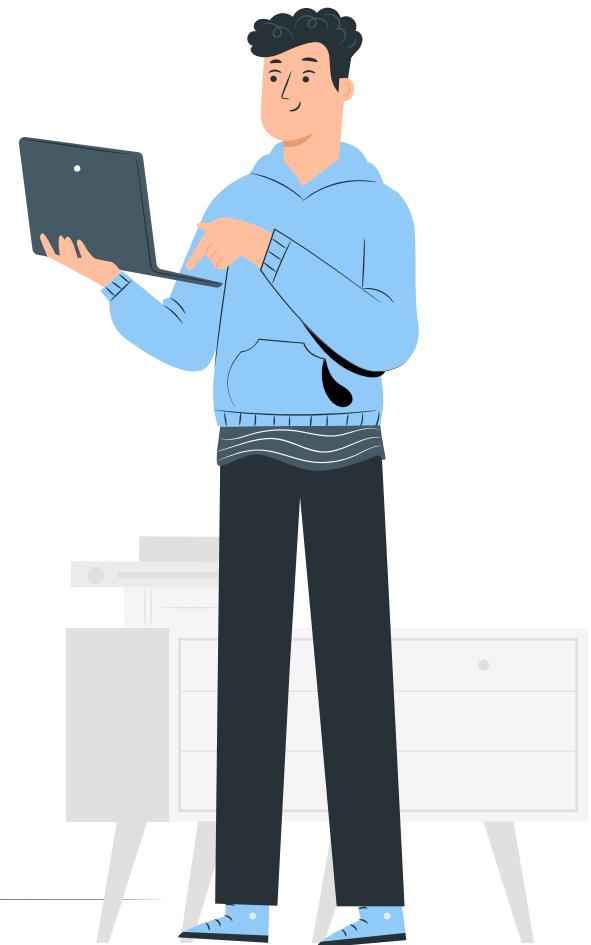
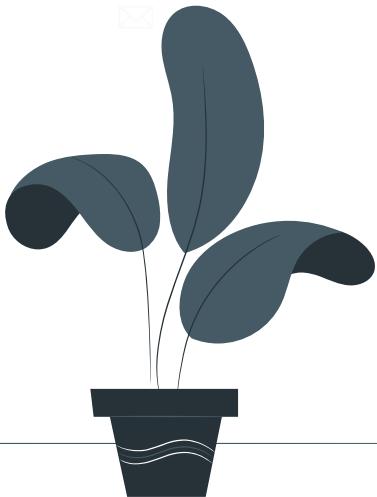
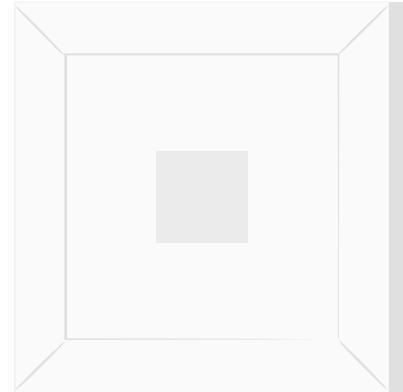
A person can have the greatest idea in the world—completely different and novel — but if that person can't convince enough other people, it doesn't matter.

GREGORY BERNS



Agenda

- Effective Oral Presentations
- Organization and Structure
 - Format
 - Delivery
- Cross-Cultural Audiences
- Multimedia Presentations





Learning Outcome 1

Recognize various types of business presentations, and discuss **two important first steps** in preparing for any of these presentations.

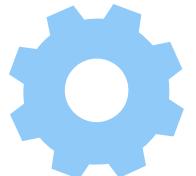


Critical Thinking



What types of business presentations do you think you have to make in your chosen career field?

- **Briefing:** concise summary of an issue, proposal, or problem
- **Report:** oral equivalent of business reports and proposals
- **Podcast:** pre-recorded audio or video clip delivered online
- **Virtual Presentation:** used when collaborating remotely
- **Webinar:** Web-based presentation, lecture, workshop, or seminar





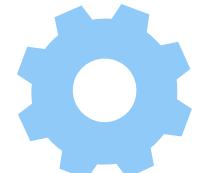
Critical Thinking



What types of business presentations do you think you have to make in your chosen career field?

6 Different Types of Presentations

- 1) Providing Information.
- 2) Teaching a Skill.
- 3) Reporting Progress.
- 4) Selling a Product or Service.
- 5) Making a Decision.
- 6) Solving a Problem.

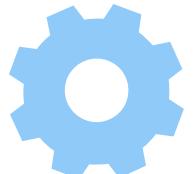




Critical Thinking



Why are most people fearful of making presentations?



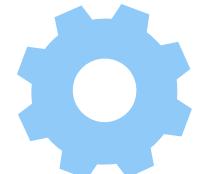


Critical Thinking



Why are most people fearful of making presentations?

1. Being judged
2. Coming off as a dummy (lacking intelligence)
3. Making a foolish mistake
4. Being criticized right then and there by someone in the audience
5. Speaking in front of professional peers
6. Forgetting what to say
7. Freezing (deer in a headlight)
8. The fear of being recorded
9. Your points being disputed
10. Not knowing the answer to a question





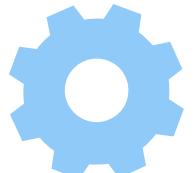
Critical Thinking



How do you think people become effective speakers?



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1. Know your purpose!



- What do you want to accomplish from the presentation?
- Decide what you want your audience to believe, remember, or do when you finish.
- Aim all parts of your talk toward your purpose

2. Know your audience!



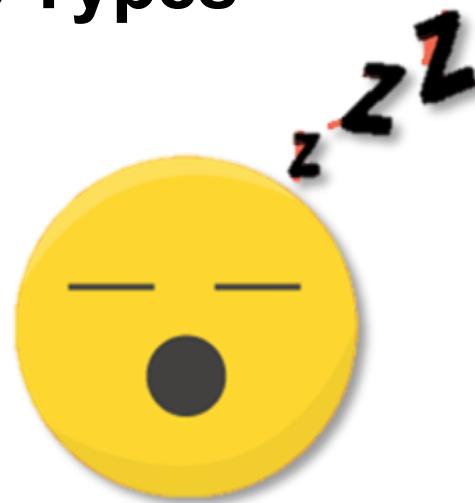
Succeeding With Four Audience Types



Friendly



Neutral



Uninterested



Hostile

2. Know your audience!



- Analyze age, gender, education, experience, knowledge, expectations, and size of audience.
 - Research the background of your audience
 - Anticipate audience reactions
- Decide what organizational pattern, delivery style, and supporting material will work best.



2. Know your audience!



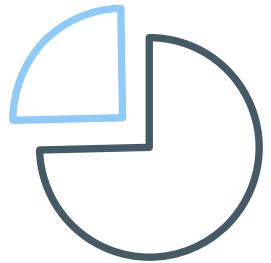
- How will this topic appeal to this audience?
- How can I relate this information to my listeners' needs?
- What would be most effective in making my point? *Facts?* *Statistics?* *Personal experiences?* *Expert opinion?* *Humor?* *Cartoons?* *Graphic illustrations?* *Demonstrations?* *Case histories?* *Analogies?*
- What measures must I take to ensure that this audience remembers my main points?



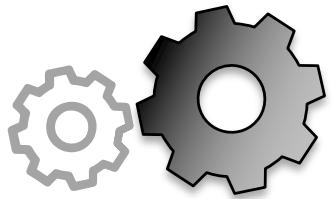
Learning Outcome 2

Explain how to **organize your business presentation**, understand contemporary visual aids, and know how to build audience rapport.



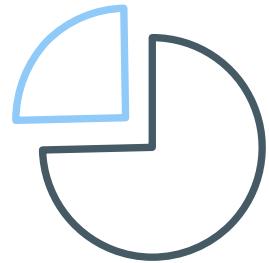


The Essence of an Effective Presentation

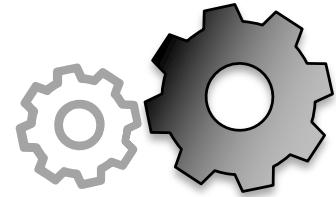


- Alice in Wonderland is an 1865 novel by English author Lewis Carroll
- It tells of a young girl named Alice, who falls through a rabbit hole
- It is a subterranean fantasy world populated by peculiar creatures having human qualities





The Essence of an Effective Presentation

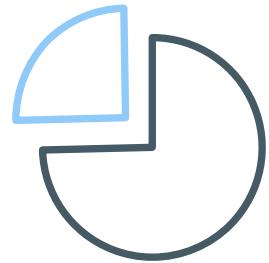


- Last Chapter – Alice's Evidence
- The White Rabbit put on his spectacles:

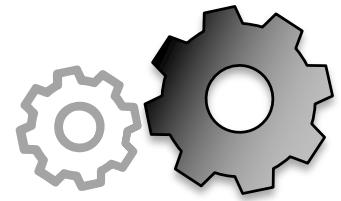
‘Where shall I begin, please your Majesty?’ he asked.

‘Begin at the beginning,’ the King said gravely, ‘and go on till you come to the end: then stop.’





The Essence of an Effective Presentation



Begin at the beginning

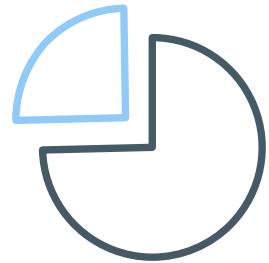
- Tell them what you are going to tell them

Go on till you come to the end:

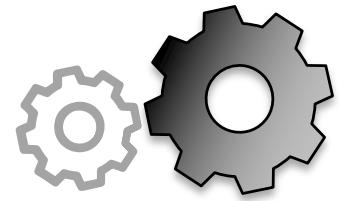
- Tell them.

Then stop

- Tell them what you have told them



Organization and Intentional Repetition



- **Tell them what you are going to tell them**
- **Tell them.**
- **Tell them what you have told them**

Organizing the Content for a Powerful Impact



- Organize the Introduction
- Organize the Body
- Organize the Conclusion



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Introduction

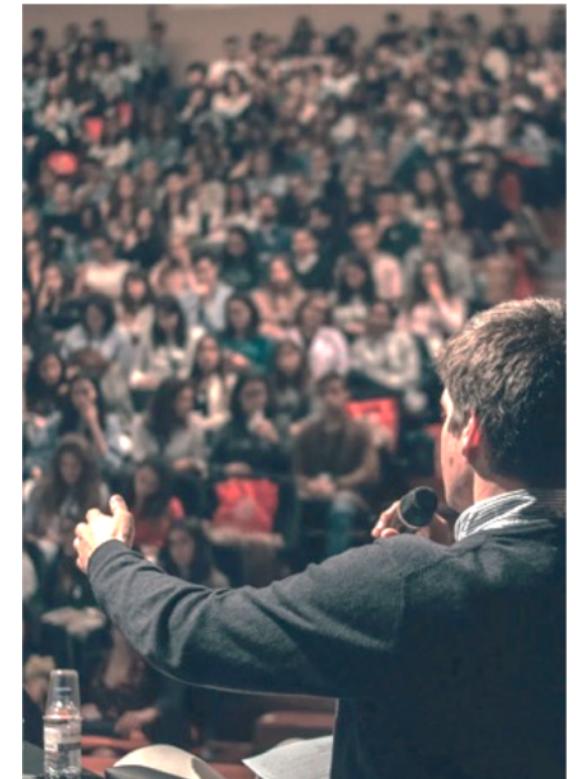


- Capture listeners' attention and get them involved.
- Establish your credibility
- Preview your main points
 - = *Tell them what you're going to tell them*

Introduction – How to Capture Attention



- **A promise**
 - “By the end of the presentation, you will be able to...”
- **Drama**
 - Tell a moving story; describe a serious problem.
- **Eye Contact**
 - Command attention at the beginning by making eye contact with as many people as possible.
- **Questions**
 - Ask for show of hands. Use rhetorical questions.

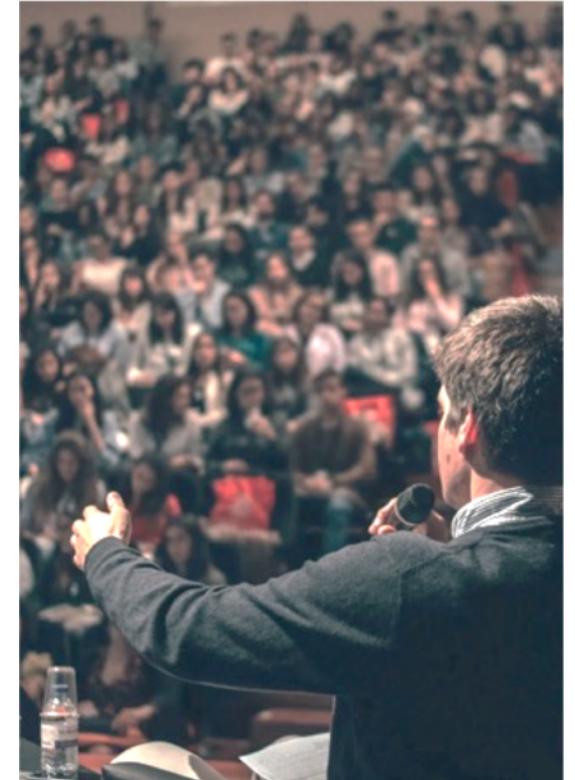


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Introduction – How to Capture Attention



- **Demonstrations**
 - Include a member of the audience.
- **Samples/Gimmicks**
 - Award prizes to participants; pass out samples.
- **Visuals**
 - Use a variety of visual aids.
- **Self-interest**
 - Tell audience what's in it for them



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Introduction – How to Build Credibility



- Describe your position, knowledge, or educational experience.
- Dress professionally and show confidence.
- Maintain eye contact.
- Try to connect with your audience.

Body – Structuring the Presentation



- **Develop two to four main points.** Streamline topic and summarize its principal parts.
- **Develop each point** with adequate explanation and details.
- **Arrange the points logically:** chronologically, from most important to least; by comparison and contrast; or by some other strategy.
- **Have extra material ready.** Be prepared with more information and visuals if needed.

Body – Structuring the Presentation



- **Chronology**
 - the arrangement of events or dates in the order of their occurrence
 - Example: Describe history of a problem, organized from first sign of trouble to present.
- **Geography/space**
 - Example: Arrange a discussion of changing **demographics** of workforce by regions, such as East Coast, West Coast, and so forth.

Body – Structuring the Presentation



- **Topic/function/conventional grouping**
 - Example: Organize a report discussing mishandled airline baggage by names of airlines.
- **Comparison/contrast (pro/con)**
 - Example: Compare organic farming methods with those of modern industrial farming.

Body – Structuring the Presentation



- **Journalism pattern**
 - Example: Explain how identity thieves can ruin your good name. Organized by *who, what, when, where, why, and how*.
- **Value/size**
 - Example: Arrange the presentation describing fluctuations in housing costs by house value groups (houses that are priced \$300 000, \$400 000, and so forth).

Body – Structuring the Presentation



- **Importance**

- Example: A report describing five reasons a company should move its headquarters to a specific city, organized from the most important reason to the least important.

- **Problem/solution**

- Example: Discuss a problem followed by possible solutions.

Body – Structuring the Presentation



- **Simple/complex**
 - Example: A report explaining genetic modification of plants such as corn, organized from simple seed production to complex gene introduction.
- **Best case/worst case**
 - Example: Analyze whether two companies should merge by presenting **best case result** (*improved market share, profitability, employee morale*) as opposed to **worst case result** (*devalued stock, lost market share, employee dissatisfaction*).

Organize the conclusion



- Summarize main themes – *Tell them what you've told them.*
- Leave audience with a specific and memorable “takeaway.”
- Include a statement that allows you to leave the podium gracefully.
- Alert the audience. Use concluding phrases such as:
 - *In conclusion...*
 - *As I end this presentation...*
 - *It's time for me to sum up...*
- Then they proceed immediately to the conclusion



Building Rapport with the Audience

- Effective Imagery
- Verbal Signposts
- Non-verbal Messages



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Building Rapport - Effective Imagery

- **Analogy (*a comparison between two things*)**
 - Product development is similar to the process of conceiving, carrying, and delivering a baby.
- **Metaphor (*implied simile*)**
 - *Window of opportunity. Tip of an iceberg. Time is money.*
- **Simile (*comparison to make a description more emphatic*)**
 - Plan A would be like throwing the pilot out of a stricken aircraft to make it lighter.



Building Rapport - Effective Imagery

- Personal anecdote
 - “I started this business in my garage . . .”
- Personalized statistics
 - Consumers paid \$28 billion for coffee last year. That means that every coffee drinker in this room spent \$364 a year on coffee.
 - Average Canadian household throw away approximately 140 kilograms of food per year – at a cost of more than \$1,100 per year!



Building Rapport - Effective Imagery

- Worst- and best-case scenarios
 - If we do nothing about our computer backup system now, **it's just a matter of time before the entire system crashes** and we lose all of our customer contact information. Can you imagine starting from scratch in building all of your customer files again? However, if we fix the system now, **we can expand our customer files and actually increase sales at the same time.**



Building Rapport - Verbal Signposts

- Previewing
 - *Now we will consider the opposite view. Next I'm going to discuss...*
- Summarizing
 - *You see, then, that the most important elements are...*
 - *Let me review the major problems I have presented...*
- Switching directions
 - *Up to this point, I have talked only about... Now let's look at....*
 - *Those are all good reasons to support the proposal. But let's also consider the negatives.*



Building Rapport - Nonverbal Messages



- **Look terrific!** First impression lasts. Appearance matters.
- **Animate your body.** Be enthusiastic and let your body show it.
- **Speak extemporaneously.** Do not read from notes or a manuscript, but speak freely. Use your presentation slides to guide your talk.



Building Rapport - Nonverbal Messages

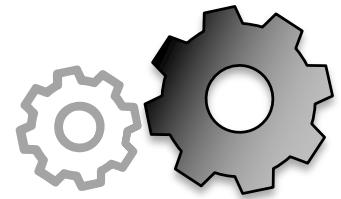


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- **Punctuate your words.** Varying your tone, volume, pitch, and pace. Use pauses
- **Get out from behind the podium**
Movement makes you look natural and comfortable.
- **Vary your facial expression.** Smile. Change your expressions to correspond with the thoughts.



Types of Visual Aids

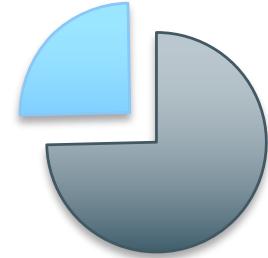


- Multimedia slides
- Handouts
- Zoom Presentations

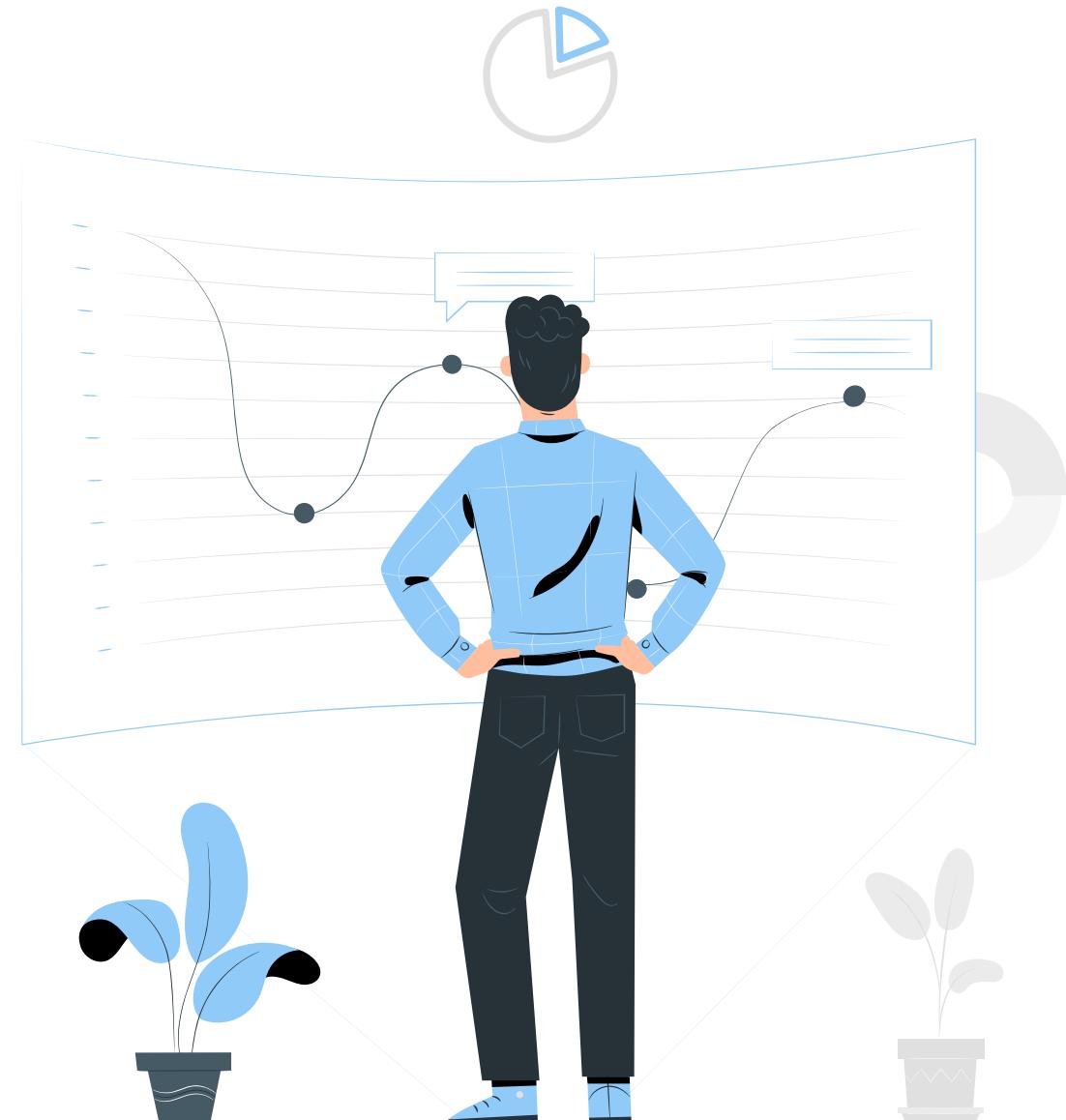


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Learning Outcome 3

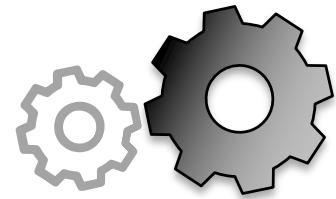


Create an **impressive, error-free multimedia presentation** that shows a firm grasp of basic visual design principles.





Purposes of Good Visual Aids



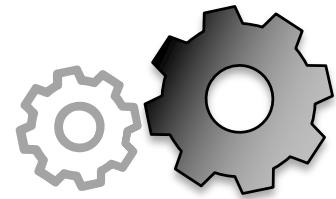
- Emphasize and clarify main points
- Improve comprehension and retention
- Increase audience interest



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Purposes of Good Visual Aids



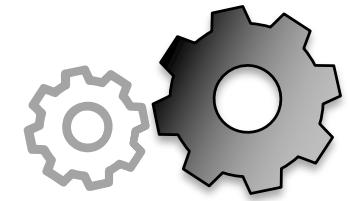
- Make speaker appear more professional, better prepared, more persuasive
- Help achieve your goals faster
- Jog the speaker's memory



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Effective Slide Presentations



Refer to Week 9 folder



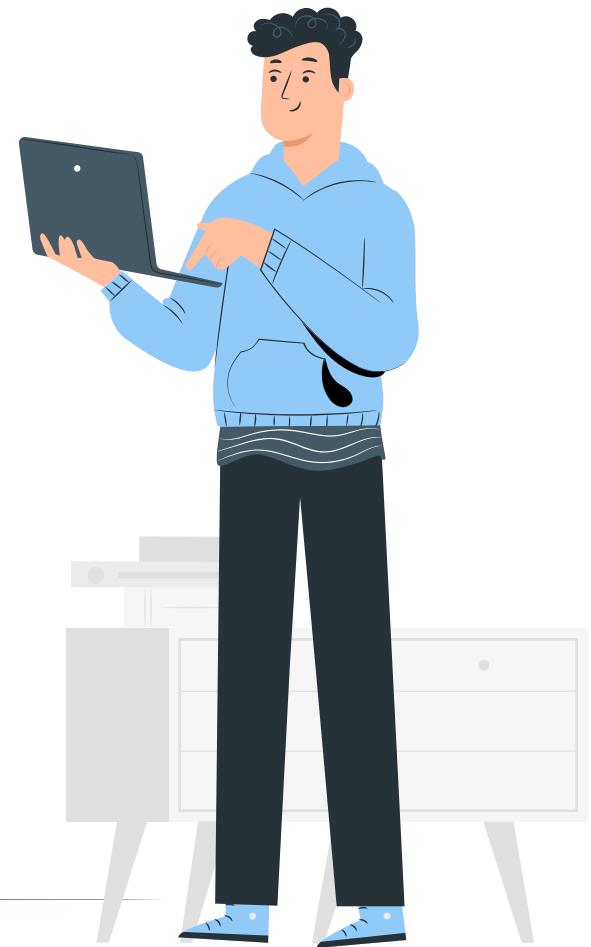
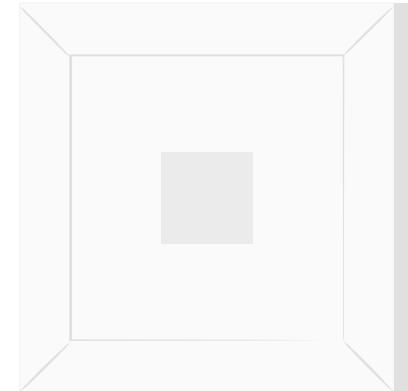
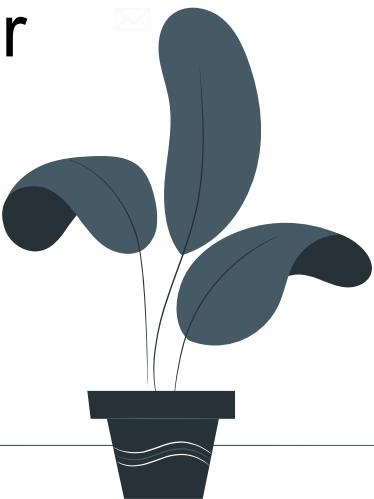
Practicing and Preparing



- Allow plenty of time before presentation to set up and test equipment.
- Confirm that the places you plan to stand are not in view line.
- Make sure that all links to videos or Web are working.
- Bring backups of your presentation.

Learning Outcome 4

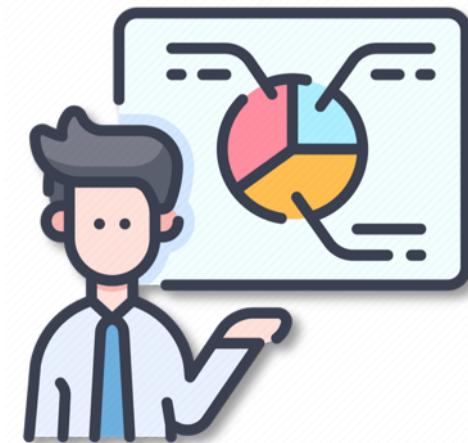
Specify delivery techniques
for use before, during, and after
a presentation to keep the
audience engaged.





Choose a Delivery Method

- Memorization - **NO**
- Reading from notes - **NO**
- Extemporaneous method - **YES**





Choose a Delivery Method



Extemporaneous delivery

- Means speaking freely, generally without notes
- Needs preparation and rehearsal
- Results in more convincing presentations than those that are memorized or read



Stage Fright

- Pounding heart
- Urge to flee!
- Dry throat
- Sweaty palms
- Shortness of breath



- Unsteady voice
- Trembling hands
- Tied tongue
- Wobbly knees
- Stomach butterflies



Combat Stage Fright

- **Breathe deeply.** Use deep breathing to ease your fight-or-flight symptoms
- **Convert your fear.** Don't view your sweaty palms and dry mouth as evidence of fear. Interpret them as symptoms of exuberance, excitement, and enthusiasm to share your ideas.
- **Know your topic and come prepared.** Feel confident about your topic. Test your equipment and arrive with time to spare.
- **Use positive self-talk.** Remind yourself that you know your topic and are prepared. Make this apparent confidence work for you.



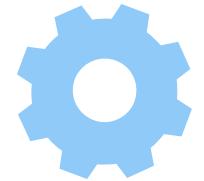
Combat Stage Fright

- **Take a sip of water.** Drink some water to alleviate your dry mouth and constricted voice box.
- **Shift the spotlight to your visuals.** At least some of the time the audience will be focusing on your slides, transparencies.
- **Ignore any stumbles.** Don't apologize or confess your nervousness. If you keep going, the audience will forget any mistakes quickly.
- **Feel proud when you finish.** You will be surprised at how good you feel when you finish. Take pride in what you have accomplished.



Before Your Presentation

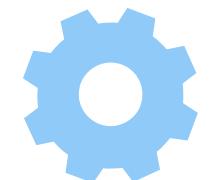
- Prepare thoroughly.
- Rehearse repeatedly.
- Time yourself.
- Check the room.
- Greet members of the audience.
- Practice stress reduction.





During Your Presentation

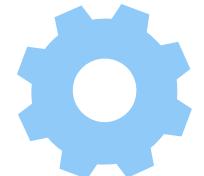
- Begin with a pause.
- Present your first sentence from memory.
- Maintain eye contact.
- Control your voice and vocabulary.
- Put the brakes on.
- Move naturally.
- Use verbal aids effectively.
- Summarize your main points





After Your Presentation

- Distribute handouts.
- Encourage questions. *Repeat questions.*
- Reinforce your main points.
 - *I'm glad you brought that up because it gives me a chance to elaborate on ...*
- Keep control. *Keep the entire audience involved.*
- Avoid **Yes, but...** answers. Say **Yes, and...**
- End with a summary and appreciation





Always have a final **Reference Page**, in APA format

Guffey, L. R. (2013). Business Communication : Process & Product. Nelson.
pp.33-59

Guffey, L. R. (2018). Business Communication: Process and Product, 9th Edition. © Cengage.