

COMMUNICATION SKILLS

Prof. Sameer Khandekar
 Department of Mechanical Engineering
 Indian Institute of Technology Kanpur
 SL-109 | samkhan@ | 7038
 home.iitk.ac.in/~samkhan


Making Impressive Presentations

1

ME399A: Sameer Khandekar, ME, IITK

- ▶ Your job is to engage your audience...
- ▶ To inform, but in an entertaining way...
- ▶ To get them excited about a particular topic...
- ▶ To motivate them...
- ▶ To persuade them...
- ▶ If audience feels apathy and boredom, your presentation was a waste of everyone's time...

PURPOSE OF A PRESENTATION



2

ME399A: Sameer Khandekar, ME, IITK

- ▶ **Language is a linear medium: ... But ideas are multi-dimensional...**
- ▶ When properly employed,
 - ▶ PowerPoint makes the logical structure of an argument more transparent.
- ▶ Two channels sending the same information are better than one.



THE POWER OF PPT?

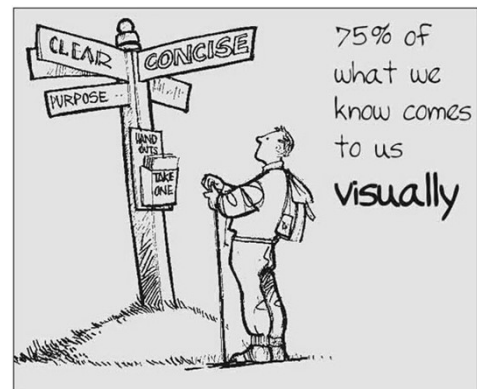
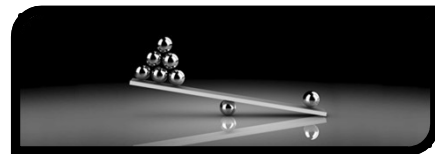


"My presentation lacks power and it has no point.
I assumed the software would take care of that!"

3

ME399A: Sameer Khandekar, ME, IITK

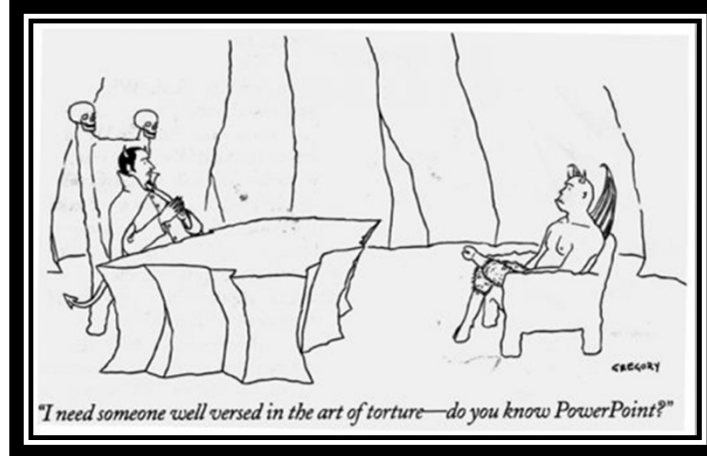
- ▶ PPT can help a speaker gain confidence
- ▶ It can help keep the audience attention
- ▶ Save time and add value, nurture interest
- ▶ Visuals help connect with abstract ideas
- ▶ Data can be presented effectively



4

ME399A: Sameer Khandekar, ME, IITK

SOME ADVANTAGES OF PPTs

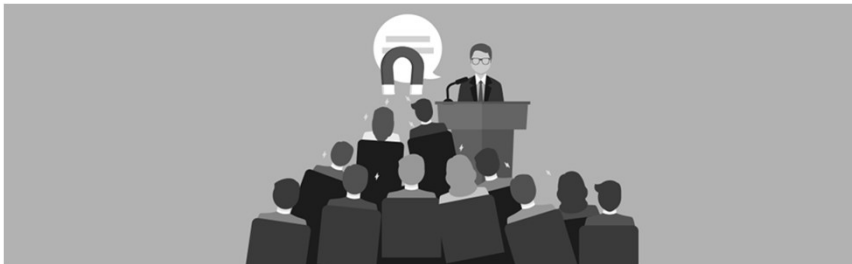


DEATH BY POWERPOINT



ME399A: Sameer Khandekar, ME, IITK

- ▶ It's hard to be relaxed and be yourself when you are nervous.
- ▶ Be passionate and connect with the audience
- ▶ Clarity on the important message which you want to deliver.
- ▶ Be enthusiastic and honest, and the audience will respond.



CONNECT WITH THE AUDIENCE

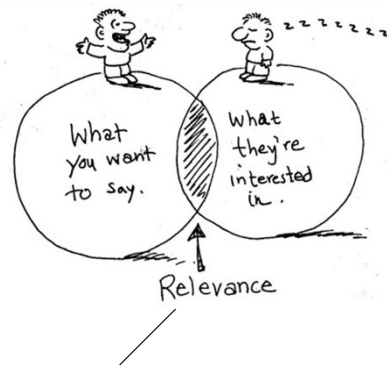
6

ME399A: Sameer Khandekar, ME, IITK

- ▶ You must understand the need of the audience.
- ▶ What they want/at what level: should be clear.
- ▶ While you're giving the presentation, you also need to remain focused on your audience's response, and react to that.
- ▶ Make it easy for your audience to understand and respond.



UNDERSTANDING THE AUDIENCE



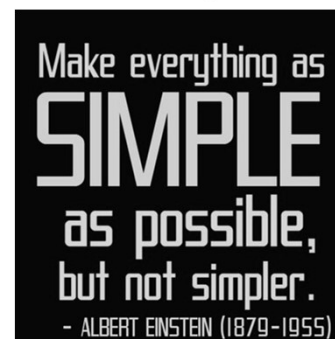
7

ME399A: Sameer Khandekar, ME, IITK

- ▶ **What is the key message (or three key points) for my audience?**
- ▶ **Concentrate on take home message - Keep it Simple**
- ▶ **Communicate the key messages very briefly.**
- ▶ **Mini/Micro 'blurbs': 20-30 seconds; 15-20 words**
- ▶ **Keep focus and be brief.**
- ▶ **What you are planning to say doesn't contribute to that core message, don't say it.**



SIMPLICITY AND FOCUS PAYS

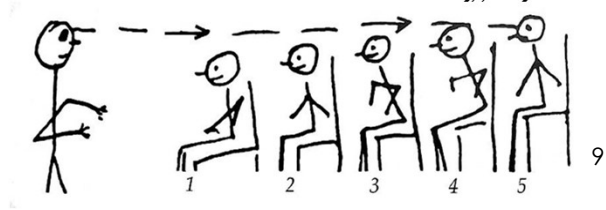


8

ME399A: Sameer Khandekar, ME, IITK

- ▶ Smile and make eye contact with your audience
- ▶ **This sounds very easy, but is not.**
- ▶ A large number of presenters fail to do it.
- ▶ **Smiling and eye contact → builds rapport and connect**
- ▶ It also helps you to feel less nervous, because you are talking to individuals, not to a great mass of unknown people.
- ▶ **Room lighting:** Make sure that you don't turn down all the lights so that only the slide screen is visible. Your audience needs to see you as well as your slides.

EYE CONTACT



ME399A: Sameer Khandekar, ME, IITK

- ▶ **Start Strongly!**
- ▶ **The beginning of your presentation is crucial.**
- ▶ **Grab your audience's attention and hold it.**
- ▶ **They will give you a few minutes' grace in which to 'entertain' them, before they start to change their opinion about you.**
- ▶ **Try a story, or an attention-grabbing, useful image on a slide.**
- ▶ **Remember: 'Technical' presentations are not 'Sales' presentations**
- ▶ **Imagery helps.**

IMPACT 'START'



10

ME399A: Sameer Khandekar, ME, IITK

- ▶ Contain no more than 10 slides; Last no more than 20 minutes.
- ▶ Use a font size of no less than 30 points.
- ▶ As a general rule, slides should be sideshow to you, the presenter.
- ▶ A good set of slides should be no use without the presenter,
- ▶ Definitely contain less, rather than more information, put simply.
- ▶ If you need to provide more information, create a hand-out.

10-20-30 RULE



11

ME399A: Sameer Khandekar, ME, IITK

- ▶ Human beings are programmed to respond to **stories**.
- ▶ Stories help us to pay attention, and also to remember things.
- ▶ **Stories engage audience** – improve their retention.
- ▶ Your presentation should act like a story.
- ▶ Think about what story you are trying to tell your audience, and create your presentation to tell it.

TELL STORIES!



12

ME399A: Sameer Khandekar, ME, IITK

- ▶ Use your voice effectively!
- ▶ Spoken word is rather inefficient means of communication.
- ▶ Spoken words can be enhanced → effective voice modulation.
- ▶ Visual aids + Voice modulation → Most effective
- ▶ Varying the speed at which you talk, and emphasising changes in pitch and tone all help to make your voice more interesting and hold your audience's attention.
- ▶ Be clear.

EFFECTIVE VOICE MODULATION

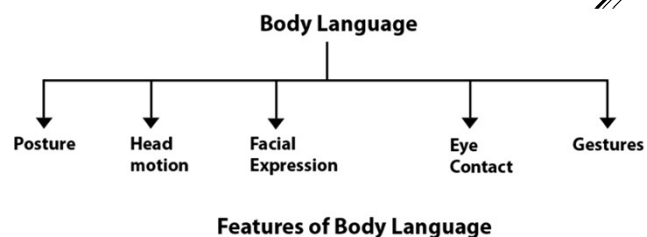


13

ME399A: Sameer Khandekar, ME, IITK

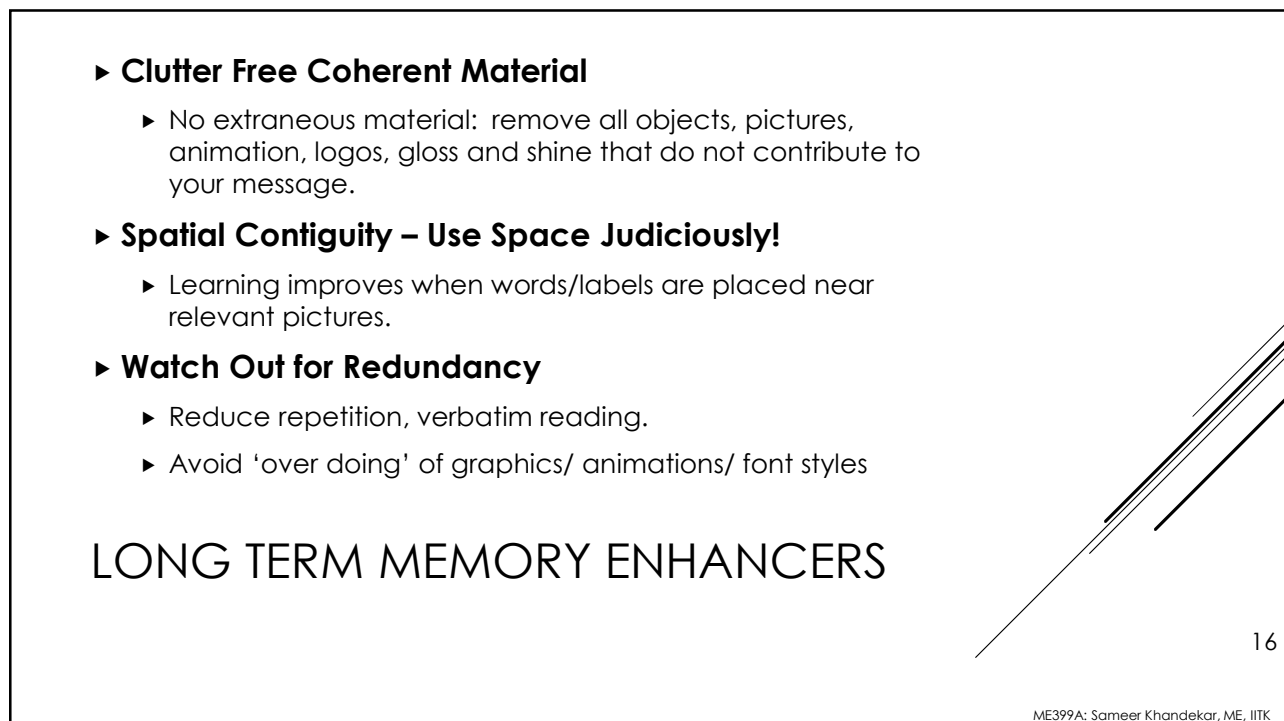
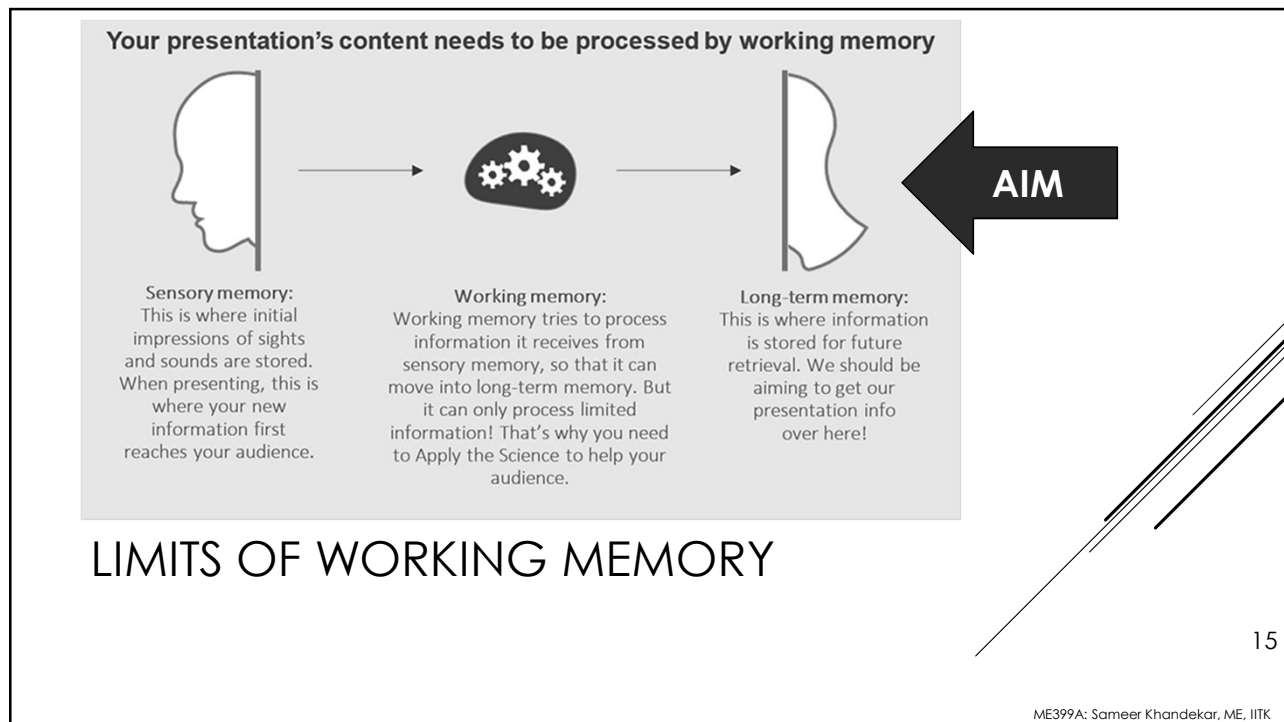
- ▶ Use your body - **three quarters of communication is non-verbal!**
- ▶ Apart from the tone of voice, your body language is **crucial** to getting your message across.
- ▶ Make sure that you are giving the right messages: body language to avoid includes crossed arms, hands held behind your back or in your pockets, and pacing the stage.
- ▶ Make your gestures open and confident, and **move naturally** around the stage, and among the audience too, if possible.

BODY LANGUAGE

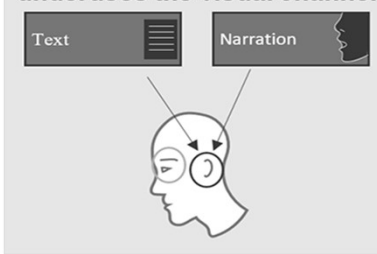


14

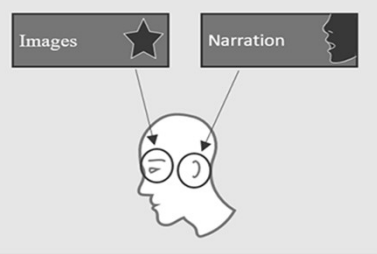
ME399A: Sameer Khandekar, ME, IITK



A typical presentation overloads the verbal channel and underuses the visual channel




An effective presentation uses the visual and verbal channels in sync



► **Simply put**, use images and narration, in perfect **harmony**

VERBAL-VISUAL BALANCE

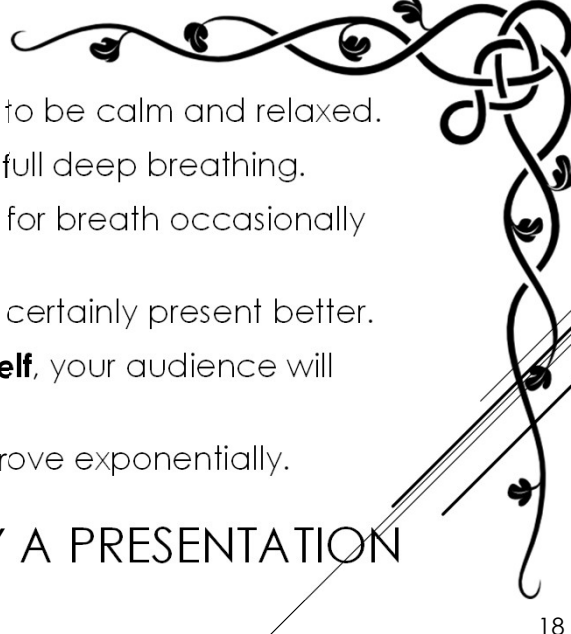


17

ME399A: Sameer Khandekar, ME, IITK

- **Relax, Breathe and Enjoy!**
- If you find presenting difficult, it is hard to be calm and relaxed.
- **Breathing techniques:** Slow down with full deep breathing.
- Make sure that you continue to pause for breath occasionally during your presentation too.
- If you are able to relax, you will almost certainly present better.
- If you can actually **start to enjoy yourself**, your audience will respond to that, and engage better.
- Presentations and confidence will improve exponentially.

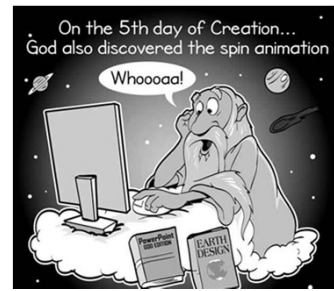
RELAX – AFTER ALL ITS ONLY A PRESENTATION



18

ME399A: Sameer Khandekar, ME, IITK

- ▶ Flood of text → Tsunami!
- ▶ Too much animation – distraction: Also, be consistent!
- ▶ Moving too quickly through too many slides
- ▶ PPTs are good to show outcomes – don't use them when you want to discuss thinking processes.
- ▶ Right information in the right format at the right moment.
- ▶ Presentation ethics!

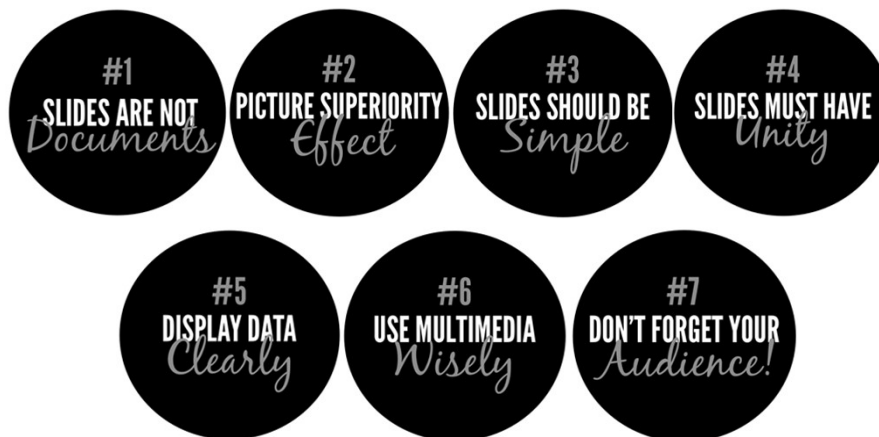


DOs AND DON'TS



19

ME399A: Sameer Khandekar, ME, IITK



SUMMARY

20

ME399A: Sameer Khandekar, ME, IITK

THANK YOU

21

ME399A: Sameer Khandekar, ME, IITK