**UNIT-III**

**PRESENTATIONS**

**Introduction**

The practice of showing and explaining the content of a topic to an audience or learner is known as presentation. There are as many forms as the life situations. A presentation is a process of offering for consideration or display. It can be a social introduction, as of a person at court, or a demonstration, lecture, or welcoming speech, or a manner or style of speaking, instructing, or putting oneself forward. The manner of presenting, especially the organization of visual details to create an overall impression is a presentation. It may be the formal introduction of a person, as into society or at court. In the business world, there are sales presentations, informational and motivational presentations, first encounters, interviews, briefings, status reports, image-building, and the inevitable training sessions. Presentations can also be categorized as vocational and non-vocational. In addition, they are expository or persuasive. They can also be impromptu, extemporaneous, written, or memorizes. But it's more important to focus on their purpose. There are three basic purposes for giving oral presentations:

1. To Inform

2. To Persuade

3. To Build Goodwill

## Planning Your Presentation

Preparing a presentation can be an overwhelming experience if you allow it to be one. The strategies and steps below are provided to help you break down what you might view as a large job into smaller, more manageable tasks.

### ****Step 1: Analyze your audience****

The first step in preparing a presentation is to learn more about the audience to whom you'll be speaking. It's a good idea to obtain some information on the backgrounds, values, and interests of your audience so that you understand what the audience members might expect from your presentation.

### ****Step 2: Select a topic****

Next, if possible select a topic that is of interest to the audience and to you. It will be much easier to deliver a presentation that the audience finds relevant, and more enjoyable to research a topic that is of interest to you.

### ****Step 3: Define the objective of the presentation****

Once you have selected a topic, write the objective of the presentation in a single concise statement. The objective needs to specify exactly what you want your audience to learn from your presentation. Base the objective and the level of the content on the amount of time you have for the presentation and the background knowledge of the audience. Use this statement to help keep you focused as you research and develop the presentation.

**Preparing the Content of Your Presentation**

**Step 4: Prepare the body of the presentation**

After defining the objective of your presentation, determine how much information you can present in the amount of time allowed. Also, use your knowledge about the audience to prepare a presentation with the right level of detail. You don't want to plan a presentation that is too basic or too advanced.

The **body** of the presentation is where you present your ideas. To present your ideas convincingly, you will need to illustrate and support them. Strategies to help you do this include the following:

* Present data and facts
* Read quotes from experts
* Relate personal experiences
* Provide vivid descriptions

And remember, as you plan the body of your presentation it's important to provide variety. Listeners may quickly become bored by lots of facts or they may tire of hearing story after story.

**Step 5: Prepare the introduction and conclusion**

Once you've prepared the body of the presentation, decide how you will begin and end the talk. Make sure the introduction captures the attention of your audience and the conclusion summarizes and reiterates your important points. In other words, "Tell them what you're going to tell them. Tell them. Then, tell them what you told them."

During the **opening** of your presentation, it's important to attract the audience's attention and build their interest. If you don't, listeners will turn their attention elsewhere and you'll have a difficult time getting it back. Strategies that you can use include the following:

* Make the introduction relevant to the listeners' goals, values, and needs
* Ask questions to stimulate thinking
* Share a personal experience
* Begin with a joke or humorous story
* Project a cartoon or colorful visual
* Make a stimulating or inspirational statement
* Give a unique demonstration

During the opening you want to clearly present your topic and the purpose of your presentation. Clearly articulating the topic and purpose will help the listeners focus on and easily follow your main ideas.

During the **conclusion** of your presentation, reinforce the main ideas you communicated. Remember that listeners won't remember your entire presentation, only the main ideas. By reinforcing and reviewing the main ideas, you help the audience remember them.

**Practicing and Delivering**

**Step 6: Practice delivering the presentation**

Most people spend hours preparing a presentation but very little time practicing it. When you practice your presentation, you can reduce the number of times you utter words and phrases like, "um," "well," and "you know." These habits can easily diminish a speaker's credibility. You can also fine-tune your content to be sure you make your most important points in the time alloted.

In addition to planning the content of your presentation, you need to give advanced thought to how you want to deliver it. Do you want to commit your presentation to memory, use cards to guide you, or read from a script? Or, you might want to use a combination of methods. To help you decide, read the advantages and disadvantages of the four delivery methods described below.

**How to Develop Written Presentation Skills**

Usually when people prepare for presentations, they practice their oral communication skills. However, what people often overlook is the written components of presentations, such as Power Point slides, handouts and the notes that cue their speaking. Visual aids usually draw an audience’s attention, so they should function as effectively as possible. Learning to develop written presentation skills can help you avoid common presentation blunders, such as putting too much text on your visual aids or reading from your notes. Effective written components of presentations summarize and condense information. Your job as a speaker entails elaborating on your visual aids and notes.

Practice summarizing large and small texts of information, such as a novel, a newspaper article or an advertisement. Summarize oral texts as well, such as a news report or conversation on a TV show or an entire movie. Write down only the major points or events.

Summarize texts you have written in the past, such as an old essay, report or story. Condensing your own texts often proves more difficult because you might feel that all the information is important simply because you wrote it.

Cross out all minor information and unnecessary words in an informative text, such as a newspaper article or a textbook chapter. Leave major nouns, adjectives, numbers and significant comments. You should be able to cross out 75 percent of the words in the article, leaving only the important information.

Arrange your summaries, or the words left after crossing out an article, into point-form notes. Point-form notes begin a bullet or dash and are not complete sentences. They do not require correct grammar or punctuation and may even comprise a single word: - Introduction of capitalism – a free market economy - First theorized by Adam Smith, also called the “father of capitalism” - Historical and contemporary examples – what was effective about them, their pitfalls - Conclusion

Practice creating Power Point slides based on your point-form notes. The point-form notes prompt you as you are speaking; a Power Point should condense information from your point-form notes even further. Reading word for word from your Power Point is boring for an audience and does not demonstrate an ability to organize and interpret information.

**Types of Presentations**

**Informative presentations**

Include talks, seminars, proposals, workshops, conferences, and meetings where the presenter or presenters share their expertise and information is exchanged.

**Persuasive presentations**

Sometimes called transactional, are often motivational. Persuasive Presentations are designed and delivered to come out with a specific goal in mind.

**Goodwill presentations**

Goodwill presentations, which often take the form of after dinner speeches, are often designed to be entertaining-for example by sharing video highlights of a football season or anecdotes based on some past experiences.

**Multipurpose presentations**

Presentations usually have more than one purpose. A presentation to employees may be announced as an informative session on new regulations but in reality may also be an all-out effort to persuade workers to buy into the new rules.

**Sales presentations**

Sales techniques are complex and require two essential items for success in sales presentations which are knowing and understanding your audience, and building rapport.

**Political presentations**

Presentations in the political arena are primarily grouped in the persuasive category. To be effective they must include lots of information and also build goodwill.

**Motivational presentations**

Motivation is another form of persuasion, but one that somehow takes on a more fervent, highly charged tone.

A presentation program, such as Microsoft PowerPoint, is often used to generate the presentation content. The development of information technology has made the use of these solutions possible, but Liquid Crystal Display (LCD) Projectors as well as overhead transparencies are still used widely for the purpose of presentations.

***Helpful presentation tips***

* Easy Format
* Organize Your Thoughts
* Know Your Material
* Prep Time
* Outline Your Presentation

**Group Presentation-**

**Three Ingredients of Group Presentations**

**Clarity**

Clarity means clearness of purpose, thought or style. Developing clarity within your group will help you develop a clear message for your audience.

**Clarity of purpose**

The purpose of our presentation is to sell our Product

**Clarity of roles**

Personalities come into play when groups meet to develop presentations.

**Clarity of message**

Instead of writing speeches for each individual speaker, try creating one master presentation, a unified narrative, and then decide who speaks to which points, and when. This is a shift from the traditional segmented method of group presentations where often group members are directed to give five minutes of talking and then are left to develop content independentlyMoreover,by using a master presentation, your group will ensure that each of the presenters will stay on script and use cohesive language, smooth transitions, and (when using visuals) consistent graphics.

**Control**

Group presentations face unique logistical challenges beyond just developing presentation content.

**Control in introduction**

The way of introducing a group is noticed by the audience, so plan those introductions with your presentation. If your group is responsible for making its own introductions, however, you will need to decide if you will introduce your group members in the beginning, or when they first speak. Your group also will need to decide if each member introduces her/himself, or if one member will introduce everyone. There is no one right way to do introductions, but your group must decide how to do them before the day of the presentation.

**Control in transitions**

Decide how you are going to hand off from one speaker to the next. In the master presentation approach, you may want to consider simply have speakers pick up a narrative right where the previous speaker left off. If you use the more traditional segmented approach, each speaker may cue the subsequent speakers by identifying them and their subject matter.

**Control vis-a-vis time and space**

Multiple speakers translate to occupying more physical space, and the potential to gobble up more time with introductions and transitions. Our presentation must fit within your allotted time.

**Commitment**

Commitment from each group member is going to give your presentation the best content and flair that will impress your audience.

**Commit to a schedule**

Once you know the date of your presentation, create a schedule that includes specific milestones, such as presentation draft due and final rehearsal. Having a specific schedule allows members either to agree to the groups expectations or to offer dates that better fit their personal schedules. One can also assign specific responsibilities to the scheduled milestones; preparing handouts, projector, and laptop, etc., to the presentation

**Commit to rehearsing**

Rehearsing is one of the most important steps for presentation success. Practice makes perfect, and no rehearsal means your group does not know what will happen to the content, timing, or quality of the presentation.

**Teamwork**

Teamwork is the collaborative effort of a team to achieve a common goal or to complete a task in the most effective and efficient way. This concept is seen within the greater framework of a team, which is a group of interdependent individuals who work together towards a common goal. Basic requirements for effective teamwork are an adequate team size (about 6-8 members), available resources for the team to make use of (i.e. meeting space and time, guidance from a supervisor, support from the organization, etc.), and clearly defined roles within the team in order for everyone to have a clear purpose.

**Effective teamwork**

In addition to practical components required for efficient teamwork, there are certain characteristics that members of the team must have in order to produce effective teamwork. Firstly, there must be a high level of interdependence among team members, a characteristic that stems from open communication and the increase of trust and risk-taking. Through interdependence come the group dynamics, which are the ways in which team members interact with each other.

**BASIC TEAM DYNAMICS**

Basic team dynamics include Open communication to avoid conflicts, and Effective coordination to avoid confusion and the overstepping of boundaries.

**Transition processes**

These processes occur between periods of action. In this period, the team members can evaluate their overall performance as a team as well as on an individual level, give feedback to each other, make clarifications about the upcoming tasks, and make any changes that would improve the process of collaborating, Task Analysis, Goal Specification, Strategy Formulation and Action processes.

These processes take place when the team steps to accomplish its goals and objectives. In this stage, team members keep each other informed about their progress and their responsibilities, while helping one another with certain tasks. Feedback and collaborative work continues to exist in high levels throughout this process.

**Monitoring progress toward goals**

Teamwork performance generally improves when a team passes through processes like coordination and communication between the team members and therefore increase teamwork and collaborative work.

**Forming**

This stage is described by approach/avoidance issues, as well as internal conflicts about being independent vs. wanting to be a part of the team.

Team members usually tend to 'play it safe' and minimize their risk taking in case something goes wrong.

**Storming**

The second stage is characterized by a competition for power and authority, which is the source of most of the conflicts and doubts about the success of the team.

If teamwork is low in this stage, it is very unlikely that the team will get past their conflicts. If there is a high degree of teamwork and willingness to collaborate, then the team might have a brighter future.

**Norming**

The third stage is characterized by increasing levels of solidarity, interdependence, and cohesiveness, while simultaneously making an effort to adjust to the team environment.

This stage shows much higher levels of teamwork that make it easier for the above characteristics to occur.

**Performing**

This final stage of team development includes a comfortable environment in which team members are effectively completing tasks in an interdependent and cohesive manner.

This stage is characterized by the highest levels of comfort, success, interdependence, and maturity, and therefore includes the highest levels of teamwork.

**Cultivating Leadership Skills over Time**

Leadership skills are grown over time in a progressive fashion. At the start of one’s career, an individual typically works in a technical area and distinguishes him or herself through technical expertise, outcomes, and innovation..

**Leadership Styles**

**1. Democratic Leadership (Commonly Effective)**

Democratic leadership is exactly what it sounds like -- the leader makes decisions based on the input of each team member. Democratic leadership is one of the most effective leadership styles because it allows lower-level employees to exercise authority they'll need to use wisely in future positions they might hold.

**2. Autocratic Leadership (Rarely Effective)**

Autocratic leadership is the inverse of democratic leadership. In this leadership style, the leader makes decisions without taking input from anyone who reports to them. Employees are neither considered nor consulted prior to a direction, and are expected to adhere to the decision at a time and pace stipulated by the leader.

**3. Laissez-Faire Leadership (Sometimes Effective)**

The French term "laissez faire" literally translates to "let them do," and leaders who embrace it afford nearly all authority to their employees.

Although laissez-faire leadership can empower employees by trusting them to work however they'd like, it can limit their development and overlook critical company growth opportunities. Therefore, it's important that this leadership style is kept in check.

**4. Strategic Leadership (Commonly Effective)**

Strategic leaders sit at the intersection between a company's main operations and its growth opportunities. He or she accepts the burden of executive interests while ensuring that current working conditions remain stable for everyone else.

**5. Transformational Leadership (Sometimes Effective)**

This is a highly encouraged form of leadership among growth-minded companies because it motivates employees to see what they're capable of. But transformational leaders can risk losing sight of everyone's individual learning curves if direct reports don't receive the right coaching to guide them through new responsibilities.

**6. Transactional Leadership (Sometimes Effective)**

Transactional leaders are fairly common today. These managers reward their employees for precisely the work they do.

**7. Coach-Style Leadership (Commonly Effective)**

This style offers strong similarities to strategic and democratic leadership, but puts more emphasis on the growth and success of individual employees.This leader focuses on creating strong teams that can communicate well and embrace each other's unique skill sets in order to get work done.

**8. Bureaucratic Leadership**

Bureaucratic leaders go by the books. This style of leadership might listen and consider the input of employees -- unlike autocratic leadership -- but the leader tends to reject an employee's input if it conflicts with company policy or past practices.

**A leader Qualities-**

1. Honesty and Integrity

2. Confidence

3. Inspire Others

4. Commitment and Passion

5. Good Communicator

6. Decision-Making Capabilities

7. Accountability

8. Delegation and Empowerment

9. Creativity and Innovation

10. Empathy

**Conclusion**

To become a good leader, we must have all these qualities but if we lack some of these qualities, then we might struggle to make the mark in the world of leadership.

**Exercise:**

1. Describe a situation where you have acted like a team leader to achieve success
2. Narrate an experience of yours as a team member to work under any leadership style