Module 5:   Public Speaking Skills

Components of effective speaking in the workplace, Public speaking – Kinesics, Chronemics, Proxemics Voice dynamics, Use of audio-visual aids, Basics of Presentation Online, Presentations & Etiquette, Facing an Interview

What are Presentation skills?

Presentation is the art of putting your ideas, concepts and thoughts before an audience, with a definite purpose. It can be defined as formal oral delivery to specific audience with the help of specific content on a specific topic with a specific purpose. It is of two types:

    a. Individual presentation
    b. Group presentation

To deliver a successful presentation one should focus on two factors:

1. Content
2. Delivery

Content
Discussing about the content, there are few important things which are to be taken into consideration in the very beginning.

➢ Purpose
➢ Audience and Locale analysis
➢ Organizing content
➢ Visual aids

Purpose
Define the purpose behind your presentation before finalizing your content. Being the presenter, one must have a clear understanding of why the presentation is being made, whether it is to inform, convince, entertain, launch a new product or provide training. This ensures a right selection of content and an effective delivery as well.

Audience and Locale Analysis
Always remember that a presentation is made for the audience and not for the presenter. So understanding and analyzing the audience beforehand is a wise thing to do. It is also highly recommended to have a clear knowledge of the venue for the presentation.

Audience

- Know your audience – their interests, likes and dislikes.
- How familiar are they with the topic?
- Approximately how many people are going to be present as the audience?
- What's the average age of the audience?
- What's the gender ratio of the audience?
- Cultural, religious and educational background of the audience.
- What does the audience expect will be the outcome of the presentation?

How can you make an effective presentation?

For delivering an effective presentation we need to take the following steps:

Planning:

Design your message,

- Organize your material,

- Design the look of your presentation,

- Create the slides

- Focus on what your audience needs to know,

- NOT- what you know

- Consider audience's level & interest

- Decide what you want the audience to do, as a result of your presentation

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Preparation:

- Decide your message in advance

- Have a strong conviction on what you want to talk

- Organise your points logically

Delivery:

- Announce your topic clearly

- Give an outline of your presentation in your introduction

- State your objective upfront

- Organise your delivery

- Set the tone

- Capture your audience's attention

- Build rapport

- Start with a bang to get attention

- Start with an ice-breaker such as a story, joke or a quotation

- Be warm and friendly

- Organise the close

- Reiterate the theme

- Summarize message

- Repeat key points

- Ask for questions

- End on a positive note

Techniques for Effective Presentation

- Maintain good eye contact

- Vary your speaking volume

- Use pauses

- Do not read your presentation

- Don't stand between the audience and the slides

- Use stories, questions, clips, examples etc.

- Do not put both hands in your pockets for long time

- Speak to the audience. Not to the visuals

- Speak clearly and loudly enough

- Circulate around the room as you speak

- Discuss your objectives at the beginning of the presentation

Nonverbal Aspects of Presentation (Body Language)

Kinesics
- It is the interpretation of body language such as facial expressions and gestures.
- It is related to non-verbal behavior related to movement, either of any part of the body or the body as a whole.
- When a presenter is on the dais, his/her body speaks first.
- A born speaker may have good body language as an inherent quality, but it can always be developed by practice.

Postures
- A right posture is as important as a good script during a presentation.
- Body language should match the nature of the subject being presented.
- It can be sober, motivating, aggressive, mild or humorous.
- Moving around the platform instead of standing idle or behind the lectern helps in grabbing and maintaining the listeners' interest, but this movement should not be too much.

Gestures
- A wrong or improper gesture can impart or convey a wrong message.
- Using relevant gestures are important.
- Habitual gesticulations like shrugging shoulders or opening arms should be consciously used.
- Irritating mannerisms like waving/pointing a finger, shaking a fist or fiddling with certain things are best avoided.
- Folding one's arms or keeping the hands inside pockets are strictly advised against.

Eye Contact
- The presenter should maintain continuous eye contact with the audience in order to create a positive impact and to get a proper feedback.
- It also reflects the level of confidence the presenter has got.
- But fixing gaze on any particular person in the audience is not a wise thing to do.

- Most importantly, maintaining eye contact doesn't mean staring at someone and the presenter must understand this before delivering a presentation in real-time.

Facial Expressions

- A presentation should not be delivered with wooden expressions.
- Expressions should ideally be cheerful and must vary as per the situation.
- Giving blank expressions or getting lost in thoughts are best avoided.

- Paralinguistic features are non-verbal vocal cues that help to give a good presentation.
- Sounding monotonous during a presentation is as bad as being inaudible.
- Thus, during a presentation, the presenter must know how to use his voice in an effective manner.
- Not every message can be conveyed in the same fashion, hence knowing exactly how to modulate the voice is also very important.

Proxemics and Chronemics

Proxemics

- It is the study of measurable distances between people as they interact.
- Space decides the interpersonal behavior and relation among interlocutors.

It can be classified in the following manner:
- **Intimate distance** for embracing, touching or whispering, informal and intimate relations
    - *Close phase* – less than 6 inches (15 cm)
    - *Far phase* – 6 to 18 inches (15 to 46 cm)
- **Personal distance** for interactions among good friends or family members
    - *Close phase* – 1.5 to 2.5 feet (46 to 76 cm)
    - *Far phase* – 2.5 to 4 feet (76 to 120 cm)
- **Social distance** for interactions among acquaintances strictly formal
    - *Close phase* – 4 to 7 feet (1.2 to 2.1 m)
    - *Far phase* – 7 to 12 feet (2.1 to 3.7 m)
- **Public distance** used for public speaking
    - *Close phase* – 12 to 25 feet (3.7 to 7.6 m)
    - *Far phase* – 25 feet (7.6 m) or more

Chronemics
- Chronemics is the study of the use of time in nonverbal communication.

- The way one perceives and values time, structures time and reacts to time frames during communication.
- Across cultures, time perception plays a large role in the nonverbal communication process.
- Time perceptions include punctuality, willingness to wait and interactions.
- The use of time can affect lifestyle, daily agendas, speed of speech, movements and how long people are willing to listen.
- Chronemics in presentation helps in allotting proper time frames to various components of the presentation e.g.

  - Introduction allotted time   5 – 10% of the total
  - Main body time   50 – 60% of the total allotted
  - Conclusion time   5 – 10% of the total allotted
  - Question & answer session   Remaining time