



Oral Presentation Skills



Preparing & Giving Presentations

Recap

- ▶ In the last lecture, we focussed on:
 - ▶ Non verbal communication
 - ▶ Facial expression, posture, gestures etc.
 - ▶ Importance of being able to interpret the non verbal communication traits.
- ▶ In this lecture, we will see the relevance of non verbal communication for presentations



Learning Outcome

- ▶ After In this lecture you will be able to:
 - ▶ Describe the steps involved in making a presentation
 - ▶ Attract and keep audience's attention
 - ▶ Put forward ideas that flow naturally
 - ▶ Vary the pace, pitch, stress, volume and tone of your voice
 - ▶ Speak clearly
 - ▶ Communicate on a non-verbal way
 - ▶ Overcome anxiety and increase confidence in public speaking
 - ▶ Create and take advantage of visual aids
 - ▶ Deal with questions from the audience
 - ▶ Manage the presentation
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Outline

- ▶ What is a presentation?
- ▶ How to make a good presentation?
- ▶ Presentation aids
- ▶ Planning your talk
- ▶ Preparing your talk
- ▶ Delivering the presentation
- ▶ Techniques of Speech
- ▶ Beginning and End of the Presentation
- ▶ Answering Questions
- ▶ Group Presentation



What is a presentation?

- ▶ A presentation is an opportunity to communicate your point of view or ideas to an audience
- ▶ In business presentations can be made to:
 - ▶ Bosses
 - ▶ New employees
 - ▶ Customers
 - ▶ Colleagues
 - ▶ Suppliers
 - ▶ Business partners etc



Did you Know



- ▶ Nobody is born a good speaker – good speaker is learned and takes a great deal of hard work



Making a good presentation

Making a good presentation (1)

4steps:

- Strategy
- Structure
- Style
- Supplement: Questions & Challenges

Making a good presentation (2)

- ▶ Strategy
 - ▶ Understand your role and purpose
 - ▶ Know your audience:
 - ▶ Knowledge level of your audience in related topic
 - ▶ Pay attention to these:
 - ▶ Be concrete, specific, practical and relevant
 - ▶ What is your objective? Inform, motivate, teach,...
 - ▶ What is your role? Coach, advocate, devil's advocate,...
 - ▶ Develop a logically compelling case for your plan

Making a good presentation (3)

▶ Structure

- ▶ A well structured presentation is easier to follow
- ▶ Organizing your ideas
 - ▶ Place your idea in context
 - ▶ 3 basic elements - Intro , Discussion, Conclusion
 - ▶ Encourage audience participation
 - ▶ Prepare for contingencies

Structure

Introduction [10% of time]:

- E.g thank people who invited you for the presentation
- Welcome note
- Introduce topic and grab attention of the audience

Discussion [80% of time]:

- Organize logically - make it easy to follow - go from the simple to the complex
- Develop arguments and convince audience of your conviction
- Provide information and logical arguments
- Support with examples
- Remind audience where you have reached (e.g show the agenda again)

Conclusion

- Get attention again by saying “in conclusion”... “to sum up”
- Repeat important points
- Keep it short and to the point



Making a good presentation (4)

▶ Style

- ▶ Effective communication is both intellectual and emotional
- ▶ Techniques to maintain attention:
 - ▶ convey "controlled enthusiasm" for your subject - the audience will forgive a lot if the speaker is enthusiastic
 - ▶ posture, tone; don't lean (**RECAP → non-verbal communication**)
 - ▶ your audience will mirror your attitude - radiate confidence without preaching
 - ▶ don't confuse enthusiasm with loudness; try to convey a range of emotions from concern, anticipation, excitement, dismay

Making a good presentation (5)

▶ Supplement: Questions & Challenges

▶ Use of Questions

- ▶ Ask friendly questions, avoid risky questions, make experience mutually satisfying,
- ▶ Don't let respondent take control of your presentation, be firm without being aggressive,
- ▶ Avoid one-to-one dialogues
- ▶ Use questions to strengthen your arguments

▶ Guidelines for Answering Questions

- ▶ Anticipate questions
- ▶ Be honest, do not digress, plan your answer
- ▶ Control interchanges

Presentation Aids



Presentation Aids

- ▶ Anything can turn into a presentation aid. However, the most common are:
 - ▶ Slides (transparencies)
 - ▶ Posters
 - ▶ Power Point presentations
 - ▶ Video clips
 - ▶ Whiteboard, Blackboard
 - ▶ Flip Charts to prepare
 - ▶ Physical objects
- ▶ You should feel at ease with whatever presentation aid that you are going to use. The two of you should be partners but you should be the leader.

Slides (Transparencies)

- ▶ **Some advices about slides:**
 - ▶ Avoid cluttering your slides
 - ▶ Number your slides
 - ▶ Choose your colours properly
 - ▶ Use proper font
- ▶ **Advantages:**
 - ▶ Easy to use
 - ▶ Cheap
- ▶ **Disadvantages:**
 - ▶ No animation
 - ▶ Pictures don't render well when projected
 - ▶ Easy to get disorganised

Posters

- ▶ This is a special kind of presentation; you do not give a talk in front of a large audience.
- ▶ You make a poster which is affixed in a large exhibit room and you talk to people coming to see your poster
- ▶ Poster size: 4x8 or 4x6
- ▶ Guidelines for using posters:
 - ▶ Carefully check the spelling of the poster
 - ▶ Posters are very graphic, even more than slides
 - ▶ If you are afraid to talk to a large group of people, use posters

Power Point Presentations

- ▶ Some guidelines:
 - ▶ Don't create too many slides
 - ▶ Don't use too much animation and too many colours
 - ▶ Try to make your slides pleasing to the eye
 - ▶ Remember that you should be the leader, do not let Power Point take over the presentation

Other Aids

- ▶ Whiteboards, Blackboards
 - ▶ Can be quite useful for deriving equations and demonstrating proofs
 - ▶ Danger: poor handwriting, eye-contact, time consuming
- ▶ Video Clips
 - ▶ Useful for animation
 - ▶ Danger: Can completely replace the speaker
- ▶ Other objects
 - ▶ Basically anything can be used. E.g. Stacks of plates for demonstrating Stacks in data structures.

Preparing your talk

Preparing your talk

- ▶ Preparation is the key to a successful talk. It is ok to be scared – everyone is at least a bit anyway.
- ▶ Even top artists plan things before giving a show
- ▶ 5 important things to consider:
 - ▶ Audience
 - ▶ Location and time
 - ▶ Drafting the talk
 - ▶ Timing
 - ▶ Rehearsal

Audience

- ▶ Knowing your audience is key to any presentation
- ▶ Types of audience:
 - ▶ Experts (quite easy but you must be very careful about anything you say)
 - ▶ Non-Experts (you have to start explaining everything from scratch)
 - ▶ Mixed (Hardest – have to find right balance)

Checklist about Audience

- How many people?
- Group age?
- Language, literacy and numeracy level
- Gender make-up
- Type of work they do
- Enthusiasm
- What has brought audience together



Location & Time

- ▶ Where and When is your presentation?
- ▶ Where?
 - ▶ How to get there? Avoid getting lost.
 - ▶ Will your audience fit in?
 - ▶ Logistics of the room
- ▶ When?
 - ▶ Morning better than afternoon especially when it's hot.

Dress Code

- ▶ Formal
- ▶ Casual Smart

Drafting the Talk

- ▶ 2 Approaches:
 - ▶ Write everything down and learn it
 - ▶ You are sure not to miss anything important?!
 - ▶ Make sure it does not turn into a reading session
 - ▶ May inhibit conversational style of talk
 - ▶ Prepare, read a few times and use slides and notes as cues
 - ▶ Danger: miss something important, misjudge time available

Timing

- ▶ Don't exceed the time allocated to you – it's a mortal sin to do so!!! 😊
- ▶ 2 Possible problems:
 - ▶ I can't talk that much - Mainly a problem with beginners
 - ▶ I have so much to say - Try to find only the important points

Rehearsal

- ▶ It you decide to ignore everything of the above, at least do this.
- ▶ Try to rehearse at least once in conditions similar to that of the talk
 - ▶ In the same room if possible
 - ▶ In front of a mock audience
 - ▶ Try to get some feedback from them as well
- ▶ Your aim is always to give an outstanding talk!



Planning your Talk



Planning your Talk

- ▶ In an effective presentation, the content and structure are adjusted to the medium of speech
- ▶ Expect to cover much less content than you would in a written report
- ▶ Give your presentation a simple and logical structure. Include an introduction in which you outline the points you intend to cover and a conclusion in which you go over the main points of your talk.

Planning your Talk

Checklist for the talk:

- What is the aim?
- What is my title?
- Who am I speaking to?
- What are the main points I want to make?
- What do I want the audience to do after listening to my presentation?

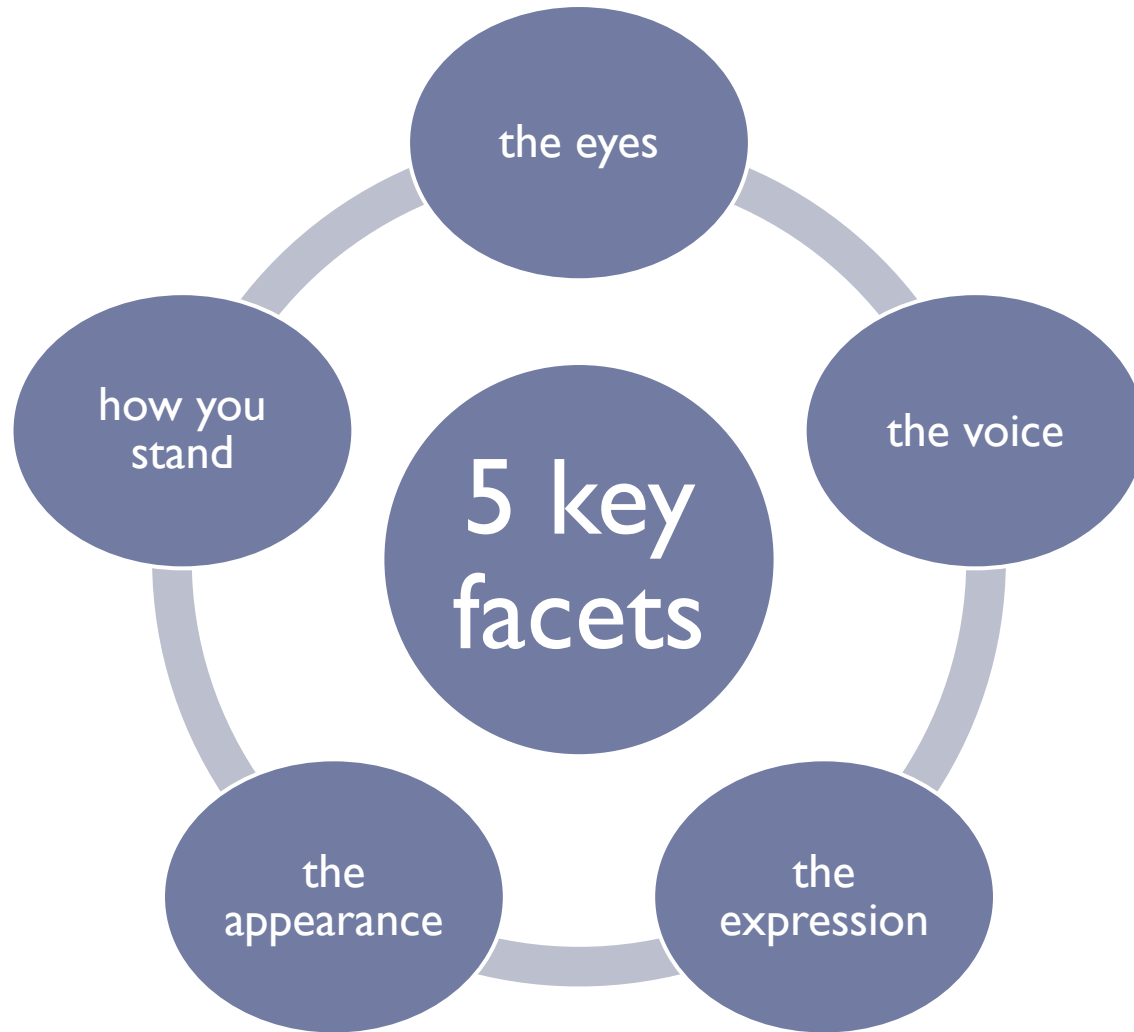
Delivering the presentation



Delivering the presentation (1)

- ▶ Whatever you say and whatever you show; it is **YOU** , yourself which will remain the focus of the audience's attention.
- ▶ Your job is to use the potential of the presentation to ensure that the audience is motivated and inspired rather than disconcerted or distracted

Delivering the presentation (2)



Delivering the presentation (3)

▶ **Eye Contact**

- ▶ The eyes are the first and most effective weapon in convincing the audience of your honesty, openness and confidence in the objectives of your presentation
- ▶ Make sure that you make eye contact with everyone in your audience. Each member of the audience should feel that you're talking to them individually

▶ **Enthusiasm**

- ▶ A good way to attract the attention of your audience

Delivering the presentation (4)

▶ The Voice

- ▶ A monotone speech is both boring and soporific
- ▶ Try to vary the **pitch** and **speed** of your presentation

▶ Speed and Volume

- ▶ quickly can indicate excitement and enthusiasm but can obscure your point if you do not enunciate clearly
- ▶ Talking more slowly can indicate that some carefully thought-out point is being made
- ▶ If you want people to listen to an important point try talking more quietly. Your audience will have to listen more carefully!!! 😊

Delivering the presentation (5)

▶ Expression

- ▶ The audience watch your face. If you are looking listless or distracted then they will be listless and distracted; if you are smiling, they will be wondering why and listen to find out
- ▶ Make sure that your facial expressions are natural.
- ▶ **BE YOURSELF!!! DON'T IMITATE SOMEONE ELSE!!!**

▶ Appearance

- ▶ There are many guides to management and presentation styles which lay heavy emphasis upon the way you dress and in the last analysis this is a matter of personal choice
- ▶ That choice should however be deliberately made. When you are giving a presentation you must dress for the audience, not for yourself; if they think you look out of place,

Delivering the presentation (6)

► **Stance (posture)**

- When you are on stage, your stance and posture will convey a great deal about you.
- The least you must do is make sure your stance does not convey boredom
- You can use your whole body as a dynamic tool to reinforce your rapport with the audience
- The perennial problem is what to do with your hands. These must not wave aimlessly through the air, or fiddle constantly with a pen.



The Techniques of Speech



The Techniques of Speech (1)

▶ Make an impression

- ▶ The average audience is very busy; and although they will be trying very hard to concentrate on your speech, their minds will inevitably stray
- ▶ Your job is to do something, anything, which captures their attention and makes a lasting impression upon them

▶ Repeat, Repeat

- ▶ The average audience is very busy; but repetition makes them hear.
- ▶ The average audience is easily distracted, and their attention will slip during the most important message of your speech - so repeat
- ▶ The classic advice is: "First you tell 'em what you are going to tell 'em, then you tell 'em, then you tell 'em what you told 'em!"

The Techniques of Speech (2)

▶ Draw a sign

- ▶ Research into teaching has yielded the following observation: "We found that students who failed to get the point did so because they were not looking for it". If the audience knows when to listen, they will. So tell them: **the important point is this is a typical test/exam question...**

▶ Draw a Picture

- ▶ The human brain is used to dealing with images, and this ability can be used to make the message more memorable. This means using metaphors or analogies to express your message
- ▶ **"we need to increase the market penetration before there will be sufficient profits for a pay related bonus"** becomes
- ▶ **"we need a bigger slice of the cake before the feast"**.

The Techniques of Speech (3)

▶ Jokes

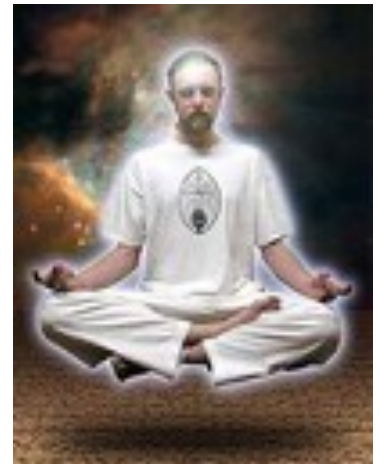
- ▶ useful in maintaining the attention of the audience, and for relieving the tension of the speech.
- ▶ choose a joke which is apt, and one which will not offend any member of the audience (rule out all racist, sexist or generally rude jokes)

▶ Rehearsal

- ▶ Rehearse, Rehearse and Rehearse

▶ Relaxation

- ▶ If you get nervous just before the show,...
- ▶ The good news is that the audience will never notice your nerves nearly as much as you think
- ▶ Similarly, if you dry-up in the middle - smile, look at your notes, and take your time. The silence will seem long to you, but less so to the audience.



The Beginning & End of a presentation



The Beginning of a presentation (1)

▶ Get their attention

- ▶ Too often in a speech, the first few minutes of the presentation are lost while people adjust their coats, drift in with coffee and finish the conversation they were having with the person next to them
- ▶ You only have a limited time and every minute is precious to you so, from the beginning, make sure they pay attention

▶ Establish a theme

- ▶ Basically, you need to start the audience thinking about the subject matter of your presentation. This can be done by a statement of your main objective, unless for some reason you wish to keep it hidden
- ▶ They will each have some experience or opinions on this and at the beginning you must make them bring that experience into their own minds.

The Beginning of a presentation (2)

► Present a structure

- explain briefly at the beginning of a talk how it is to proceed, so that the audience knows what to expect
- This can help to establish the theme and also provide something concrete to hold their attention. Ultimately, it provides a sense of security in the promise that this speech too will end

The Beginning of a presentation (3)

▶ Create a rapport

- ▶ If you can win the audience over in the first minute, you will keep them for the remainder
- ▶ You may be presenting yourself as their friend, as an expert, perhaps even as a judge, but whatever role you choose you must establish it at the very beginning.

▶ Administration

- ▶ When planning your speech you should make a note to find out if there are any administrative details which need to be announced at the beginning of your speech

The Beginning of a presentation (4)

Beginning Tips

- Signal the beginning of the talk
- Greet the audience
- Introduce yourself
- Introduce your guest speaker

The End (1)

- ▶ The last impression that you make is the one they will remember
- ▶ It is also important to regain their attention that has wandered
 - ▶ can be done through a change of pace, new visual aid, introducing a new idea

The End (2)

▶ Approach One - Abrupt

- ▶ Don't say this is a summary – they are going to switch off
- ▶ Let the end come unexpectedly with that final vital phrase left hanging in the air and ringing round their memories.

The End (3)

► Approach Two - Smooth

1. **Give a brief reminder of what you tried to show in your speech and how you tried to do so.**
2. **Present a short conclusion,**
 - That is to say you should give a message that logically comes out of the ideas developed in your speech.
3. **Thirdly, thank the audience for attending.**
4. **Invite the audience to ask questions or open a discussion**

Answering Questions

When dealing with questions

- ▶ make sure that you are answering the question asked. If you did not hear it fully or are uncertain as to what was meant, ask for the question to be repeated.
- ▶ If you don't know the answer, it's best to admit it. An audience will soon spot if you don't know what you're talking about.
- ▶ If a question is a good one, why not acknowledge it as such?
- ▶ Don't be too defensive. Other people are entitled to their opinions too (however wrong they may be!)

Class Activity - Dealing with nervousness

It's natural to feel nervous! 😊

- ▶ Make groups of three/four and identify ways to reduce nervousness

Dealing with nervousness Ans

- ▶ Take a deep breath, hold it. Then let it out with a confident smile.. It will calm you down and help to control the slight shaking that you might get in your hands and your voice.
- ▶ Smile! Your audience will react warmly to you if you smile and at least look relaxed.
- ▶ Look at your audience
- ▶ Treat your audience like friends.
- ▶ Confess that you are nervous! Your audience will be very sympathetic—they know how you are feeling.
- ▶ Be well-prepared. Practise giving your talk
- ▶ Be organised. If you are well organised, your task will be easier.

Dealing with nervousness Ans

- ▶ Slow down! When people are nervous, they tend to get confused easily. So your mind may start to race, and you may feel panicky. Make use of pauses: force yourself to stop at the end of a sentence, take a breath, and think before you continue.
- ▶ Dress one level better than your audience if possible. This will further increase your confidence
- ▶ Be early
- ▶ Eat and drink lightly
- ▶ Project your voice to reach the back row of the audience

Dealing with nervousness

- ▶ Remember: **The way you perform is the way your audience will feel.** Giving an oral presentation is a performance—you have to be like an actor. If you act the part of someone enjoying themselves and feeling confident, you will not only communicate these positive feelings to the audience, you will feel much better, too.
- ▶ Accomplished public speakers feel nervous before and even during a talk. The skill comes in not communicating your nervousness, and in not letting it take over from the presentation. Over time, you will feel less nervous, and well able to control your nervousness.

Group Presentations

- ▶ How are you going to ensure a smooth flow from one speaker to the next?
- ▶ How is each presenter going to be introduced to the audience? Is it better to pass silently from one presenter to the next having introduced the whole group at the beginning.
- ▶ Does everyone know the length of time they have available?
- ▶ Does everyone know what they are going to say and what everyone else is going to say? It is easy for two presenters to say the same thing (very embarrassing), or equally for an important point to be missed because everybody thought that that point was somebody else's responsibility.

Questionnaire to test presentation skills (1)

1. Did the speaker speak clearly so that the audience understand easily?
2. Did the speaker use language and vocabulary that the audience could understand?
3. Was the tone of the presentation correct? Was it enthusiastic, serious or light-hearted to fit the occasion?
4. Did the speaker choose relevant info?
5. Was clear structure used and a sense of clear organisation used?
6. Did the speaker present the topic in a logical manner?
7. Were the ideas at the heart of the presentation presented clearly?

Questionnaire to test presentation skills (2)

8. How successfully did the speaker hold and keep the audience's attention and interest?
9. Did the speaker keep to the appropriate time and finish off what was supposed to be said?
10. Did the speaker use appropriate body language and gestures?
11. Did the speaker vary his/her voice, pace, stress words, correct pitch and was the volume comfortable for all to hear?
12. Did the speaker use appropriate visual aids to enhance the presentation?
13. Did the speaker handle questions well from the audience?

What you have learnt?

- ▶ In this lecture you have learnt about :
 - ▶ What are the necessary skills required to do a good presentation
 - ▶ What you should avoid in a presentation to maintain the attention of your audience



References

- ▶ TAYLOR, S., 2005, Communication for Business – A Practical Approach , 4th ed. Harlow:Longman

