

MGNT102

Business Communication

Oral presentations
Public speaking

Topics covered

- Approaches to oral presentations and their purpose
- Selecting, organising and shaping relevant information and its impact on the audience
- Holding your audience's attention
- Dealing with challenging audience members

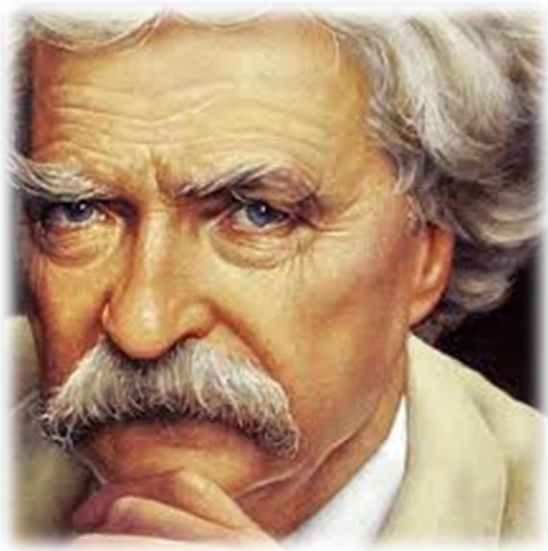
Objectives and strategies

- To inform
 - Factual information, clear examples, supporting material
 - Aim to develop ideas, pass on information, show how something works
- To persuade
 - Establish a need, explain action to satisfy need
 - Aim to influence audience, change attitude or point of view
- To entertain
 - Humour, anecdotes, examples, quotations around a common theme
 - Aim for audience to enjoy presentation

Speaking out

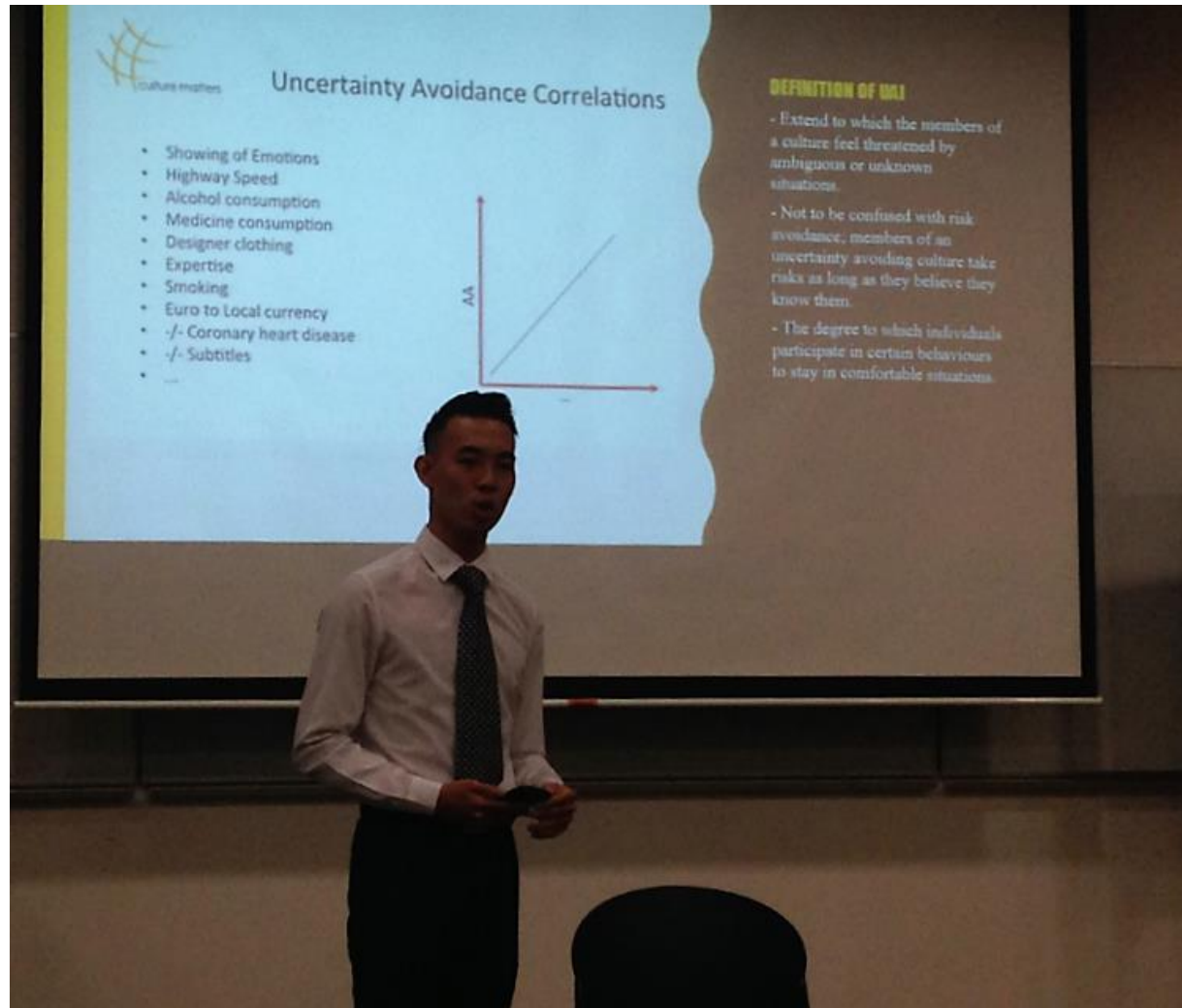
Different public situations

Impromptu Speech extemporaneous	Wedding speech memorised
Work presentation manuscript	Sport pep talk briefing
Work briefing briefing	Lift pitch memorised



Mark Twain

‘It usually takes more than 3 weeks to prepare a good impromptu speech.’



Impromptu Speech

is **extemporaneous** - previously planned but delivered with the help of few or no notes

PREP formula

Impromptu speech

PREP



Question: Should voting be compulsory?

Point (main point)

- Yes, in my opinion voting should be compulsory

Reason

- It is important that people state their point of view about the future of their country

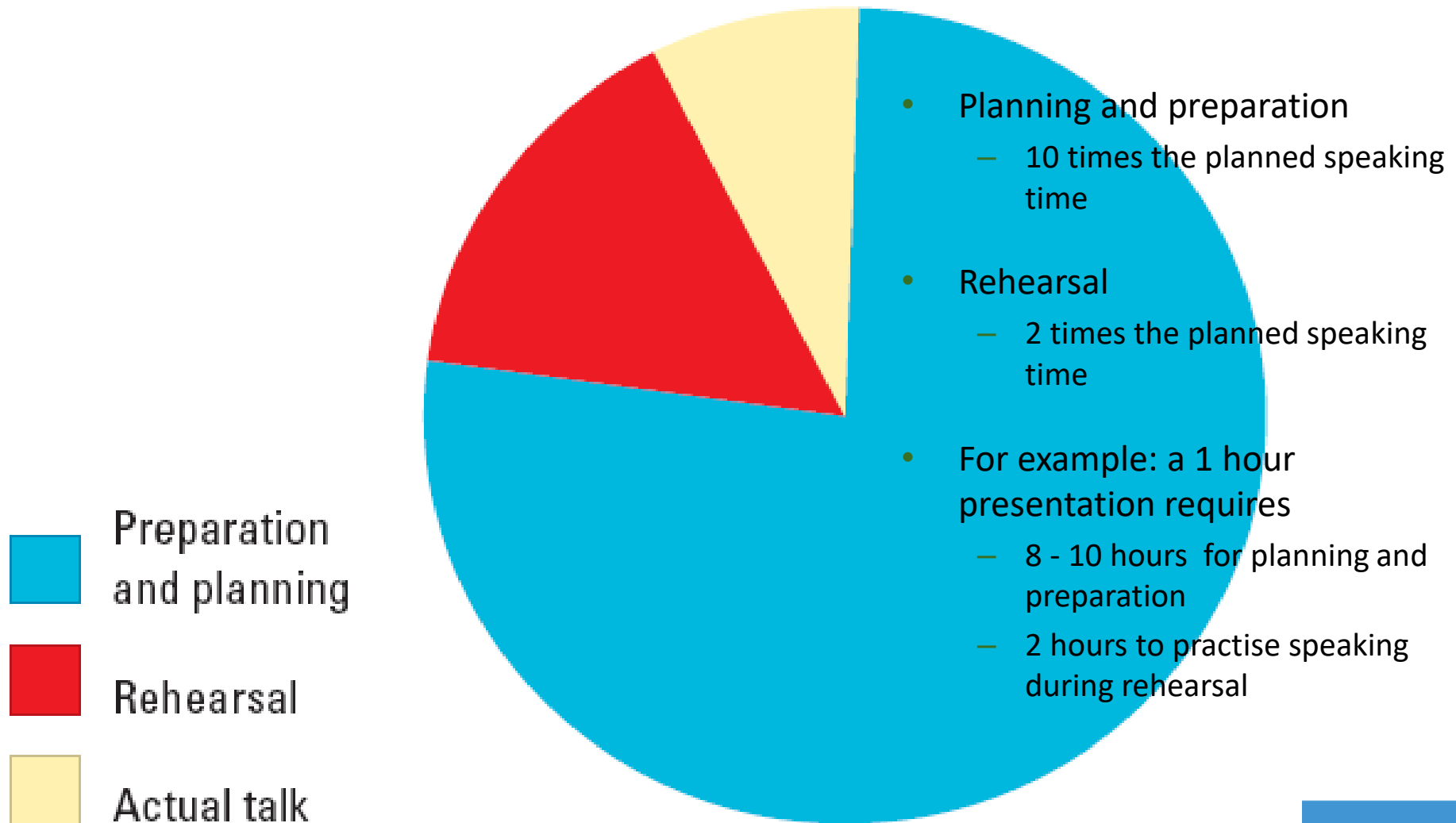
Example

- For instance, if voting is compulsory more people will think about the choices and how it affects them, leading to a more democratic election

Point (restate main point)

- For that reason, I think voting should be compulsory

Planning: Graphic illustration



Planning: Purpose

- What do you want to say?
- How can you best say it?
- What does the audience **want** to hear?
- What does the audience **not want** to hear?
- What does the audience **need** to hear?
- How do you ensure your presentation is effective?

Planning: Audience

- Significant demographics
 - Gender
 - Age
 - Cultural background
 - Economic status
- Group size
- Attitudes
 - Towards speaker
 - Towards topic

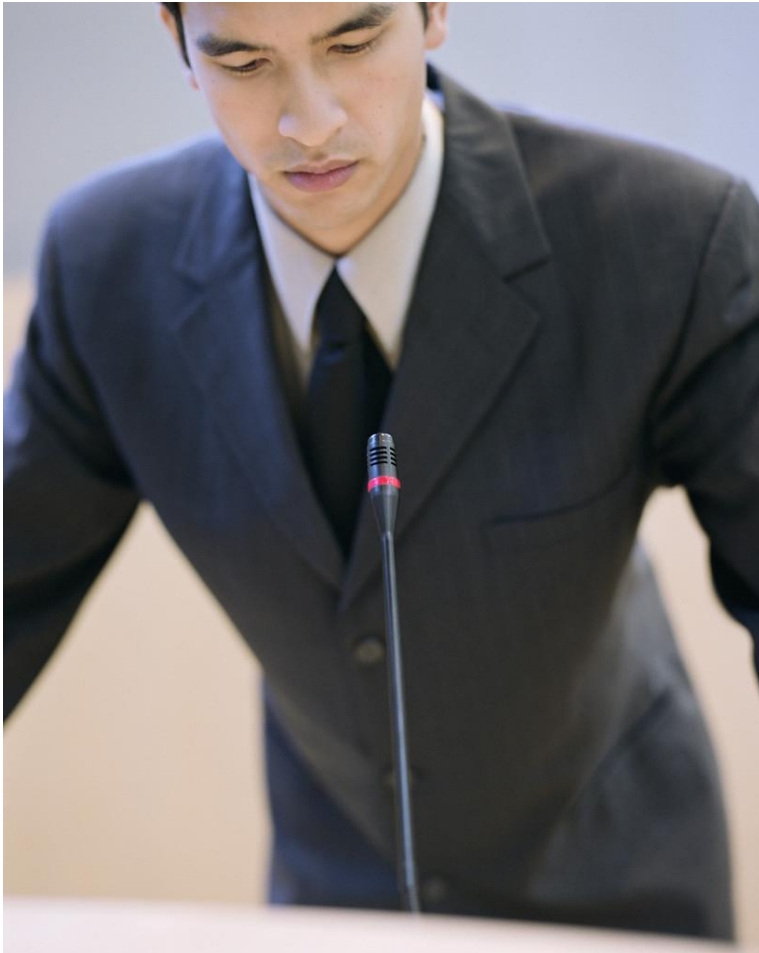


Planning: Audience

- Key members
- How much do they know
 - About topic
 - About me
- What do they expect
 - From topic
 - From me
- Personal preferences



Planning: Know yourself as speaker



- Your goal
- Your knowledge
- Your feelings about topic

Planning: Analyze the situation

- Occasion
 - Facilities
 - Time
 - Hour of day
 - Length of presentation
- Context
 - Other speakers
 - Current events



Planning: Presentation structure

- Opening or introduction
- Body or main section (3-5 main points)
- Conclusion or closing

Colloquially:

- Tell them what you are going to tell them
- Tell them
- Tell them what you have just told them



Planning: Introduction

- Tell your audience what you are going to tell them
- Gain audience's attention and establish rapport
 - Consider a graphic of your presentation
 - Pose a question
 - Use humour appropriate to audience and relevant to topic
 - Be careful not to offend
 - Relate a short anecdote
 - Present an interesting fact

Planning: Body

- No more than three to five points
- Use repetition to drive points home
- Sign-post with words (verbal headlining)
- Build to a climax
 - Increase the information density and rhetorical momentum
- Try to avoid a dull recitation of facts
- Create variety in content, delivery, pacing
- Support your points with
 - Personal experiences
 - Examples
 - Illustrations
 - Facts and statistics



Planning: Conclusion

- Speakers indicate the close of a talk with words such as
 - in conclusion
 - to summarise
 - in closing
- Restate your main points & reinforce your argument
 - Consider your finish
 - Dramatic
 - Low-key
 - Punch line
 - Consider using
 - Anecdote or quotation
 - Example
 - Recommendation
 - Appeal for action

Rewriting for the ear

Rewriting for the ear

- Writing for the ear shapes the speech as a spoken form of communication, to meet the needs of listeners
- Read the speech aloud and listen for:
 - a simple structure that is easy to follow
 - an active voice with simple tense
 - words that are easy to hear and understand
 - concise words with clear meaning
 - words that sound right together
 - breathing spaces that add impact to the message
 - words that move a listener through the introduction, body and conclusion clearly

Planning: Q&A session

When to Answer Questions

- During presentation
 - Promise to answer premature questions later
 - Allow for extra time
- After presentation
 - Start the ball rolling
 - Anticipate likely questions
 - Clarify complicated or confusing questions



Planning: Q&A session

- Treat questioners with respect
- Keep answers focused on your goal
- Buy time when necessary
- Address answer to entire audience
- Follow last question with summary



How to handle difficult or challenging audience members?

Planning: Q&A session

When an intimidating or difficult question is asked, reflect for a moment and consider

- Is the question relevant to what is being presented?
- Is the question out of context?
- Is the question simply a comment on what is being said?
- Is the question too controversial?
- Is the question simply promoting that person or the group?

Planning: Q&A session

How to handle difficult or challenging audience members

Table 18.9: Types of questioners and how to deal with them

<i>Questioners</i>	<i>Proposed solution</i>
Digressors from the issue or topic	Remind them politely that you are discussing a different issue or topic.
Dominators of the discussion	Draw others in the audience into the discussion by asking, 'What do the rest of you think?'
Promoters of hidden agendas	Remind them politely to stay with the context of the presentation and discussion.
Self-promoters	Involve others in the discussion by asking general questions of the audience without dismissing the self-promoter.
Poor articulators	Rephrase the question back to them by saying, 'You mean . . .?' This avoids a 'putdown' and encourages the questioner to remain involved.

Speaking with Confidence

Julian Treasure: How to speak so that people want to listen

https://www.ted.com/playlists/226/before_public_speaking

HAIL

- Honesty – be clear and straight
- Authenticity – be yourself
- Integrity – be your word
- Love – wish people well



Speaking with Confidence

- Speech anxiety is common
- Apprehension isn't as visible as you think
- Accept moderate amount of nervousness
- Speak more often



Speaking with Confidence



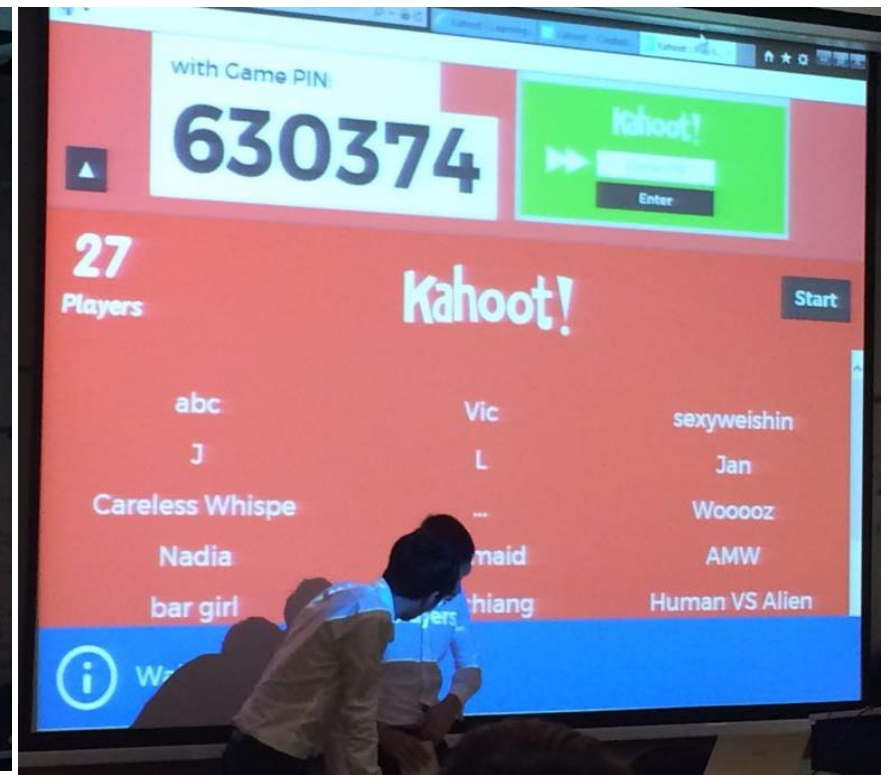
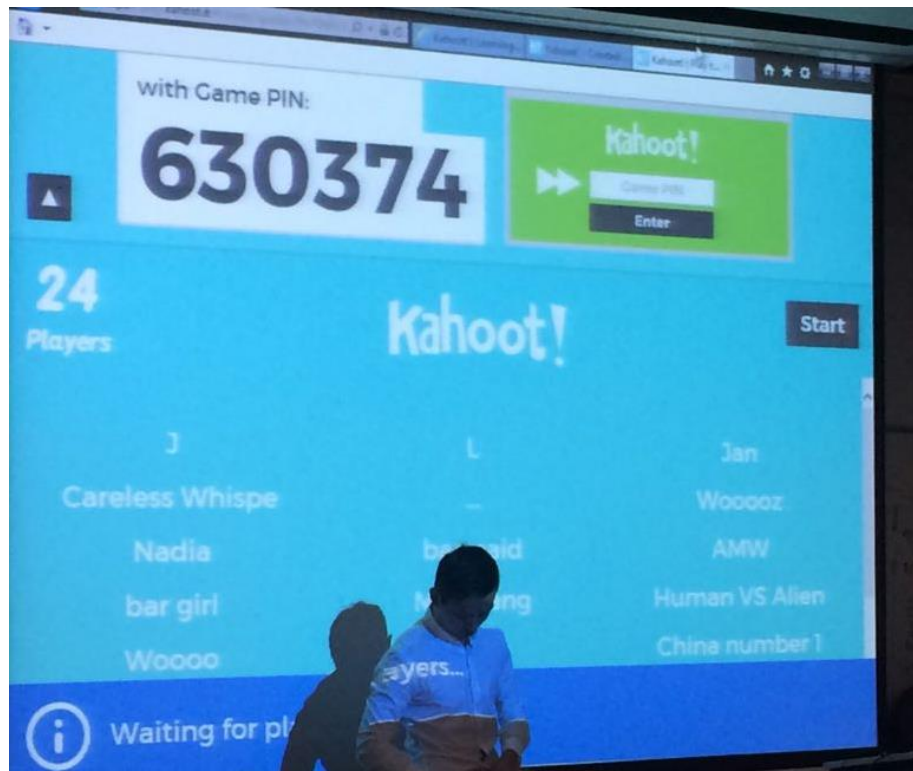
- Non-verbal communication
 - Posture
 - Facial expression
 - Appearance and dress
 - Gestures, body movement
 - Paralinguistics



Try not to
'avoid' your
audiences

Negotiation Styles - Avoiding

Japanese:	They tend to not give "No" for an answer. Takes a long time to get them to reply eg. email, calls and text. They will try to post-pone the dates. The Japanese may deflect confrontational questions by responding vaguely, or with silence.
What we should do:	Keep following up the dates. Set up meetings to meet face to face. Understand that silence response does not mean "no", it is best to not give the Japanese too much pressure to follow up.



Sometimes there's no choice...
but try your very best to avoid
shadows/reflections on your
face.



Speaking with Confidence

- Rehearse presentation
 - On your feet in front of a sympathetic audience (family/friends/pets)
 - Expect talk to be 20% longer
 - Focus on introduction & conclusion
 - In real setting
- Focus on topic and audience, not self
- Social psychologist Amy Cuddy on power posing
- Fake it till you make it

THEN

- Fake it till you become it
 - https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are
 - 13.09-2.10

Speaking with Confidence

- Other tips
 - Check all equipment
 - Breathe deeply
 - Move around during talk
 - Smile at your audience

Source: Eunson, 2012

Other presentation resources

- Audiovisual presentation and other aids
- What about handouts?
- Will computer projection/visualiser work better than whiteboards?
- Is there a microphone?
- Mac Adapters/HDMI etc...?
- Will there be a video player?
- What about connections?
- Any other supporting material?

Functions of supporting material



- Anything that backs up claims in presentation
- Functions:
 - Clarity
 - Interest
 - Proof

Source: Adler et al., 2010

Verbal Support

- Definitions
- Examples
- Stories
- Statistics
- Comparisons
- Quotations



Cite your sources

Source: Adler et al., 2010

Questions Comments Feedback









Next:

Communicating through visuals

Read chapter 17