

Lesson : Presentation Skills

Objective : The objective of this lecture is to ensure that you can deliver the presentations effectively for communicational purposes.



Performance

- Confidence & conviction
- Language (simple & accurate)
- Smile
- Eye contact
- Rapport with the audience
- Gestures
- Posture / tone
- Dress

When you are presenting,

- Add stories
- Use humour appropriately
- Convey your enthusiasm on the topic

Slides

- Font
- Minimum number of words
- Visuals
- Colours
- White space

Audience

- ▶ You need to know the audience before you speak to them
- ☐ Who are they?
- ☐ What do they know?
- ☐ What do they feel?
- ☐ What is in it for them?

Information

- Organization –
 - INTRODUCTION
(Say what you want to say)
 - FACTS (Say it)
 - CONCLUSION (Then say what you've already said)
- Q & A Session (At the end of this session, summarize the questions)



Understanding the purpose of the presentation is the key to success. At the end of the presentation, you need to achieve the desired goal.

Presentations can be delivered in four styles.

1. **Tell** -You are instructing or explaining. You want your audience to learn.
2. **Sell** - You are persuading. You want your audience to change their thinking.
3. **Consult** – You need some give-and-take with your audience. Yet you want to control the interaction
4. **Join** - You are collaborating. You and your audience are working together to come up with the result.

Podium Panic

**Cope with stage fright remembering
“it’s normal, everyone feels it”**

Some techniques to cope with fright

- ▶ Your audience understands your nervousness
- ▶ Nervousness is usually invisible
- ▶ Be yourself, let the real you come through
- ▶ Relax, practice some deep breathing techniques
- ▶ Practice with friends, share your fears with friends
- ▶ Check out the room first(space, equipment, lights)
- ▶ Concentrate on the message
- ▶ Begin with a slow, well prepared introduction
- ▶ Have a confident & clear conclusion
- ▶ Be prepared & practice



Remember

- It's ok to be yourself
- 2 or 3 key points are all you need
- You don't have to be perfect to be successful.

Structure

- ▶ begin by placing your topic in context
- ▶ Provide an outline
- ▶ **Tell them what is in it for the audience**
- ▶ Organize the body of the presentation
- ▶ Plan ways to encourage audience
- ▶ Maintain credibility
- ▶ Use visual aids effectively
- ▶ Think about what might happen & prepare

Structure

Introduction- The introduction can be a question, a sincere greeting or a starting statement. This catches the attention of your audience and prepares them for the rest of your presentation. A good introduction is a vehicle to lead the audience into the main body of the speech.



Main body – The main body, the discussion , or the text part follows the subsequent to introduction and support your main goal or specific purpose. You can choose the any of the following patterns to organize the main body of the speech.

- Chronological
The entire presentation can be arranged chronologically. This method is useful for topics like “the profile of your institute ”, “the changing face of technology”, “and history of sports”.
- Categorical
The entire presentation can be divided into various topics and subtopics arranged on the basis of subordination and coordination. This can be used for topics like “environmental protection”, “importance of professional presentation”, etc.
- Cause and effect
You can adopt this method whenever there exists a cause and effect relationship. Here you have to illustrate and explain the causes of the situation and then focus on the effects. This method can be used for topics like “impact of cinema on children”, “internet boon or bane”, etc.

➤ Problem/solution

Here you divide the presentation into two parts. In the first part describe and analyse the cause and effect of the problem. After the analysis you move onto the main objective of your presentation to suggest the solutions to the problem. This method can be used for a topic like, “population explosion”.

Conclusion

You can conclude your presentations by reviewing the main points. Give a signal such as **sum up, to conclude, to review.**

Useful language

- ▶ I will give the three basic reasons why change is needed...
- ▶ Now that we have analyzed the problem, we need to look at the possible solutions...
- ▶ Conclusions : the discussion so far leads to this final thought...
- ▶ Straightforward conclusion : ... if you enact this program, three basic benefits will result...

Q & A



1. Objectives

The Q & A session of a presentation has become increasingly important because it gives:

- An opportunity for instant clarification
- A chance to the audience to express itself
- A forum for the presenters to show off their expertise
- A platform for the presenters to think on their feet

2. Skills

Handling questions in public is an art because nobody wants to look foolish in the public eye. Some of the skills required are:

- Good listening skills
- Careful summarizing skills
- Good answering skills
- Cautious time management skills
- Smart people handling skills

3. Questions

Questions tend to fall into the following categories:

- Clarification
- Repetition
- Illustration
- Explanation
- Expansion
- Contradiction



Sample question starters:

- I'm sorry, I may've missed this, but did you give the reasons behind this claim?
- On behalf of those at the back, could you please repeat the last point? We couldn't hear you.
- This may be redundant, but considering the state of the economy, isn't this a luxury?
- Could one of the presenters explain what is meant by "the means justify the end in this case"?
- If the Central Bank statistics are contrary to what you say, how would you explain this?

7 P approach to the principles of public speaking (Engleberg-1994)

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|---------------|---------------|
| ▶ Purpose | ▶ Planning |
| ▶ People | ▶ Personality |
| ▶ Place | ▶ performance |
| ▶ Preparation | |

