

Glossary

Creating and Giving Business Presentations

With Tatiana Kolovou

Use the terms and definitions below to understand concepts taught in the course.

Transcript Search: Note that you can search for terms directly within the course. To search video text, switch to the Transcripts tab, then press Command/Control+F on your keyboard to run a search within the active transcript.

Term	Definition
audience knowledge level	A necessary component of delivering a compelling presentation, in which you must consider what your audience DOES and DOES NOT know about your topic. Too often, speakers neglect considering this important factor and lose their audience.
audience value	The benefit or impact that your presentation will have on your audience. You must clearly communicate what is in it for your audience early on in your presentation so that they know how this information affects them.
credibility	The brand that represents a speaker, comprised of perceptions, actions, and behaviors. Know your credibility level with whatever audience you plan to present to and adopt your style accordingly.
emotional appeal	The elements of a presentation that aim to connect with your audience on more of an emotional level than logical. These include tactics such as showing emotion via tone and body language, using appropriate gestures and stance, maintaining proper eye contact, and other ways to resonate with the hearts of your audience.
forest vs. trees	The concept of determining whether or not your audience wants a large, general picture of the concepts you discuss (the forest), or if they prefer to get specific with the nitty-gritty details (the trees).
logical appeal	The visual and verbal design elements that assist your audience in recalling the main message and supporting points of your presentation. It is the proverbial road map of your message, and is strengthened by using evidence with statistics, studies, graphs, surveys, etc.