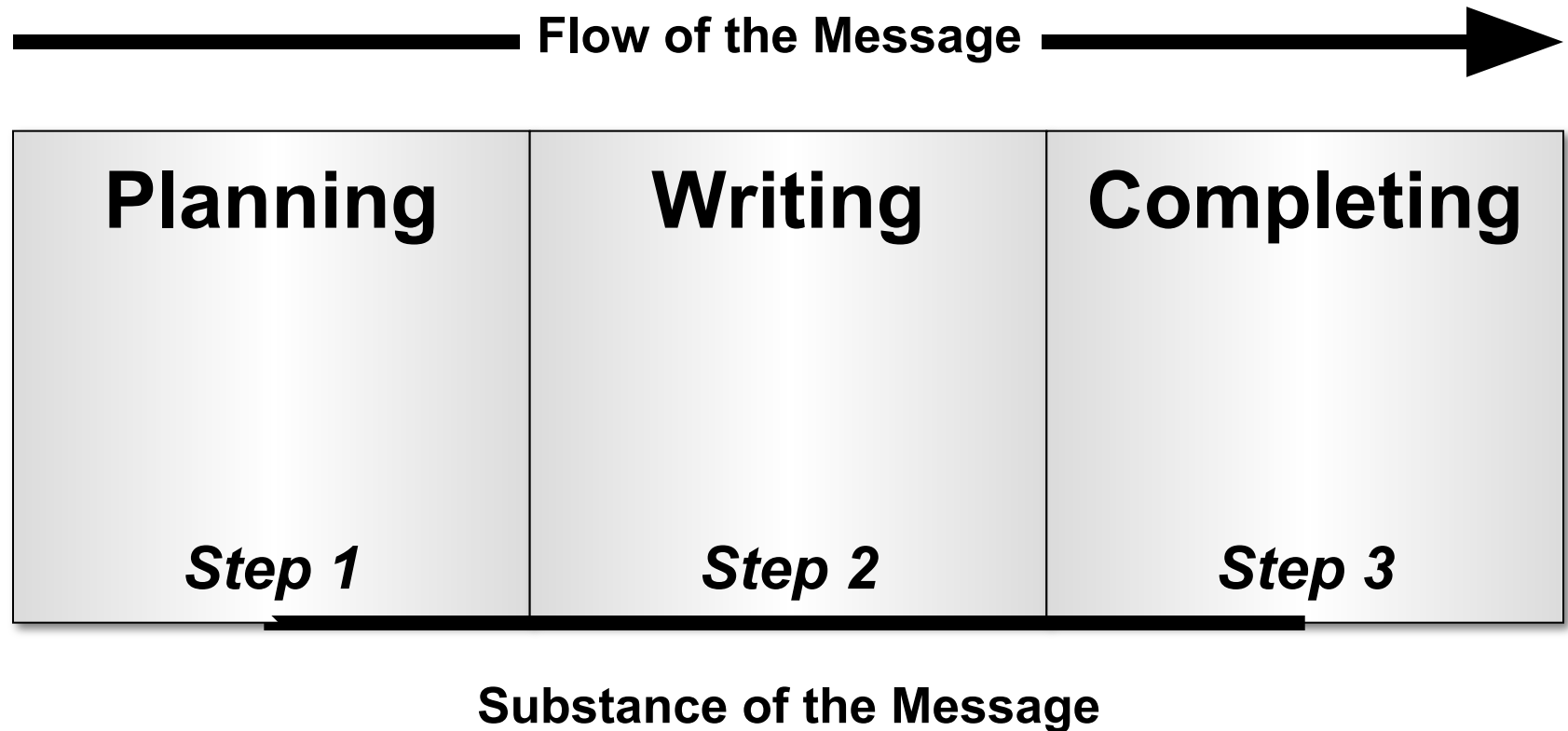


Planning, Writing, and Completing Oral Presentations

The Three-Step Process



Planning the Presentation



**Determine the
Purpose**



**Analyze the
Audience**



**Gather the
Information**



**Adapt the
Message**

Common Purposes of Business Presentations

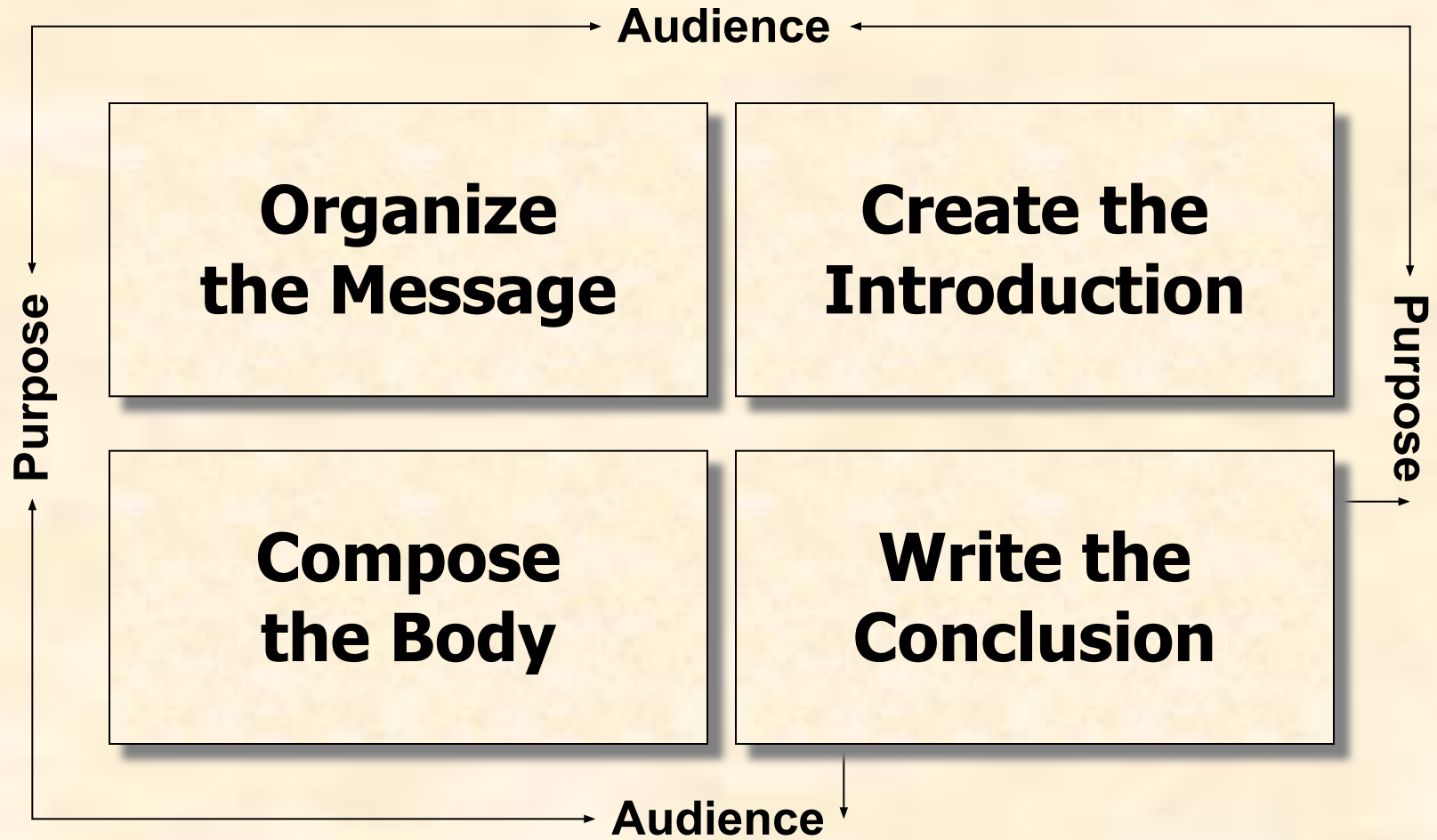
Inform

Persuade

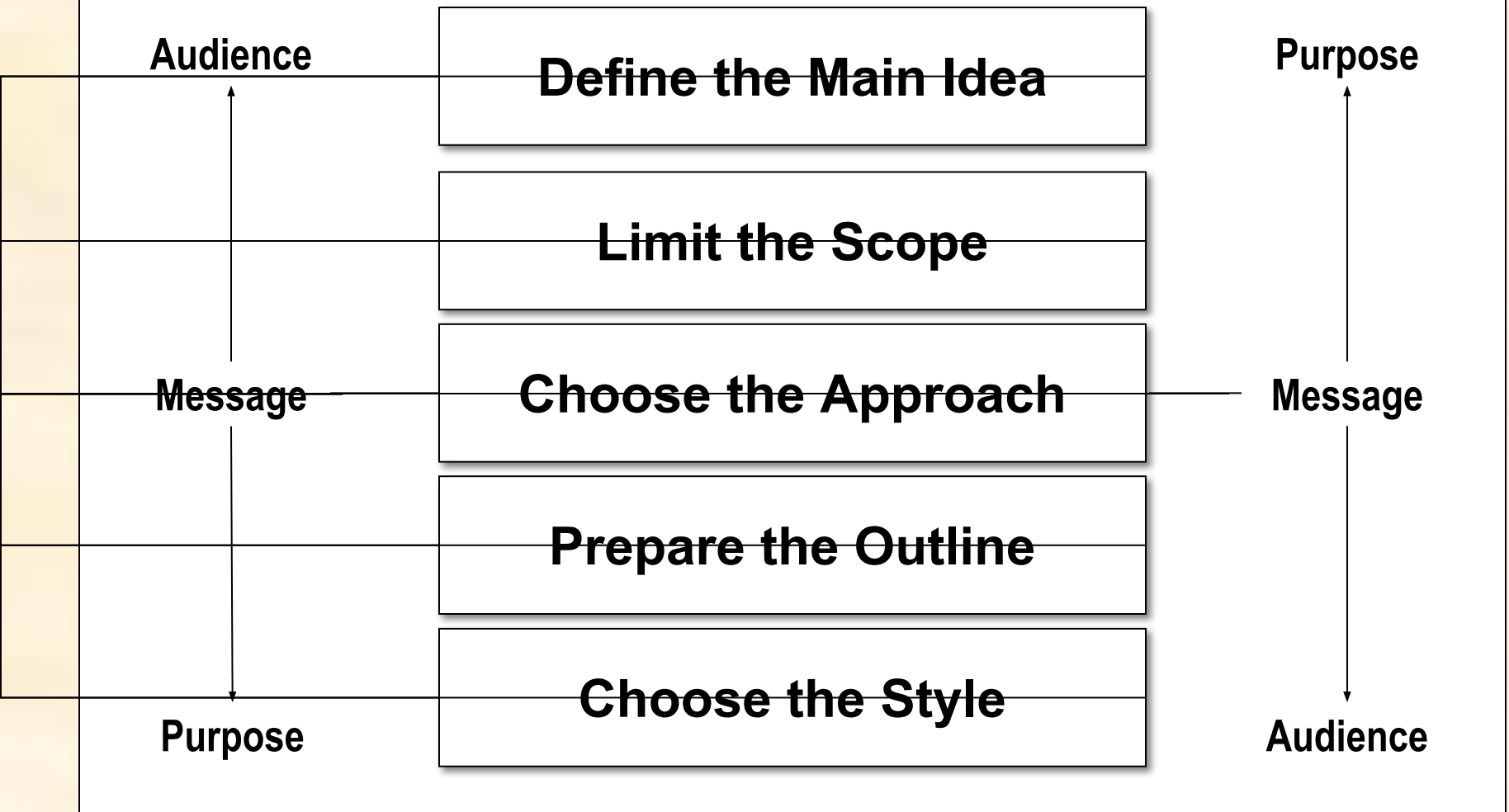
Motivate

Entertain

Writing Oral Presentations



Organizing the Message



Developing Oral Presentations

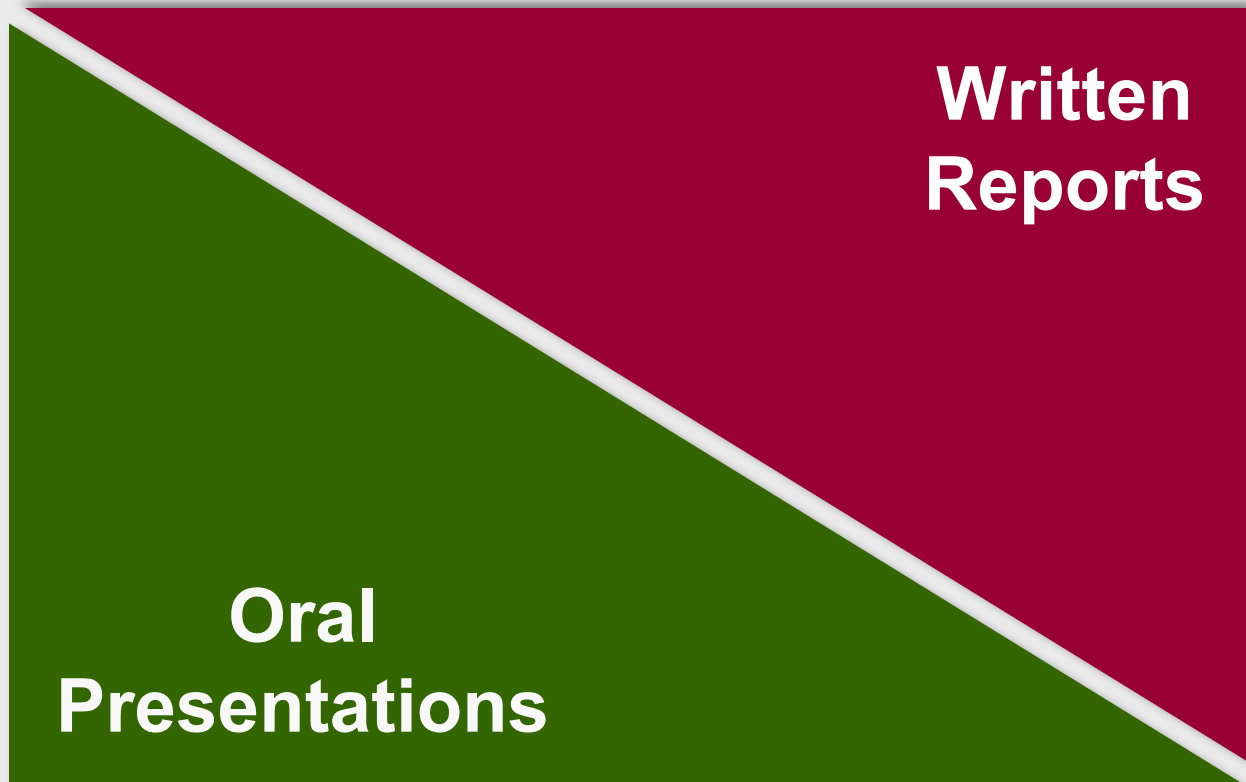
High



Control



Low



Low



Interaction



High

Creating the Introduction



**Arouse
Interest**

**Build
Credibility**

**Preview the
Presentation**

Composing the Message



**Limit the
Main Points**

**Connect the
Ideas**

**Engage the
Audience**

Writing the Conclusion



**Restate the
Main Points**

**Describe the
Next Steps**

**Close the
Presentation**

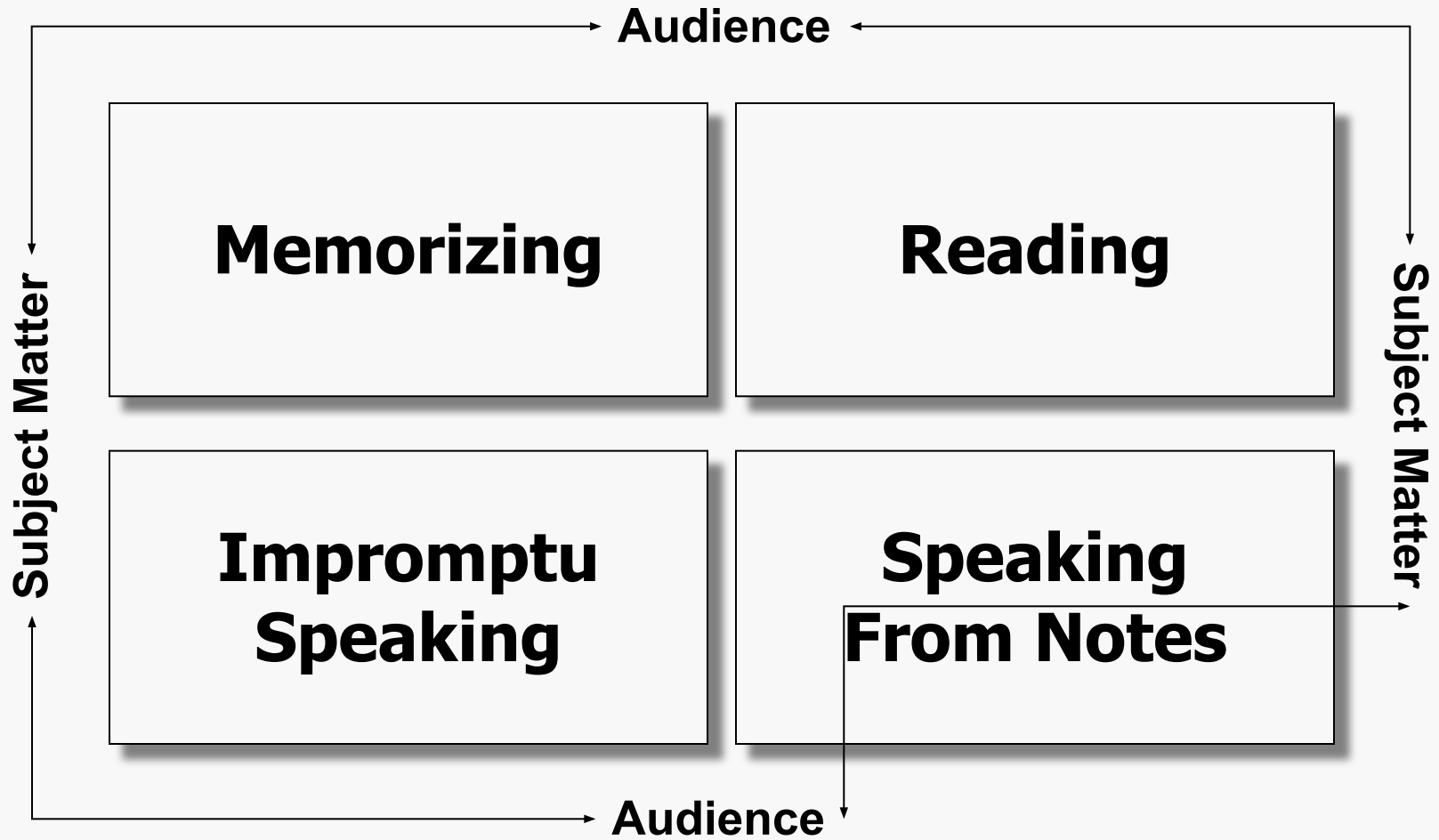
Completing the Presentation

**Evaluate
the
Message**

**Edit the
Content**

**Develop
Visual
Aids**

Practicing Your Delivery



Preparing to Speak



**Know
the Location**

**Consider
the Audience**

**Adapt
the Content**

Building Your Confidence

**Prepare
Extra Material**

Rehearse

**Think
Positively**

**Visualize
Success**

**Take a Few
Deep Breaths**

Be Ready

**Get
Comfortable**

Don't Panic

Keep Going

Appearing More Confident

Don't Rush

**Maintain
Eye Contact**

**Control
Your Posture**

**Use Appropriate
Gestures**

**Vary Facial
Expressions**

**Control
Your Voice**

Answering Questions

**Focus on the
Questioner**

**Respond
Appropriately**

**Maintain
Control**

**Survive the
Hot Seat**

**Motivate
Questions**

**Conclude
the Speech**