Public Speaking in Business

My Art of Presentation

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Public speaking is one of the main skills these days, especially for IT specialists who plan to launch their own start-ups. In this essay, I plan to evaluate my public speaking skills, speculate on how to improve them in the near future, consider the ideal presentation, and analyze my worst performance.

**Weaknesses and Strengths of My Performances**

I have a little public speaking experience that started when I was still in school. I have given presentations on academic topics, projects, and self-presentations. This experience will be enough to analyze my skills.

I think my public speaking skills are fairly well developed. I can structure my story well, choose a style for a specific purpose, keep the audience interested, and keep their attention during the speech. As far as slides are concerned, I can highlight the key points of my story and put them on slides with a small visual component.

However, I have room for improvement in public speaking. I know that I can sometimes speak too quietly or too quickly, which can cause the audience to lose the essence of the story. I can also go over the time limit or end a story too quickly. I think this is because I pay more attention to the structure of stories than to the quality of their delivery, which is something I need to work on.

**Steps to Develop Business Presentation Skills**

In order to eliminate the aforementioned disadvantages and improve the quality of performance, I work on it regularly. It is difficult to improve one’s speaking skills by studying theory; however, practice is much more effective in this case. In my free time, I often watch TED Talks; I can simultaneously learn a lot of new things about the topics I am interested in and analyze the speeches of professionals, noting some tricks they use during their presentations. Also, from time to time, I manage to give speeches myself during university classes or during project presentations. They help me consolidate the skills I have learned, apply them, and receive feedback from the audience.

**My Vision of an Ideal Presentation**

The skill of public speaking, like all other skills, can be improved indefinitely. However, to have a goal and go in the right direction, it is important to develop for yourself the criteria for an ideal performance.

**A structured narrative:** The speaker should cover all the main points while not overlooking important details. At the same time, it is important not to stray from the topic and not to go into unnecessary details. The story should be logically structured with a clear lead-up to the story, a main part, and a conclusion. It is important that the audience is interested in your story and understands why they should listen to you.

**Quality delivery:** In addition to story structure, it is important to present it well. It is worth keeping eye contact with the audience, using different intonations and paces of speech, and watching the body language of the audience to understand when they have understood everything and when paying more attention to some parts of the story.

**Clear and readable presentation:** If a speaker performs with a presentation, it is important to structure it correctly. The presentation should supplement the speech but should not be the main source of information. There should not be much text on the slides. The speaker can place basic information and visual aids on the slides to enhance their understanding of the material. It is also important to number the slides so that the audience can ask questions later or provide feedback on specific slides.

**My Poor Performance: Reasons and Steps to Improve**

This year, my team and I presented an interim presentation on the Software Project course project. On that day we received not the best feedback from our teacher. First, we encountered technical problems during the presentation: the projector was not connected to the computer, and the video could not start. I realized that it is important to check all technical components before presentation so that I do not waste time on them later. Second, we exceeded the time limit, which caused the teacher to interrupt us and we did not have time to finish the story. This was because we did not rehearse our performance before the class, which is crucial for preparing the speech.

**Conclusion**

In this essay, I aimed to analyze my public speaking skills. Although I am currently a good speaker, I have room for improvement in future presentations. By focusing on the quality of my delivery, rehearsing more, and ensuring all technical components are in working order before presenting, I believe I can significantly enhance my public speaking skills.