Presenting 101| Making Presentations Great A proposal by Terrence Lewis (CEO Tech LLC.)

**Overview**

At any given time in a person’s life, whether that is in an academic or professional environment, everyone will have to give a presentation. Often, however, nerves or lack of preparation hinders many peoples’ presentations. Flaws in a presentation can show themselves though a presenter’s lack of dynamism, incoherent speech and the use of filler words. Issues also brought up include problems with body fluidity and body language i.e. bad posture, improper or bad use of hand gestures and pacing. Interestingly, however, these are all key elements to any presentation that can ultimately change an audiences’ view of a presenter and even decide if the presenter’s points are transmitted effectively.

Presenting 101 (P101) is a bold new tool for public speakers that revolutionizes not just how people train to become better public speakers but it also aids in making maximizing a presentation’s potential. It can easily be observed that public speaking is a complex and multifaceted task; where it is both a visual and auditory experience for both the presenter and listener. Unexpectedly, however, there are not any comprehensive systems on the market today that attempt to help prepare people to give presentations; and the ones that do exist do not take both factors into account when trying to train presenters. P101 gives users all the basic tools necessary in order to guide users in making the best possible presentations. P101 understands that during a presentation there are both visual and auditory components and unlike other products out there that treat these components as discrete parts, P101 not only analyzes both aspects of a presentation to tell users their mistakes but it also offers suggestions as to how to correct those mistakes.

P101 is a robust system that allows users to test their presentation skills, their preparedness and get suggestions as to how to present more effectively. P101 uses the Xbox One Kinect’s motion sensing capabilities and a microphone to take in data about the user. The program is dependent on a user standing in front of the sensor speaking and moving (as one would do during a presentation). Once the user initializes the system they will have the ability to track their volume (decibel level), speech disfluencies, speech rhythm, bodily gestures, posture and relational movements e.g. pacing. When they are done presenting in front of the system, a user error report (UER) is generated that looks at each of those six components that are critical in a presentation. Each of these components are analyzed against things that are know to be bad in a presentation as well as it being based off of how far away they are from researched standards. The UER details issues that were found with each of these six components and offers suggestions as to how they can correct them.

**Business Proposal**

A study at Chapman University found that the number one fear that Americans had was the fear of public speaking[[1]](#footnote-1). We as presenters are sometimes unprepared, too nervous, or so focused on disseminating the information that we have to present that we often zone out and don’t realize our own actions. This is where problems come into play and we begin to sabotage our own presentations. Where, in as little as 15 seconds listeners will judge a presenter’s creditably based solely off of their voice and personal characteristics[[2]](#footnote-2). Understanding this to be true, then it becomes obvious to understand the importance of developing people’s skills in public speaking.

People begin giving presentations and publicly speaking as early as grade school, proving that the market for P101 is expansive – as this product is applicable for practically any age rage. Because P101 looks at various parts of a presentation is can be easily adopted for countless situations in helping users present and analyzing speakers. P101 could fit perfectly in a classroom setting where it could for example act as a supplement for a public speaking class. The instructors for the class would have to ability to judge a student’s public speaking abilities objectively as well be able to track the progress of each of their students given the convenient user error report given at the end of each presentation. Similarity, P101 could be used in the privacy of someone’s office where they could practice giving a big presentation. With the overall goal of making sure that people are not just practicing but also correctly practicing how to present.

It is a simple fact that the more important a presentation or speech is to someone the more they would want to be prepared. This idea coupled with the fact that everyone wants to be the best at what they do, including presenting, makes it is easy to see how the public would be thirsty for a product like this. As mentioned earlier, there are very few products that are available for people to help them understand how to become better presenters. By identifying this problem, P101 would be breaking ground and be at the forefront of this market. Knowing that nature naturally fills a vacuum it is clear that this market will not be sparse for much longer. Being one of the firsts for anything naturally comes with some risks and the premise still holds here. One such risk would be from other companies trying to imitate P101. It should be clear that P101 uses various specially crafted algorithms that examine various aspects of a presenter. This, however, is still not a sure fire way to ensure that P101 is not copied which is why you should act now and so that you can get all of the earnings possible before others come into the market. Once this program is available, it would be known what P101 looks for during a presentation (although not in complete detail) so a question that may be brought up might be, “why would people buy P101 when they could try and do other things for free”? Since it is know that P101 looks for six distinct things during a presentation people could use that knowledge to avoid buying our product and instead use some of our techniques by trying to do things like, thinking about those six issues and making sure that they do not to do them when they are giving a presentation. This, however, would be difficult to do without the right preparation but our product resolves this issue by having an easy to use interface and correcting users. This thus makes users progressively more aware of their mistakes and as time goes on they learn what these six things actually mean to them during a presentation and by learning about themselves they are able to effectively eliminate them. Users could try presenting in front of a mirror but this technique does not give much feedback. P101 understands various aspects of human nature in that that during a presentation people will often forget many of the things that they did incorrectly. Consequently, our product offers the UER. People may also say that instead of using our product they could instead try presenting in front of a friend or take a class. These may seem like the two most viable options, however, they still do not quite compare to the results that could be returned from using P101. First let us split these two claims up; by presenting in front a friend, that person may not know what they should be looking as to what is wrong with a presentation, the presenter could also feel to uncomfortable presenting in front of a friend. With the option of taking a public speaking class – they are often either too expensive, inconvenient or even a waste of both time and money as they have often been proven to be ineffectual. Each of these claims may have some validity to them but given our counter arguments and the results that P101 return we are sure that we would get a large customer bases.

**Social Impacts**

Through the use of P101, users are able to effectively see their mistakes. By understanding these mistakes users will be more cognoscente of their mistakes and in turn begin to correct them; leading to one’s presentation to be more succinct. Consequently, this can mean better and broader dissemination of information through clarity and less distraction. This gives users two things 1) the ability to give better and even great presentations and as result of knowing that they have this ability, users 2) have a greater sense of confidence. Combined, these two things cause a cyclical trend that ultimately helps develop a person’s communication ability and articulation skills. Further, these skills have broader impacts to users because it proves to bleed into other aspects of a person’s life, affecting things like interpersonal skills which when looked at in a greater sense and extrapolated, proves to ultimately facilitate in aiding people to become more successful in life. P101’s tag line thus far has been to “make presentations great”. This concept of making the presentation great is more complicated then just correcting a speaker’s actions. It actually goes well beyond this concept – proving to have two faces. By being able to give suggestions and better the speaker’s presentation skills the user gains not only this knowledge of how to correctly present but they are given an added sense of confidence. By extending this confidence it can be seen that P101 actually serves a dual purpose, which is to help to give users additional confidence and to ensure that the audience is as receptive to the information as possible. This is done by understanding how fast listeners make judgments about speakers – it is easy to see that listeners will be more receptive of the points that a presenter is making if they believe the speaker to be creditable. This creditability can in many instances be gained by being confident about what one is saying. So by being confident, speakers will in most cases appear creditable which will allow listeners to be more receptive.

Being able to give a great presentation means being able to effectively make the audience more receptive. To accomplish this one must be more cognoscente of one’s mistakes and as a result this will allow more information to be better decimated. Looking even further by going beyond this idea of making presentations great, P101 could have even broader social impacts by aiding with the understanding of how audiences interpret information from speakers. This product could better help understand how listeners can be more receptive through various techniques that speakers use. This can have even further impacts in a learning environment especially for places like the classroom. Where, it could be studied how teachers can change the way they physically present information such that it could be modified in a way that better facilitates learning. This could also have additional impacts in a commercial setting. Where it could be studied how commercial products are sold. Giving companies a better insight as to how to better market to different customer bases, based off of various gestures done throughout a commercial. What words were said, various volumes and rhythms taken could also be studied to understand the effectiveness of a commercial or campaign. These different possibilities would have momentous impacts on nearly everyone in society from children and adults learning, to knowing how to more effectively market to specific groups.

1. Ingraham, Christopher. "America’s Top Fears: Public Speaking, Heights and Bugs." Washington Post. Accessed November 17, 2015.  [↑](#footnote-ref-1)
2. DeVito, Joseph A. *The Interpersonal Communication Book*. New York, NY: HarperCollins College, 1995. Print 148. [↑](#footnote-ref-2)