

BUSINESS COMMUNICATION

EFFECTIVE PUBLIC PRESENTATION.PUBLIC SPEAKING.

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Skoltech

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The Four Communication Skills



Today

Job Interview

Why People Fear to Present in Public

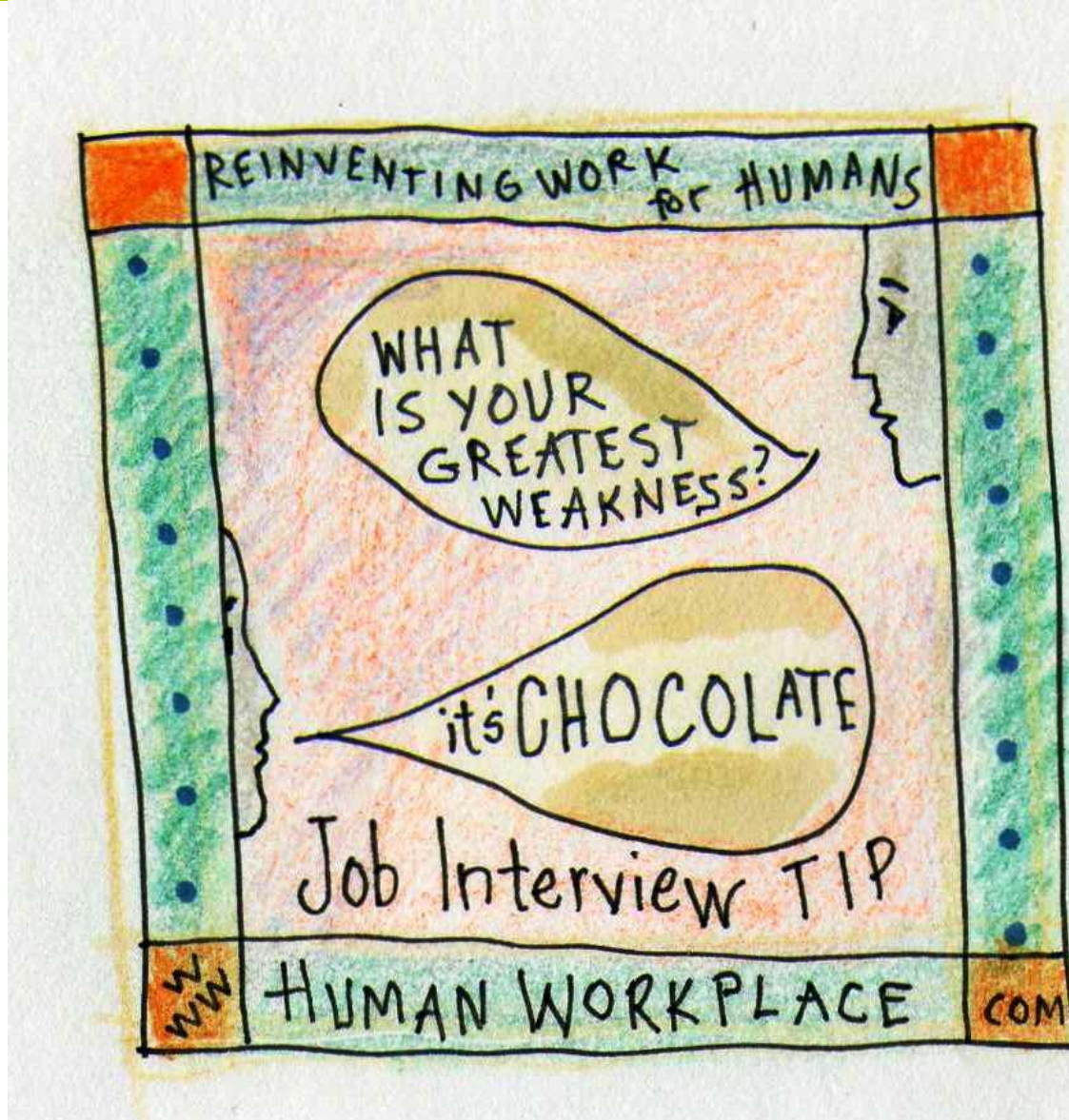
Misconceptions about Presentation

What Is A Good Presentation

How to Make a Great Pitch

Pitch Structure and Content

Job Interview



JOB INTERVIEW

INTERVIEW

1



DRESS
APPROPRIATELY

2



ARRIVE IN
GOOD TIME

3



BODY
LANGUAGE

4



EXPECT THE
UNEXPECTED

5



ASK QUESTIONS

WHY PEOPLE ARE AFRAID OF PUBLIC SPEAKING?



ANXIETY

FEAR

DISCOMFORT

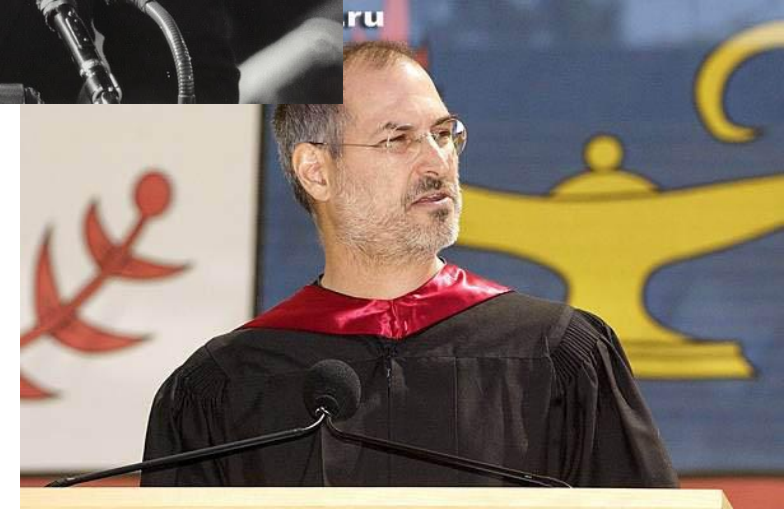
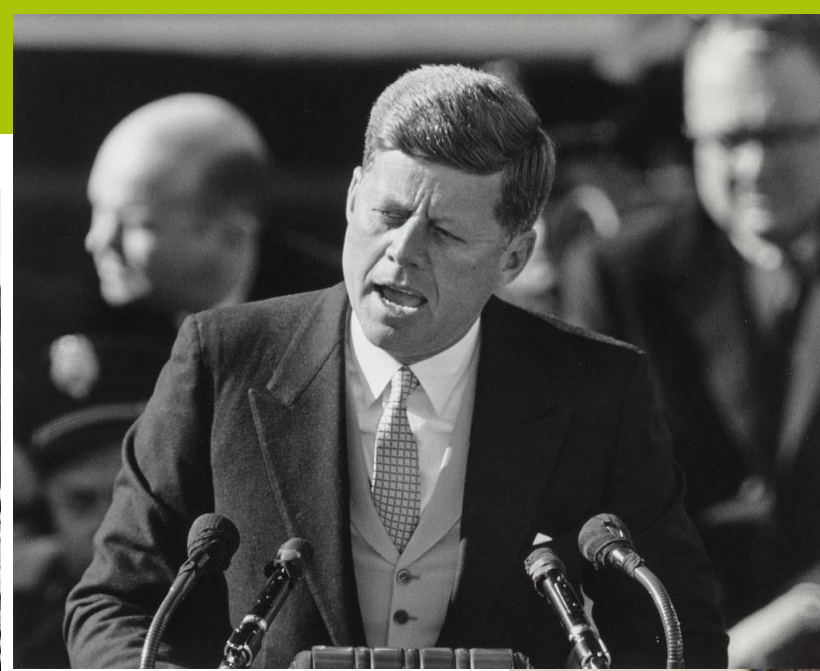


What Is a Good Public Presentation?

- It is the one that
- Keeps attention
 - Impresses
 - Is memorized
 - Calls for action



The Role of Presenter



<https://www.youtube.com/watch?v=vP4iY1TtS3s> I Have a Dream speech by Martin Luther King .Jr HD
(subtitled) (7')

President John F. Kennedy's Inaugural Address | January 20, 1961

<https://www.youtube.com/watch?v=NwM6s55no6U>

How to Impact Your Audience? Speaking Goal

1. What do I want my audience to know?
2. What do I want my audience to do?
3. What do I want my audience to feel?



GOAL

Early in the process of developing your speech, identify the reason **why you're speaking**. Make it a point to stick to this goal during your presentation. Don't get sidetracked or off-topic.

How to Impact Your Audience? Speaking Topic

if you sincerely care about your topic the audience will pick up on that too. They'll view you as being more authentic and believable. They'll listen more closely to discover why your subject is so important to you.

Authenticity – Be yourself



How to Impact Your Audience? Audience Analysis

Collect all information you can about your audience

Ask yourself these questions:

- **Why are the people in your audience listening to the presentation? Are they truly interested?**
- **What is their point of view regarding your topic?**
- **Are they required to attend, or did they choose to be there?**
- **Do they want to help you get your message out, or do they oppose your ideas?**
- **Are they friendly or hostile to you? To each other? To a third party?**

Psychographics:
Attitudes,
Values, and
Interests

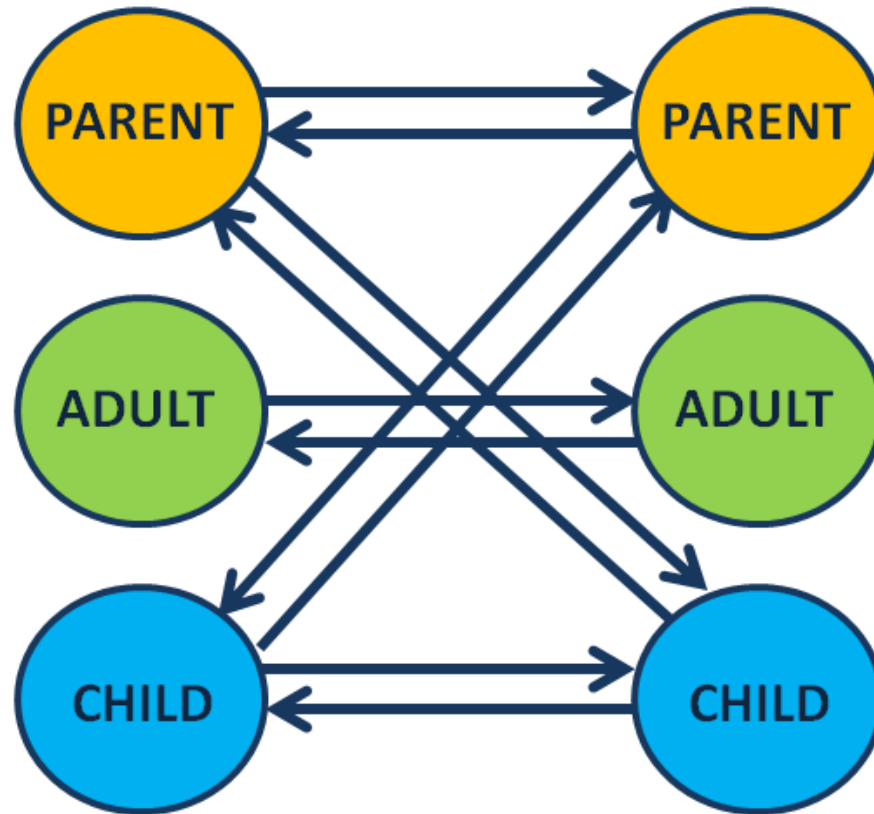
Generation

Expectations

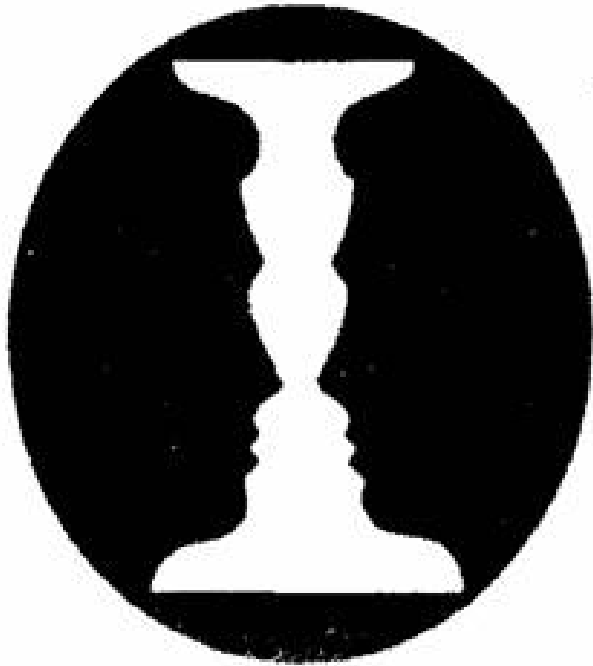
Interests

How to Impact Your Audience? Define Your Role

Determine your role and adjust your image if necessary



How to Impact Your Audience? Disposition



What Do You See Here?

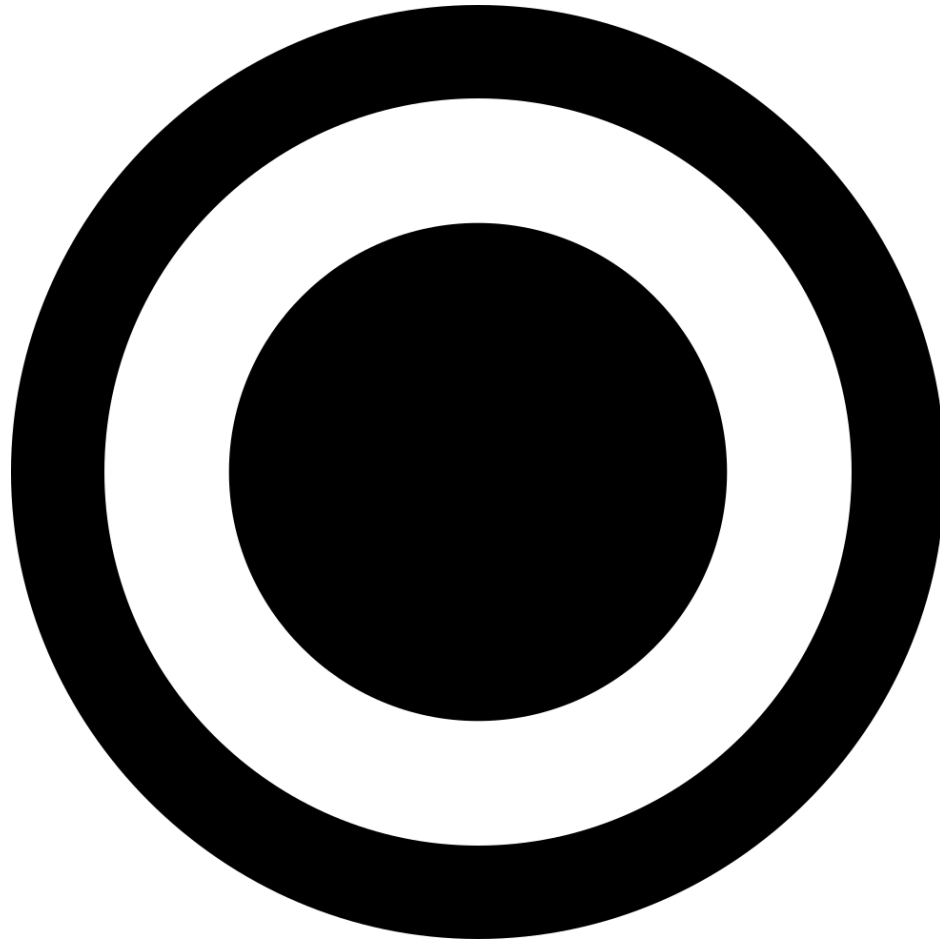
Case of the Investors Pitch-session

How to Prepare a Speech? Structure

Beginning

Main Part

Conclusion



How To Make Speech Effective?

IN THE BEGINNING OF THE SPEECH

- Raising a Question
- Narrating a related interesting story
- Opening with a striking quotation
- Telling how the topic affects the vital interests of the audience.
- Highlighting the shocking facts

“Tell them what you are going to tell them”

BODY OF THE SPEECH

- Discuss main points (those previewed in Intro)
- Provide supporting details
- Educate/ entertain the audience

“Deliver your messages”

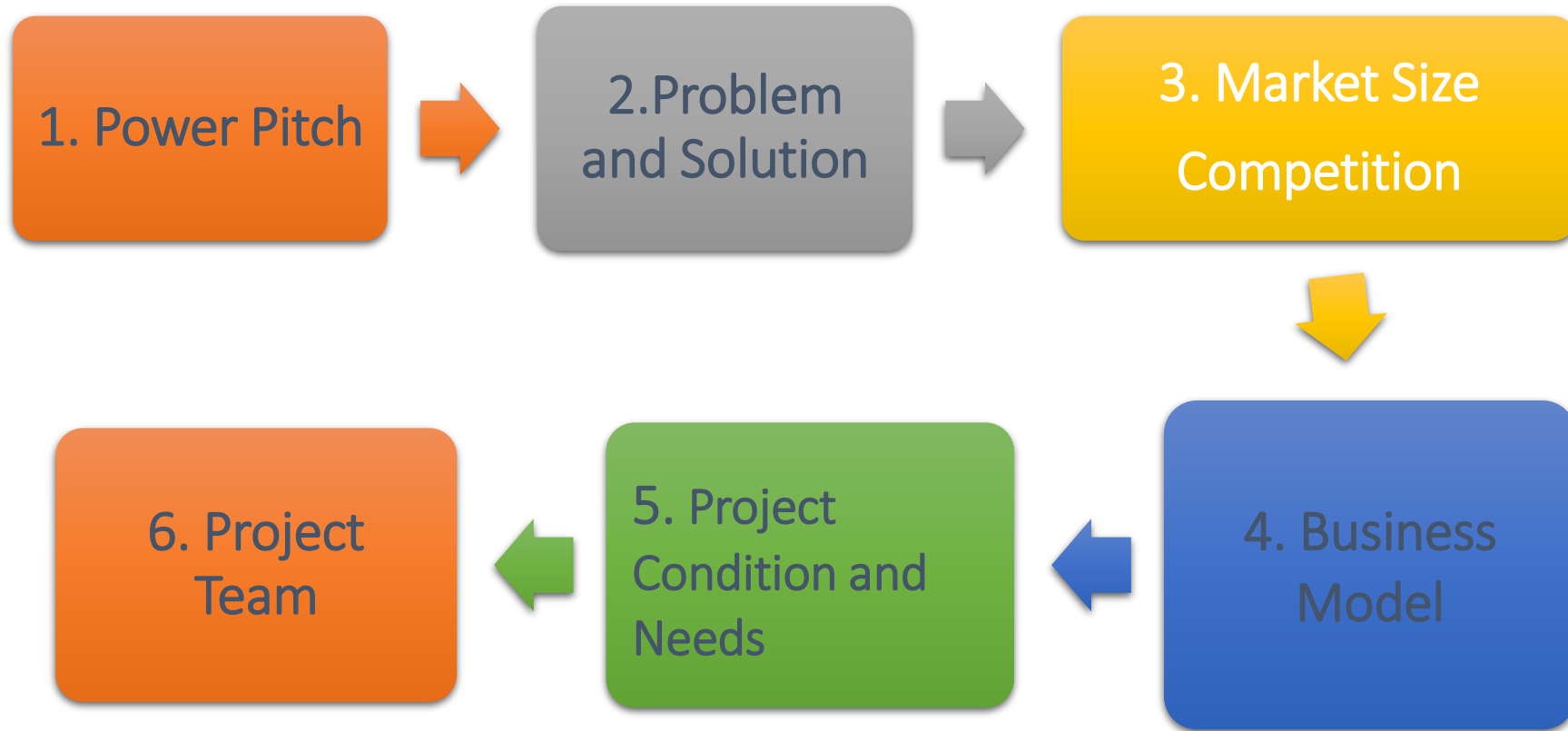
CONCLUSION OF THE SPEECH

- Summarize
- Appeal for action
- Pay compliment
- Raising a laugh

“Say What You’ve Said”

Structure of the Pitch

How to Prepare a Speech? Structure of the Pitch

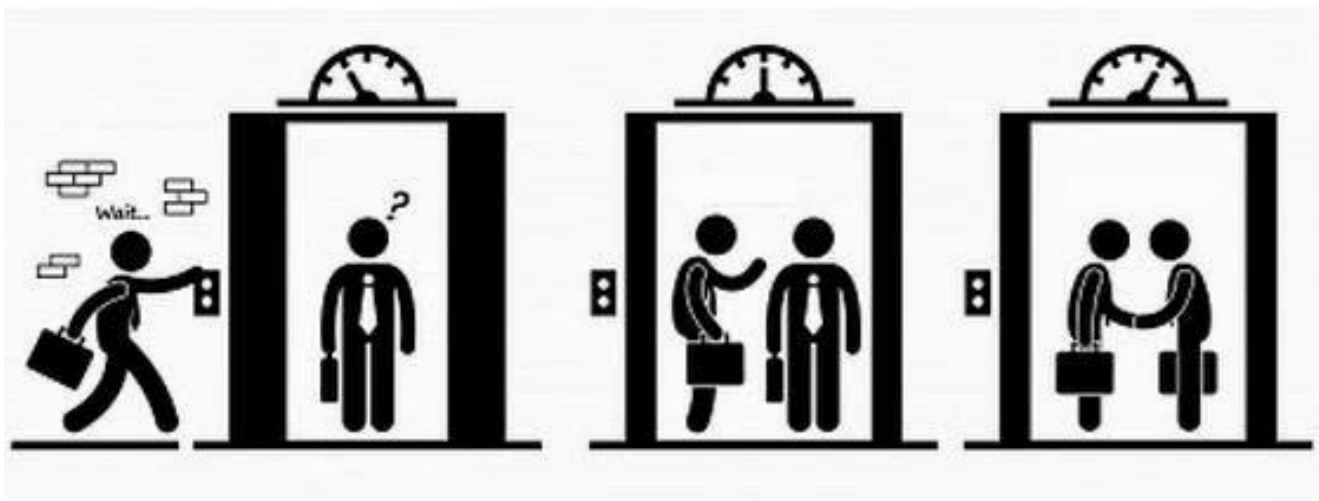


Power Pitch

How to Prepare a Speech? Structure of the Pitch



1. Power
Pitch



Structure of the Pitch

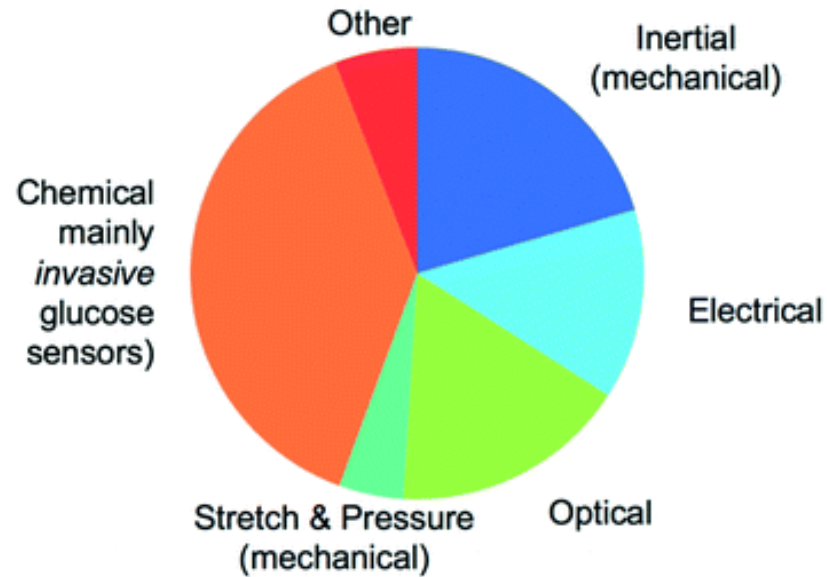
2. Problem and Solution



Market Size: Competition

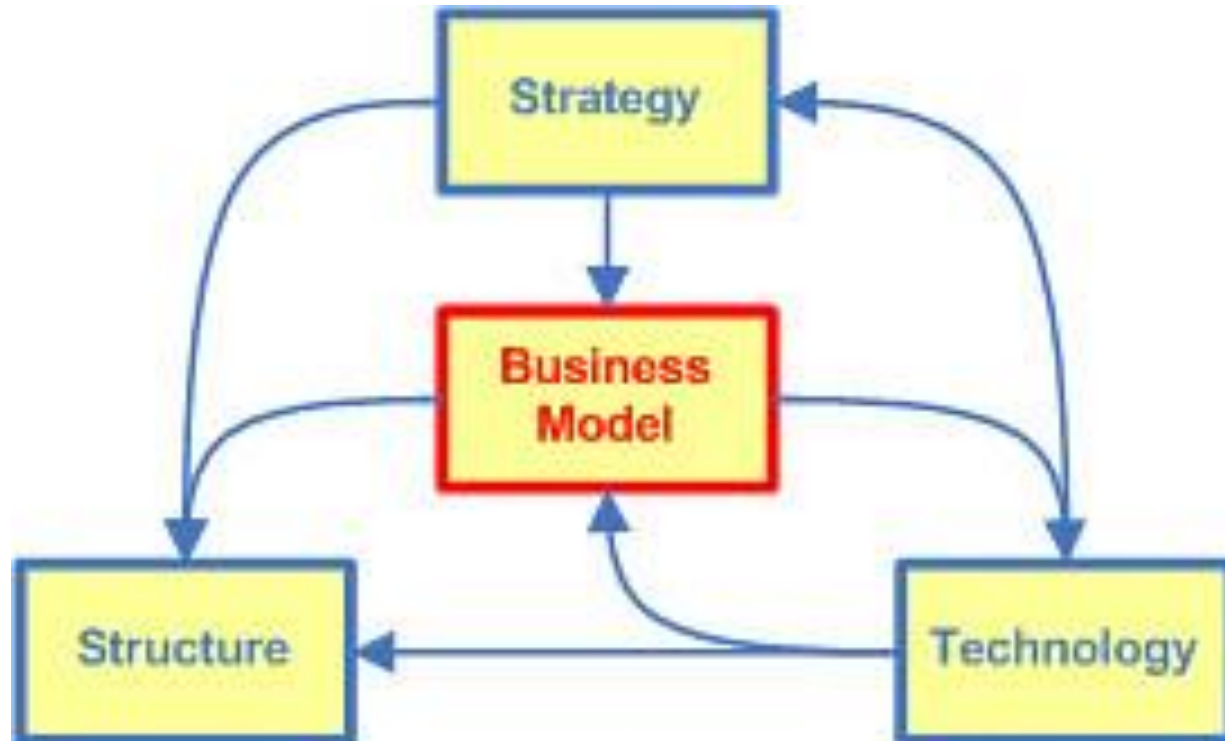
3. Market Size Competition

Market Size Forecasts for 2020 By Sensor Type

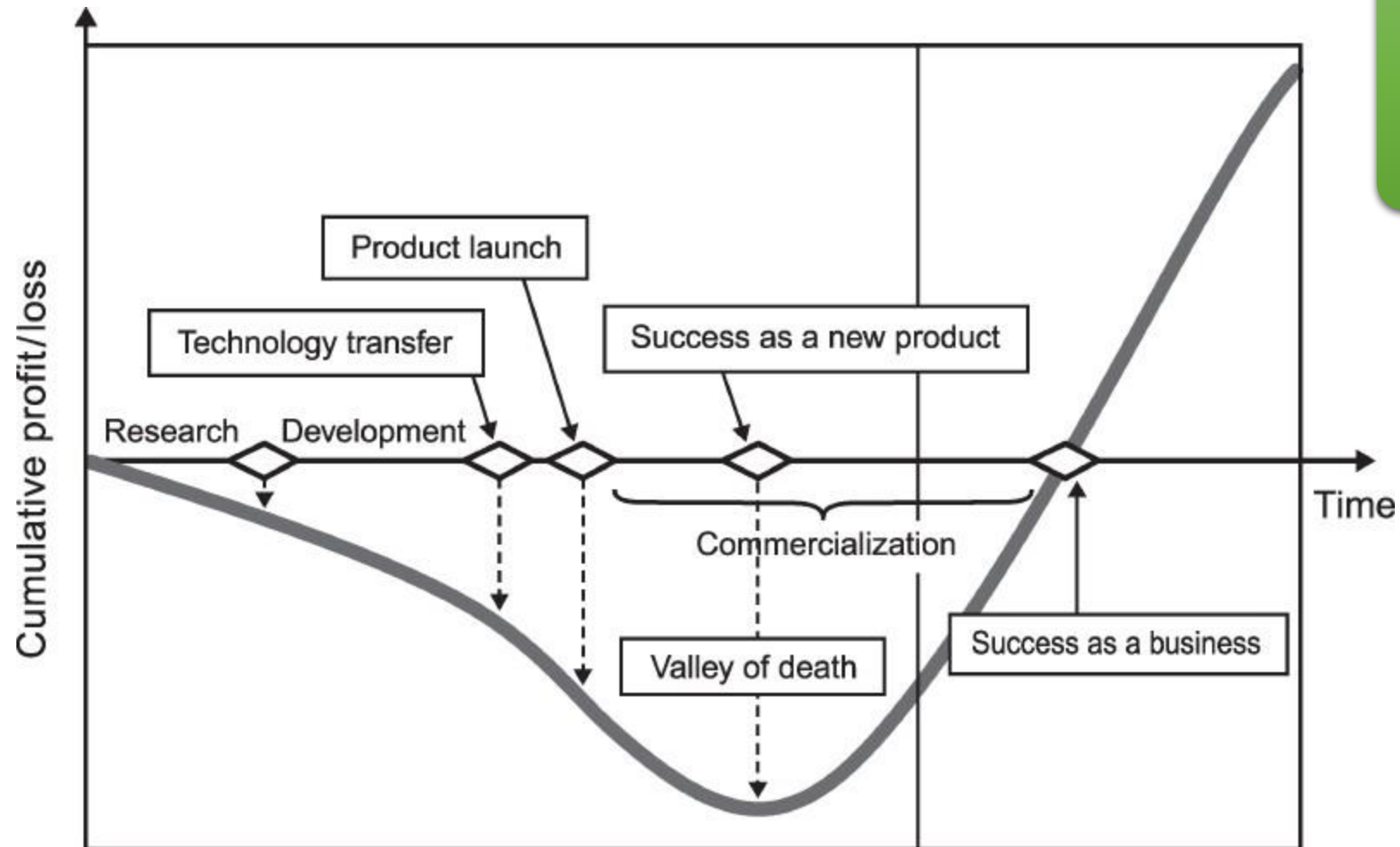


Business Model

4. Business Model



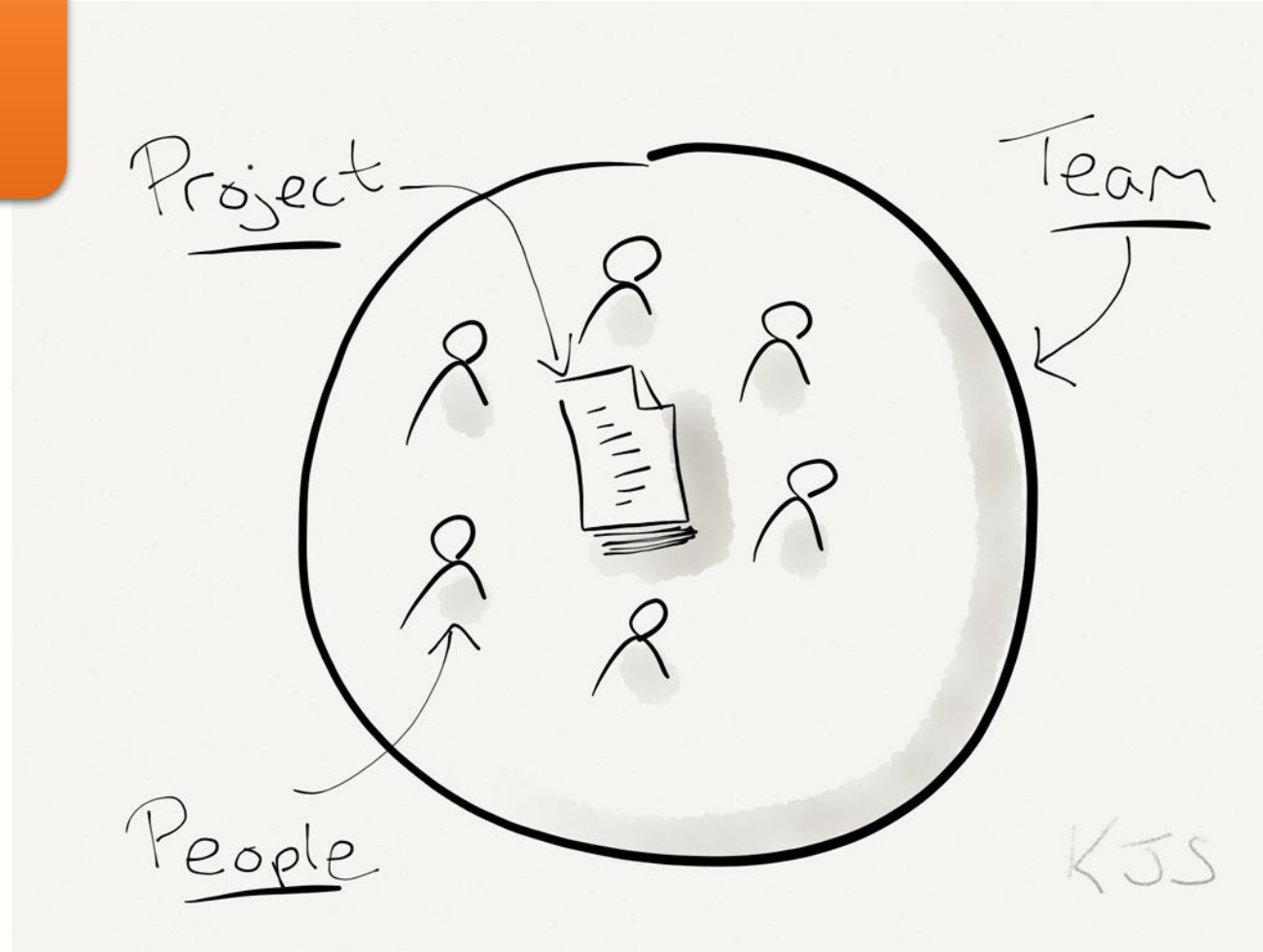
Project Condition and Needs



5. Project Condition and Needs

Project Team

6. Project Team



Presenting business



1. Who We Are Picture



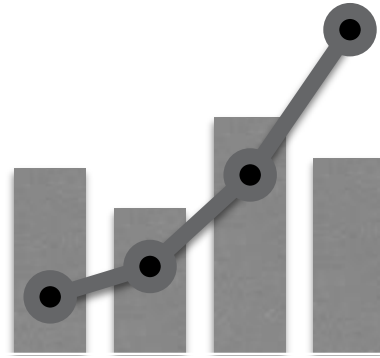
"Welcome, we are ..."

2. Our Idea Picture



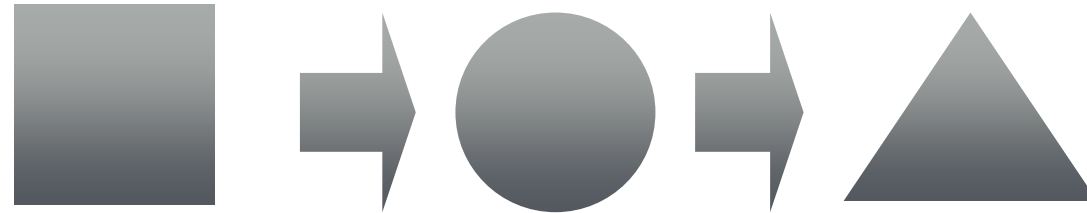
"Wouldn't it be great if you ..."

The Opportunity Chart



"This problem is a great opportunity ..."

The Value Proposition Flowchart



"This is what we offer to our customers ..."

The Magic Of Our Product

Picture



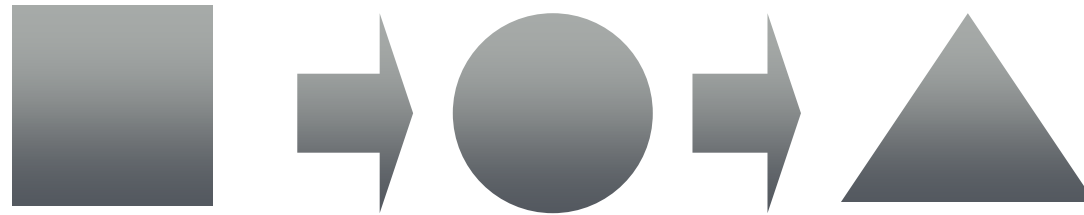
"This is what makes us really special ..."

3. Our Go-To-Market-Plan Picture



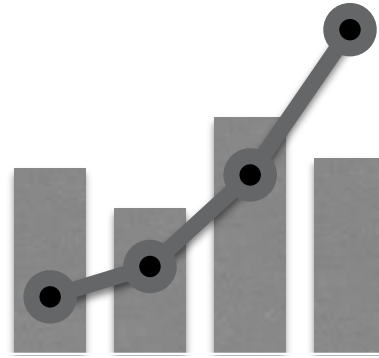
"This is how we will succeed .."

The Business-Model Flowchart



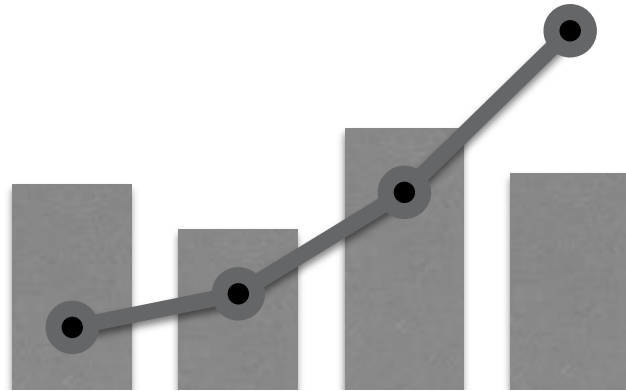
"To bring our idea to life we have ..."

The Customer-Reach Chart



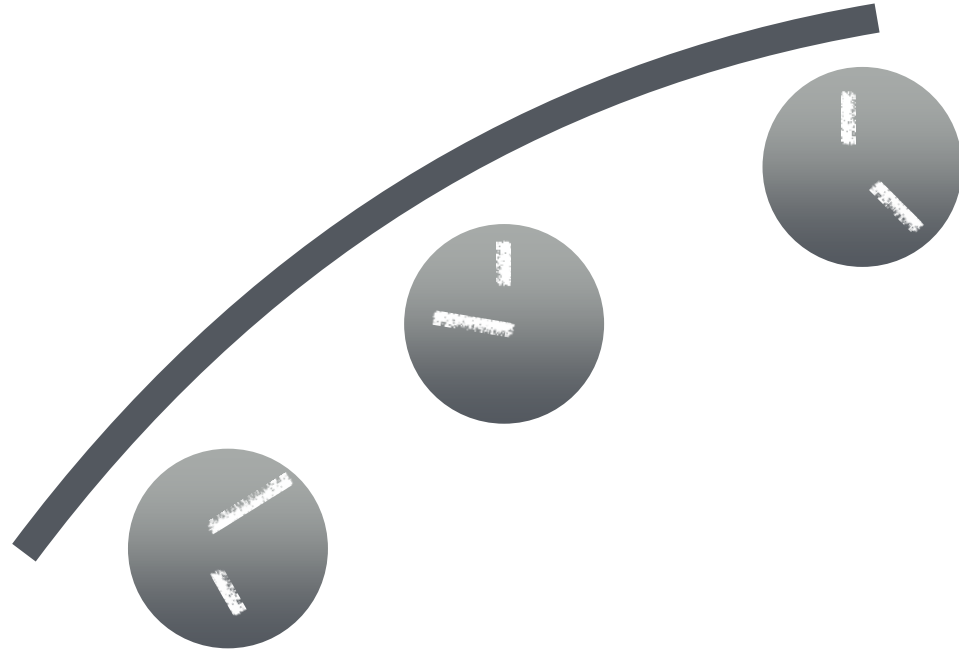
"We are reaching our customers through ..."

The Competition Chart



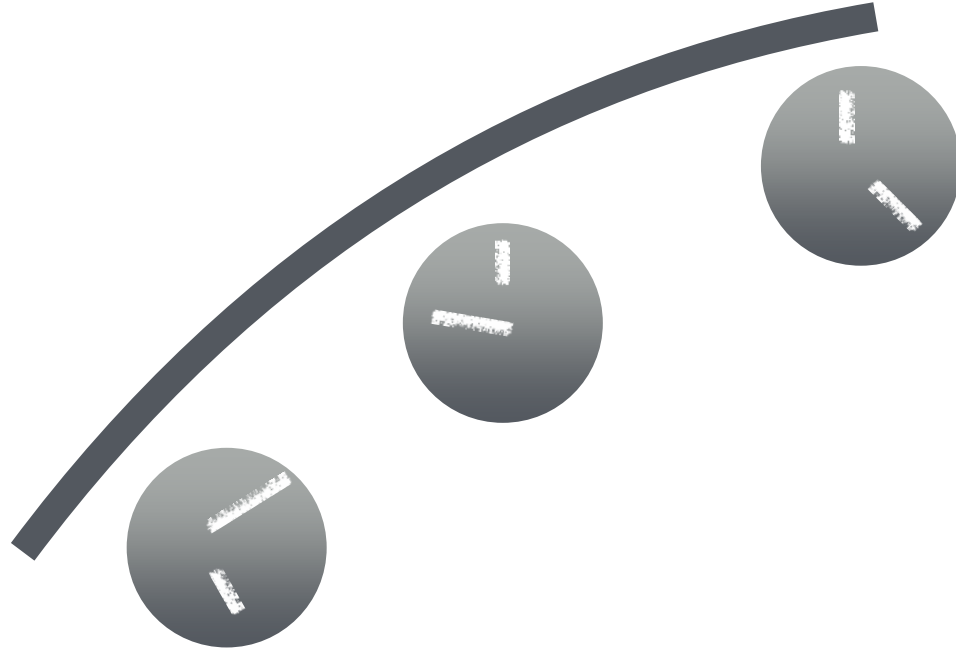
"We are doing better than them, because ..."

4. Our Accomplishments Timeline



"So far we have ..."

5. Our 3-Years-Plan Timeline



"In the next three years we will ..."

6. Your Big Opportunity Picture



"So, come on board, because ..."

Delivering a Speech: Use of the Language

Verbal communication is a way of transmitting information through language.

Communicative — direct dialogue, exchange of thoughts.



Appellative - influence on a person through words

Expressive - the transfer of emotions through language,
the expression of feelings

Delivering a Speech: Use of the Language

- Remember “less is more” - avoid over elaborate, lengthy explanations
- Avoid jargon, abbreviations and technical language
- Use plain, simple and direct language
- Use active verbs,..”that’s why we’re innovating, investing in...”to show you are in control
- Referencing your clients often works

Nonverbal Means

1. Body language

Gestures: It includes movement of hands, face or other parts of the body.

2. Posture

3. Facial expressions

4. Eye contact

5. Emblems

6. Haptics

7. Appearance & object

Nonverbal Means

- Engaged, be energised, be conversational, you want to be there, perform!
- Eye contact
- Sit up straight, don't slouch
- Gestures good (but not if overdone)
- Be confident and positive - sell!

Storytelling

“Storytelling is a powerful tool that evokes visual images and heightened emotions. Business leaders who can tell a good story have tremendous impact.”

Morgan and Dennehy (1997)

“A good story can touch something familiar in each of us and, yet, show us something new about our lives, our world, and ourselves”. Bell (1992, p. 53)

<https://www.youtube.com/watch?v=Nj-hdQMa3uA> The magical science of storytelling | David JP Phillips | TEDxStockholm (17')



Storytelling components



- **Setting** (Who? Where?)
- **Build-up** (Expectations?)
Storytelling
- **Crisis/Climax**(What?)
- **Learning** (Results?)
- **How the world changed**

Use of Humor in the Speech

1. Breaks up boredom and fatigue
2. Fulfills human social needs
3. It increases creativity and willingness to help
4. Fun fulfills the need for mastery and control
5. Fun improves communication
6. Fun breaks up conflict and tension

BALANCE IN SHOW

What and How



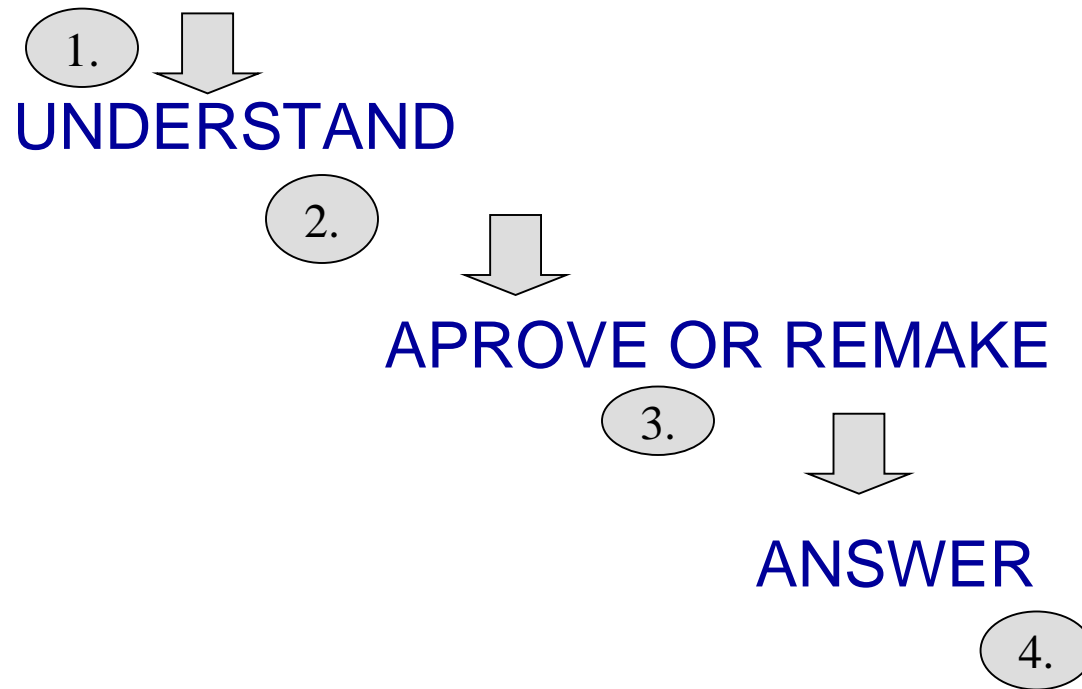
<https://www.youtube.com/watch?v=bbz2boNSeL0>

Dananjaya Hettiarachchi - World Champion of Public Speaking 2014 - Full Speech (7'53'')



ANSWERING QUESTIONS

LISTEN



MIND TIMING



IT IS NOT SCARY



THE BEST GOAL

TALE OF THREE BUILDERS



thx.

Skoltech

