

# 11 YASHRAJ DEEPAK DEVRAT

## Presentation skills:

. Presentation skills can be defined as a set of abilities that enable an individual to: interact with the audience; transmit the messages with clarity; engage the audience in the presentation; and interpret and understand the mindsets of the listeners.

## What is a Presentation?

We define a presentation as a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team. Effective presentations usually require careful thought and preparation—although this preparation need not take very long.

Preparation is the most important part of making a successful presentation. Our page on [Preparing For A Presentation](#) explains what information you need before you can really start to plan your presentation and decide what you are going to say.

## FACTORS:

You need to fit with your audience's expectations if they are not going to spend quite a large chunk of your presentation dealing with the differences between expectations and reality.

For more about aspects of self-presentation, see our page on [Self-Presentation in Presentations](#).

You also need to consider how to **manage your presentation notes**.

Few people are able to give a presentation without notes. You will need to know your own abilities and decide how best to make the presentation. You might manage your talk by

using full text, notes on cue cards, keywords on cue cards, or mind maps. There is more about this in our page on [Managing your Presentation Notes](#).

**After the presentation, you may be faced with a question-and-answer session. For many people, this is the worst part of the event.**

Decide in advance how and when you wish to handle questions. Some speakers prefer questions to be raised as they arise during the presentation whilst others prefer to deal with questions at the end. At the start of your presentation, you should make clear your preferences to the audience. See our page on [Dealing with Questions](#) for more ideas about how to make the question session pleasant and productive, rather than something to dread.

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## Presenting Under Particular Circumstances

**You may find that you need to give a presentation under certain circumstances, where your previous experience is less helpful.**

Circumstances that may be new to you include:

- [Presentations in Interviews](#)
- [Presenting to Large Groups and Conferences](#)
- [Giving Lectures and Seminars](#)
- [Giving a Speech](#), for example, at a wedding.

One particular special case is attending public consultation meetings.

Our pages on [Attending Public Consultation Meetings](#), and [Managing Public Consultation Meetings](#) provide information to help whether you are a concerned member of the public, or responsible for organising a public meeting.

**You may also find yourself required to organise or manage a press conference.**

Although this may not strictly be what you would describe as a ‘presentation’, it is nonetheless an event at which you are required to present your organisation in a particular light.

Our page on [Managing a Press Conference](#) gives some ideas about how best to do that.

Finally, should you be unlucky enough to be involved in a serious crisis or disaster that affects your organisation, our page on [Crisis Communications](#) gives some ideas about how to manage press and public relations on these occasi

- **ou will present better if you have prepared effectively.** This does NOT necessarily mean that you have written out your speech verbatim and rehearsed it until you know it off by heart—although that might work for some people. It does, however, mean that you have to be confident that you are saying the right thing, in the right way, to the right people.
- **You need to be clear about your audience and your message.** Every presentation will be better if you have clearly considered the message that you want or need to convey, and how best to convey it to your audience. These two pieces of information drive your style, structure, content, and use of visual aids.
- **You must never overrun your allocated time.** In other words, don’t outstay your welcome. Almost every speech or presentation is better if it is shorter. Nobody minds going for coffee early or finishing before they expected to do so. Everybody minds being held up.
- **Generally speaking, your audience starts on your side.** As a rule, your audience is there (more or less) voluntarily. They have chosen to listen to you, and they want to enjoy your presentation. The occasion is yours to lose.

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## WHAT IS PRESENTATION

Preparation is the most important part of making a successful presentation. Our page on [Preparing For A Presentation](#) explains what information you need before you can really start to plan your presentation and decide what you are going to say. The most important aspects include the objective of the presentation, the subject, and the audience.

Irrespective of whether the occasion is formal or informal, you should always aim to give a clear, well-structured delivery. To do so, you need to [organise your presentation material](#). You can either do this in your head, or use a technique like mind-mapping to help you identify links and good flow.

Interaction with others is a routine job of businesses in today's world. The importance of good presentation skills is established on the basis of following points:

- They help an individual in enhancing his own growth opportunities. In addition, it also grooms the personality of the presenter and elevates his levels of confidence.
- In case of striking deals and gaining clients, it is essential for the business professionals to understand the audience. Good presentation skills enable an individual to mold his message according to the traits of the audience. This increases the probability of successful transmission of messages.
- Lastly, business professionals have to arrange seminars and give presentations almost every day. Having good presentation skills not only increases an individual's chances of success, but also enable him to add greatly to the organization.

## FACTORS OF POWERPOINT PRESENTATION:

The most successful business professionals, the pioneers in all walks of life have one thing in common; know how to communicate their thoughts, present their ideas in a compelling, influential manner that resonates with their audience, creating a social impact on the masses.

An effective communication is one of the significant criteria for any business to reach the heights they dream of. Communication skills to be mastered over the period of time. PowerPoint Presentations skill is one of the effective visual communication tools that creates the best first-impression among the targeted audience than to any simple content heavy business reports etc.

With improved presentation skills, you can showcase your professional expertise on a daily basis, accelerate your business growth of what you want in your business life. It will help you to command attention, gain respect and easily sell your ideas to the masses.

A white paper commissioned by Microsoft Corp. and released by IDC identified, “Communication, integration and presentation skills are required for about 40% of all positions and makeup 11 of the top 20 skills that are required by 39% of the fastest growing paying positions”.

Potential benefits of using PowerPoint presentations include:

#### **First-Impression:**

A great corporate presentation design creates the best-first-impression among the targeted audience, bringing in multiple revenue penetration strategies and business growth. Innovative presentation designs (visual patterns) triggers the AIDA model (Attention-Interest-Desire-Action) in the customer’s mind.

#### **Makes one more expressive:**

[PowerPoint presentations](#) help people to creatively express themselves. Be it video or static presentation, the impact of a well-designed presentation never fails to leave a mark with the audience.

#### **Breaks the barrier of boredom**

Presentation design agencies do offer their services in enhancing the slides by adding appropriate design elements, different formats of motion and visibility including animation and transition, powerful visuals that brings life to the otherwise dull presentation. This engages with the viewer and creates a good recall value with positive impact.

#### **Customizable templates:**

With the millennial mindset, use of customizable professionally designed PowerPoint slides gain popularity and reach. Professional design templates give the ease to work, room for creative visual aids that saves time, maximizing the reach.

### **Real-Time Collaboration:**

PowerPoint presentation allows real-time collaboration among the team that spread across different parts of the globe. It provides actionable insights, informed decisions that build transparency and trust among the people involved.

### **Streamline the process and aids in decision making:**

With the customized features of scalability, accessibility, and creativity, PowerPoint helps to analyze various aspects presented, that streamline the process and aids in decision making.

### **Live broadcast:**

Live broadcast of the PowerPoint slides makes it a useful medium to reach a wider audience that suits well with abreast technologies, constantly evolving and adapting to dynamic changes of the business world. Taking design support of PowerPoint gives you an edge with the competition by revamping your existing company as a traditional company with contemporary touch.

