

SOFT SKILLS AND APTITUDE



Business Communication & Presentation Skills

MODULE NUMBER: 06

Presentation Skills





OBJECTIVES

1 Outline steps to plan and develop a presentation

2 List the dos and don'ts of a presentation

3 Demonstrate presentation skills



Table of Contents



Presentation Skills

- Planning and developing effective presentations
- Dos and don'ts of a good presentation
- Use of effective visual aids in a presentation

Introduction

1. Presentation skills are very useful skills that are essential for students and corporates alike. Today, students too are required to make presentations for academic purposes. Needless to say, corporates have great use for presentations.
2. Effective presentation skills are important in business, sales, training, etc. Anyone can become an effective presenter by inculcating the required skills.



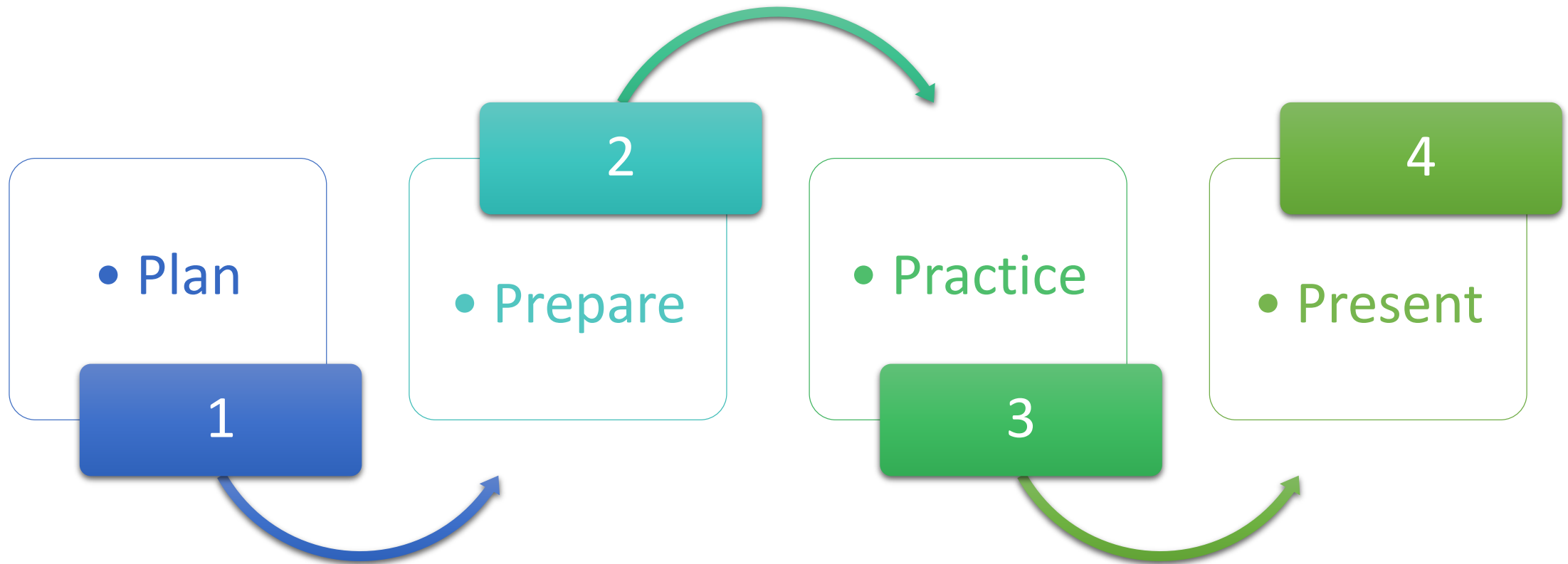
Presentation Skills

Presentation skills can be defined as, “Skills required for delivering effective and engaging presentations to a variety of audiences.”



Steps to an Effective Presentation

There are four steps to an effective presentation. They are:



Step 1 - Plan

Before you begin your presentation ask yourself the following questions:

- Who is my audience?
- What is their purpose for attending the presentation?
- What is the goal of my presentation?
- What will the duration of the presentation be?
- Where is the venue of the presentation?

WHAT'S
YOUR
PLAN?



Step 2 - Prepare

A presenter needs to be prepared with the following:

- Speaker notes
- Visuals
- Handouts



Step 3 - Practice

Guidelines for the perfect presentation:

- Do not parrot
- Use large size text for your cue cards
- Record your rehearsal
- Practice your presentation loudly
- Speak as you would naturally
- Write down your cues



Step 4 - Present

The three Ts of presentations are:

- Tell them what you're going to tell them
- Tell them
- Tell them what you told them

Also:

- Why you're telling them
- Why it's important



The 10 / 20 / 30 Guideline



Guy Kawasaki, an American marketing specialist and venture capitalist, recommended the use of the 10 / 20 / 30 guideline for presentations, where:

10 – is the optimal number of slides a ppt is to contain, as an average human being can comprehend up to 10 concepts at a time (Intro -2, body – 7, closing -1)

20 – twenty minutes is the amount of time you should spend presenting

30 – 30 point should be the minimum point size you use on a slide

Let's look at some dos of presentations:



Do an audience analysis

Convey your message through a story

Watch your body language

Make the presentation interactive

Let's look at some dos of presentations:



Incorporate visuals

Pay attention to slide design

Choose a background judiciously

Maintain a good rate of speech

Use variation

Presentation Skills – Don'ts

Let's look at some don'ts of presentations:



Speak continuously for more than 10 minutes

Read from script or slide

Drone on monotonously

Use jargon

Presentation Skills – Don'ts

Let's look at some don'ts of presentation:



Load animation/special effects

Stay glued to the lectern/laptop

Use stylish fonts

Use unnecessary visuals



- A well prepared presentation is complemented by a well attired presenter. Grooming and attire have a major role to play in the success of a presentation.
- A well groomed and attired presenter portrays a positive self image. Well groomed presenters are perceived to be professional, respectable, intelligent and reliable.
- Elements of personal grooming include hair, nails, hand and feet, and personal hygiene.

Hair:

- Hair must be neatly trimmed and well combed. Keep sideburns short.
- Body hair should be trimmed so as not to show above the collar or below the sleeves.
- Facial hair (beard, moustache, ear, and nostril hair) should be neatly trimmed.
- Eyebrows (meaning 'two' not 'one') should be neatly trimmed.
- Hair must be cut regularly.
- Scalp must be clean and dandruff free.



Grooming for Gentlemen

Hands/Feet:

- Hands must be neat, clean and stain free
- Nails must be kept short and neatly trimmed
- To avoid smelly feet, use medicated talc; change socks every day.



Grooming for Gentlemen

Accessories:

- Jewellery is to be avoided or at best discreet.
- Body piercings and tattoos must be covered
- Wear a formal watch
- Avoid bling



Grooming for Ladies

Hair:

- Hair should be neatly combed / styled / tied.
- Eyebrows should be neatly shaped
- Unwanted facial hair is better removed
- Scalp should be clean and dandruff free



Hands and Feet:

- Hands and feet must be neat and clean
- Nails must be of uniform length and shaped.
- Nails and nail polish must not be chipped.
- A regular manicure-pedicure is advisable



Make up and Jewellery:

- Make up must minimal/subtle
- Jewellery used must be limited, subtle and complement one's look.
- Matching clothes, accessories, footwear, and handbag is a no-no.
- Elegance is the secret to the best dressed woman.



Trousers:

- Men's trousers can be flat fronts, single pleat, or double pleat. They should be well fitting and break above the shoe; socks must not be visible. Trousers with loops are always worn with a belt.
- As a rule, belts should match shoes and socks should match trousers. Socks should be at least mid-shin length.
- Formal shoes such as Oxford pattern or Brogues can be paired with formal wear.
- Use a tie for formal occasions.



Shirts:

- Well tailored and well fitting shirts are the best bet.
- Avoid shirts that are too tight or too loose.
- Pair light coloured shirts with dark coloured trousers and vice-versa.
- Always ensure shirts are wrinkle free and fully buttoned except for the collar button.
- Button the collar when wearing a tie.



Dress Code - Ladies

Ethnic Wear

- For women the range of attire and accessories available is quite vast. The sari is considered formal attire. The exquisite variety of saris available in India is jaw dropping. A sari draped modestly and worn with a standard cut blouse is a picture of elegance.
- The *salwar-kameez* is another popular outfit. The comfort it offers is only paralleled by its variety of cuts and designs. Today its closest counterpart is *kurta*-leggings combination. The (short) *kurti* is best teamed with jeans/trousers. Short *kurti* - leggings/jeggings are a major fashion *faux pas*.



Dress Code - Ladies

Western wear

- Full length trousers paired with a western cut blouse/shirt is suitable for office wear or for formal occasions.
- A matching scarf/stole will add to the outfit.
- A skirt that is below knee length teamed with a western cut top is also suitable for formal wear.
- They can be paired with peep toe heels or pumps. Simple not glitzy footwear is ideal for daily wear. The height of the heel can be determined by the wearer. Footwear with heels up to three inches are most appropriate. Sandals with straps look elegant. They go well with ethnic and formal wear.





Jewellery:

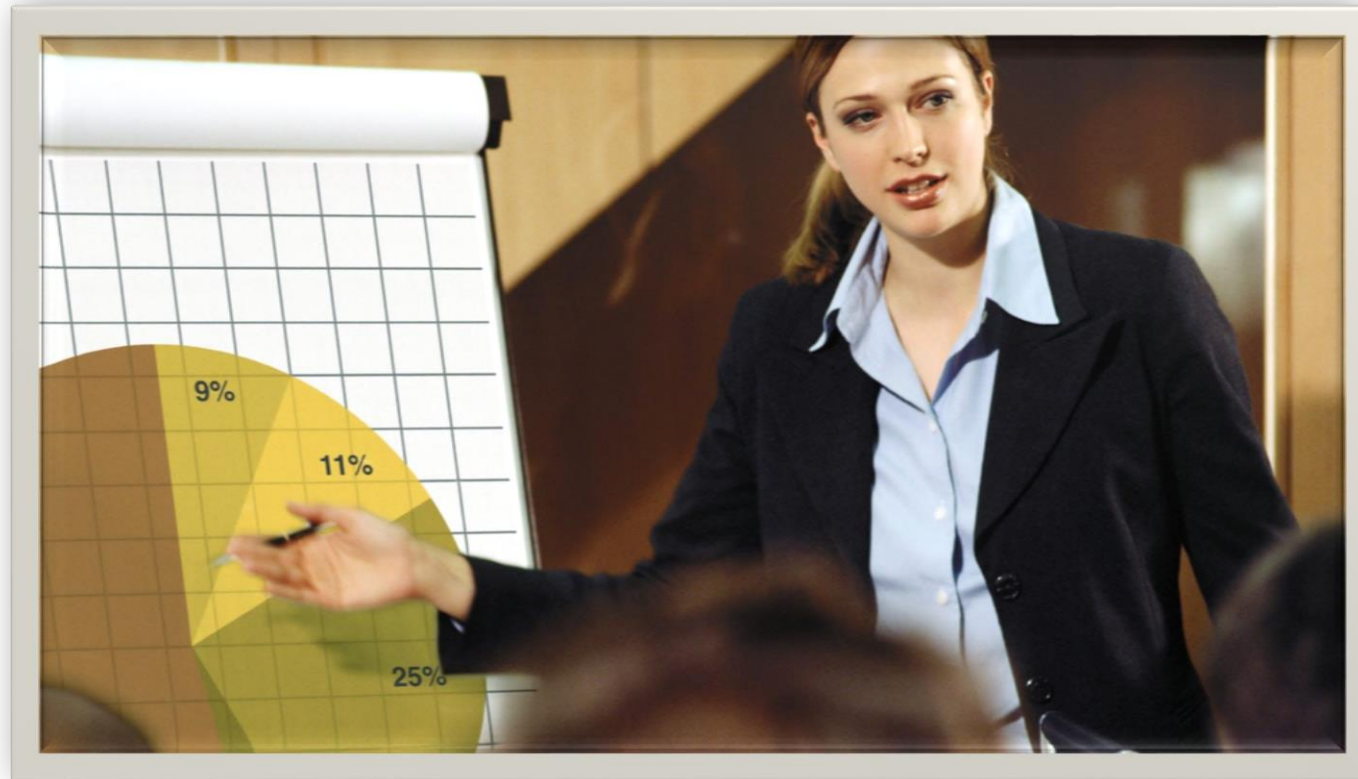
- Jewellery such as earrings, chains, bracelets must be worn suitably.
- Bracelets should be minimal and non noisy.
- Large dangling earrings, tassels, chandelier earrings are not suitable for the office.

Personal Grooming for Ladies and Gentlemen

- ▶ Dental Hygiene
- ▶ Body odour
- ▶ Skin care



Body Language



Body language is an essential part of communication. Our bodies communicate even when we are silent. Special attention must be paid to body language during a presentation. Deliberate body language is an indicator of being comfortable and being in control of the situation. Congruent body language helps reinforce the message being conveyed.

Use of Effective Visual Aids in a Presentation

Visual aids enhance a presentation by adding impact to it. They must be used to assist the audience in comprehending the presentation itself and not to display technological prowess. Visual aids can be in the form of:

- Whiteboards and Interactive Whiteboards
- Flip chart
- Over-head projector (OHP)
- Slides
- Video
- PowerPoint or other presentation software
- Handouts



Tips for Using Visual Aids in a Presentation

Plan the presentation before deciding on the visual aid

Use visual aids sparingly

Ensure the visual is clear and large

Focus your attention on the audience and not the visual aid

Avoid using laser pointers



Tips for Using Visual Aids in a Presentation



Explain the visual to the audience

When you finish using the visual aid, cover it/turn it off.

Limit the content on the visual aid

Use images, graphs and charts over clipart

Be ready for a possibility of making a presentation without a visual aid

Group Presentations



Activity 1

The class will be divided onto groups of 5 members each. Each group will prepare a presentation on one of the following topics: (topics listed in the notes field)

Note: The topics are to be given five days in advance so that the students can prepare well for the presentation.

Duration: 5-7 minutes per group

Every member of the group is to present for at least 2 minutes. A visual aid (ppt or chart) is mandatory.

The faculty will give feedback on the following parameters:

Visual aid, preparation and delivery – language, confidence, coherence, grooming and body language.



Activity 2

Each student will come prepared for a presentation.

The faculty is to give students a relevant topic for the presentation.

The topic is to be given 3 days in advance.

Visual aid (Chart or ppt) is mandatory

Duration: 3 minutes per student

Feedback parameters: visual aid, confidence, relevance, coherence, grooming and body language.



Self Assessment Question

1. In which step of presentations do you ask yourself the question 'What is their (audience) purpose for attending the presentation?'?
 - a. Plan
 - b. Prepare
 - c. Practice
 - d. Present

Answer : Plan



Self Assessment Question

2. According to Guy Kawasaki, what is the optimal number of slides?

- a. 10
- b. 20
- c. 30
- d. 5

Answer: 10



Self Assessment Question

3. Which of the following is a 'Do' of presentation skills?
- a. Read from the script or slide
 - b. Use stylish fonts
 - c. Convey your message through a story for better results
 - d. Use animation/special effects

Answer: Convey your message through a story for better results



Self Assessment Question

4. _____ complements a well prepared presentation.
- a. Good visual aids
 - b. Excellent language skills
 - c. Computer graphics
 - d. Well attired presenter

Answer: Well attired presenter



Self Assessment Question

5. To avoid smelly feet _____.

- a. Change socks every day
- b. Use perfumed talc
- c. Use deodorant
- d. Wear only leather shoes

Answer: Change socks every day



Self Assessment Question

6. Which of the following statements is incorrect?
- a. Hands and feet must be neat and clean
 - b. Nails must be of uniform length and shaped.
 - c. Nails and nail polish can be chipped.
 - d. A regular manicure-pedicure is advisable

Answer: Nails and nail polish can be chipped.



Document Links

Topics	URL
Presentation Skills and Techniques	https://www.businessballs.com/communication-skills/presentation-skills-and-techniques-149/
Presentation Skills - The Seven Laws	https://www.impactfactory.com/library/presentation-skills-seven-laws
10 Ways To Improve Your Presentation Skills	https://www.forbes.com/sites/forbescoachescouncil/2016/06/13/10-ways-to-improve-your-presentation-skills/#7030ef484843
How to Improve Your Presentation Skills	https://www.inc.com/guides/how-to-improve-your-presentation-skills.html
Using Visual Aids 10 Tips	http://wittcom.com/10-tips-for-using-visual-aids/



Video Links

Topics	URL
HOW TO Give a Great Presentation - 7 Presentation Skills and Tips to Leave an Impression	https://www.youtube.com/watch?v=MnIPpUiTcRc
7 min 34 sec Steve Jobs Presentation Skills	https://www.youtube.com/watch?v=K6bC8h83CHs
Killer Presentation Skills	https://www.youtube.com/watch?v=whTwjG4ZIJg
Presentation Dos and Don'ts	https://www.youtube.com/watch?v=5p0rTNVWNW8
The Purpose of Visual Aids and Effective Design Tips	https://www.youtube.com/watch?v=LPpt2_78LM

*Thank
You*