PERSUASIVE COMMUNICATION

MODULE 4
HANDOUT

Basics of Slides

Presentation

= Speech   +   Visual Aid
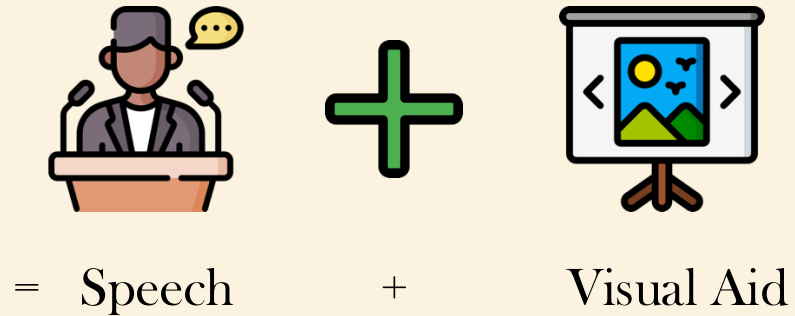
Keep in mind the following points before making the slides

- **Who** is the audience?
- What is the **medium** of presentation?
- If they are online, what **kind of device** they might be consuming through?
- Are your slides influencing the audience?

Types of Slide

Slide types

1.Document (used in training or learning environments)

- Contains a large amount of text

- Minimal use of visuals

- Lacks animations

- Can include citations and references

- Can be shared as a PDF

Example

Work–Life Balance

Tips for Achieving Work-Life Balance

Achieving a healthy work-life balance is essential for overall well-being, productivity, and happiness. It requires intentional actions and mindful planning. Here are some practical tips to help you strike the right balance:

1. **Set Clear Boundaries**: One of the most effective ways to maintain work-life balance is to set boundaries between work and personal life. Establish set work hours and avoid answering emails or taking calls outside of these times. Communicate these boundaries to colleagues and family members to help everyone respect your personal time.
2. **Prioritize Tasks:** Learn to prioritize tasks based on importance and deadlines. Use tools like task lists or digital planners to organize your day. Focus on completing high-priority tasks first, and delegate or postpone less urgent responsibilities.
3. **Make Time for Yourself**: Schedule personal activities such as exercise, hobbies, or simply downtime to recharge. Just as you would schedule meetings or work tasks, block out time for self-care and relaxation to maintain your energy levels.
4. **Embrace Flexibility:** Life is unpredictable, so it's important to remain flexible. Sometimes, work demands might increase or personal commitments might arise unexpectedly. Being adaptable allows you to adjust your schedule without compromising your well-being.
5. **Unplug from Technology**: Disconnect from work-related devices during non-working hours. Spending time away from screens allows you to reconnect with loved ones, focus on personal interests, and enjoy time offline.

Slide types

2. Bullet point

- Helps speaker stay connected to the content

- Helps audience stay connected to speaker

Example

Types of Slide

Slide types

2. Presentation

- More Visual

- Less text

Example

Dos & Don'ts of Slides

Don'ts of Slide Making

1. Avoid using too many colours.

2. Avoid using too many fonts.

3. Avoid using gaudy animations

4. Avoid spelling mistakes

5. Don't ignore the hygiene checks

Dos of Slide Making

1.Be mindful of time.

Maximum number of slides to create

$$= \frac{Time\ allotted\ for\ the\ presentation(in\ minutes)}{2}$$

2. Refine your slides:

3. Storyboard your slides:

Putting together a persuasive presentation

Process for putting a presentation together

✔ Prepare Your Script

✔ Clarify your objective in the title slide

✔ Identify the key slide

✔ Start by building it and move on to the remaining slides

✔ Follow the Do's & Don'ts taught earlier

✔ Summarise in the closing slide

Try to improve the slides with

▢ High-quality visuals

▢ Better examples

▢ Stronger Rationale

▢ "You" factor

▢ Use Call-Outs and Highlights

Balance of Verbal & Non-Verbal Aspects

Step 1

Introduce Yourself

First 45 sec to 1 min
➢ Introduction
➢ Warm – up + Connect with the audience
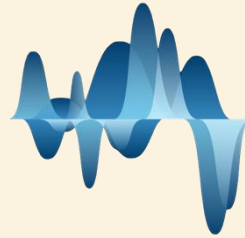➢ No slides

Step 2

Bring a slide that adds value (Use props if necessary)

Step 3

Bring in the Call to Action

Balance of Verbal & Non-Verbal Aspects

Use voice modulation

Guide people to the right places on the slide

Connect with the audience

Let me tell you....

Summary

First 40 second – introduction for the presenter

➤ Choregraph you presentation

➤ Use non-verbals and verbals to control the attention of the audience

Challenges in presenting online

Challenges of presenting online:

🖥️ Technical Issues

🖥️ Retaining Audience Engagement

🖥️ Limited feedback

🖥️ Environment-related interruptions

Guidelines for online meeting

- Use the reaction feature to interact with the audience frequently (hook or tie-ins

- Speak slower than in a physical meeting

- Encourage audience to interact through chat

Practice & Feedback

How to get feedback?

Show it to someone to gauge their reaction

Incorporate their feedback and show them again

Simulate the presentation
Record yourself and rewatch

10,000 hour rule
-It takes 10,000 hours of deliberate practice to become an expert

Proposed by Dr Albert Erricson