

**NMAE: TANKISO MASOEBE**

**WEEK5**

**23SEPT 2025**

**COMMUNICATION SKILLS**

**1.**

In a software pitch presentation, a student group is tasked with showcasing their newly developed mobile application to potential investors. The presentation begins with a clear introduction that highlights the problem their app aims to solve, such as improving time management for students. Using presentation slides, they outline the app's unique features, including task scheduling, reminders, and collaborative tools. The team employs visuals, charts, and a live demo to emphasize usability and design. Each member has a specific role, ensuring smooth transitions and professional delivery. During the pitch, persuasive language and confident body posture are used to engage the audience and build credibility. The presenters also anticipate investor concerns by including a financial model and growth strategy in the presentation. By the conclusion, they summarize the app's market potential and invite questions, leaving investors with a clear understanding of the software's value and future opportunities.

**2.**

Nonverbal delivery plays a critical role in presentations, as it communicates confidence, clarity, and engagement beyond spoken words. Elements such as body language, eye contact, posture, and gestures can reinforce or undermine the speaker's message. For example, maintaining steady eye contact conveys confidence and helps build trust with the audience, while open gestures demonstrate honesty and enthusiasm. A strong posture communicates authority, whereas slouching may suggest nervousness or lack of preparation. Facial expressions also enhance meaning, allowing the speaker to show passion, empathy, or seriousness at appropriate moments. Movement across the stage can keep the audience engaged, but excessive pacing can be distracting. Additionally, voice-related nonverbal elements like tone, pace, and pauses help emphasize key points. Nonverbal delivery ensures that the audience not only hears but also feels the message. When aligned with verbal content, it creates a powerful, persuasive impact that strengthens overall presentation effectiveness.

**3.**

**Introduction**



**Problem**



**Solution**



**Conclusion**

In this exercise, I created a simple 3-slide presentation to practice designing concise and engaging visual communication. The first slide introduces the app and defines the problem, ensuring the audience immediately understands the purpose of the pitch. The second slide focuses on features, supported by visuals, which helps to capture attention and demonstrate functionality without overwhelming viewers with text. The third slide emphasizes market potential with a chart, allowing investors to quickly see growth opportunities. While designing, I practiced using minimal text, balanced with visuals, which is an important principle in presentations. I also considered nonverbal delivery, imagining how gestures and voice tone would complement each slide. This task highlighted how effective slides should support, not replace, the speaker's words. Overall, the activity improved my ability to plan structured, professional presentations that communicate ideas clearly while keeping the audience engaged.

4.

Using Draw.io, I created a presentation flowchart that outlines the logical sequence of a professional software pitch. The flowchart begins with the Introduction node, where the presenter greets the audience and sets the context. From there, the path moves to the Problem Statement, identifying the challenge that the software aims to solve. This is followed by the Proposed Solution, which highlights the key features and unique selling points of the product. The next step is the Demonstration, where visuals or a live app demo are shown to reinforce credibility. Afterward, the flow proceeds to the Market Potential & Benefits node, emphasizing growth opportunities, financial projections, and scalability. Finally, the flowchart ends at the Conclusion & Q&A stage, allowing the audience to ask questions and clarify doubts. Creating this in Draw.io ensured a clean, professional, and easy-to-follow diagram that visually maps the entire presentation process for better organization and delivery.

