

UNIT 5

Delivering an Effective Presentation



(source: <http://www.ekodokcell.com/bisnis-modal-kecil-untuk-mahasiswa.html>)

Learning Outcomes:

- Students determine factors that can make people irritated during presentation.
- Students know what to consider in preparing an effective presentation.
- Students know how to make an affective Power Point slide.
- Students know what to do during presentation.
- Students practice to conduct an effective presentation.

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Presentations skills are important for you especially in the your final year of study when you have to present your proposal of the final project and the report to your lecturers as the examination board. In addition, it is also needed later in your career as well. The way you conduct your presentation will determine whether its objective really is successful. There are so many different objectives of presentation: to inform, to sell something, to persuade someone, or to train people. Therefore, when the purpose is to inform something then your presentation must give clear information about that something and the forth. Moreover, a presentation is considered as one of the most effective ways of communicating your message. Accordingly, you must know how to deliver an effective communication.

A. Factors Make People Irritated during Presentation

Exercise 1: In pairs, discuss what makes you feel uninterested in listening to a presentation.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Exercise 2: Categorize your findings in exercise 5a in to the following categories:

- | | |
|---------------------------------------|----------------|
| a. Voice | f. Clarity |
| b. Eye contact | g. Personality |
| c. Gestures/Body Language | h. Visual Aids |
| d. Postures and movements | i. Knowledge |
| e. Physical
Appearance/Performance | j. Others |

Exercise 3: Discuss with your partner, among those categories you have found in exercise 2, which one should come as the first category a presenter must have and which one comes the least. Make its order of importance and explain your reasons.

- | | |
|----------|-----------|
| 1. _____ | 7. _____ |
| 2. _____ | 8. _____ |
| 3. _____ | 9. _____ |
| 4. _____ | 10. _____ |
| 5. _____ | |
| 6. _____ | |

B. Things to Consider before Presentation

The first thing you must do before delivering your presentation is planning it carefully. First thing you should do is determining the purpose of your presentation such as: to inform, to sell something, to persuade someone, or to train people. After that, you should analyze your audience. According to Kowalik (2004) this can be done by asking yourself such simple questions as:

1. Who are they?
2. What is their background?
3. What do they know about the situation?
4. Why are they attending the presentation?
5. What actions do I expect as a result of this presentation?

After that, think about how you are going to organize the topic and make sure you are well informed about it. Moreover, it should be arranged in such a systematical way that the audience is easier to understand. If you are reporting your final project then begin your presentation about the background of the study, the formulation of the problem, the limitation of the problem, and so forth. Then, you should also consider about the time limit given for your presentation. You must make sure all the points are delivered within the limit. The last thing is deciding what visual aids you are going to use such as PowerPoint, transparencies, white board, flip chart, or real objects/ models.

C. Things to Consider in Making Power Points Slides

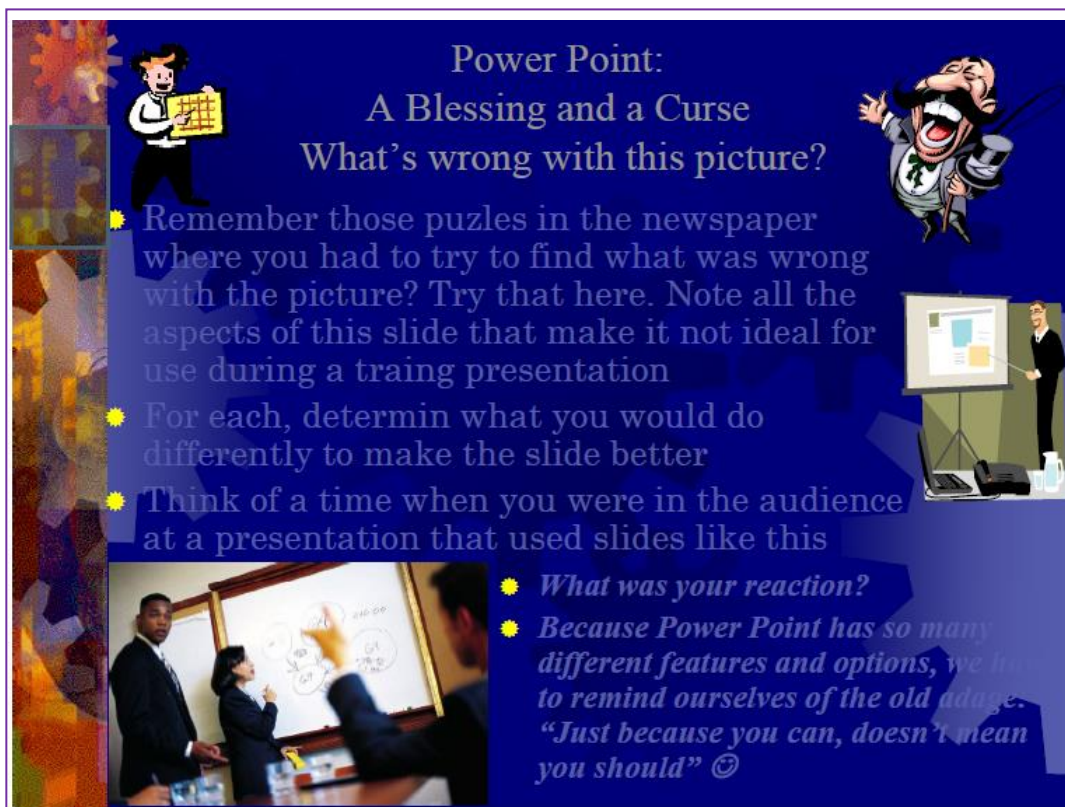
Exercise 4: Observe this following slide. In pairs, discuss what is so wrong with the slide. In your opinion, what are the criteria of effective PowerPoint Slides?

**Power Point:
A Blessing and a Curse
What's wrong with this picture?**

- Remember those puzzles in the newspaper where you had to try to find what was wrong with the picture? Try that here. Note all the aspects of this slide that make it not ideal for use during a traing presentation
- For each, determin what you would do differently to make the slide better
- Think of a time when you were in the audience at a presentation that used slides like this

What was your reaction?

Because Power Point has so many different features and options, we like to remind ourselves of the old adage: "Just because you can, doesn't mean you should" ☺



D. Things to Do during Presentation

In general, the basic scenario of the talk consists of four parts:

1. Introduction

The first and foremost scenario is introduction. This stage is considered important because the purpose of the introduction is to gain the attention and the interest of the audience towards the topic you are going to discuss. Besides, it is the moment when you tell your audience about yourself and the purpose of your presentation. You must be able to give a good impression because once you give a bad impression, you are likely going to have a bad time for the whole of your presentation.

The first thing that you have to do is greet the audience. Here are the possible phrases you can use:

Example #1:

- *Good morning, ladies and gentlemen.*
- *Let me introduce myself. My name is.....*
- *Welcome to my presentation.*
- *It's very nice to see you all here today.*
- *Can we get started?*
- *Let me say just a few words about my background...*

Example#2:

- *Good afternoon everybody.*
- *What I want to do this afternoon is to*
- *My presentation will take about 30 minutes.*
- *During my presentation, I'm going to be focusing on*
- *If you have any questions, or comments you'd like to make, please don't hesitate to stop me.*

After saying those phrases, you may use these following tips in opening of your talk:

- Give them a problem to think about, for example:
Suppose you... Why is it that...
- Give them some amazing facts, for example:
Did you know that ...
- Give them a story or a personal anecdote because mostly stories attract attention
- Use a citation, especially if you want to start on a more philosophical note.
- Make a funny remark, yet you must be careful with humor. Not all jokes work well.

2. Main part (body)

The stage is the most essential part of all scenarios. It determines whether you successfully achieve your purpose in your presentation or not. This is the time you show what you have and are capable of to your audience. Here are some of the tips while delivering a presentation.

While talking what you must consider is your voice must be loud enough to be heard to all the audience in the room, use microphone if necessary. Then you must keep eye contact with the audience to gain belief and familiarity with them. You also should mind your gestures. It is suggested that you keep gestures simple. Do not move your hands quite often and keep your body stand erect.

If you use PowerPoint slides as your visual aids, then you:

- should use them as a support, not the main focus
- should not read the slides all the time
- should not turn your back to the audience while explaining
- should put minimal content on the slide
- should use a wireless mouse
- should use a pointer

3. Conclusion

This is the end of your talk session; thus, you need to indicate to the audience that you are about to end. You must conclude your presentation by stating the summary of topic explained or giving proposal or recommendation. Here are the phrases you may use:

- *This brings me to the end of my presentation.*
- *Let me just run over the key points again...*
- *To sum up briefly...*
- *To conclude ...*
- *As we've seen...*
- *So, my recommendation is*
- *I would welcome any suggestions.*

After that, you finally end your presentation by showing your gratitude to the audience. It is the time for you to thank them for paying attention to your presentation from the start. Then, invite them to ask questions. Look at these following phrases:

- *Thank you for your attention and if you have any questions I'll be pleased to answer them.*
- *I'll be happy to answer any questions.*
- *Are there any questions you'd like to ask?*

4. Question and Answer session.

It is the most ultimate stage of your presentation. Moreover, it is the time to know the response of the audience about the topic. It also provides chances to interact more closely with the audience. Make sure that you have enough time to discuss all the possible questions. You are supposed to set the limit of the question because of the time limit.

Exercise 5: Practice an individual classroom presentation. Make sure that you do all the following tips and scenario.