

PRESENTATION SKILLS

GROUP SAP 13 -BIPARD SKILL PARK

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1ST CLASS

- ◆ SKILLS FOR EFFECTIVE PRESENTATION
- ◆ PREPARATION OF MATERIAL
- ◆ LISTENING SKILLS
- ◆ DEBATE: SHOULD THERE BE AGE RESTRICTIONS IN USING SOCIAL MEDIA?
- ◆ ENGLISH EXTEMPORE: WHAT ARE YOUR PLANS AFTER LEAVING BIPARD?

PRESENTATION SKILLS

- ◆ The difference between a smart person & a wise person is that a smart person knows what to say, and a wise person knows whether or not to say it.
 - ◆ -Quote found on the wall of a recreation center office in Berkeley, California

Here you'll learn

- ◆ Understand the characteristics of an effective presentation
- ◆ Learn how to handle the audience effectively
- ◆ Apply control over the 3 domains of presentation
- ◆ Employ the 6 great helpers: Who, What, Where, When, Why & How
- ◆ Utilise the 7 steps to an effective presentation

CONTENTS

- ◆ INTRODUCTION
- ◆ EFFECTIVE PRESENTATION
- ◆ EXERCISING CONTROL
- ◆ SIX GREAT HELPERS
- ◆ 7 STEPS TO A SUCCESSFUL PRESENTATION

INTRODUCTION

- ◆ Some people excel in the art of presentation, while others are not naturally good at it
- ◆ The **difference** lies in the **attitude towards the skills** required for making presentations
- ◆ **Addressing** a large audience is an **opportunity** provided to the speaker to express a point of view
- ◆ The joy of presenting can be experienced only when the **speaker overcomes the initial fear & hesitation** in presenting himself/herself

EFFECTIVE PRESENTATION

- ◆ YOU DON'T HAVE TO BE GREAT TO GET STARTED, YOU HAVE TO GET STARTED TO BE GREAT! - Les Brown
- ◆ Keep in mind these factors before making a presentation:
 - ◆ POSITIVE ATTITUDE :
 - ◆ The attitude of the speaker should definitely be positive
 - ◆ The speaker should have confidence in himself and the audience attending the presentation
 - ◆ The audience should have confidence in the calibre of the presenter

EFFECTIVE SKILLS: POSITIVE ATTITUDE

- ◆ A positive attitude can be instilled in the audience by sharing information in as open a manner as possible :
 - ◆ A step-by-step procedure in which the speaker opens up, shares information and asks for feedback or further information
 - ◆ When there is greater interaction with the audience, the enthusiasm and participation increase, and the presentation is accepted
 - ◆ If the speaker is too calm and uninteractive, the response will be lukewarm with minimal feedback, and an indifferent attitude towards the speaker

EFFECTIVE SKILLS: YOU ARE THE EXPERT

- ◆ Before beginning a presentation, remind yourself that you are an expert in this area
- ◆ The belief will reflect positively on your attitude and presentation skills, and increase your confidence level
- ◆ Transmitting this confidence to the audience will increase the possibility of you being accepted as an expert in this area
- ◆ Work on **silent modes of communication**, which is the body sport
- ◆ The level of the audience participation and concentration is dependent on **body sport** and voice inflexions

If the speaker can retain the audience's attention on the last two counts, there's a high chance that the verbal content will be received well.

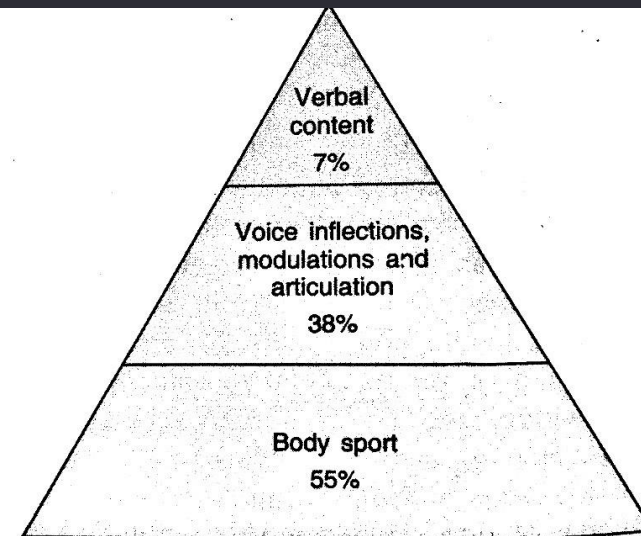


Figure 4.1 Attention grabbers.

EFFECTIVE SKILLS : EMPATHISE

- ◆ When the audience is made to believe that the speaker will reach out to each & everyone, they start accepting the speaker easily & fastly
- ◆ Their confidence grows in the speaker, and they will be able to come forward with their ideas & suggestions
- ◆ Do not present with an attitude of 'winning and killing it' a discussion, but with an attitude of understanding their viewpoints
- ◆ Try to strike a balance between their expectations & your ideas

EXERCISING CONTROL

- ◆ How to prepare material for a presentation
- ◆ Comprehend techniques for exercising control over the self
- ◆ Employ strategies to capture and hold audience attention

PREPARATION OF MATERIAL

- ◆ This is the **first stage**, and a lot of effort goes into this stage
- ◆ Presentation is like an iceberg, **10%** of the **visible effort**, while **90%** is **invisible**
- ◆ Firstly, collate all the material
- ◆ Structure it according to the **needs of the audience** and the proposed **objective of the presentation**
- ◆ **Objective:** To deliver the topic in such a manner that the points are clearly **understood & accepted** by the audience

PREPARATION OF MATERIAL

- ◆ Should one memorise the content of the presentation or not?
 - ◆ Never memorise the entire script of the presentation
 - ◆ Try to remember the key points/ideas
 - ◆ The key points must be marked and highlighted, and created on PPTs in order of importance
 - ◆ Have a summary on your fingertips
 - ◆ Note : Clarity about the key points will make you clear on purpose and will be conveyed to the audience

EXERCISE SELF-CONTROL & RELAX

- ◆ To exercise self-control and relax, keep these in mind:
 - ◆ **Maintain eye contact:** Keep a steady eye contact with all the members, not just with those acknowledging the content
 - ◆ **Keep the feet firmly planted on the ground:** Do not make unnecessary movement of the lower limbs.
 - ◆ **Keep the shoulders back and straight:** Draw yourself up to your full height without drooping the shoulders or slouching
 - ◆ If you are sitting, avoid a humped back
 - ◆ Try to sit straight to project a confident & positive you

PITCH, PACE, EMPHASIS & PAUSES

- ◆ Work on the quality of voice
- ◆ Bring variations in the **pitch** and **pace**
 - ◆ When a **serious issue** is being stated, the voice should be controlled, with a **low pace**, and **emphasis** should be put on the **right words** and at the **right moment**
- ◆ **Pauses** at correct junctures serve a dual purpose:
 - ◆ Reveal that the **speaker** is **thinking, modulating & speaking impromptu**
 - ◆ Give the **audience** time to **think & absorb** all that is being said
 - ◆ ***Pro tip:** Practice pause by **breaking eye contact, feigning search** for the right word, and then **resume** your presentation

THE AUDIENCE

- ◆ To take charge of the audience
- ◆ It should be ensured that the audience comprehends the message easily
 - ◆ For this, use a language close to the participants or one that they are familiar with
 - ◆ Cite anecdotes close to their hearts or those with which they can relate easily, or that will have more appeal
 - ◆ Avoid using jargon

2ND CLASS

- ◆ STYLISTIC DEVICES
- ◆ DEBATE: SHOULD ANIMAL TESTING BE BANNED FOR MAKING COSMETICS
- ◆ ENGLISH EXTEMPORE: Life is short. Make the most of it !

STYLISTIC DEVICES

- ◆ RAISING QUERIES
- ◆ NARRATING INCIDENTS/ANECDOTES
- ◆ EMPLOYING HUMOUR
- ◆ USING STATISTICS
- ◆ QUOTES
- ◆ VISUAL AIDS

STYLISTIC DEVICES

- ◆ RAISING QUERIES include :
 - ◆ Asking questions in presentations that enrich the quality of participation and interaction
 - ◆ These would be most useful if employed at the end of each key area and before the summary
 - ◆ Helps in clarifying doubts, if any, in the minds of the receiver
 - ◆ Question answers give time to the respondents to collect their thoughts & raise queries for greater clarification before starting 2nd round of ideas on the topic

STYLISTIC DEVICES

- ◆ Two kinds of questions can be asked:
 - ◆ Open questions that require a response: "What are your views on utilising AI for jobs?"
 - ◆ Rhetorical questions that do not require an answer and are meant to stimulate the thinking of the audience
 - ◆ For maximum impact, rhetorical questions should be asked in groups of 3:
 - ◆ Don't you think non-verbal communication plays a greater role than verbal?
 - ◆ Shouldn't you be careful about your speech?
 - ◆ Why do you think we need to learn communication skills?

STYLISTIC DEVICES

◆ NARRATING INCIDENTS/ANECDOTES:

- ◆ An incident or a story narrated at the right time in a presentation can help secure & retain the attention of the audience
- ◆ Narrating a story helps more if the audience can relate to it
- ◆ For instance, people in Kerala will find it easier to relate to the example of fermented food, and those in the stock market will find it easier to relate to the crash in the market

STYLISTIC DEVICES

◆ HUMOUR:

- ◆ The objective of humour is to break the monotony of a heavy presentation
- ◆ Humour can uplift the mood of a session, but it should be used cautiously
- ◆ It shouldn't be indecent and make the audience uncomfortable
- ◆ It should possess the capacity to bring a smile to people's faces

STYLISTIC DEVICES

◆ STATISTICS:

- ◆ Use the **statistics/numbers/data** generously if you can, as numbers capture the attention
- ◆ For maximum impact, use statistics at the **beginning of a sentence**
- ◆ With the right kind of emphasis, you are sure to win the day
- ◆ Examples :
 - ◆ 35% of the students were of the viewpoint
 - ◆ 67% of the sample size reported
 - ◆ 83% of the employees stated

STYLISTIC DEVICES

◆ QUOTES:

- ◆ A strategy often used by the presenters is to use quotes of people who have been recognised in their respective fields
- ◆ While quotes substantially add value to the content, avoid their overuse

STYLISTIC DEVICES

- ◆ **VISUAL AIDS:**
- ◆ These strategies can be used to capture the attention of the audience
- ◆ The visual aids can be very helpful, but they shouldn't be used casually
- ◆ A lot of effort should go into the preparation of visual aids, as the right content & design can have the desired impact on the audience
- ◆ **STRATEGY FOR VISUAL AIDS: BIG, BOLD & BEAUTIFUL**

SIX GREAT HELPERS

- ◆ Use these for the 5 W's and 1 H for a great presentation:
 - ◆ WHY
 - ◆ WHO
 - ◆ WHERE
 - ◆ WHEN
 - ◆ WHAT
 - ◆ HOW
- ◆ These tools were first propagated by Rudyard Kipling

SIX GREAT HELPERS

- ◆ **WHY:** PURPOSE OF PRESENTATION
- ◆ Identify the purpose of the presentation, and what the audience is going to gain from it

SIX GREAT HELPERS

- ◆ The purpose could be manifold:
 1. **To inform:** Providing information by presenting details, facts & figures
 2. **To persuade & influence:** Use of logic & emotional connection will serve the purpose
 3. **To educate:** Providing all aspects of the issue under discussion, so that the listeners have a complete understanding
 4. **To empathise:** Means observing an empathetic attitude by sharing similar feelar feelings
 5. **To entertain:** Using strategies, such as humour, anecdotes, or even music, can uplift the mood and break the monotony of the presentation

SIX GREAT HELPERS

- ◆ **WHO:** PERSONALITY, EDUCATION, AGE, STATUS & KNOWLEDGE LEVEL
- ◆ Gathering information on the above-mentioned details of the listeners can help the presenter in:
 - ◆ **Developing & designing** the right format, tone & manner of presentation
 - ◆ Example:
 - ◆ If you are presenting a young group of executives, then your structure would be **lecture-cum-demonstration** methodology
 - ◆ On the other hand, if presenting to a young audience, then the presentation should be **active & lively**

SIX GREAT HELPERS

- ◆ **WHERE & WHEN:** Means context & the time
- ◆ Try to visualise the position of your co-interactant
- ◆ The **format & tone** of the message should change in **accordance with the place** where it's going to be delivered
- ◆ For example, if the **issue of a pay hike** is being discussed at these two places, there will be a sharp difference in the approach:
 - ◆ **At the office:** It's always transaction-oriented, and geared towards achieving a task
 - ◆ **At home:** It will be a combination of transaction & relationship-oriented communication

SIX GREAT HELPERS

- ◆ **WHAT:** Subject matter of the message
- ◆ The message you exactly wish to communicate
- ◆ This can be decided by knowing the **profile of the audience**
- ◆ Sufficient information about the listener will help in differentiating between the essential and in essential areas of the subject
- ◆ This helps in recognising what needs to be used or done away with in the presentation

SIX GREAT HELPERS

- ◆ **HOW:** How should the points be organised?
 - ◆ The points should be organised **in order of importance**, with the main point followed by subsidiary points
 - ◆ **Colloquial & Slang** language should strictly be avoided
 - ◆ Use precise, simple and non-technical words as much as possible
 - ◆ Example of colloquial language: **Gonna do**(going to) **this**, **Wanna** have(want to), **No worries**(It's ok)
 - ◆ **Slangs:**
 - ◆ **Lit** – Something exciting or excellent
 - ◆ **Slay:** To do something exceptionally well

HOW- TONE & APPROPRIATE MEDIUM

- ◆ Choose an **appropriate medium** for presentation
- ◆ Decide whether you will use visuals, auditory or both
- ◆ Decide which pictures/slides will improve transparency
- ◆ The message could appeal more and can be received better if both audio and visuals are use

Example

Title for a presentation: “Farms and the Gallinaceous Bipeds”

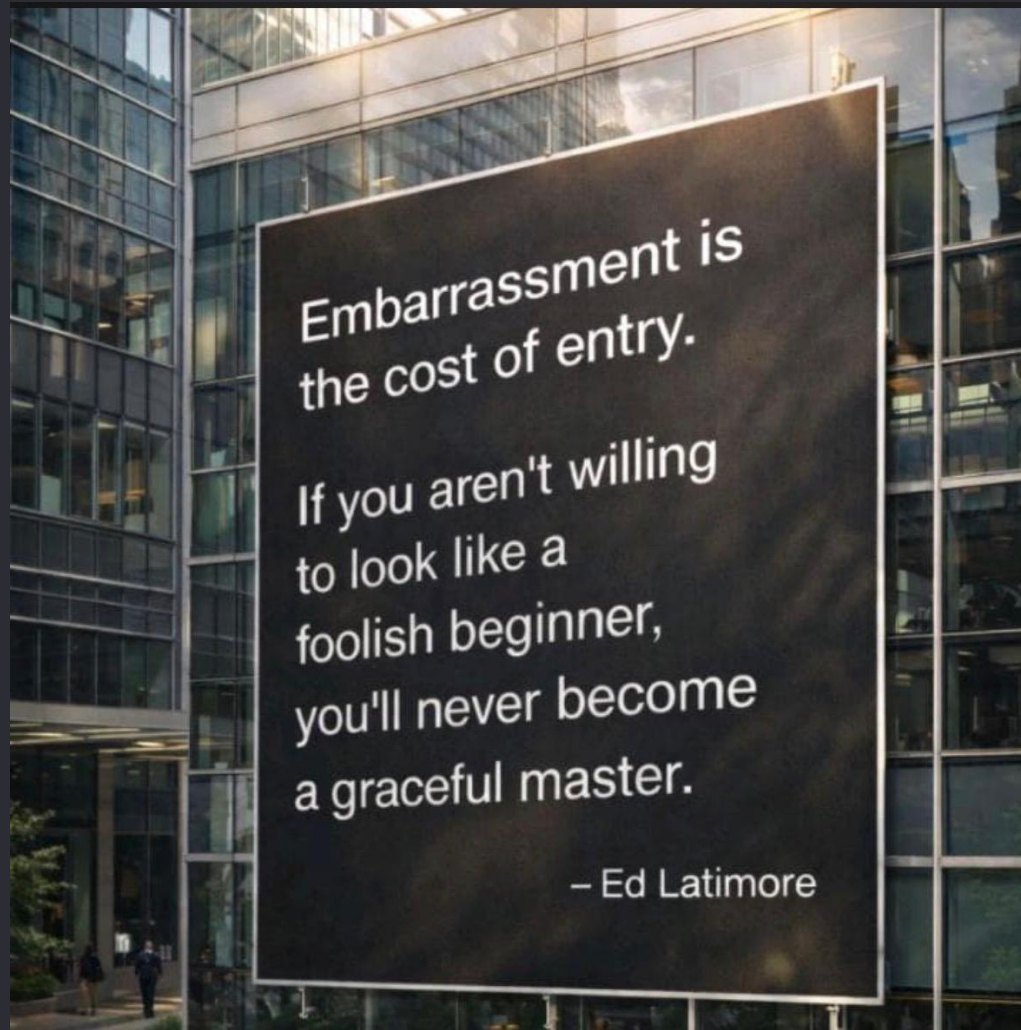
While the title presented above may excite the curiosity of the audience, the title below is sure to get their undivided attention:

“Farms and Hens”

3RD CLASS

- ◆ 7 steps to a successful presentation
- ◆ Format of a presentation
- ◆ Debate: Which is more important? Skills & talent or experience?
- ◆ Extempore: What will you do when you become rich?

QUOTE UNQUOTE



Embarrassment is
the cost of entry.

If you aren't willing
to look like a
foolish beginner,
you'll never become
a graceful master.

– Ed Latimore

7 steps to a successful communication

- ◆ Decide upon the objective
- ◆ Manner of presentation
- ◆ Mode of presentation
- ◆ Preparation of script
- ◆ Preparation of visual aids, handouts & feedback forms
- ◆ Rehearse
- ◆ Format of a presentation

7 STEPS: MANNER OF PRESENTATION

◆ DECIDE UPON THE OBJECTIVE:

- ◆ What do you aim to achieve at the end of the presentation?
 - ◆ To impart knowledge, to convince/influence people, etc.
- ◆ Do not deviate/move away from the main topic/focal point
- ◆ The more you remain focussed on the main topic, the greater the chances of success

7 STEPS: MANNER OF PRESENTATION

- ◆ MANNER OF PRESENTATION:
 - ◆ FORMAL PRESENTATION
 - ◆ INFORMAL PRESENTATION
 - ◆ Decide whether you need a formal or informal presentation to achieve the objective
 - ◆ This can be understood by the **profile of the participants**
 - ◆ Once decided, structure the message accordingly and proceed

7 STEPS: MANNER OF PRESENTATION

- ◆ **MODE OF PRESENTATION:**
- ◆ Depending on whether it's a formal or informal presentation, you need to plan a strategy for the presentation
- ◆ In both cases, the attempt should be made to get **maximum response from the audience**

7 STEPS: MANNER OF PRESENTATION

- ◆ **MODE OF PRESENTATION**
- ◆ An **INFORMAL** presentation, on the other hand, will follow the following things:
 - ◆ The presenter can sit
 - ◆ Can sport casual gestures
 - ◆ Content can be written on a notepad
 - ◆ The mode of presentation can **shift** a little bit **from one area to another**

◆ MODE OF PRESENTATION:

- ◆ A FORMAL presentation would follow these things:
 - ◆ Formal seating arrangement
 - ◆ Have proper slides
 - ◆ The speaker will be formally dressed/attired
 - ◆ The speaker has to maintain appropriate body language
 - ◆ Use energetic voice modulation
 - ◆ Visuals must be carefully designed, developed & presented smoothly

7 STEPS: MANNER OF PRESENTATION

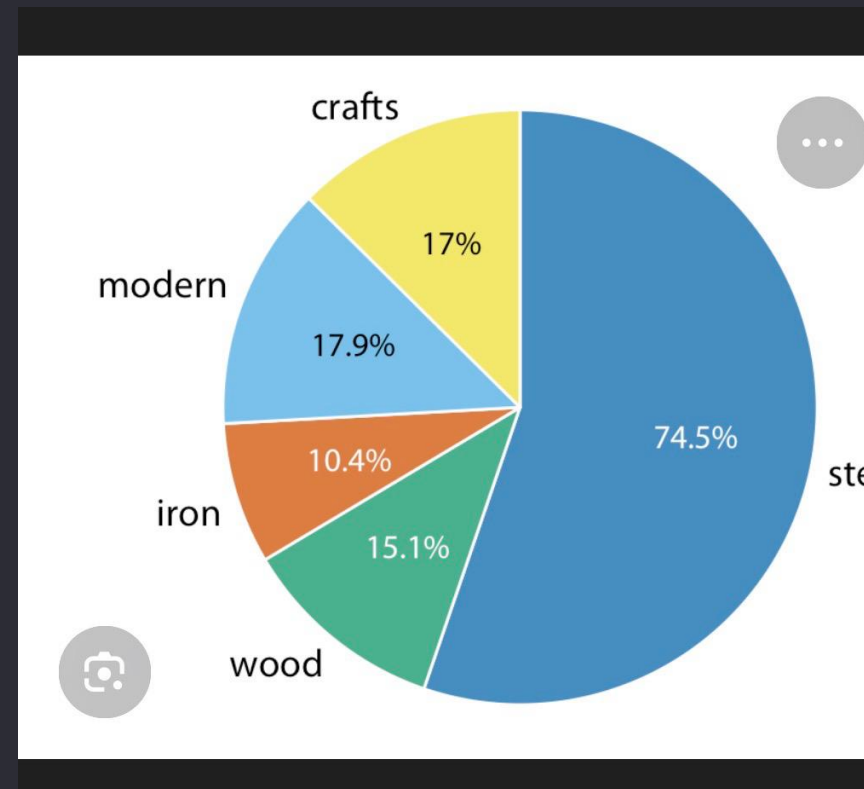
- ◆ PREPARATION OF VISUAL AIDS, HAND-OUTS & FEEDBACK FORMS
 - ◆ FORMATTING OF VISUAL AIDS:
 - ◆ Seeing is believing, and the message on screen remains with the audience for a longer time
 - ◆ Think & Be creative in the preparation of visual aids
 - ◆ Use pauses at appropriate junctures so that listeners can absorb the spoken words and verbal cues

PREPARATION OF VISUAL AIDS, HAND-OUTS & FEEDBACK FORMS: FORMATTING OF VISUAL AIDS

- ◆ Prepare visual aids **in advance** of the presentation, as they are used to support the presentation
- ◆ **Slides** should be prepared **neatly** without **spelling errors**
- ◆ **Material** should be **well-spaced**
- ◆ The **main points** should be written in **capitals** or block letters so that the listeners sitting at the back are also able to understand
- ◆ Preferably, there should be **5-6** points on each slide
 - ◆ Each point should not have more than **5-6** words
- ◆ **NOTE:** The longer points take longer to process & understand

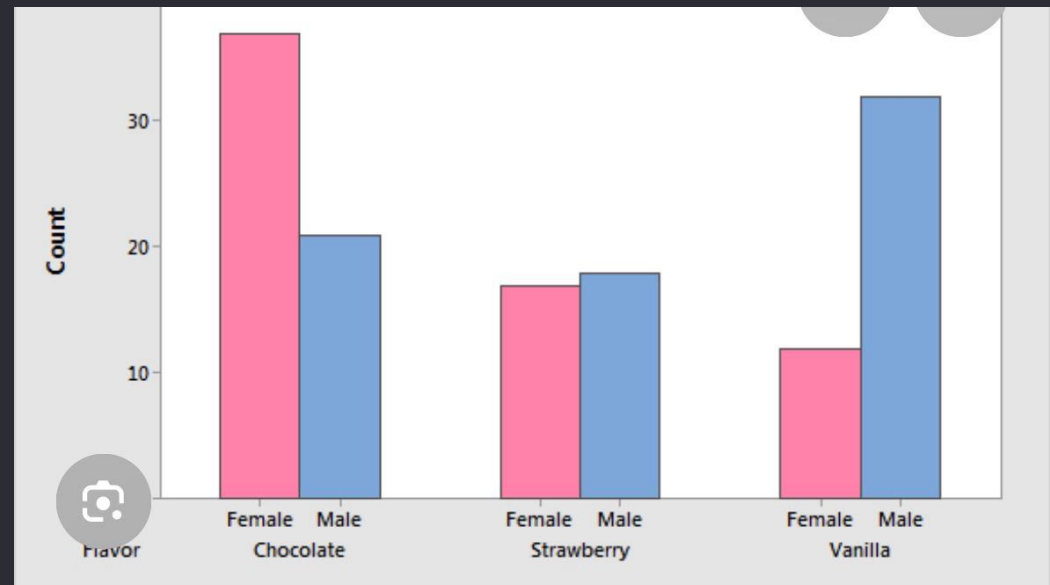
SOME VISUAL AIDS YOU CAN EMPLOY IN MAKING PPTs

- ◆ Pie charts for showing proportional relationships and percentages



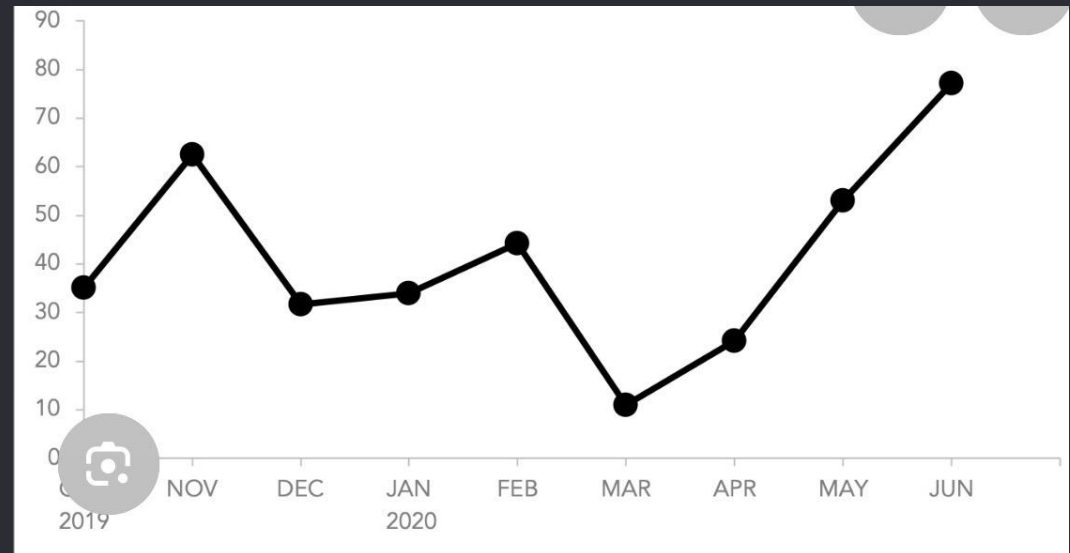
SOME VISUAL AIDS YOU CAN EMPLOY IN MAKING PPTs

- ◆ **Bar Graphs:** Ideal for comparing quantities across different categories



SOME VISUAL AIDS YOU CAN EMPLOY IN MAKING PPTs

- ◆ **Line Graphs:** Most effective for showing trends or changes over a period of time



SOME VISUAL AIDS YOU CAN EMPLOY IN MAKING PPTs

- ◆ **Infographics:** Combine text and graphics to simplify complex processes or statistics into an easy-to-read summary



STEPS TO FOLLOW WHILE PRESENTING

- ◆ Do not read out the points in the PPT
- ◆ Throughout the presentation, try to perceive their reactions & responses to your performance
- ◆ If the response is favourable, proceed
- ◆ If it's not favourable, then stop at a particular point to elaborate

PREPARATION OF VISUAL AIDS, HAND-OUTS & FEEDBACK FORMS:

◆ HAND-OUTS:

- ◆ Handouts should be extremely well prepared
- ◆ Handouts are usually carried by the participants after the meeting and shared with friends & family
- ◆ Handouts help in getting the gist of the presentation later
- ◆ Give the handouts to the participants before beginning the presentation
- ◆ Never give the handouts at the beginning, as it distracts the audience

PREPARATION OF VISUAL AIDS, HAND-OUTS & FEEDBACK FORMS:

- ◆ " WE JUDGE OURSELVES BY WHAT WE FEEL CAPABLE OF DOING, WHILE OTHERS JUDGE US BY WHAT WE HAVE ALREADY DONE"
- ◆ LONGFELLOW

- ◆ **FEEDBACK FORMS:** These should be prepared well in advance to be handed to the audience **at the end** of the presentation

Points which need to be elaborated in the feedback form are:

1. Information about the audience
2. Level of acceptance of the speaker
3. Scope for improvement
4. Inadequacies, if any, in the presentation
5. Expectations from the presentation
6. To what extent were the expectations met/achieved
7. Gain from the session
8. Scope for further interaction
9. Grading of the speaker on various parameters such as delivery, ideas, use of visual aids, handling the group, empathy, and listening
10. Suggestions, if any.

Note: Rating scales can be used to get a better feedback about the speaker and the presentation from the audience.

REHEARSE

- ◆ The more you rehearse, the better your performance when facing an audience
- ◆ In the **elementary** stages, rehearsing is important to **do away with fear**
- ◆ In **later stages**, it helps in brushing up on the style of presentation
- ◆ At this stage, also ensure that the projectors don't block the participants' view of the screen
- ◆ Take **feedback** on the presentation from a friend, colleague or family member
- ◆ **Content** on the screen should be **visible to everyone**, including those at the back




DO IT

- ◆ **FACE-TO-FACE:**
- ◆ While presenting the matter, you need to be extremely careful about the **introduction & conclusion**
- ◆ Keep in mind to **capture the attention** of the audience right **at the beginning** of the presentation
- ◆ If you succeed in the beginning, the audience will be with you throughout the presentation

DO IT

- ◆ Strategies for warming up:
 - ◆ Different strategies can be adopted for warming up:
 - ◆ These are called **ice-breakers**: Quiz, music, and games
 - ◆ These strategies help in doing away with the initial hesitation of the audience and warm them up for the session
 - ◆ **Mood meters** can also be used to assess their moods at the beginning & the end of the presentation

DO IT- Mood meters

Facial Expressions	Forenoon	Noon	Afternoon
			
			
			

DO IT

◆ CONCLUSION:

- ◆ The presenter must keep the last 10-15 minutes for summarising, in which all the ideas are presented properly
- ◆ Be creative even at the close of the session
- ◆ Don't ask for suggestions at the end
 - ◆ Multiple suggestions would be difficult to tackle
- ◆ Ask for suggestions in the middle, so that they can be included suitably

FORMAT OF A PRESENTATION

Exhibit 4.2 Format of a Presentation

<i>Stages</i>	<i>Purpose</i>
1. Ice-breaker	Warming up
2. Opening	Introduction to the topic
3. Discuss need for a new idea	Solicit willingness and cooperation
4. The idea	Thrust area
5. Accruing results/benefits	Importance, significance of the idea
6. Summary/conclusion	Improve recall measures

“

If we are not regularly deeply embarrassed by who we are, the journey to self-knowledge hasn't begun.

—ALAIN DE BOTTON

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QUOTE UNQUOTE

TOPIC OF DEBATE

- ◆ Which is more important? Skills & talent or experience?

TOPICS FOR DEBATE

- ◆ Joint families vs Nuclear families: Which is better?
- ◆ Is freelancing and gig work a secure and viable long-term career path for professionals, or is it exploitative?
- ◆ Is technology making people lonely?
- ◆ Is remote work essential for productivity and work-life balance, or does it erode company culture and team cohesion?
- ◆ Should voting in elections be made mandatory?

TOPICS FOR PRESENTING PPTS

Main Topic 3: Product/Service Launch Speeches by a Public Relations Manager

- 1. The Audience:** Press members
The Situation: The event is the launch of a new car. The media representatives want to prepare a write-up on your product. Deliver a speech giving them information on the new car.
- 2. The Audience:** The media
The Situation: Deliver a short speech on the event of "Launching a New Beauty Product." You want the media to report it in the press.
- 3. The Audience:** The media
The Situation: The event is the launch of a new "Internet Banking Service." Deliver a speech to the media representatives giving them information on the new service.
- 4. The Audience:** The media
The Situation: The event is the launch of a new "Mobile Phone." The media representatives want to prepare a write-up on your product. Deliver a speech giving them information on the new product.
- 5. The Audience:** Media people
The Situation: Inform the media about your new luxury cruise ship service. They want to write about it in an article which is to appear soon after its launch.
- 6. The Audience:** Media people
The Situation: Inform the media about the launch of a new recreational club with facilities like a swimming pool, a golf course, an uptodate health club, a children's park and such other facilities. This is going to be the biggest and the best club in the city.
- 7. The Audience:** Media people
The Situation: As the public relations officer, you need to inform the media about your new management school. They wish to do a story immediately after the inauguration.