

**THE ACADEMY OF STATE AND SOCIAL CONSTRUCTION UNDER
THE PRESIDENT OF THE REPUBLIC OF UZBEKISTAN**

Foreign Languages Department

MAKING EFFECTIVE PRESENTATIONS



Compiled by S.G. Shadiyeva

TASHKENT 2008

**THE ACADEMY OF STATE AND SOCIAL CONSTRUCTION
UNDER THE PRESIDENT OF THE REPUBLIC OF UZBEKISTAN**

Foreign Languages Department

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MAKING EFFECTIVE PRESENTATIONS

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Tashkent - 2008

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The book has been recommended by the Resolution of the Academic Council of the Academy of State and Social Construction of 22.02. 2007 for the use by students, postgraduate students of the Academy and those of the Higher School of Business.

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Tashkent - 2008

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INTRODUCTION

Nowadays at the age of global development of economic ties and in international relations holding the negotiations of one country with the rest of the world is closely connected with the idea of "presentation" and the skills in making presentations.

Our task is to provide the students with a number of professional skills and strategies.

The book consists of 3 main parts. The first part is about preparation of the presentation. It includes the identification of the type and the objectives of the presentation and gives some important recommendations concerning content, planning, choosing the language and structuring the presentation.

The second part deals with performance of the presentation and comprises the following: *a) speaking clearly*. Speaking clearly is a matter of clear articulation and pronunciation of the sounds; *b) controlling nervousness*. Some steps to reduce speaking anxiety are given, which are as follow: to know the material, to know the audience, to concentrate on the message and others; *c) audience rapport*. The presenter's goal is to make everyone feel as if she/he were addressing him/her personally; *d) controlling non-verbal behaviour*. A presenter should know how to behave properly; *e) using visual aids, which are* used to illustrate ideas, to arouse interest, to maintain attention and to save time; *f) handling questions*. Some tips for handling questions are given: to welcome the question, not interrupt the question, accept direct and indirect criticism positively, reply positively, always tell the truth; *g) putting the final touches*. Some features of good ending are introduced: a summary of his/her information, thanks for listening; invitation to ask questions.

The third part represents the article "The Skill of Public Speaking" that summarizes the presentation.

INTRODUCTION

Presentation is one of the most transparent forms of communication: everyone sees what you are doing and hears what you are saying. Both the process and the final product are observed at the same time.

Presenting is also a special form of communication because the presentation itself is always closely associated with the person who gives it. The structure of a presentation must be clear, and the main points should be repeated. A good rule is to “tell your audience what you are going to tell them, and then tell them what you have told them.”

The main aims of this presentation training are as follows:

- to provide you with a number of practical presentation tools and strategies
- to help you discover your strengths and weaknesses with regard to presenting in small and large groups
- to increase your enjoyment and level of comfort while presenting

TYPES OF PRESENTATION

There are basically three types of presentations:

Informative: The informative presentation focuses on getting information across. Because of this, its structure must be very clear. The presenter is usually very familiar with the information that needs to be conveyed. A good guideline to make sure that the information is complete and clear is: “Explain it to me like I am a four-year old.”

Persuasive: The persuasive presentation focuses on convincing listeners to do something, to refrain from doing something, or simply to agree with a certain point of view. A good persuasive speaker usually uses just the right amount of emotion in order to sway his audience. Showing personal commitment and involvement is essential for this type of presentation.

Occasion-bound: The main goal of an occasion-bound presentation is to either entertain (think of a wedding, a dinner toast) or to be part of a serious occasion (a funeral, for example) Here are some examples of different presentations referring to the 1st and 2nd types:

- **press conference:** a type of television broadcast, a collective interview to media personnel as by a celebrity or personage;

- **briefing:** an act or an instance of supplying relevant instructions or information (advice etc given in advance);
- **demonstration:** an explanation by example, experiment, etc to show how it works;
- **product launch:** the act or process of launching a new product;
- **lecture:** an informative talk given before an audience and usually prepared beforehand;
- **talk:** formal discussion, informal speech;
- **talk show:** radio, TV informal interview taken from the guest celebrities whose views are requested;
- **seminar:** any similar group meeting for the discussion of any problem;
- **workshop:** a series of meetings for intensive study, work, discussion, etc in some field.



Press conference



Briefing



Lecture



Talk-show



Seminar



Talk



Product Launch



Demonstration



Work shop

Remember:

Your presentation should not replace your paper, but rather whèt the audience appetite for it.

WHAT MAKES A PRESENTATION EFFECTIVE?

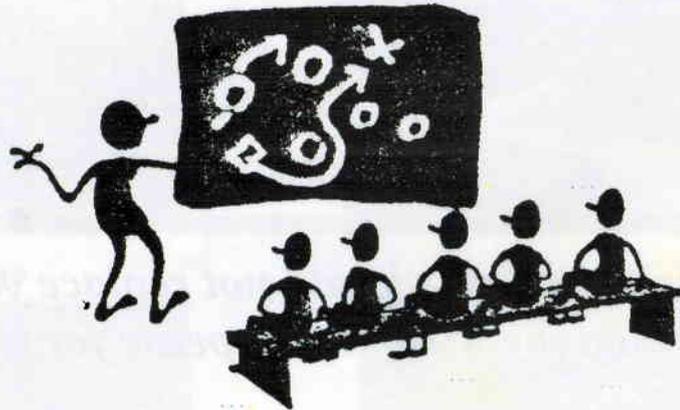
Preparation

- identifying your objectives
- content
- planning
- choosing language
- structuring the presentation

Performance

- speaking clearly
- controlling nervousness
- audience rapport
- controlling non-verbal behaviour
- using visual aids
- handling questions
- putting final touches

Presenting With Skills And Style



PART 1.

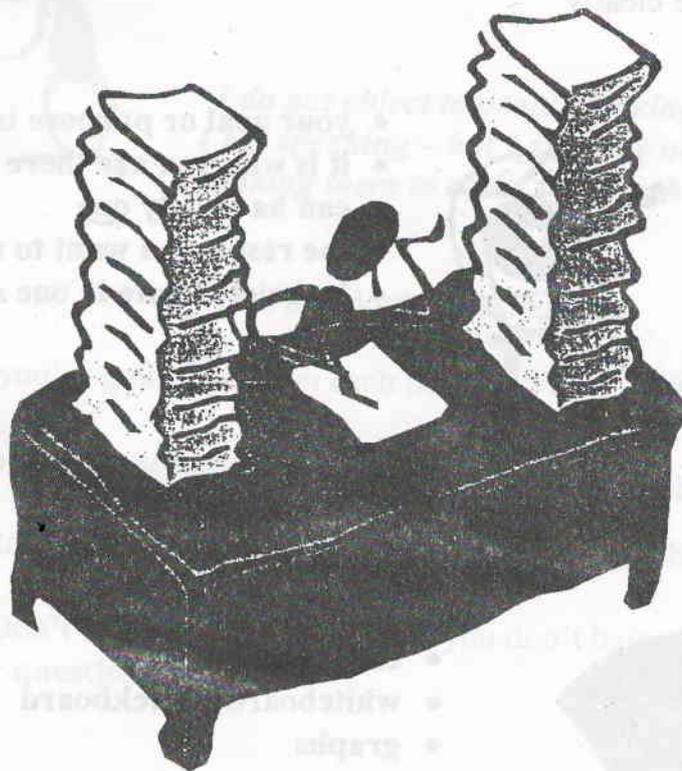
PREPARATION

“In all things, success depends on previous preparation, and without such preparation there is sure to be failure”

Confucius

“The will to succeed is important, but what is more important is the will to prepare”

Bobby Knight



Ingredients of Good Preparation:

Objectives:

Think about what you want to achieve. Are you going to inform, persuade, train or entertain your audience?

Content

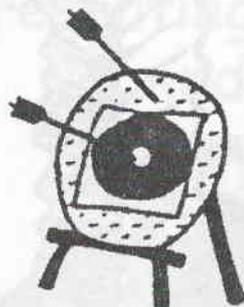
While collecting your material for presentation you should think about how you will organize your content.

Keep in mind:

- the level, quantity and accuracy of information;
- brainstorming main ideas;

Planning:

- plan your presentation carefully. Thorough preparation will make you more confident and help you to avoid unpleasant things
- identify your purpose clearly



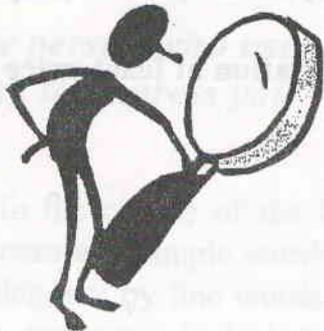
- your goal or purpose is your objective
- it is why you are there
- can have only one
- the result you want to achieve
- be brief – state in one sentence

- make your presentation interesting



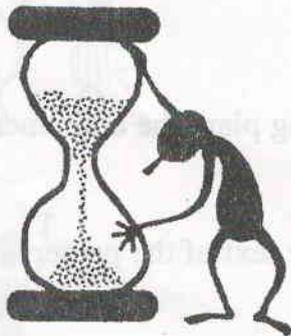
- power point
- overhead projector
- charts
- whiteboard / blackboard
- graphs
- ...
- ...
- ...

- analyze your audience



- what do they know?
- what would they like to know?
- what are their attitudes & behaviours likely to be?
- why are they listening?
- Why am I speaking to these listeners?

- think of good timing



“I must apologize for making a rather long speech this morning. I didn’t have the time to prepare a short one”

Winston Churchill

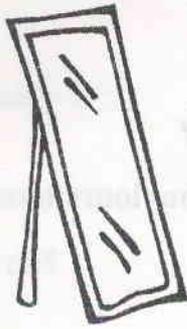
“I do not object to people looking at their watches when I am speaking – but I strongly object when they start shaking them to make certain they are still going.”

Lord Birkett

Dos and don'ts: **timing**

- a) plan how long you're going to spend on each point and keep to these **timings**
- b) don't **spend too long** on something;
- c) don't **digress** (talk about things that have nothing to do with the subject);
- d) finish on time. Don't **run over**. It looks bad if you don't have time to finish all your points **and answer questions**.

- think of rehearsal



- **rehearsal is the most important part of preparing**
- **run through your presentation at least twice**
- **check timing**

Here are some tips for a **stand-up** presentation
(one person talking to an audience):

- find out about the **audience**: how many people there will be, who they are, why they will be there;
- find out about the **venue and facilities**: the room, the seating plan, the equipment, etc.
- plan the **content** and **structure** but don't write the complete text of the presentation;
- write notes on sheets of paper, not on **cards**;
- try to **memorize** the first five sentences of your talk;
- prepare **visual aids**: pictures diagrams, etc.
- **rehearse** your presentation (practice it so that it becomes very familiar) with friends or colleagues..

Choosing Language

“The person who uses a lot of big words is not trying to inform you; he is trying to impress you”

O. Miller

In the choice of the language of presentation, keep as much as possible to short sentences and simple words that you are comfortable with. A good style is dominated by meaning, not by fine words. Select phrases which are alive and colourful and avoid those which are vague and abstract. There is no benefit in using difficult language. Avoid jargon unless you are sure all your audience will understand it. Indicate when you have completed one point or section in your presentation and are moving on to the next.



Be

- clear
- colourfull
- concrete
- concise
- consistent
- correct (no jargon)



- care about your subject
- enthusiastically encourage others to care
- act naturally and be yourself



Language – Don'ts

- jargon
- being too formal
- long sentences



Language – Dos

- use everyday language
- use concrete words

The Language of Presentation

Key Phrases

Introduction

My name is And I work for

Getting attention

Ladies and gentlemen...

Ladies and gentlemen, I'd like to start now.

May I have your attention, please...

Good afternoon ladies and gentlemen...

Starting the presentation

I'd like to.....

..... say a few words to you today about...

..... talk to you today about...

..... explain to you today the main features of ...

..... describe the operation of ...

Today I'm going to talk (to you) about ...

..... tell you about...

..... inform you about ...

..... give you some information on ...

The aim of this presentation is to ...

Expressing purpose

1. I'm here today to ...

My purpose here today is ...

My objective here today is ...

What I want to do today is ...

My main aim this morning/afternoon/evening is ...

There are 3 main areas I want to talk about today.

2. I shall take only about 15 minutes of your time.

I aim to talk to you for only about 15 minutes.

This will take about half an hour.

3. To illustrate my talk ...

..... I'll be using some OHP transparencies.

- I've brought along a few slides.
- I intend to show you some diagrams.

Sequencing - telling the audience what they are going to hear

1. I've divided my talk into 5 main parts.
 The subject can be looked at under 5 main headings.
 During my talk I'll be looking at 5 main areas.
 First(ly)second(ly)third(ly)fourth fifth..... finally
 To start with / Firstly ...
 After this/that / Secondly ...
 Next / Thirdly ...
 Then / Finally ...
 There are three main points I'd like to make ...
2. If you have any questions
 please feel free to interrupt.
 I'll be glad to try to answer them at the end of my talk.

Link phrases

You have already looked at key phrases you can use to introduce your presentation. Let us now look at ways of showing your audience what point you have reached in the structure of your presentation. These are like traffic lights; they tell your audience if you are stopping or starting, turning right or left.

Starting your first point

- To start with ...
- First of all, then ...
- Firstly ...
- Let me begin by saying ...
- Let me begin by looking at ...
- Let me start with ...
- “ OK. To begin with let's look at... “

Finishing a point

- Well, that's all I have to say about ...
- So that, then, is ...
- That's all about ...
- Now we've dealt with ...

Starting a new point

Now let's turn to my next point ...
Now I'll move on to ...
I'd like now to move on to ...
Let's now look at ...
This brings me to my next point ...
The next point I'd like to make is ...
Next we come to ...
Turning now to ...
Let's take a more detailed look at ...
Let's move on the second area...
Time is moving on, let's turn to the third area...

Leaving the structure

Incidentally ...
By the way ...
Now to digress for a moment ...
At this point we must consider ...

Returning to your structure

Coming back to the subject of my talk ...
To come back to ...

Referring to

As I was saying earlier ...
As I mentioned earlier ...
If you remember, I said at the beginning ...

Referring forward

As we will see later ...
Later, we'll be looking at ...
Later, I'd like to look at ...

Introducing your last point

And finally ...
Lastly, ...

That brings me to my last point, which is ...

Making recommendations

Informal:

We think you should ...

You ought to ...

We suggest that you ...

Formal:

We recommend that you ...

We would recommend that you ...

We believe it is advisable to ...

Summing up

So now, I'd just like to summarize the main points.

In brief, we have looked at ...

Let me now sum up...

To sum up then ...

To summarize my main points ...

Firstly, we looked at...; secondly, at ...; and last, but by no means least, at...

In my view, the secret for success in the future is going to be

That brings me to the end of my presentation.

Concluding

Let me close by saying ...

In conclusion, I'd like to say ...

Well, that brings me to the end of my talk ...

I'd like to conclude by ...

Finally, may I say ...

I'd like to finish by emphasizing ...

So, to wrap up ...

That's all I have to say for now ..

Thank you for your attention.

Thank you for listening.

Inviting questions

And now, if you have any questions, I'll be glad to try to answer them.

Does anyone have any questions?

If there are any questions ...

I'm sure you have many questions.

Are there any questions?

Any questions?
I'd be happy to answer any questions now.
... Yes, your question, please.

Checking that the questioner is satisfied

Does that answer your question?
I hope that answers your question.

Answering questions

That's a fair point. I know that some consultants don't have...
That's confidential. I'm afraid I'm not at liberty to tell you.
The questioner would like to know ... Is that right?
Well, I think that goes beyond the scope of today's presentation. Day I wanted to concentrate on...
Not go into particular case studies in ...
I'm afraid we've run out of time. But if you'd like to come and discuss that with me now, I'll try to give you N answer.

Inviting further questions

Are there any more questions?
Any more questions?

Dealing with interruptions

If you don't mind, we'll leave questions to the end.
Your question will be answered in the course of the presentation.
I'm coming to that point in a moment.
I'm sorry, but your question falls outside the scope of this presentation.

If a member of the audience didn't hear a question

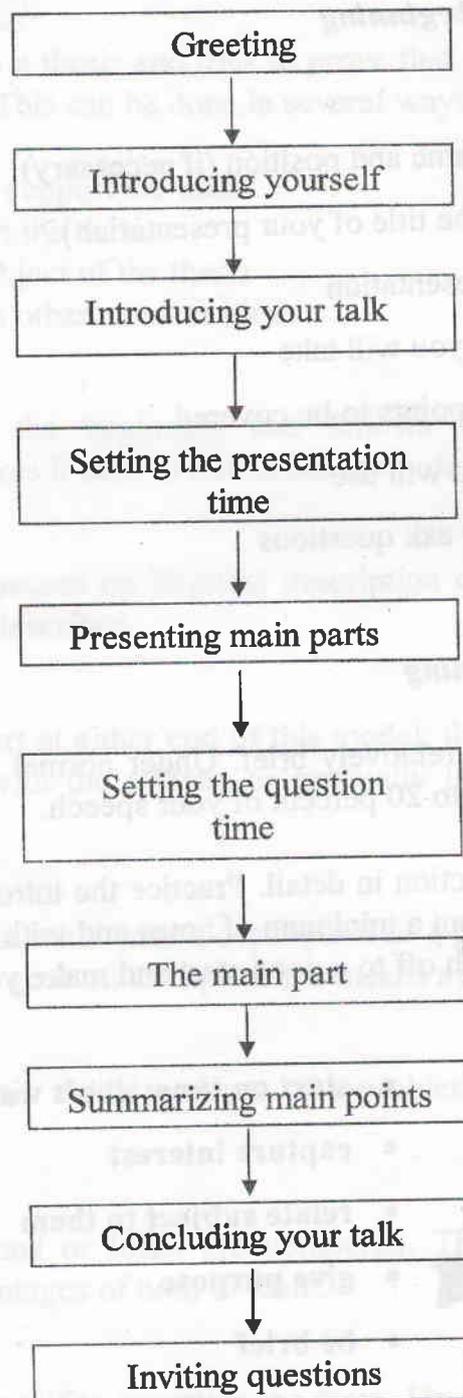
Sorry, I didn't catch the question – could you repeat what the questioner said?

Ending

I think that's a good place to stop. Thank you for listening.
If there are no more questions, I'd like to thank you for your attention

Structuring your Presentation

Your presentation should have a clear, ^{not mix}coherent, transparent structure and cover the points you wish to make in a logical order.



The Beginning

The start of a presentation consists of an “attention getter” and an orientation. The audience’s attention has to be won over gradually before you can get to the heart of your presentation. After the “attention getter”, the orientation of the presentation follows.

Points to be covered in the beginning

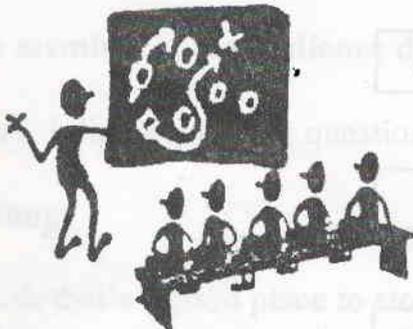
- welcome your audience
- introduce yourself: your name and position (if necessary)
- introduce your talk (give the title of your presentation)
- tell the purpose of your presentation
- indicate the length of time you will take
- speak of the main parts or points to be covered
- mention any visual aids you will use
- tell when the audience may ask questions

Tips for preparing the beginning

1 Keep the introduction relatively brief. Under normal circumstances it should not constitute more than about 10 to 20 percent of your speech.

2 Work out your introduction in detail. Practice the introduction over and over until you can deliver it smoothly from a minimum of notes and with strong eye contact.

This will get your speech off to a good start and make you confident.



- start on time; don't wait for latecomers
- capture interest
- relate subject to them
- give purpose
- be brief

The Middle

There are many ways to build up the middle of presentation. Your subject generally determines which strategy to use. Below you will find some of the most common strategies.

1 *Thesis amplification model:*

The presenter formulates a thesis and tries to prove that it is valid. In order to do so he must amplify the thesis. This can be done in several ways:

- repeat the thesis
- use facts and figures to support the thesis
- use examples to support the thesis
- quote experts on the subject of the thesis
- compare the thesis with other, weaker ideas

2 *Chronological model:*

The speaker starts at the beginning and follows his subject through time. A chronological model makes it easy to remember the order of information.

3 *Geographic model:*

A presentation which focuses on physical description can be structured according to the location or object it describes.

4 *Cause/effect model:*

The presentation can start at either end of this model: the speaker can choose to make an impact by starting with the effects, or gradually lead up to the effect after first describing the cause.

5 *Goal-means model:*

This type of presentation starts with a description of a goal (e.g. the presenter's or the organisation's goal) and goes on to explore the means available to achieve the goal.

6 *Problem solving model:*

The simplest form of this model consists of a problem description and a number of solutions.

7 *Comparative model:*

In this case, two options or ideas are compared. The presenter will compare the advantages and disadvantages of both of them.

8 *Expository model:*

The presenter limits himself to reporting the facts. He expresses no opinion, offers no evaluation. The listeners have to make up their own minds based on the facts.

Points to be covered in the middle:

- express 3 or 4 main points;
- give clear, explicit and logic links between the points;
- occupy 80% of the time.



The middle

- have 3 or 4 main points (they will not remember more than 4 points)
- take 80% of the time
- have signposts and summaries

The End

A good end is as important as a good beginning. No matter what kind of speech you are giving, the conclusion should contain:



- finish on time; make a clear “signal” that you have finished the last point
- make a summary of your main information
- don't introduce new ideas
- thank for listening
- invite to ask questions

Always keep in mind:

He who fails to prepare is preparing for failure - so

Prepare

PART 2.

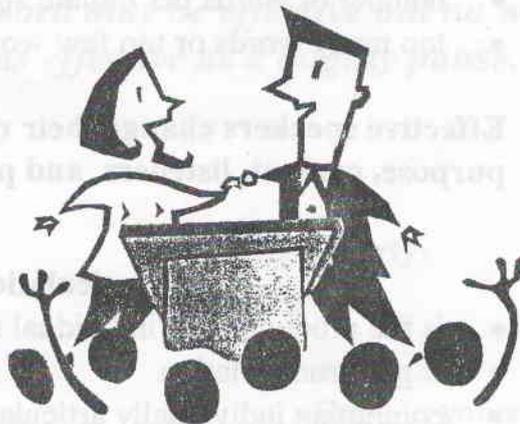
PERFORMANCE

"I am the most spontaneous speaker in the world because every word, every gesture, and every retort has been carefully rehearsed"

George Bernard Shaw

"It usually takes me more than three weeks to prepare a good impromptu speech"

Mark Twain



Speaking Clearly

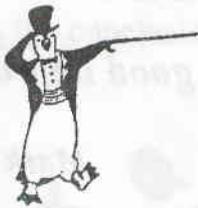
"Nothing great was ever achieved without enthusiasm."

Ralph Waldo Emerson



Speaking Clearly

- is not a matter of accent
- is a matter of clear articulation and pronunciation of sounds



Speaking Clearly is

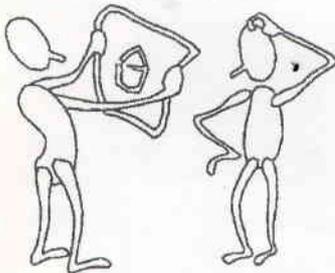
- rate of speed
- articulation
- pace
- voice
- pauses



Rate of Speed

- number of words per minute spoken
- too many words or too few words can be distracting

Effective speakers change their rate of speed to fit their purpose, content, listeners and personal style



Articulation

- is the production of individual sounds
- is not pronunciation
- combining individually articulated sounds to make an understandable word

poor articulation results in mumbling and unclear speech



Pace

- is the speed at which speaker presents different topics or thoughts within a topic
- speaker adjusts pace according to listeners' and speakers' interest

Voice

- project your voice to the back of the room, but don't **shout**.
- Speak loudly and clearly
- to gain maximum attention, say some words **louder**
- repeat important words
- no hesitations (err..., em...)
- no verbal mannerisms (you know...)

Pauses

"The most precious things in speech are pauses."

Sir Ralph Richardson

"The right word may be effective but no word was ever as effective as a mighty pause."

Mark Twain

Speaking Clearly: Checkpoints

Don't

- * read from the notes for
- * say "Well, that's the way I talk."
- * practice silently
- * think no one will notice

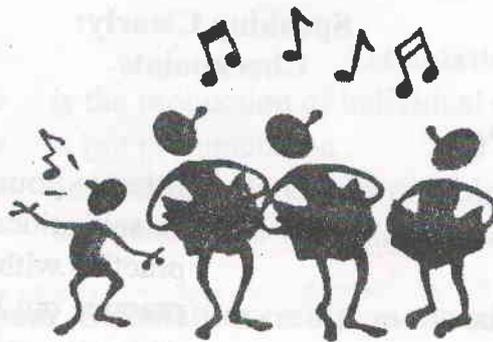
Do

- listen to yourself carefully
- be self-critical
- practice with a tape recorder
- practice out loud
- vary your voice
- use pauses

Your Voice Personality

Rate yourself on each of the following statements: (1 is very low)

Having a flat voice	1 2 3 4 5 6 7 8	Having an expressive voice
Mumbling or talking through clenched teeth	1 2 3 4 5 6 7 8	Clear and fluent
Having ideas or intentions misunderstood	1 2 3 4 5 6 7 8	Always clearly communicating ideas or intentions
Getting breathless	1 2 3 4 5 6 7 8	Remaining firm and controlled under stress
Conveying little emotion and feeling	1 2 3 4 5 6 7 8	Conveying emotion and feelings clearly
Putting little emphasis on single words	1 2 3 4 5 6 7 8	Putting emphasis on the words that convey feeling and meaning
Speaking quietly	1 2 3 4 5 6 7 8	Rising and lowering the voice when appropriate
Sounding wobbly and shaky when nervous	1 2 3 4 5 6 7 8	Always sounding confident



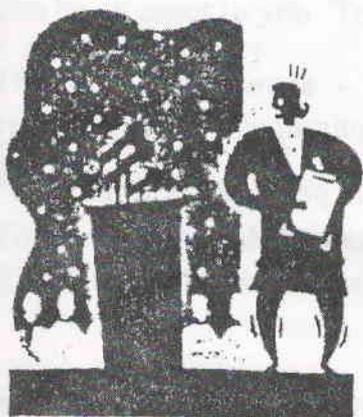
Controlling Nervousness

“There are two types of speakers: those that are nervous and those that are liars”

Mark Twain

“The day I stop being nervous before I go on stage, will be the day I stop acting”

Sir Lawrence Olivier



Controlling Nervousness

- “It’s normal”
- “It’s all in your mind”
- “Don’t worry about it”

Controlling Nervousness: Checkpoints

Don’t

- give up
- accept fear and nervousness as facts of life

Do

- understand that fear has two elements: psychological & physiological
- understand that both can be controlled
- identify circumstances which trigger the fear
- apply techniques

Overcoming Speaking Anxiety



Did you know?

- the fear of speaking in public is the fear of all fears
- over 41 % of people have some fear or anxiety speaking in front of groups

What are your symptoms?

- *sweaty palms
- *accelerated heart rate
- *memory loss
- *difficulty in breathing

- some anxiety when speaking in front of a group of people is perfectly normal
- acknowledge that this fear is perfectly normal and that you are not alone

Some Steps to Reducing Speech Anxiety

1 Know the Room - Become familiar with the place in which you will speak. Arrive early and walk around the room including the speaking area. Stand at the lectern, speak into the microphone. Walk around where the audience will be seated. Walk from where you will be seated to the place where you will be speaking.

2 Know the Audience - If possible, greet some of the audience as they arrive and chat with them. It is easier to speak to a group of friends than to a group of strangers.

3 Know Your Material - If you are not familiar with your material or are uncomfortable with it, your nervousness will increase. Practice your speech or presentation and revise it until you can present it with ease.

4 Learn How to Relax - You can ease tension by doing exercises. Sit comfortable with your back straight. Breathe in slowly. To relax your facial muscles, open your mouth and eyes wide, then close them tightly.

5 Visualize Yourself Speaking - Imagine yourself walking confidently to the lectern as the audience applauds. Imagine yourself speaking, your voice loud, clear and assured. When you visualize yourself as successful, you will be successful.

6 Realize People Want You to Succeed - All audiences want speakers to be interesting, stimulating, informative and entertaining. They want you to succeed - not to fail.

7 Don't Apologize For Being Nervous - Most of the time your nervousness does not show at all. If don't say anything about it, nobody will notice. If you mention your nervousness or apologize for any problems you think you have with your speech, you'll only be calling attention to it. Had you remained silent, your listeners may not have noticed at all.

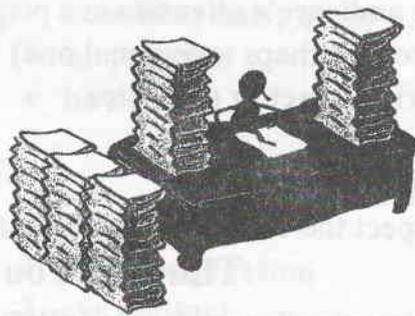
8 Concentrate on Your Message - your nervous feelings will dissipate if you focus your attention away from your anxieties and concentrate on your message and your audience, not yourself.

9 Turn Nervousness into Positive Energy - the same nervous energy that causes fright can be an asset to you. Transform it into vitality and enthusiasm.

10 Gain Experience - Experience builds confidence, which is the key to effective speaking. Most beginning speakers find their anxieties decrease after each speech they give.

To overcome your speaking anxiety, the first and most important of all is preparation. Think of it like the 9 P's:

*Prior Proper Preparation
Prevents Poor Performance of the
Person Putting on the Presentation*



Prepare,

Prepare,

Prepare

Audience Rapport

***“There is no such thing as an uninteresting subject;
the only thing that can exist is an uninterested person”***

Chesterton

Try to be enthusiastic - your interest in the subject matter will carry your audience along. Look around your audience as you speak - eye contact is essential for maintaining a good rapport. When you break eye contact, you risk losing your audience's attention. Move your eyes slowly from left to right, from right to left, including everyone in your line of vision. The goal is to make everyone feel as if you are addressing them personally. Also, eye contact helps you get feedback from your listeners. You will be able to pick up signals of boredom or disinterest (how they are responding). In this case you can cut your presentation short.



Know Your Listeners

- what do they know?
- what would they like to know?
- what are their attitudes & behaviours likely to be?
- why are they listening?
- why am I speaking to these listeners?

Experts say that you can **gain the audience's attention** in a presentation by:

- telling an **anecdote** (a story perhaps a personal one)
- mentioning a *really* surprising fact or statistics
- stating a **problem**
- asking a **question**

Of course, it is important to respect the cultural expectations of your audience.

Think of Your Listeners

- **Listening is much more difficult than reading**
- **“Listenness”** listen only between **25% and 50%** of the time
- **Short-term memory holds only 5 to 7 points**

Controlling Nonverbal Behaviour

“He says the only trouble with his speaking is that he doesn’t know what to do with his hands. He should hold them over his mouth.”

C. Kent Wright

From your own experience, note some of the physical problems you have to face when standing (or sitting) in front of an audience. For example:

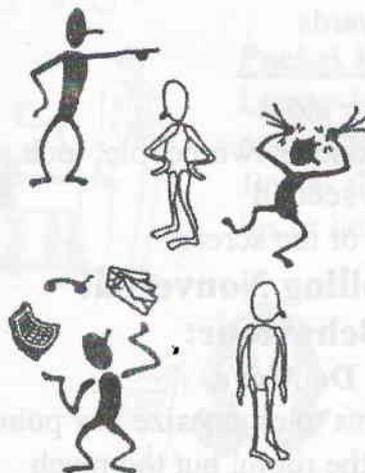
- whether to stand or to sit
- whether to stand in one place or move about
- whether a microphone will be used, making it difficult to move
- what to do with your hands: whether to have different positions, to hold something, or to leave them more or less static
- where to look
- when and how to smile
- if and when to point at the screen or project
- how to deal with the equipment: to pause or to talk while you turn it on or off, how to be confident that it will work

Controlling Nonverbal Behaviour

- first impression
- message has 2 channels: audio & video
- avoid nervous gestures (touching hair, nose,)
- be yourself
- be natural

Techniques

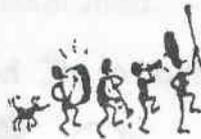
1. dress
2. facial expression
3. eye contact
4. body movement
5. hand and arm gestures
6. conditions affecting behaviour





Techniques

1. **Dress:** be comfortable, respectful, careful and to the occasion
2. **Facial Expression:** a smile is positive; makes listeners feel comfortable
3. **Eye Contact:** is positive; beware of cultural norms
4. **Body Movement:** be yourself, move slowly, control nervous behaviour
5. **Hand and Arm Gestures:** gesture above waist, keep fingers straight, gesture to emphasise key points
6. **Conditions Affecting Behaviour:**
(not in your control)

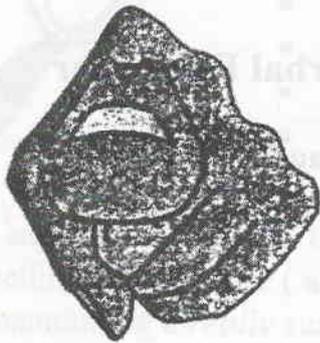


- | | |
|---------------------------|------------------------|
| - size of room | - furniture |
| - temperature | - use of visuals |
| - lighting, acoustics | - your reputation |
| - other speakers | - seating arrangements |
| - location | |
| - time of day, week, year | |

Controlling Nonverbal Behaviour:

Don't

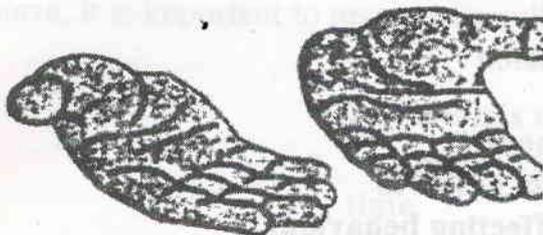
- point at anyone
- rock backwards & forwards
- stand rooted to the spot
- leave your hands by your sides
- avoid eye contact with one or two people; look at each person for about a second
- speak to the equipment or the screen



Controlling Nonverbal Behaviour:

Do Move

- hands & arms to emphasize key points
- around the room, but too much
 - towards audience
- your eyes around the audience

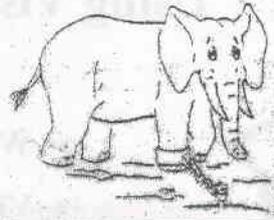


moving is normal

Nonverbal Techniques to Avoid



Dying Swan. Leans heavily on the lectern or stands with an air of exhaustion



Chained Elephant. Steps from one foot to another in what seems to be a timed pattern



Spineless Wonder. Clutches the stand as though he or she would melt to the floor without it



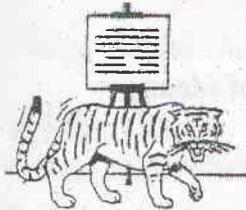
Fig Leaf. Stands the entire time with hands clasped strategically in front of the lower body



Trained Dog. Remain seated on the edge of the desk or table



Defensive Player. Folds the arms in front of the body to block out the audience



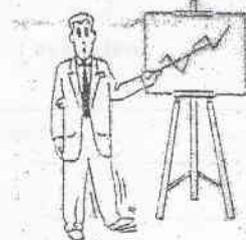
Caged Tiger. Paces back and forth in front of the audience



Stern Father. Waggles an index finger at the audience as if to lecture them



Pocket Puppeteer. Leaves hands in pocket too long. Jingles the change in his or her pockets

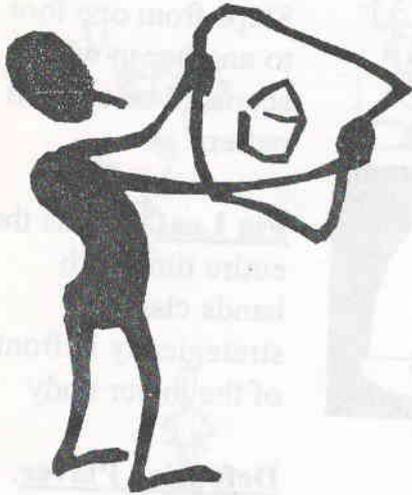


Wiggler. Wiggles one foot or leg constantly



Fiddler. Toys with an object (hair, jewelry or pen) constantly

Using Visual Aids



- Words are not visual
- Visuals must be necessary and visual
- Should support your
Communication objectives
- Enhance your verbal message

Visual aids must be

- simple
- legible to the most distant viewer
- appropriate
- planned
- accurate
- colourful
- manageable
- meaningful
- visible clear (focus on one idea per visual)

Visuals are used to

- illustrate ideas
- simplify handling of ideas
- arouse interest
- broaden experience
- maintain attention
- save time
- create impressions
- convince / shock
- relate directly to communication objectives

Types of visual aids:

1 Power point

Technical Tips

- ensure that PC is used to deliver the presentation
- use your slides as a backup
- make sure your slides are visible to everyone
- practice on the computer you are using to present
- ask about technical arrangements beforehand
- allow sufficient time to take in the visuals prior to speaking

2 Charts

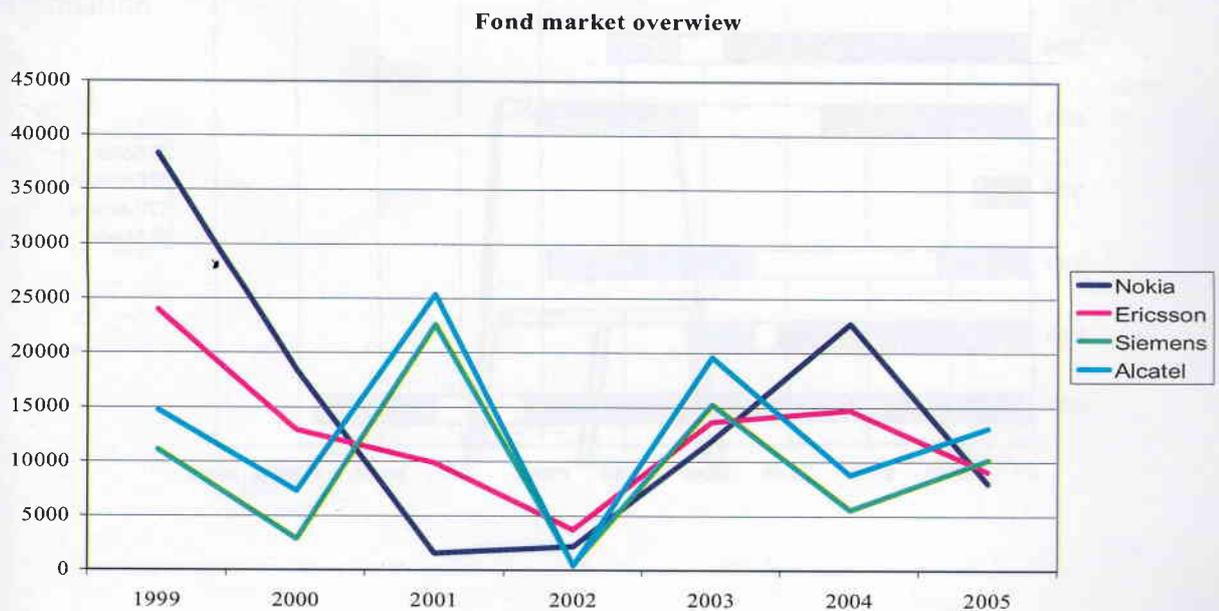
Make charts communicate:

- create charts to help the audience see what is happening
- charts are easier to remember than raw statistics
- simplifying a chart often requires changing the chart form

Choosing the chart

a) Line chart

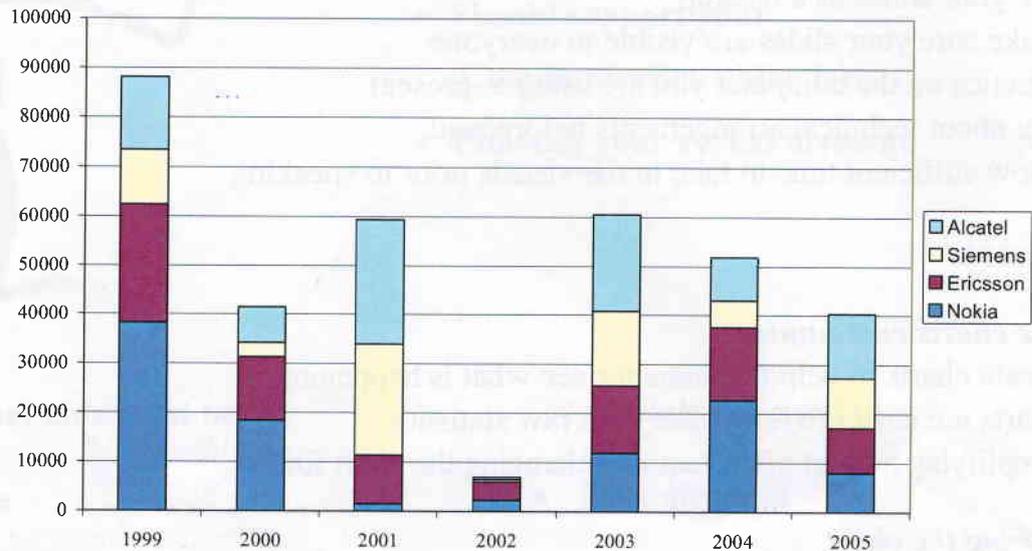
- best used when you have more than 4 or 5 points;
- shows change over time



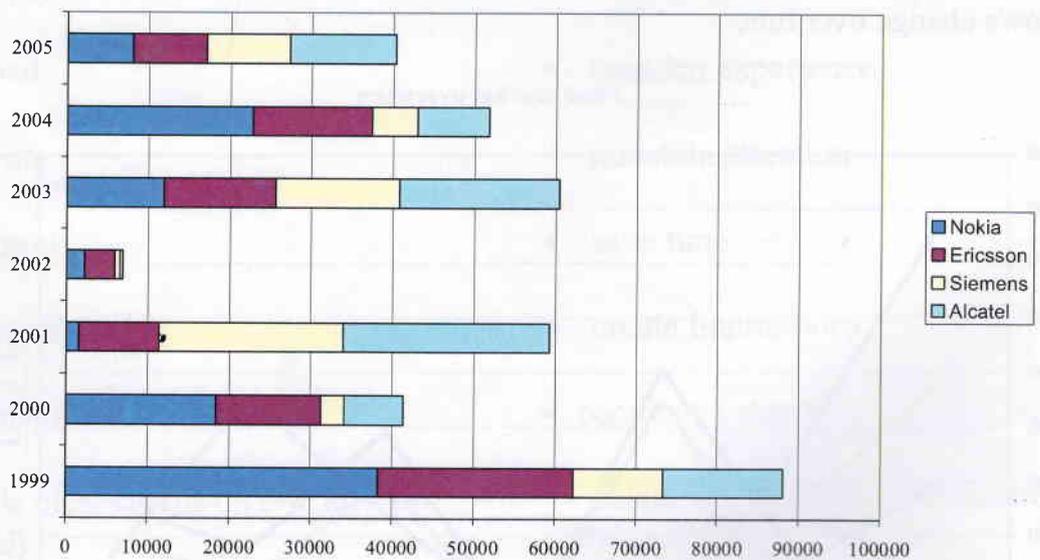
b) Column / bar chart

- is the best way to compare a set of individual items or several sets of related items
- ranks variables from largest to smallest

Fond market overview



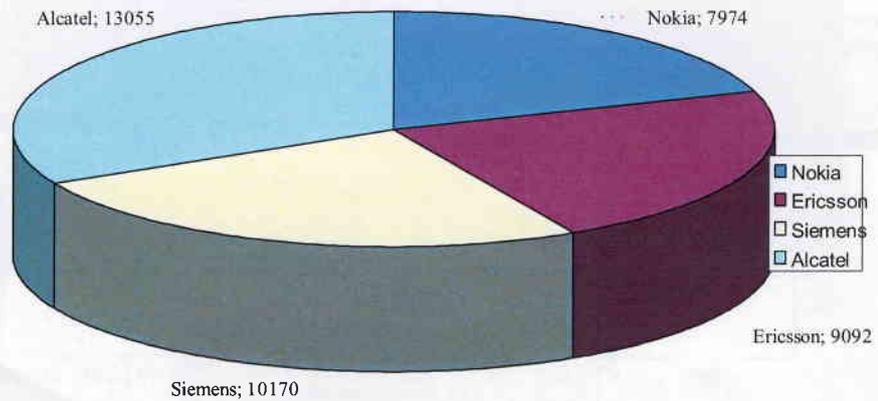
Fond market overview



c) Pie chart

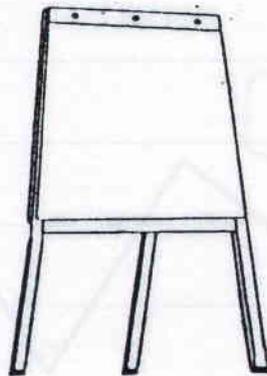
- represents 100% and each segment-a percentage, a portion or a share
- has more than 5 pie slices
- each slice is easy to see and interpret

Fond market overview, 2005



d) Flipchart

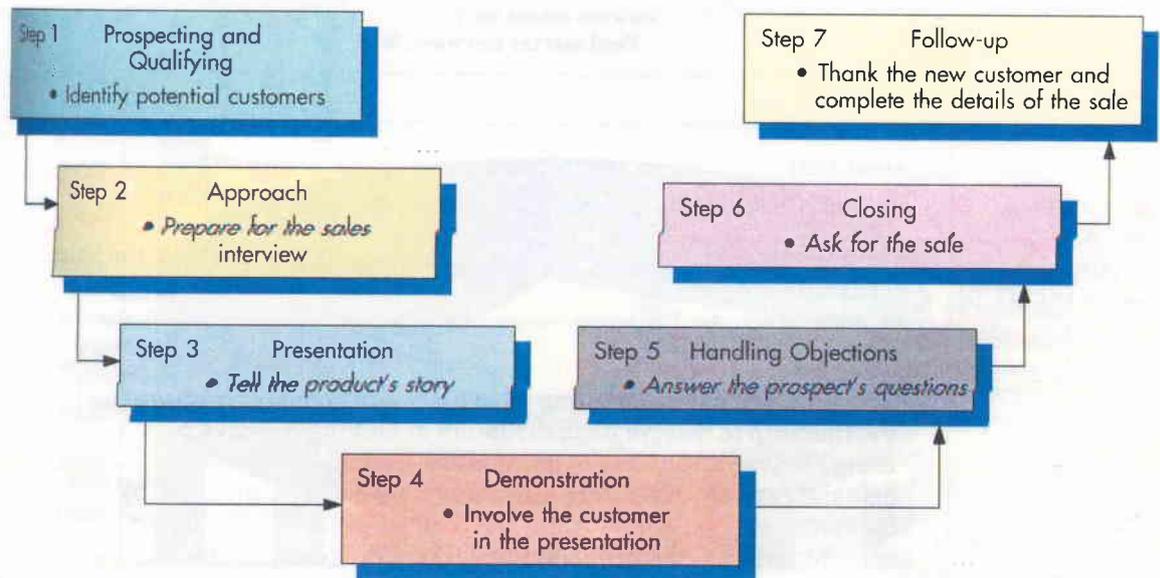
- a board with large sheets of paper on which a presenter writes the necessary information



e) Flow chart

- indicates organising, gradual development and performance of any process
- determines the courses of action in achieving objectives

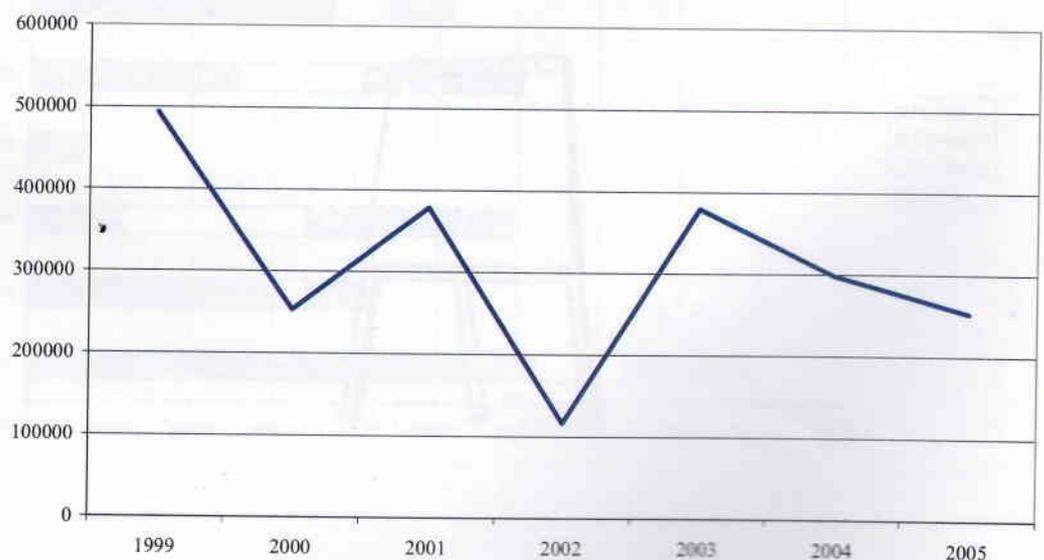
Steps in the Sales Process



3 Graph

- puts a message across much more easily than words;
- enhance your message

Fond market overview



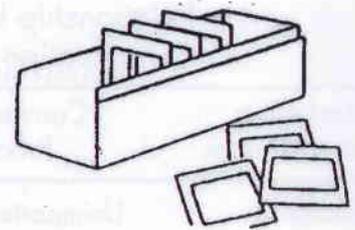
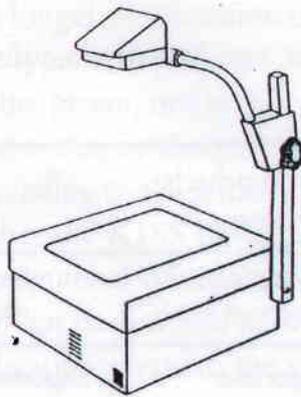
4 Picture

- expresses a message without words



5 OHP (overhead projector), slides and transparencies

- limit verbal content;



6 Map

- gives information about continents, countries, etc.
- represents a particular country you are related to



7 Table

- shows orderly an arrangement of facts, information, etc. (usually in columns)

Relationship between Consumer Products Classification and Marketing Strategy			
Marketing Strategy Factor	Convenience Product	Shopping Product	Specialty Product
Store image	Unimportant	Very important	Important
Price	Low	Relatively high	High
Promotion	By manufacturer	By manufacturer and retailers	By manufacturer and retailers
Distribution channel	Many wholesalers and retailers	Relatively few wholesalers and retailers	Very few wholesalers and retailers
Number of retail outlets	Many	Few	Very small number; often one per market area

8 Card

- is short, descriptive, printed information about the products and services

Strengthen your hand
with *Telephony*
Card Decks

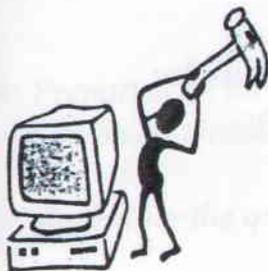
Put information about your products and services directly in the hands of over **70,000** Telecom Professionals with proven buying authority. *Telephony's* card decks are a simple and cost-effective resource – costing as little as 3¢ a card.



Choosing and Using Visual Aids

Suggestions:

- check equipment before you start
- break a longer presentation up into sections
- use one type of visual aids for each section
- talk to the group, not to the screen
- give the audience time to read information
- avoid reading to the audience
- remember the **KISS** principle: *Keep it short and simple*
- limit the number of aids you are going to use
- ask: “*What does it add to my message?*”
- use aids appropriate to the audience



Be prepared for technical failures !!!

Handling Questions

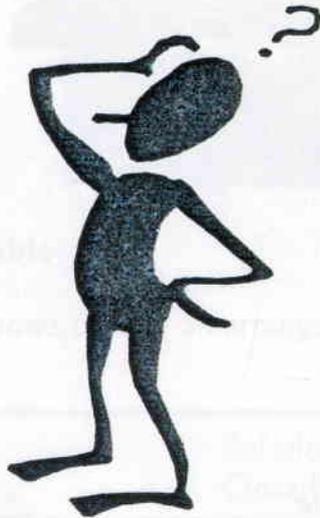
“That is a good question for you to ask, not a wise question for me to answer.”

Sir Anthony Eden



What is a Question?

- the only real question is a request for further information
- other questions are:
 - request for the spotlight
 - attacks or traps



Tips on handling questions:

Stages of questioning

- welcome the question and listen carefully
- don't interrupt the question
- take time to think before answering
- clarify the exact meaning of the question if you are not sure
- accept direct and indirect criticism positively
- begin your reply positively
- check if the questioner is satisfied (disputable)

Some Supporting Techniques

1 Encourage your audience to ask questions by...

- *Stating when questions can be asked*
Inform the audience at the start when they can ask questions.

- *Actively seeking questions*

Step towards your audience, raise your hand and ask...

“What questions do you have?”

- *Pausing long enough after asking for questions*

This gives the audience time to think.

- *Asking them to raise their hands*

A visual signal for questions will encourage those who might be shy.

The audience will follow your lead and raise their hands instead of calling out.

2 Listening to the question

Why do listeners ask questions? Their reasons may include any of the following:

- to get information
- to give information
- to impress other listeners
- to think out loud
- to trick you

Take the questions at face value and answer them as directly as you can.

Here are a few guidelines on how to listen to questions:

- get ready to listen
- pay attention. Establish eye contact with the questioner. Get ready and pay attention
- separate facts from feelings. Listen carefully for words or statements that indicate whether the speaker is questioning based on emotions or facts. This difference will, of course, affect your response
- don't interrupt the questioner. Listen to the entire question before responding

3 Respond the questions by...

- *Preparing in advance*

Anticipate questions (particular difficult ones) and practice answering them.

- *Repeating the question to the whole group*

Always restate a complex, or incomplete or emotional or multi-part question to make sure you understand it. It also gives you time to formulate a good answer.

- *Not falling for the trap questions*

Try some of the following responses, "Now that is an important question, and to answer it you have to understand..." or "That is interesting. I think the important point we have to be aware of is ...".

- *If the question is not appropriate, off the topic, or misleading...*

Ask the question to clarify, restate, justify, or relate the question to your points in your speech. Don't be defensive. Use "softeners" to introduce unwelcome information, e.g. "I'm afraid, that's not possible." or "Unfortunately, that's all I can say."

- *Involving the whole audience*

Try to involve the whole audience in your answer not just the questioner. If someone tries to "hook" the speaker with a difficult question it is even more important to present the answer to the whole group. If this does not happen, you concentrate on an individual and neglect the audience.

- *Using the 25% - 75% rule*

Direct 25% of your eye contact to the questioner and 75% to the rest of the audience. Keep your answers brief and to the point with many members of the audience participating.

4 How to say "I don't know"

Always tell the truth. If you try to bend the truth, you almost always will be caught.

"When you know something, say you know. When you don't know something, say you don't know. That is knowledge."

Kung Fu Tzu (Confucius)

If you don't know the answer to the question, you have several options:

- admit your lack of knowledge and offer to do research and respond later
- ask other listeners for help in providing the necessary information
- ask questioners to expand on their questions and explain their reasons for asking
- offer to discuss the question during break time or at the conclusion of your presentation
- always remember to thank your audience for questions at the end

Putting Final Touches

ENDING

“Be sincere, be brief; be seated.”

Franklin D. Roosevelt

“Make sure you have finished speaking before your audience has finished listening.”

Dorothy Sarnoff

Features of a good ending:

- a clear “signal” that you have finished or about to finish the last point
- a summary of your main information
- thanks for listening
- invitation for asks questions
- a good ending is as important as a good beginning

The End ?

“In our end is our beginning”
T.S. Eliot



PART 3.

THE SKILL OF PUBLIC SPEAKING

“Speech is the index of the mind”

Seneca

“Rhetoric is the art of ruling the minds”

Plato

A public speech should retain the essential quality of a conversation, a connection between the speaker and listener. In order to be successful you must understand and study the nature of human relations, you must learn to use all the tools of speaking as well as you possibly can.

The art of public speaking cannot be acquired on a few tips, though it can be acquired in a reasonable space of time, allowing for the establishment of good articulation, clear thinking and a sense of fitness in the choice of English.

We may chat to friends in the intimacy of a small room, but this type of talk is of no use in public. In public, we must speak and speak out.

Three aspects of public speaking: physical, vocal, and intellectual are important and all are interdependent.

Preparation of a speech should be careful and adequate. In case of a novice, it is wise to write out in detail what you intended to say. By doing that you can assess both quality and quantity.

In choice of language, keep as much as possible to short sentences and simple words. A good style is dominated by meaning, not by fine words. Select phrases which are alive and colourful and avoid those which are vague and abstract. Constantly have in mind that you are composing a speech and thus be guided by the sound of the words.

Composition of a speech. Have an introduction, a body of the speech with heading, and a conclusion. These are for your own guidance, of course, and should not be announced. The introduction is an appetizer, as it were; therefore, see that it fulfils its purpose. Let it be arresting, interesting and brief. A good introduction goes far towards ensuring success. In considering your subjects under headings, be careful that you never lose sight of the main idea. This should be through the whole of your speech. Do not be tempted to cover too much ground; if you wish to use an illustration or a story, let it be short, up to the point.

Concentrate upon your subject, not merely on your words. The conclusion is a summing up. If you have it in mind all the way through, it will give a sense of direction to your thinking and keep you coherent. Plan carefully, choose the right words and express the exact meaning of your thought and deliver them well, don't just drift or rush to the finish line.

And now a few words about *handling your audience*.

Most audiences will be responsive if a harmonious note is struck right at the beginning. They are willing to be led, but will seldom submit to being driven.

On occasion, you may have to say unpleasant things, but there is no need to say them unpleasantly. Never allow irritation to show in your manner. If you keep your voice under control, it will help you to keep your temper in hand. If you are in the right, there is no need for you to lose your temper, if you are in the wrong, you cannot afford to lose it.

A patronizing note in the voice is quickly detected and quickly resented. To talk down to an audience is not only bad manners, it is also bad policy. Audiences can be surprisingly smart and it is a mistake to underestimate their intelligence.

It may also prove quite helpful to prefix a piece of important information with the remark "As you all know." You may be perfectly well aware that the majority of the audience do not know. It is simply a piece of diplomatic deception which gives the audience a little stimulating uplift and a feeling that they may be better informed than they thought they were.

And most important of all, keep a watchful eye on the audience for the first yawn, and regard it as the red light. This is the time to conclude! The best conclusion would simply be: "Thank you."

