

ORAL PRESENTATION

TIPS

**IT USUALLY TAKES ME
MORE THAN THREE
WEEKS TO PREPARE A
GOOD IMPROMPTU
SPEECH.**

MARK TWAIN

Do you know that public speaking is one of the most common fears? It is actually the number 2 fear after the fear of death. The fear of speaking in public even has a name Glossophobia



SURVEY SHOWS AUDIENCE EXPECT

- ... speaker to impress them
- ... speaker to entertain them
- ... speaker to inform them
- ... speaker to persuade them

(Mercer, 1994) On Business and Professional Topic



I expect you to perform.

PREPARATION

- Audience
- Impromptu Speech: 3 minutes
- Public Speaking : 5-6 minutes
- Practice
- Topic
 - A **pet peeve** (or **pet hate**) is a minor annoyance that an individual identifies as particularly annoying to them,

VISUAL AIDS AND PRESENTATIONS



Knowing Your Audience
Delivering a Persuasive Presentation
Structuring Your Presentation
Guidelines for Using Visual Aids
Dealing with Nervousness

A Good Oral Presentation

Making a good oral presentation is **an art** that involves concern for the needs of the **audience**, careful **planning** and attention to **delivery**.

A Good Oral Presentation

KNOW YOUR AUDIENCE

- Audience Type (Informed & Uninformed)
- Audience Purpose (Captives, Passer-bys, Volunteers)
- Gender
- Age
- Attitude, Beliefs and Values



A Good Oral Presentation

PLAN FOR THE PRESENTATION

- Plan based on a **CLEARLY DEFINED OBJECTIVE**.
- Be **SELECTIVE**.
- **ORGANISE** your presentation in a simple and logical manner.

A Good Oral Presentation

PLAN FOR THE PRESENTATION: DEFINE YOUR PURPOSE

Analyse your **motives** before you develop your speech so that you can **influence** your audience in some way.

- To inform – To enlighten your audience by teaching them something
- To persuade – To move your audience towards a new attitude or behaviour

A Persuasive Presentation

We can show persuasiveness by having a:

- **Confident** and **attractive** presentation style
- **Well-organised** and **developed** content
- **Simple** yet **clear** language

Confidence & Attractiveness

Through speech:

- DO NOT mumble
- Stress on words that are important according to the effect that you want to achieve:
 - We **believe** that prevention is better than cure.
 - We believe that **prevention** is better than cure.
 - We believe that prevention is **better** than cure.
- Use meaningful pauses
- Reduce the number of fillers in speech



Confidence & Attractiveness

Through action:

- Establish eye contact
- Put on a pleasant facial expression
- Stand straight and don't slouch
- Face the audience directly
- Speak in an appropriate tone of voice
- Move with grace and strength



DELIVERY

- Posture
- Eye contact
- Gesture
- Voice
 - Intonation
 - Pace
 - pronunciation
- Passion

Delivering the Presentation

HOW TO SHOW ENTHUSIASM

Visual Aspect of Delivery

- Appearance
- Movement
- Posture
- Facial Expression
- Eye Contact

Auditory Aspect of Delivery

- Volume
- Rate
- Pitch
- Articulation

Delivering the Presentation

EFFECTIVE BODY GESTURES

- Facial Expression, Posture & Gestures
- 80% of your impact is not on **WHAT** you say but **HOW** you say it.



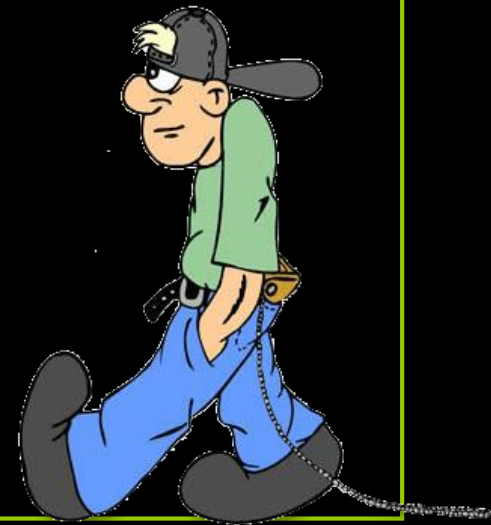
- ✓ Stand up straight – Feet slightly apart and hands ready to gesture
- ✓ If you must sit, lean slightly forward to the audience
- ✓ Lean on the podium once in a while

Delivering the Presentation

EFFECTIVE BODY GESTURES

AVOID

- ✗ standing with your hands on your hips
- ✗ swaying back and forth
- ✗ standing with your arms folded across your chest
- ✗ standing with your arms behind you back
- ✗ standing in the fig leaf position
- ✗ burying your hands in your pockets



Delivering the Presentation

EFFECTIVE AUDITORY SIGNALS

Volume

- Determine your volume based on the **size of the room**, the **size of your audience**, the **possible noise** around you, the **purpose** of your speech.
- Push the air upwards from your belly, not your throat, don't tighten the muscle especially around the abdominal area

Rate

- Don't speak too slow or too fast
- Use **pauses**



Delivering the Presentation

EFFECTIVE AUDITORY SIGNALS

Pitch

- The highness and lowness of your voice is influenced by the muscular tension near your throat area.
- **Control your pitch** so that your listeners believe that you are talking to them, rather than performing in front of them



Delivering the Presentation

EFFECTIVE AUDITORY SIGNALS

Articulation

- Avoid slurring. Example:
 - “I’m going to talk about...” instead of “I’m gonna talk bout...”
- Get the **PRONUNCIATION** right. Example:
- Use proper stress and intonation



Delivering the Presentation

ENDING WITH GRACE

- Signal the ending by slowing down your speech rate, reducing volume, reducing pitch
- Thank the audience
- Establish one final round of eye contact
- **SMILE**
- Bow
- **BREATH**
- **Walk carefully** back to your seat



PRESENTATION STRUCTURE

- Introduction
- Body
- Conclusion

INTRODUCTION

- **Opening Statement**
 - Profound Statement
 - Quotation
 - Startling Statistics
 - **Anecdote**
 - **Real Story**
 - **Newspaper Extract**
- Greeting
- Objective/Purpose
- Outline

BODY

- **Who** is involved?
- **What** happened?
- **When** did it take place?
- **Where** did it take place?
- **Why** did it happen?

CONCLUSION

- Main Point
 - Summarize main points
 - Concluding statement
 - Closing statement: **A quote**

Organisation & Development

Tips on how to convince someone to believe in something:

- Shake his/her existing beliefs
- Undermine his/her knowledge base
- Provide proof for the skeptic
- Program his/her subconscious mind
- Believing in your idea



Taken from http://www.2knowmyself.com/psychology_convincing_someone/convincing_someone_to_believe_in_anything

Organisation & Development

A well-organised and developed presentation should contain:

- An attractive and purposeful introduction
- A well-organised, elaborated and smooth-flowing body
- A short and sweet yet impactful conclusion
- A confident and well-managed Q&A session

Structuring the Presentation

INTRODUCTION

1. Greet
2. Introduce yourself
3. Introduce your topic
4. **Opening Statement**
5. State and explain your objectives
6. Preview your main points
7. Mention the duration of the presentation



Structuring the Presentation

BODY

1. Introduce the first main point
2. Explain and justify
3. Move from one point to another (**Transitional Markers**)
4. Introduce and explain the visual aids
5. Focus audience's attention



Structuring the Presentation

CONCLUSION

1. Signal the end of your presentation
2. **Summarise** the points given earlier
3. Restate your purpose
4. **Closing Statement**
5. Q&A Session
6. Thank your audience
7. End your presentation



LANGUAGE

- Fluency [DON'T READ]
- Vocabulary
- Discourse Markers
 - Firstly
 - Secondly
 - Most important of all
 - Finally
- Grammar

Simplicity & Clarity

A persuasive presentation is one that people can understand and relate to.

- Correct pronunciation and grammar
- Appropriate choice of words
- Fluent expression of thoughts
- Minimal jargons/ technical terms / bombastic words



Using Visual Aids

TIPS FOR PREPARING SLIDES OR HANDOUTS

- Keep it **SIMPLE**
- **MINIMISE** the number of words
- Play around with **fonts** and **colours**
- Use **KEY WORDS - PARALLELISM**
- Use simple chart, table and graphs
- Choose images that **COMPLEMENT** the text
- Pay attention to layout; balance of text, graphics and **white space**



Using Visual Aids

TIPS FOR USING SLIDES OR HANDOUTS

- Prepare early.
- Rehearse with your visual aids.
- **DO NOT READ** from your visual aids.
- Maintain **EYE CONTACT** – don't turn your back.
- **PAUSE** while your audience read from your visual aids.
- Reveal only what is **NEEDED**.
- **DESCRIBE** and **EXPLAIN** their content and purpose.
- Make sure the equipment is working properly.



Dealing with Nervousness

What is nervousness or anxiety?

1. Physiological and Psychological state
2. Creates unpleasant feelings such as worry, fear, etc.
3. **Normal** reaction to stressful, unknown or intimidating circumstances
4. A little bit of anxiety could help improve performance but one anxiety affects your ability to perform negatively, you've got to get in **under control**.



Dealing with Nervousness

OVERCOMING NERVOUSNESS

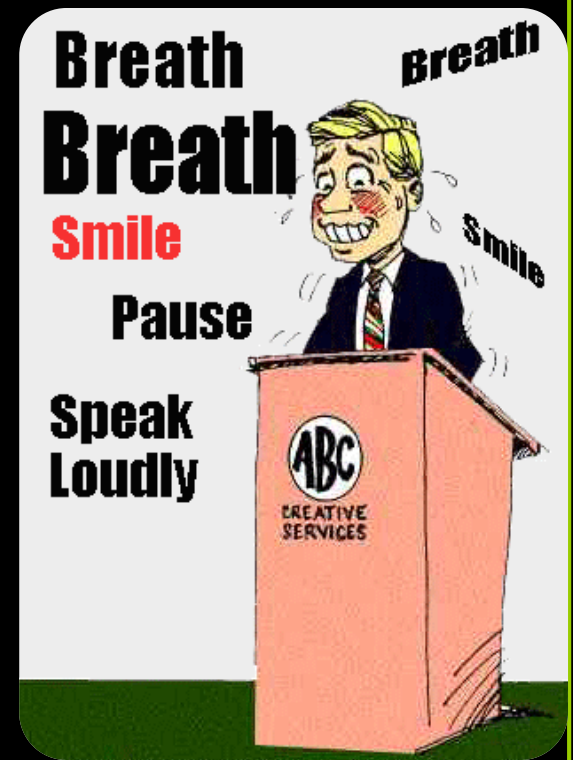
1. **SMILE**
2. Change your perception about the audience
3. Imagine yourself performing the task successfully
4. Change your anxiety to passion
5. Be rational about your fears
6. Use stress-busting exercises
7. Don't look nervous



Dealing with Nervousness

PREVENTING AND HANDLING NERVOUSNESS

- ✓ Write your introduction & conclusion
- ✓ Anticipate problems & prepare solutions
- ✓ Arrive early
- ✓ Don't apologise for being nervous
- ✓ Move – Use your hands to gesture
- ✓ Practice makes perfect
 - Rehearse out loud
 - Simulate real conditions
 - Time it
 - Rehearse questions & answers



CONCLUSION

Speaking in public can be nerve-racking; convincing your audience can be very challenging, but with **knowledge** and **practice**, we can slowly master the skills to become an **elegant, persuasive** and **confident** speaker.





“You were talking in your sleep again.”

**SAMPLE
PRESENTATIONS
WWW.TED.COM**

ELOQUENT SPEECH IS NOT FROM LIP TO EAR, BUT RATHER
FROM HEART TO HEART.
WILLIAM JENNINGS BRYAN

WHAT IS A CASE STUDY?

- *It is a record of a real **event/issue** that occurred at a particular organization or company.*
- *Some of the details included in a case study include information about :*
 - *The organization*
 - *The issue/problem*
 - *The Solutions/ strategies/ project*
 - *The challenges encountered*
 - *The responses, results, and recommendations*

