Mastering Communication and Presentation Skills

How to impress, engage, and inspire your audience

Speaker:
Ro-Ann Smith
Barbados Institute for Management and Productivity

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Welcome

Class rules

01

Respect for self.

02

Respect for others.

03

Feel free to engage.
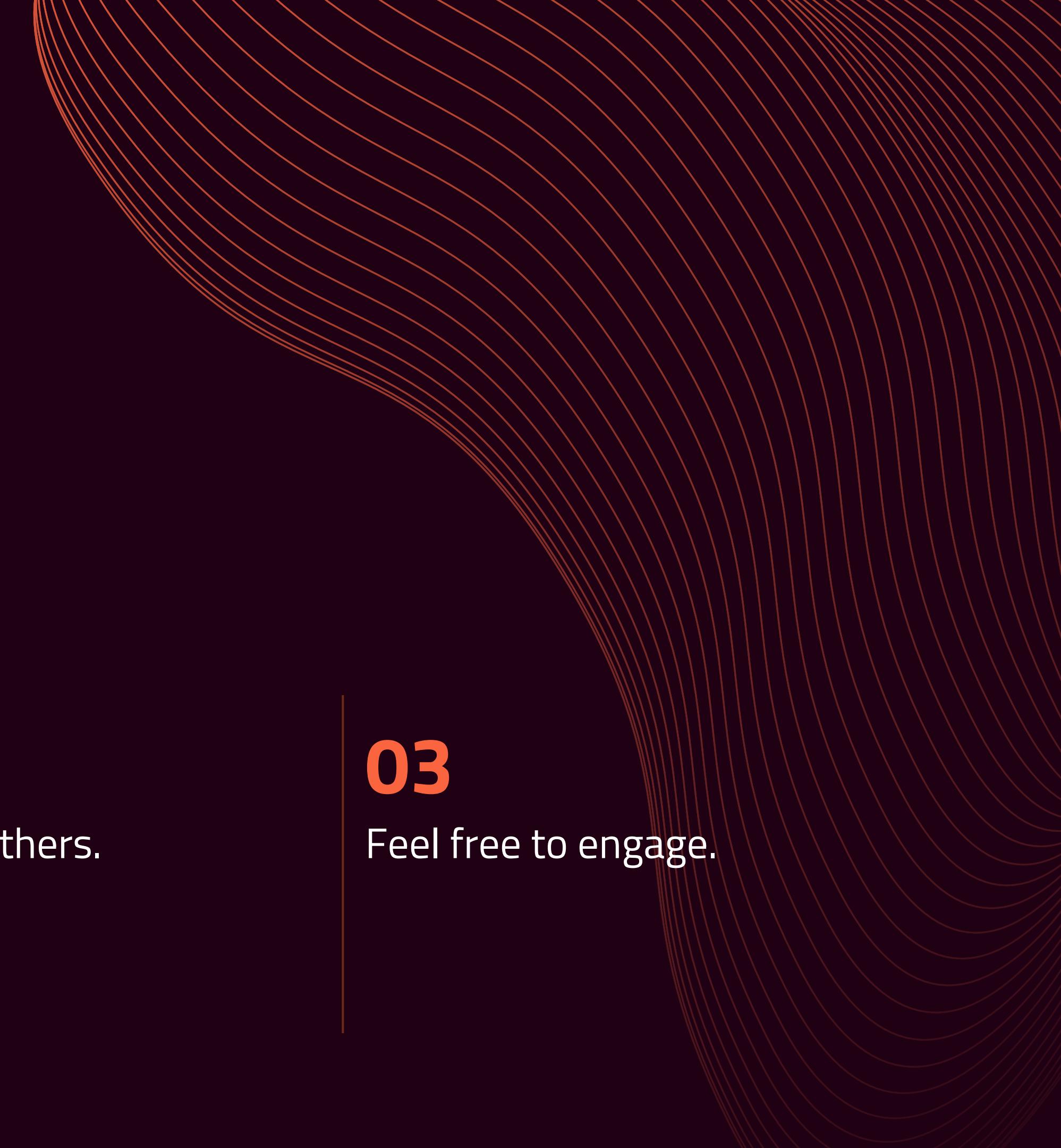
About the speaker

I am a marketing and
communications specialist

I am enthusiastic about heping
persons develop and present
their best selves.

I teach young adults and professionals
how to effectively communicate their
products, services and personal brands.

Our Learning Checklist

What we'll cover in this session

01 The importance of presentations in your business career

02 The three-step process to presentations

03 Describe the tasks involved in developing a presentation

04 Six major design and writing tasks required to enhance your presentation

05 Outline four major tasks involved in completing a presentation.

Why Presentation Skills Matter

Presentations are key for career success

01 Persuasion

02 Collaboration

03 Establishing credibility

04 Conveying ideas with confidence

05 Boosting personal brand

# Planning your Presentation

Analyse audience

Task	Actions
To determine audience size and composition	• Estimate how many people will attend (in person and online). • Identify what they have in common and how they differ. • Analyze the mix of organizational positions, professions, language fluencies, and other demographic factors that could influence your content and delivery choices.
To predict the audience's probable reaction	• Analyze why audience members are attending the presentation. • Determine the audience's general attitude toward the topic: interested, moderately interested, unconcerned, open-minded, or hostile. • Analyze your audience's likely mood when you speak to them. • Find out what kind of supporting information will help the audience accept and respond to your message: technical data, historical information, financial data, demonstrations, samples, and so on. • Consider whether the audience has any biases that might work against you. • Anticipate possible objections or questions.
To gauge the audience's experience	• Analyze whether everybody has the same background and level of understanding. • Determine what the audience already knows about the subject. • Consider whether the audience is familiar with the vocabulary you intend to use. • Analyze what the audience expects from you. • Think about the mix of general concepts and specific details you will need to present.

Plan for different audience mindsets

- Supportive - confident and upbeat

- Interested but neutral - persuasive, confident. willing to answer questions

- Uninterested - connect presentation with personal and professional interests

- Worried - do not dismiss concerns

- Hostile - find common ground and diffuse anger before sharing message

Select best medium

- Face to face

- Virtual
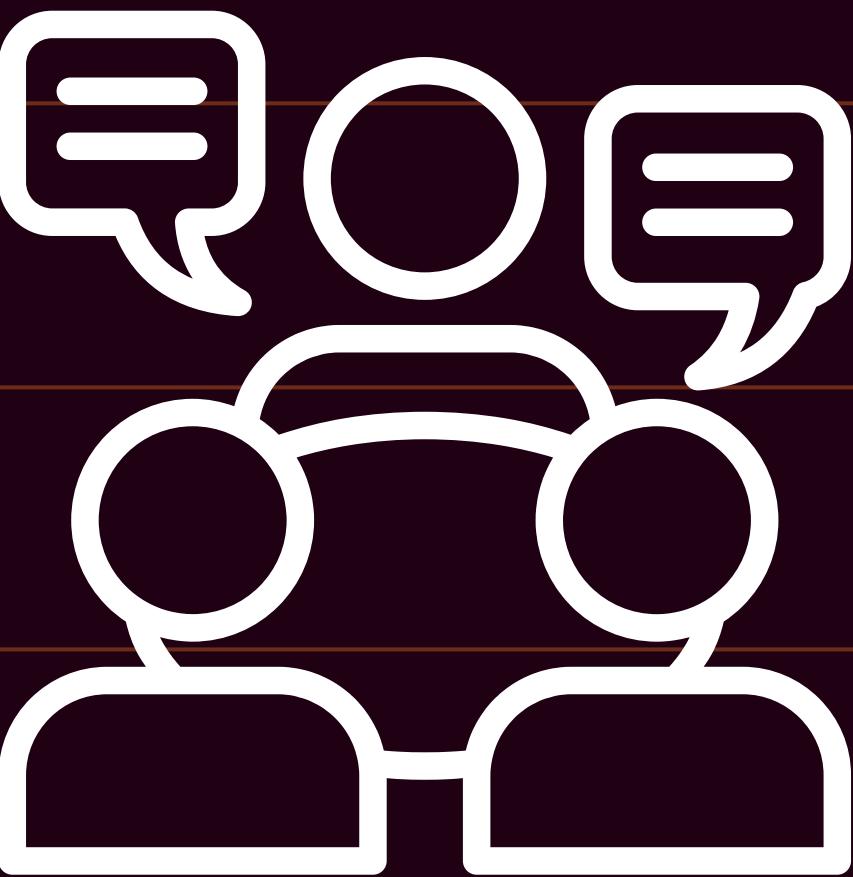
Tips for organising presentation

Define main idea

- Simple statement that is relevant to the audience's interests and needs.
  - Subject
  - Purpose
  - Audience

Limit scope

- Ensure the presentation fits the allotted time.
- Focus on content that holds the audience's attention.
- Limit key points to ensure relevance

Choose approach

Indirect vs. Direct approach

Activity 1

Developing your presentation
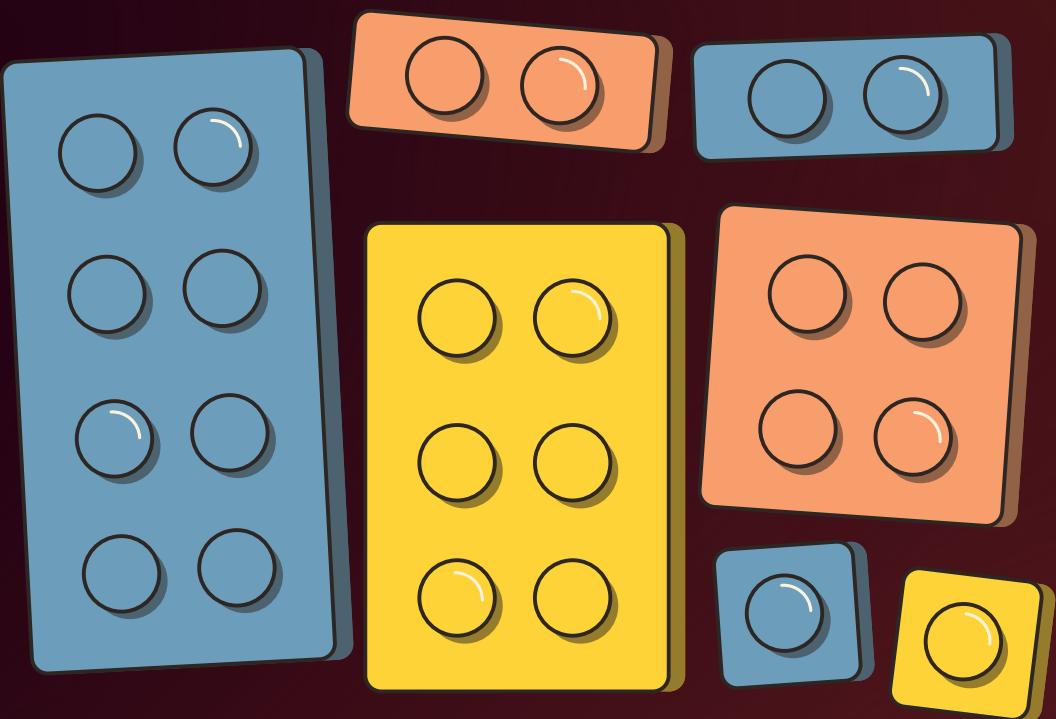
Adapting to the audience

- Use simple visuals and encourage audience participation for smaller groups

- Establish a more formal atmosphere when addressing larger audiences for important events

Three functions of introduction

Get you audience's attention

- Unite the audience around a common goal
- Tell a story
- Pass around a sample or otherwise appealing to listeners' senses
- Ask a question
- State a startling statistic
- Using humour

Build your credibility

- Mention your accomplishments (if you are introducing yourself)
- Tell the audience who you are, why you're there, and how they'll benefit from listening to you

Preview

- Summarizing the main idea
- Identifying major supporting points
- Indicating the order in which you'll develop these points

Organise the information in a logical sequence

- Start with a hook
- Provide an outline
- State and define the main idea
- Give 3 - 4 points supporting the main idea
- Recap
- Call to action

5 **ways to keep your audience's attention during your presentation (Body)**

1. Relate your subject to your audience's needs

2. Anticipate your audience's questions; involve your listeners by asking their opinions or pausing briefly for their questions and comments

3. Use clear, vivid language

4. Explain the relationship between your subject and familiar ideas

5. Illustrate your ideas with visuals

When developing your closing

- Tell listeners that you're about to finish

- Restate your main points

- Explain any action you expect to occur as a result of your speech

- Make sure your final remarks are memorable and have the right emotional tone

Activity 2
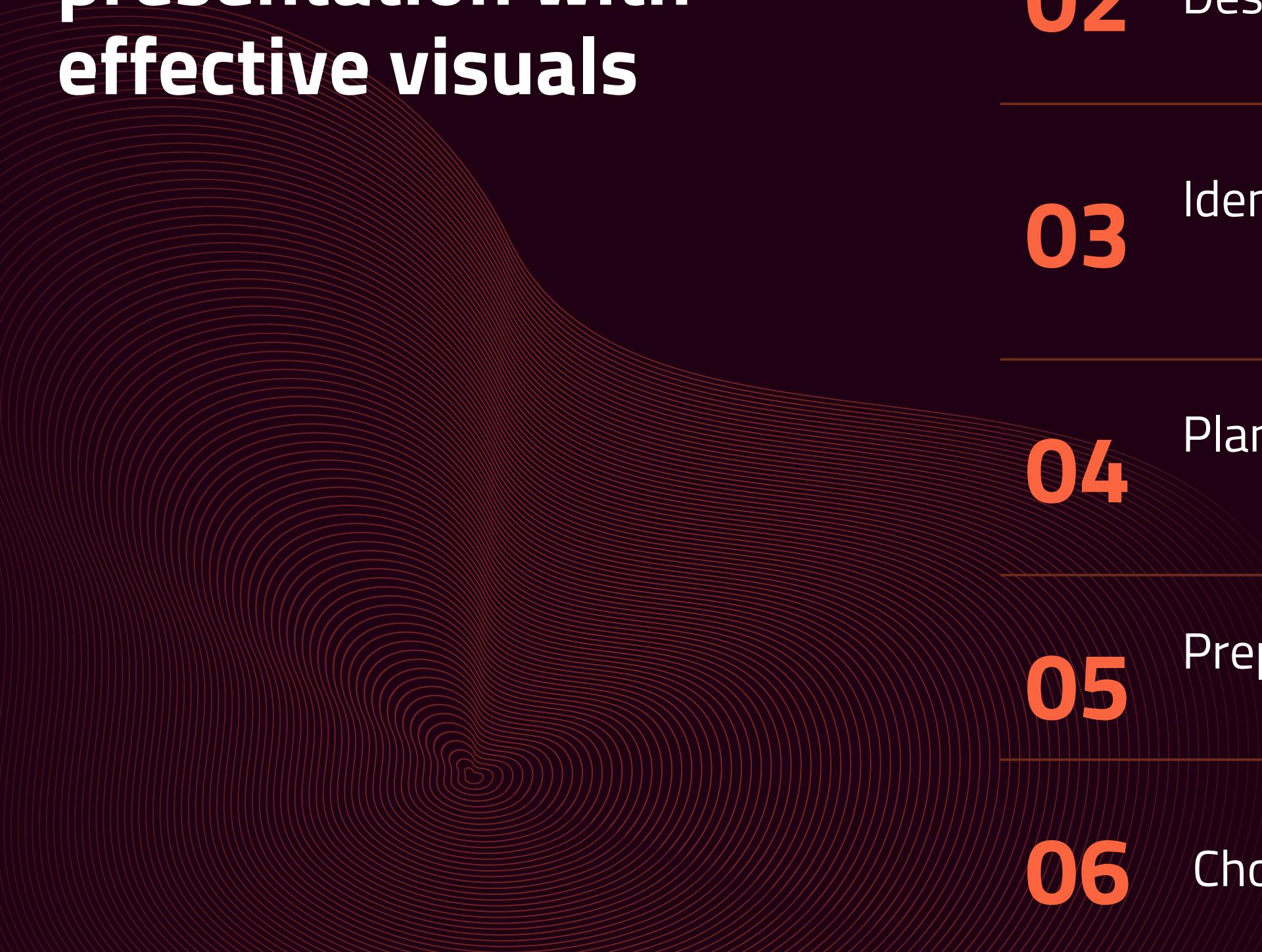
Six major design and writing tasks required to enhance your presentation with effective visuals

01 Thoughtfully designed visuals

02 Designing effective slides

03 Identify major points throughout.

04 Plan transitions between sections.

05 Prepare bibliography or source notes.

06 Choose a compelling title

## Importance of Visuals:

- Can improve quality and impact of oral presentation.

- Help illustrate points that may be difficult to express in words.

- Add variety.

- Increase audience's ability to absorb and remember information.
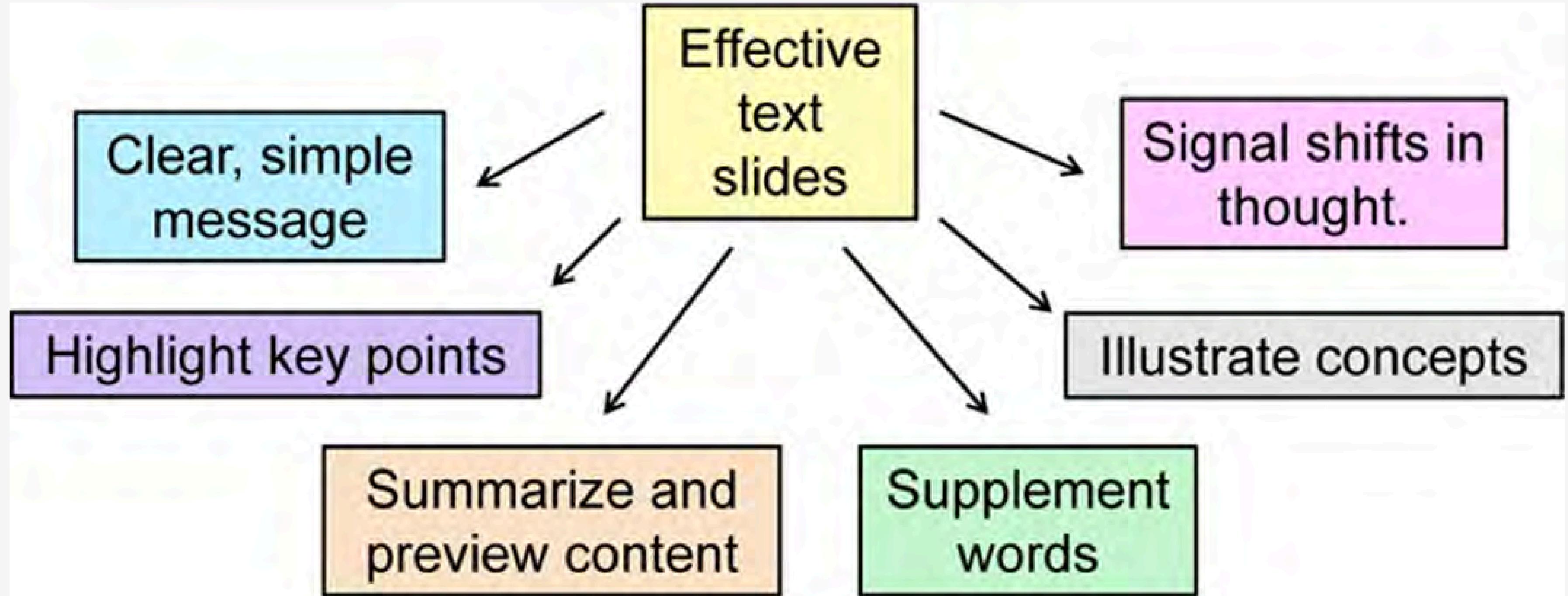
- Designing slides around a key visual is helpful in organizing and explaining your points

- Write readable content by not stuffing slides with too much text

- Keep charts and tables simpler than what you would include in printed documents

- Pay close attention when selecting the following design elements:
  - Colour
  - Background and foreground designs and artwork
  - Animation
  - Typefaces and type styles

Color and Emotion

| Color	Emotional Associations (for U.S. audiences)	Examples of Effective Uses
Blue	Peaceful, soothing, tranquil, cool, trusting	Background for presentations (usually dark blue); a safe and conservative choice
White	Neutral, innocent, pure, wise, simple	Good choice for text displayed on a dark background
Yellow	Warm, bright, cheerful, enthusiastic	Primarily as a highlight color, such as text bullets and subheadings with a dark background
Red	Passionate, dangerous, active, painful	For promoting action or stimulating the audience; seldom used as a background ("in the red" specifically refers to financial losses)
Green	Assertive, prosperous, envious, relaxed, Natural	Highlight and accent color (note that green symbolizes money in the United States but not in other countries)
Orange	Warm, dramatic	Useful to suggest energy and action
Gray	Dignified, serious, somber, practical	Providing a visually "quiet" background, enhancing contrast with brighter colors
Black	Serious, technical, formal	As either a functional or artistic color, depending on overall slide style

Canva Tutorial

Kahoot! Tutorial

Completing presentation

- Finalizing Slides

- Creating Effective Handouts

- Choosing Your Presentation Method

- Practising Your Delivery

Practice before delivery

- Can you present your material naturally, without reading your slides?
- Could you still make a compelling and complete presentation if you experience an equipment failure and have to proceed without using your slides?
- Is the equipment working, and do you know how to use it?
- Is your timing on track?
- Can you easily pronounce all the words you plan to use?
- Have you anticipated likely questions and objections?

Delivering your presentation

Overcoming anxiety

Practise, practice

Stop worrying about being perfect

Know your subject

Concentrate on audience

Be comfortable

Be ready with opening lines

Concentrate on your message

Maintain eye contact

You're the expert

Take a break

Visualize success

Breathe

Keep going

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Handling questions

- Consider establishing ground rules
- Prepare to answer questions
- Notice nonverbal signals
- Respond to difficult questions
- Control your presentation
- Control your emotions

Concluding

- Prepare your audience for the end
- Halt the question-and-answer period
- Summarize the main idea of your presentation and thank people for their attention
- Look around the room and make eye contact
- Gather your notes and leave the podium

Overall presentation tips
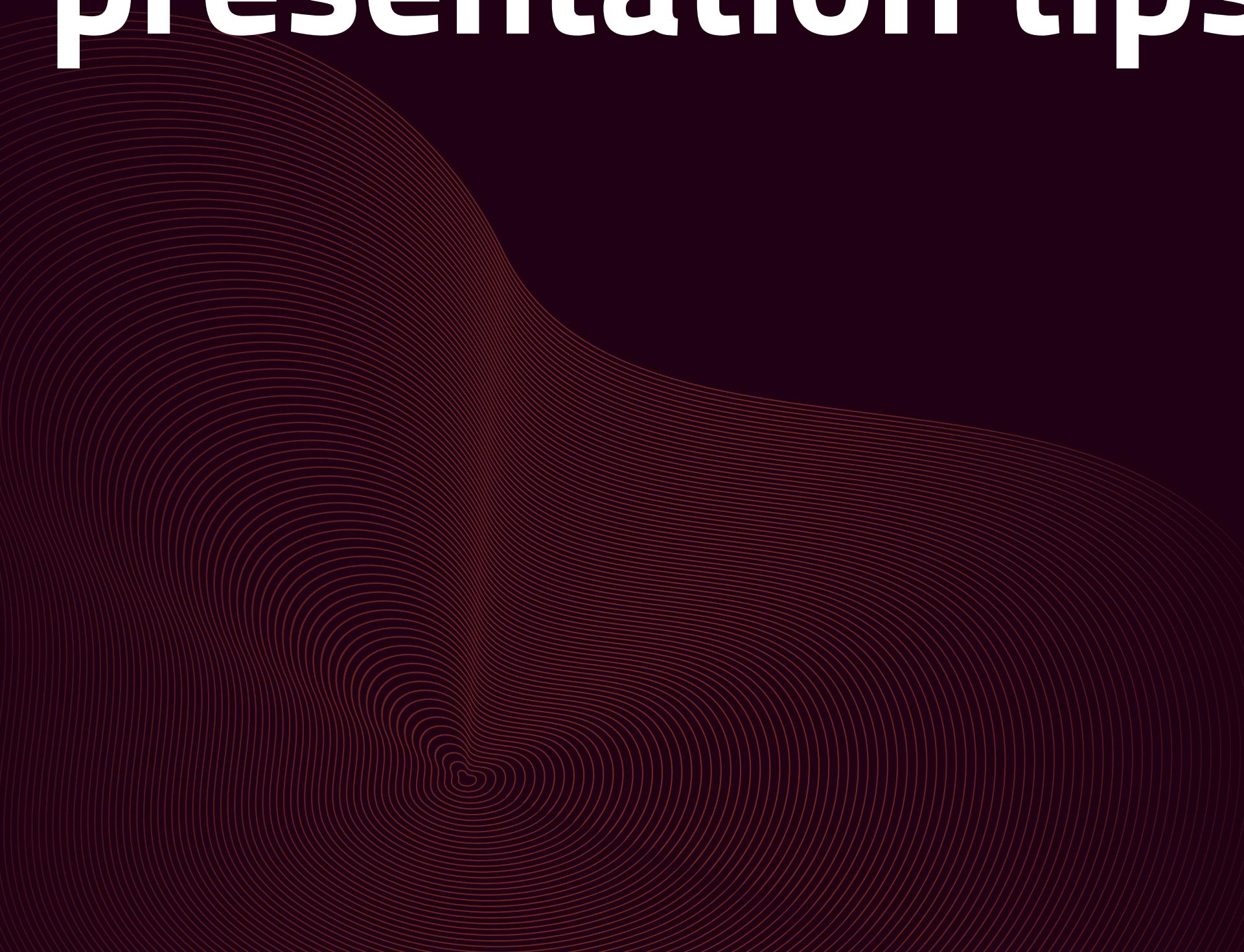
01 Arrive early

02 Dress the part

03 Use the stage

04 Project your voice

05 Limit reading

Tips for virtual presentations
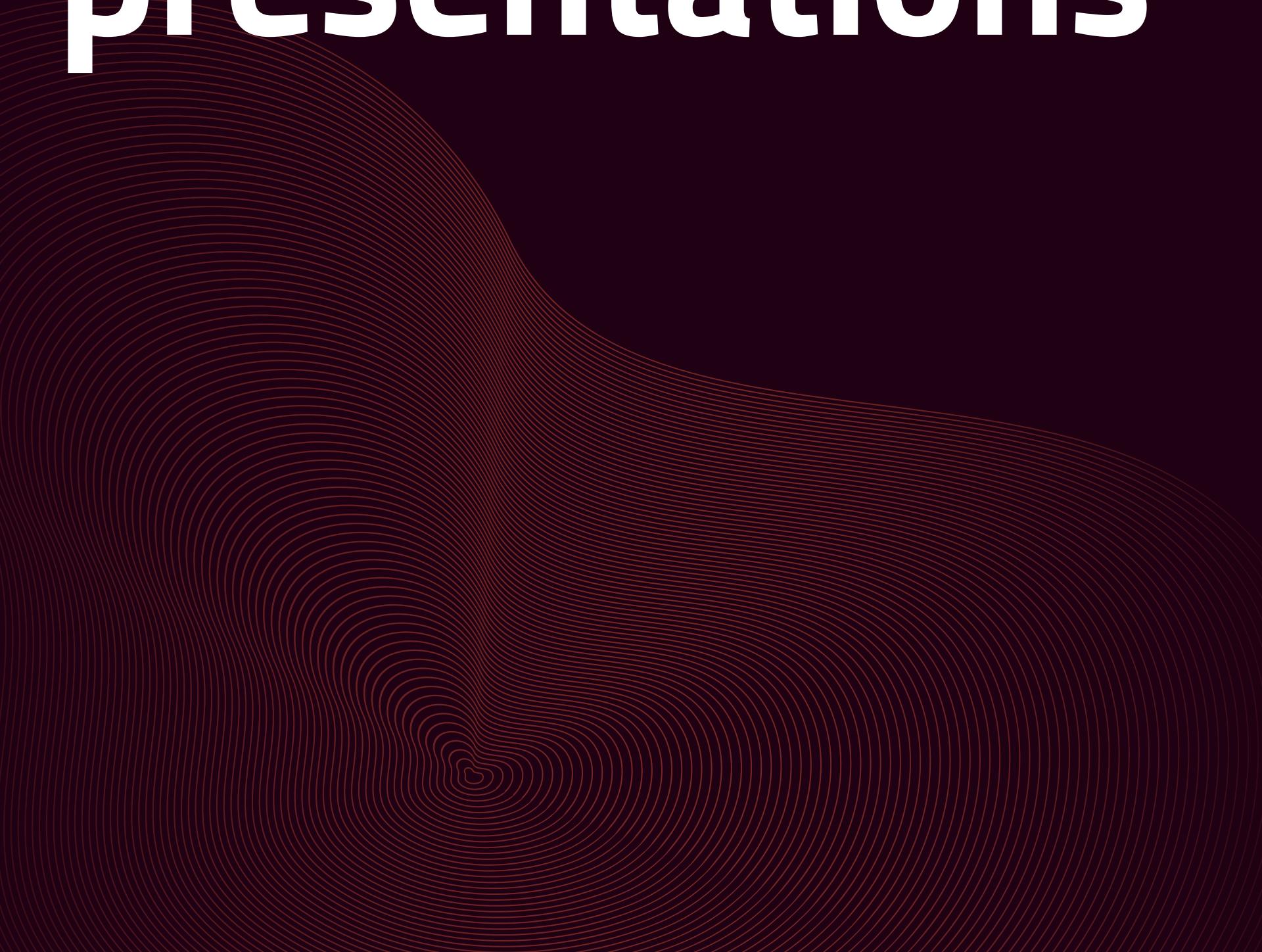
01 Consider sending preview study materials ahead of time

02 Keep your content—and your presentation of it—as simple as possible

03 Ask for feedback frequently

04 Consider the viewing experience from the audience's side

05 Allow plenty of time for everyone to get connected and familiar with

Thank you!