



Business Communication

ORAL PRESENTATION SKILLS

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Business Communication II

I. PREPARATION AND PLANNING

“By failing to prepare, you are preparing to fail”.
Benjamin Franklin

I. Preparation and Planning

1. Planning Check List

- 1. What is the aim?**
- 2. What is my title?**
- 3. Who am I speaking to?**
- 4. What are the main points I want to make?**
- 5. What do I want the audience to do after listening to my presentation?**
- 6. Other questions concerning physical aspects.**

I. Preparation and Planning

- **I.2 Other questions concerning physical aspects.**
- **Who is the audience?**
- **How many people will there be in the audience?**
- **Check beforehand, if you can, the place where you are going to make your presentation.**
- **Where will it take place?**
- **How big is the room?**
- **What equipment is there in the room? What equipment do I need?**
- **Does the equipment work?**
- **Do you need an overhead projector or a screen?**
- **Are they in place? Is there a podium? Where are you going to put your notes / papers / transparencies?**
- **Do you need an adapter or extension lead?**
- **Can the information be seen?**
- **Can you present the information and not get in the way?**
- **Do you need a pointer?**
- **Will you need to dim the lights or draw the curtains?**
- **Are you going to need handouts or any other documents? How many? Do they present a good image of you and your company?**

I. Preparation and Planning

- **When?**

- **What time of day is it? What day is it? Will the audience be more or less receptive when listening?**

- **How long?**

- **In relation to what the audience knows or time constraints, what can I eliminate if necessary?**

- **Other**

- **Am I dressed appropriately? Shoes polished? Etc.**

A black and white photograph of John F. Kennedy, the 35th President of the United States, speaking at a podium. He is wearing a dark suit, a white shirt, and a dark tie. He has a serious expression and is looking slightly to his right. His right hand is raised, with fingers slightly curled. There are two microphones in front of him on the podium. The background is a plain, light-colored wall.

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II. STRUCTURE OF AN ORAL PRESENTATION

II. STRUCTURE OF AN ORAL PRESENTATION

Basically there are three parts
to a typical presentation:

the **Beginning** (introduction)

the **Middle** (body)

the **End** (conclusion)

II.1. The Beginning or the Introduction



II.1 THE BEGINNING OR THE INTRODUCTION

- **The beginning of a presentation is the most important part.**
- **II.1.A Get the audience's attention and signal the beginning.**
 - *Right. Well. OK. Erm. Let's begin.*
 - *Good. Fine. Great. Can we start?*
 - *Shall we start? Let's get the ball rolling.*
 - *Let's get down to business.*

II.1 THE BEGINNING OR THE INTRODUCTION

- **II.1.B Greet audience.**
- It is important to greet the audience by saying something like:
 - *Good morning ladies and gentlemen*
 - *Good afternoon everyone*
 - *Hello everyone*
 - *Good morning members of the jury*
 - *Good afternoon esteemed guests*
 - *Good evening members of the board*
 - *Fellow colleagues Mr. Chairman/Chairwoman*
 - *Thank you for your kind introduction*

II.1 THE BEGINNING OR THE INTRODUCTION

- **II.1.C Introduce oneself, (name, position, and company)**
 - *Good afternoon ladies and gentlemen, let me introduce myself.*
 - *Good morning everyone, I'd like to start by introducing myself.*
 - *Good morning, my name is Lawrence Couderc. I am a student at the INT and I would like to talk to you today about some of my findings in a study I did on...*

II.1 THE BEGINNING OR THE INTRODUCTION

- **II.1.D Give title and introduce subject**
- **What exactly are you going to speak about?**
- **Give a rough idea or a working definition of the subject.**
 - *I plan to speak about...*
 - *Today I'm going to talk about...*
 - *The subject of my presentation is...*
 - *The theme of my talk is...*
 - *I've been asked to give you an overview of...*

II.1 THE BEGINNING OR THE INTRODUCTION

- **Why are you going to speak about it?**
 - *I have chosen to speak about this because...*
 - *I was asked to speak about X because...*

II.1 THE BEGINNING OR THE INTRODUCTION

- **Estimate the time it will take**
 - *I will not speak about...*
 - *I have limited my speech to*
 - *My talk will last about 15 minutes*

II.1 THE BEGINNING OR THE INTRODUCTION

- **II.1.E Give your objectives**

- *What I would like to do today is to explain...*
- *to give you the essential background information on...*
- *to outline...*
- *What I want my listeners to get out of my speech is...*
- *If there is one thing I'd like to get across to you today it is that...)*

II.1 THE BEGINNING OR THE INTRODUCTION

- **II.1.F Announce your outline.**
- You want to keep the outline simple so 2 or 3 main points are usually enough.
 - *I have broken my speech down/up into X parts.*
 - *I have divided my presentation (up) into Y parts.*
 - *In the first part I give a few basic definitions.*
 - *In the next section I will explain*
 - *In part three, I am going to show...*
 - *In the last part I would like/want to give a practical example...*

II.1 THE BEGINNING OR THE INTRODUCTION

- **II.1. G Questions and comments from the audience.**
- **You should also let the audience know at some point in the introduction when and whether they may ask questions.**
 - *I'd ask you to save your questions for the end.*
 - *There will be plenty of time at the end of my speech for a discussion.*
 - *You may interrupt me at any moment to ask questions or make comments.*
 - *Please stop me if you don't understand any thing I say but could you keep any specific questions until after I've finished.*

**II.2.
The Middle
or
The Body**



II.2 THE MIDDLE OR THE BODY

- **II.2.C Sequencing your ideas.**
- **Make your presentation clear by sequencing your ideas.**
- **Here are a few possibilities for organizing your ideas:**
 - *Logical order*
 - *chronological order*
 - *from general to specific*
 - *from known to unknown*
 - *from accepted to controversial*
 - *cause/effect*
 - *problem/solution*
 - *Whatever sequencing you choose*

II.1 THE MIDDLE OR THE BODY

- **II.2. D Signposting or signaling where you are.**
- **Indicate when you have finished one point and then go on to the next one (transitions).**
- **Experienced presenters will also clearly pause, change their stance and the pitch of their voice as they move from one part of a presentation to another.**

II.1 THE MIDDLE OR THE BODY

- **Transitions: Linking ideas,**
- **Indicate the end of one section and the beginning of the next.**
 - *That's all I would like to say about... (subject of part A) and now let us turn to*
 - *Now that we've seen... let us turn to...*

II.1 THE MIDDLE OR THE BODY

- **To be clear and concrete.**
 - **Use examples (EVIDENCES)**
 - *Now let's take an example...*
 - **Rephrase**
 - *Let me rephrase that...*
 - **Summarize**
 - *Let me summarize by saying...*
 - **Emphasize**
 - *I'd like to emphasize the fact that...*
 - **Refer to what you have said previously**
 - *As I have already said earlier...*
 - **Refer to what you will say**
 - *We will go into more detail on that later.*
 - **Refer to what an expert says**
 - *Here I'd like to quote...*
 - **Refer to common knowledge**
 - *As you all may well know...*

11.3. The End or Conclusion



II.3. The End or Conclusion

- **II.3.A Content**

- **The end or the conclusion of your talk should include four parts:**

- 1. A brief reminder of what you said,**
- 2. a short conclusion,**
- 3. Thanks to the audience for listening,**
- 4. An invitation to ask questions, make comments or open a discussion.**

II.3. The End or Conclusion

- **II.3.A Content**

- **Naturally you need to signpost the end of your talk.**
- **This may take the form of a recapitulation of the main points.**
 - *I'd like to summarize/sum up...*
 - *At this stage I would like to run through/over the main points...*
 - *So, as we have seen today....*
 - *As I have tried to explain this morning BT finds itself in....*

II.3. The End or Conclusion

- **II.3.B Dealing with difficult questions**
- **1. Make sure you understand the question.**
 - Ask a question to see if you understand
 - Repeat the question in your own words to check that you have understood.
 - if not, ask the questioner to repeat
- **2. In answering:**
 - delay the answer (ask for time and/or repeat the question)
 - *Just a minute please. What is a...?*
 - *How can I put it?*
 - *I'm glad you asked that question.*
 - *That's a good question/point/remark.*
 - *Can I answer that question later?*

II.3. The End or Conclusion

- **Question time can be the most difficult part of the presentation; especially if someone asks a difficult question beyond your capabilities.**
- **Keep in mind that most often you only have 10 minutes of question time so you must use it as efficiently as possible.**
- **Usually you may answer 3-5 questions, below are some tips to consider when being asked and answering questions.**

II.3. The End or Conclusion

- **Basic rules in answering questions**
 - **Let the person asking the question finish before you begin to respond.**
 - **It's often helpful to repeat the question asked to you aloud.**
 - **This allows any audience member who may have missed the question to hear it again and it also allows yourself time to understand the question and prepare your answer before you respond to it.**
 - **Be as brief as possible while still providing a complete answer.**
 - **If you don't know how to respond, don't bluff.**

II.3. The End or Conclusion

- **Handling difficult questions**
 - **If you are unable to answer the question at the time, you can always say to the questioner**
 - *"Your question is really interesting. I actually do not know how to answer that straight away. But it raises a relevant point. I will give it some thought and see whether I can incorporate it into my research."*
 - **Make your answer interactive:**
 - **get the audience involved by putting the question back to the audience, creating an opportunity for discussion.**

II.3. The End or Conclusion

- **Handling difficult questions**
 - **If you cannot answer a question you may say that you would like to write down the question and give it further thought afterwards. Remember to thank to the questioner.**
 - **Deal with less relevant questions politely and firmly and then move on.**

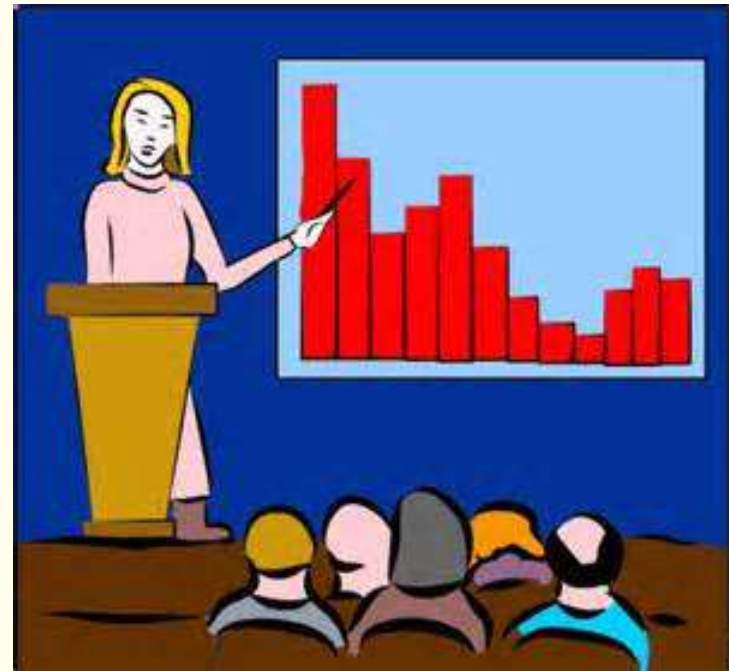


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III. VISUALS

III. Visuals

- **What media are used for your visuals?**
 - **PowerPoint slides**
 - **video projection/projector**
 - **handouts**



III. Visuals

- **It is important to prepare your audience for what they are going to see:**
 - *“Let's look at the current distribution of the market, as you can see...”*
 - *I'm going to show you now the most recent figures available...*
 - *My next slide concerns the method by which...”*
- **Avoid redundancy by describing everything that is in the visual!**
 - **You should “talk your slide” (and not read it) and get back to it for the main points**

The image features a silhouette of a person in a suit on the left, pointing towards a large, blank screen that occupies the upper two-thirds of the frame. The background is a light, warm gradient. At the bottom, there is a silhouette of a crowd of people, representing an audience. The text is overlaid on a white horizontal band across the middle of the image.

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IV. CREATING INTEREST AND ESTABLISHING A RELATIONSHIP WITH THE AUDIENCE

IV. Creating Interest and Involving the Audience

- **Do not assume the audience will be interested in what you have to say.**
- **Even if they are, minds wander and get distracted.**
- **From the very beginning you need to create interest and continue doing so throughout your speech.**



IV. Creating Interest and Involving the Audience

- **Use the following techniques:**
 - **Give an unusual fact or statistic.**
 - **Use words like *you, we, us, our*.**
 - **Illustrate with a real life story or anecdote.**
 - **Ask the audience to do something. "Raise your hands if you know."**
 - **Ask the audience direct or rhetorical questions.**
 - **Emphasize/highlight**

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IV. NONVERBAL BEHAVIOR



IV. NONVERBAL BEHAVIOR

What is nonverbal communication?

- **Definition: “Oral and non-oral messages expressed by other than linguistic means.”**
- **Messages transmitted by vocal means that do not involve language**
- **Sign language and written words are not considered nonverbal communication**

IV. NONVERBAL BEHAVIOR

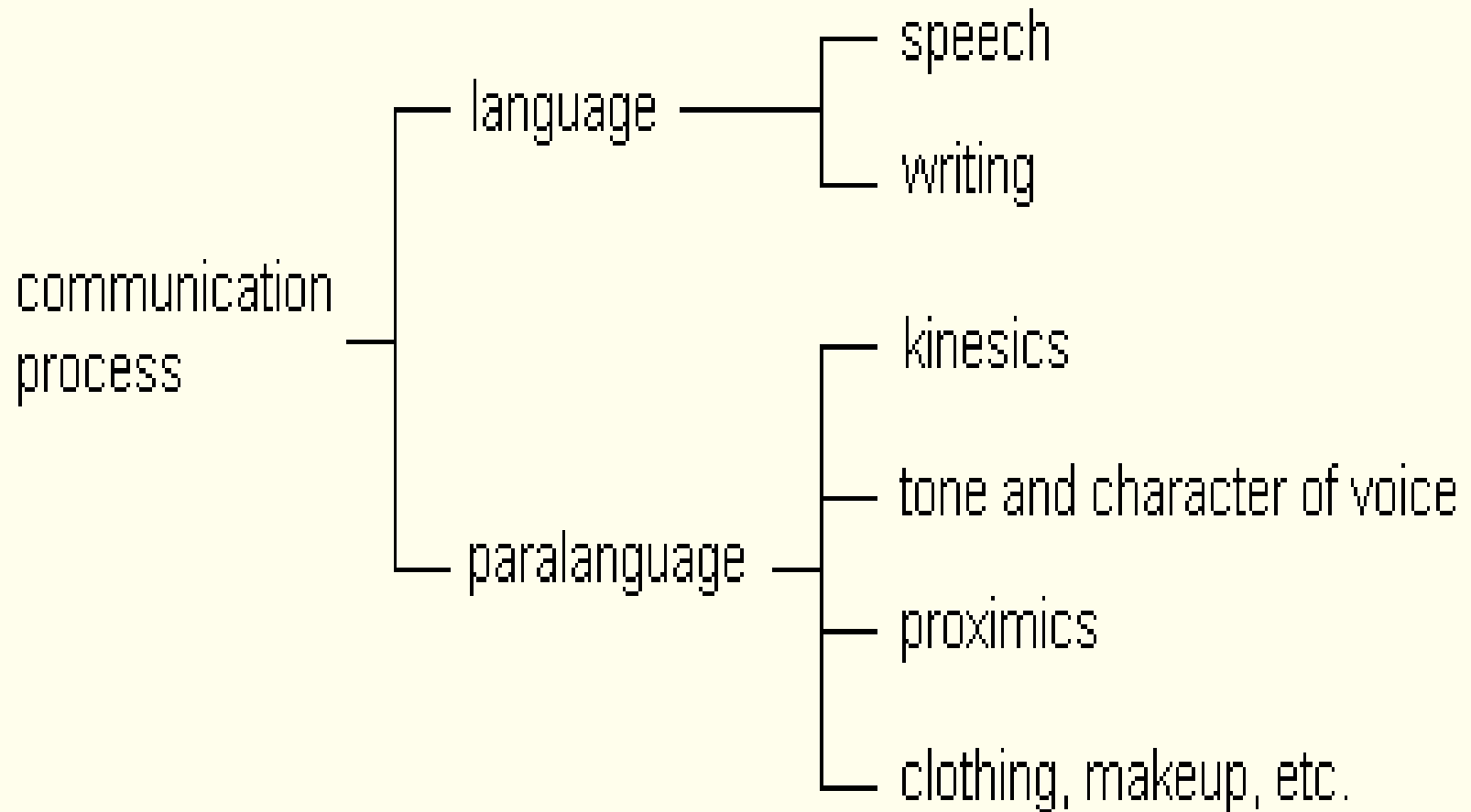
- **What is body language?**
 - **Eye contact, facial expressions, posture, movements, gestures.**
- **Why is it useful?**
 - **It is a natural part of communication**

IV. NONVERBAL BEHAVIOR

- Communication researcher Mehrabian found that only 7% of a message's effect are carried by words ; listeners receive the other 93% through non - verbal means.**
- Birdwhistell suggested that spoken words account for not more than 30-35% of all our social interactions.**
- Over 65 percent of the social meaning of the messages we send to others are communicated non-verbally.**

IV. NONVERBAL BEHAVIOR

Non-Verbal Communication

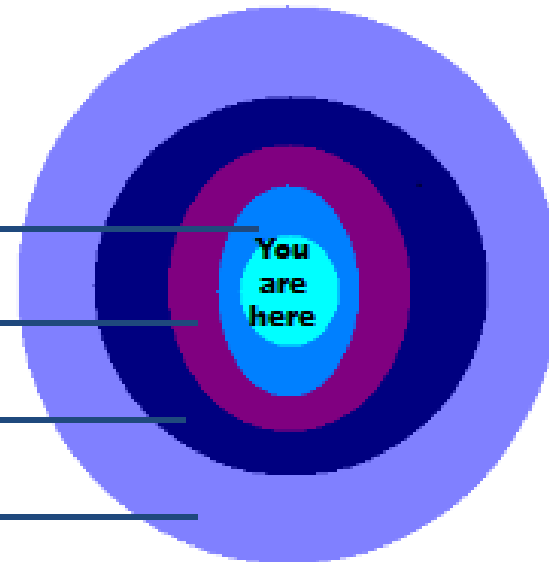


IV. NONVERBAL BEHAVIOR

Space/Proxemics

Personal Space

- Intimate distance
- Personal distance
- Social distance
- Public distance



Barrier behaviors and territory

IV. NONVERBAL BEHAVIOR

Edward T. Hall's 4 levels of distance

- **Intimate:** **0 to 40 cm**
- **personal:** **40 cm to 1,2 m**
- **social:** **1,2 m to 3 m**
- **public:** **3 m to infinity**

IV. NONVERBAL BEHAVIOR

- **Non-Verbal Communication**

- **The human communication process is more complex than it initially seems.**
- **Much, if not most, of our messages in face to face contact are transmitted through paralanguage.**
- **These communication techniques are highly culture bound.**
 - **Communication with people from other societies or ethnic groups is fraught with the danger of misunderstanding if their culture and paralanguage is unknown to you or ignored.**

IV. NONVERBAL BEHAVIOR

Positive body language

- **eye contact** to keep audiences' attention
- **facial expressions** should be natural and friendly. Don't forget to smile.
- **posture** – stand straight but relaxed (do not slouch or lean)
- **movement** - to indicate a change of focus, keep the audience's attention
 - move forward to emphasize
 - move to one side to indicate a transition
- **gesture**
 - up and down head motion or other movements to indicate importance
 - pen or pointer to indicate a part, a place (on a transparency).
 - shrug of the shoulders to indicate "I don't know!"
 - hands - back and forth = two possibilities, more or less
 - arm - movement back, forth

IV. NONVERBAL BEHAVIOR

Negative body language

- **loss of eye contact:**
 - **looking at notes, looking at screen, at the board, at the floor**
- **don't stare, or look blankly into people's eyes**
- **swaying back and forth like a pendulum**
- **back turned to the audience**
- **nervous ticks**
- **hands in pockets**

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V. VOICE AND PRONUNCIATION



V. Voice and Pronunciation

- **VI.2 Voice**
- **The voice qualities should be used to its/their fullest.**
- **Qualities include**
 - **loudness, speed (fast or slow), variety, pitch (high or low), silent moments or pauses.**
- **The voice is important:**
 - **to indicate importance, meaning**
 - **to create atmosphere and to avoid sounding monotonous and putting the audience to sleep!**

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VI. DEALING WITH STRESS



VI. Dealing With Nervous Stress

- **Smile!**
- **Treat your audience like friends.**
- **Confess that you are nervous!** Your audience will be very sympathetic—they know how you are feeling.
- **Breathe deeply.**
- **Be well-prepared.** Practice giving your talk
- **Be organised.** If you are well organised, your task will be easier.
- **Slow down!** When people are nervous, they tend to get confused easily.
- **Make use of pauses:** force yourself to stop at the end of a sentence, take a breath, and think before you continue.

VI. Dealing With Nervous Stress

- **Remember: *The way you perform is the way your audience will feel.***
- **Giving an oral presentation is a performance—you have to be like an actor.**
- **If you act the part of someone enjoying themselves and feeling confident, you will not only communicate these positive feelings to the audience, you will feel much better, too.**
- **Accomplished public speakers feel nervous before and even during a talk.**
 - **The skill comes in not communicating your nervousness, and in not letting it take over from the presentation.**
 - **Over time, you will feel less nervous, and well able to control your nervousness.**



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VI. DOS AND DON'TS OF ORAL PRESENTATION

VII. The DOs and DON'Ts of Oral Presentations

"DOs"

- **Prepare an audience analysis.**
- **Organized the presentation to flow from one section to another.**
- **Prepare and rehearse the presentation.**
- **Visit the room where the presentation will be given ahead of time.**
- **Tell the audience in the introduction your subject, who you are, and your qualifications to speak about the subject.**
- **State your main ideas at the beginning.**
- **Provide adequate support for your ideas.**
- **Integrate relevant, supportive, and attractive audio-visual aids into your presentation.**
- **Use words that express your ideas clearly.**
- **Use acceptable language, pronunciation, and enunciation.**
- **Dress appropriately.**
- **Avoid distracting body movements.**
- **Maintain eye contact with the audience.**
- **Display enthusiasm and genuine concern for your subject.**
- **Use appropriate tone.**
- **Use transitional devices, words, and phrases coherently.**
- **Allow time for a question/answer period.**
- **Answer questions credibly. If you don't know, say so.**
- **Start and stop your presentation on time.**

VII. The DOs and DON'Ts of Oral Presentations

"DON'Ts"

- Don't be late for the presentation.
- Don't be afraid to pause and take a deep breath or two before you begin (or during your presentation, if required).
- Don't hyperventilate; just relax and breathe normally.
- Don't speak in a monotone or mumble.
- Don't slouch. (Your mother was right.)
- Don't read your notes.
- Don't sit or lean on the desk or lectern.
- Don't hide behind the lectern.
- Don't sway or rock in place.
- Don't pace back and forth.
- Don't forget your audience don't avoid eye contact.
- Don't use technical terms unfamiliar to your audience provide clear explanations and definitions.
- Don't hold the pointer when you're not using it (but don't forget where you placed it, either).
- Don't stand in front of your visual aids.
- Don't leave the overhead projector, slide projector, etc. on if the screen will be blank.
- Don't leave a visual aid in place that is no longer relevant to the current topic.
- Don't forget that giving presentations is hard, but necessary if you are to be an effective communicator.
- And don't forget to have a bit of fun-you don't *have* to be boring.



***Speak to your audience,
don't
read to them!***

Keep it simple.

**The aim is to communicate, not to show
off your vocabulary or your knowledge.**



That's all Folks!

10 Golden Rules

- 1. Prepare and plan your presentation**
- 2. Communication is about repetition: say what you will say, say it, say what you said**
- 3. Structure your presentation in three basic parts: the beginning (introduction), the middle (body), the end (conclusion)**
- 4. Communication is not about you and your performance, it is about your audience and its expectations**
- 5. Create a relationship with audience**
- 6. Provide arguments with evidences**
- 7. Make transitions and signpost all along your presentation**
- 8. Non verbal behavior is 60% of your performance**
- 9. Visuals: prepare your audience for what they are going to see**
- 10. Answer to questions firmly and concisely (don't start a new topic discussion)**
- 11. Rehearse again and again**
- 12. Respect all these rules and make it your own.**

10 Golden Rules

Rehearse, again and again

When I first began researching Steve Jobs and his presentation skills, I didn't think anyone could rehearse more diligently than he did. That is, until I interviewed some of the most popular TED speakers. The speaker who has one of the most popular TED talks of all time, Dr. Jill Bolte-Taylor, told me she rehearsed 200 times before she delivered it in front of a TED audience. Dr. Jill's presentation seemed natural, authentic, animated, and conversational. Many people don't realize that it takes practice to sound conversational.

C. Gallo (Mar 26, 2015), How Steve Jobs Made Presentations Look Effortless, Forbes, 2015, retrieved from: <http://www.forbes.com/sites/carminegallo/2015/03/26/how-steve-jobs-made-presentations-look-effortless/#2f74888a458a>

10 Golden Rules

