

ORAL PRESENTATIONS

LEARNING OBJECTIVES:

- To understand the essential points in preparing an oral presentation
- To understand the key elements of delivery of messages in oral presentations
- To appreciate the nature of PowerPoint as a way of presenting the world
- To develop more effective presentation skills

INTRODUCTION

Giving oral presentations and speeches can be an integral part of your business career. You may need to present ideas to upper management or your colleagues, make a sales presentation to a group of potential customers, or give a speech to a large audience. Whatever the context of your oral presentation, there is always a message that you want to deliver, and you must deliver it effectively. It is therefore important to think of two main considerations in **effective oral presentations**:

1. How do I deliver my message **clearly**?
2. How do I deliver my message **appropriately**?

The first question is mainly concerned with the manner by which you organize the content of your oral presentation so that it will be received clearly and accurately by your audience. This question is important because the last thing that you would like to hear from the audience is that they are confused about what you are trying to say. What is your point again? What exactly is your message or argument? What are you asking the audience to do? If you are not clear about your answers to these questions, almost surely you have not put your message across effectively.

In an oral presentation, you must have a point to make. For example, your message could be that Product ABC is the best of its kind in the market. You can probably say that this is clear enough. However, this statement needs to be explained and proven right, so you need to build a case that will help convince your audience that Product ABC is, indeed, the best in the market. You need to organize – or better yet, strategize – the content of your presentation to convince your audience about the quality of the product. If your persuasive strategies are ineffective, your relevant information disorganized and not credible, and your main and specific points not clearly delineated, then chances are your audience will not ‘buy’ your argument or message.

The second question is concerned with verbal (e.g., connectives) and non-verbal (e.g., gestures, clothes) cues needed to make the delivery of your message more credible, genuine, and persuasive. If you have bad posture or speak with a condescending tone, your audience might be distracted. Mannerisms can also distract them from listening to your core message.

Underlying the two questions is the fundamental need to use persuasive strategies to make the presentations effective. Clear and appropriate delivery of message must work towards convincing your audience that the message is relevant to them.

It is important that you know the essentials of **preparing** and **delivering** a presentation or speech. In other words, clarity and appropriate delivery of message begins with tactical decisions you make even before you actually deliver it in front of the audience. The quality of your preparation has a great impact on the quality of your delivery. Thus, you need to think through your message carefully, and this involves a number of things which you will learn below. So the first question to make sure that you deliver your message clearly and appropriately is: **what is your message?**

PREPARATION

Define your purpose

No doubt about it, the first thing you need to do is to decide what the purpose of your presentation is. Sometimes, the purpose of your presentation has been defined for by someone else, such as your boss or your client.

Business presentations are essentially persuasive in nature, but you must still be clear about what your main purpose is. Is it:

- to introduce a new concept of a product to be marketed next year?
- to propose a new salary scheme for employees of your company?
- to inform your bosses about the latest sales figures of your corporation?

Note here that underlying the different purposes above is the need for persuasive communication. You do not just ‘introduce’, ‘propose’ or ‘inform’ – you do all these ultimately to persuade your audience to accept or do something. The new concept must be good; the new salary scheme must be sensible and fair; and the latest sales figures must be correct. In some cases, your audience must do something more: accept the new concept and market it eventually, implement the new salary scheme, or formulate new policies in response to the latest sales figures. You must use persuasive strategies to convince the audience that something is good, sensible, fair or correct.

Articulate your core message

Your message comes from your purpose. Suppose your purpose is to introduce a new concept of a product to be marketed next year. Here are some of your possible core messages:

- *The concept of a product to be marketed next year is new.*
- *The concept of a product to be marketed next year is new. Market it.*
- *The new concept of a product to be marketed next year is a good concept.*
- *The new concept of a product to be marketed next year is a good concept. Market it.*

You must be able to explicitly state or write down your main message. This will be the controlling idea of your presentation. You must not lose sight of this. Otherwise, your presentation will turn out to be chaotic or disorganized.

The second question that then needs to be asked to make sure that you deliver your message clearly and appropriately is: **how will you deliver the message?** You will see below that there are many things that you need to keep in mind to be able to answer this question.

Analyze your audience

Every audience is different, with different needs. Never assume that what worked well with one audience will work with another. You must find out as much as you can about the audience.

- *Size*
You can easily involve the audience in the presentation if you have a smaller group. A larger group requires more telling than asking. The size of the group may influence what visual aids you choose.

- *Composition*

A more homogeneous group will benefit from a focused presentation; a more diverse group requires a more generalized approach. For example, if you are presenting in front of a group of pharmacists involved in science education for the public, your talk could be more focused since you know that the group is relatively homogeneous. But if you are speaking to a group of pharmacists, doctors, statisticians, molecular biologists and zoologists, your presentation would certainly require a more generalized approach.

- *Likely reaction*

You need to try to work out how the audience will react to your topic. Will they be hostile, receptive or indifferent to your point of view? Do they care about the issues you will discuss?

- *Level of understanding*

You must find out how much they already know about your subject and try to anticipate what questions they may have. If you give them information which they already know, chances are they will not be interested in it.

- *Attitude towards you*

Try to work out how the audience will feel about you. Do they know you? Do they respect your opinion? Are you a threat in any way?

Consider logistics

- *Timing*

If possible, choose mid-morning or mid-afternoon of a mid-week day. This is usually the time when people are most active in their work.

- *Duration*

Can you achieve the objective you have set in the time given? If the amount of time is given, what will you prioritize in your presentation? Remember that whether you are given 30 minutes or one hour, your message remains the same. The challenge is how to package your content in such a way that you deliver the same message in a shorter or longer time.

- *Physical environment*

Think about how the room will be arranged and how you will interact with the audience. Do you want them to interact with each other? Will they all be able to see the visuals you plan to use?

- *Equipment*

Make sure that any equipment you need is available and you know how to use it.

Gather the material

Once you are clear about your specific objectives and the needs of your audience, start to research the topic. Start by focusing on the "big picture". What is the main idea or theme you want to convey to the audience? Try to write a one-sentence generalization of your subject, e.g., *Reorganizing the data-processing department will lead to better service at a lower cost.* This will be your main message.

Then gather your information. Understanding as much about the topic as you can will give you confidence and help you to answer any questions that arise. However, be aware you may not be able to include everything in the presentation itself – select the content you will use carefully.

Organize the material

In some ways, clear organization is even more important in an oral presentation than in a written document. Unlike the reader of a document, the audience of a presentation cannot go back to reread your points. Therefore, presentations need to be organized very logically, with clear and smooth linkages between the points.

The most important work in organizing your material is how to deliver your main ideas. They should take up 75% of your time.

- Main points

Make sure you have only 3 or 4 main points. The audience will not be able to absorb more. Make sure they are arranged in a logical order (think about your topic, purpose and the needs of the audience).

- Supporting points

Make sure each main point is fully developed with the “evidence” that persuades the audience to believe you. Make supporting points concrete. Use examples, statistics, quotations, analogies, etc. **Make sure all supporting points are relevant to your main point.**

Prepare an outline

In organizing your presentation, it is very helpful to prepare an outline of your complete presentation. This helps you to have a clear *visual* representation of the basic structure of your talk. You can check the logic and sequencing of ideas as well as the completeness of your points.

In preparing your outline, you must:

- Make sure the talk is proportioned correctly.
- Show the relationships between ideas very clearly.
- Do not memorize the whole presentation. Your eye contact will suffer; engagement with the audience will suffer.

Structure your presentation

Unlike your outline, the concern here is not to group your ideas into possibly main and sub-topics, but to plan the flow of the actual presentation. So if the outline is *visual* and *logical*, your structure is *procedural*. A good outline will help you present your ideas clearly; a good structure will help you make a smooth presentation. Here is an example of presentation structure:

STRUCTURE OF PRESENTATION

Speaker 1 (4 mins)

- Greets audience in the appropriate context and presents group members
- Use an attention grabber – quotation, question, visuals etc.
- Discuss the inadequacies of the current situation briefly
- Specify objectives of project
- State the roles of each individual speaker (outline presentation)
- Transition

Speaker 2 (6 mins)

- Explain procedure for gathering data / information
- Describe proposed solutions briefly
- Highlight significant statistics (use graphs/charts) and provide explanation for proposed solutions
- Transition

Speaker 3 (6 mins)

- Discuss the strengths and shortcomings of possible recommendations for the current problem (e.g., resources required and financial implications)
- State rationale and key benefits for choice of key recommendations
- Transition

Speaker 1(2 mins)

- Summing up
- Close with anecdote, quotation, etc and persuade audience to accept proposed idea
- Invite audience to Q and A session
- Thank audience

Q & A (10 minutes)

The structure above is only an example. You should try to explore more creative ways of structuring your information. Make sure, however, that you prepare an outline *first* because

this will help you “see” the flow of your ideas, especially capture the main points. As soon as you are clear about the organization of your ideas, you can then start figuring out how to break everything down to specific procedural tasks such as the ones above in the sample structure.

Prepare visual aids

Studies have shown that audiences, after listening to a talk, remember only 10% of a speaker’s message. However, the same studies have shown that when speakers complement their talking with visual aids, audiences remember 65% of the message. Although there are additional reasons why it is beneficial to use visual aids in presentations, creating and presenting the visual aids requires consideration.

Obviously visual aids can be useful for explaining complicated points. However, they should be prepared and used with care. Remember many great speakers have never used visual aids at all e.g., Lee Kuan Yew, John F Kennedy. **YOU** are the most important focus of the presentation so you should not rely too heavily on PowerPoint to make you a good speaker.

The most important thing is to be very clear about your objective, to know your material very well and to be enthusiastic about sharing it with your audience. Only after until you have planned the structure and content of the presentation should you consider what visual aids you might use. As you look at your outline, consider whether PowerPoint will help you by adding a visual dimension and if so, how.

When you prepare your visuals you should consider the following:

Thinking Critically

Check out the following quotes about PowerPoint:

“Some problems in the world are not bullet-izable.”

H. R. McMaster

“PowerPoint makes us stupid.”

James Mattis

“Make no mistake, PowerPoint is not a neutral tool — it is actively hostile to thoughtful decision-making.”

T.X. Hammes

These quotes belong to high-ranking US military personnel who believe that PowerPoint presentations, through excessive use of bullet points and graphics, oversimplify problems in the world, create an illusion of understanding complex realities (when it actually cannot capture them), and stifle critical thinking and rational decision-making.

What do you think are the bases of such perspectives on PowerPoint? Indeed, do bullet points and graphics oversimplify the problems of the world? How can you overcome these shortcomings of PowerPoint and make it work for – and not against – you?

- Design and layout
 - Use a clean background with no distractions.
 - Use the same layout for each slide. This includes having all elements at the same level, e.g., main headings, subheadings or examples the same size, font and color with the same numbering system to help the audience follow the organization of the talk.
- Color
 - Use high contrast colors – the safest is dark text on a light background or vice versa but a white background can be too glaring and a dark blue one can give a softer contrast than black. Remember that what looks good on your computer screen may not look the same when projected as most projectors tend to dull colors. If in doubt, project the slides at the venue before your actual presentation.
 - Limit the number of colors per slide to three at most.
- Text and graphics
 - Choose a large enough font, e.g., never below 24 point size, preferably 28 – 32 with 36 – 44 for titles and headings.
 - Use bullets for key points. *Do not use slides as a script* – at no time should you be reading a slide. There should be no complete sentences as a general rule.
 - Limit text to seven lines per slide, seven words per line.
 - Keep lists in parallel form.
 - Use graphics carefully and only if they will add to the message. Too many graphics can be distracting, as can very complicated ones. Keep text on graphics to a minimum but provide a heading which encapsulates what the audience should see.
- Animation
 - Have bullet points come onto the slide one by one if the discussion of each one will take some time – this helps the audience to know where you are in the presentation and avoids visual/aural conflict where the audience has already read to the end of the slide but you are still discussing the first point. If the slide is a brief one, for example the outline of your presentation, the bulleted points can all be shown at once.
 - Avoid too much animation. Use the simplest transitions and builds for business presentations. Moving text slows things down as the audience has to wait for it to stop before they can read it and this takes the focus off you.
Using any kind of animation “because it is fun” is not a reason and it makes the audience work harder. It can too often be distracting from the main message. Remember YOU are the most important visual in your presentation. Your own energy and enthusiasm is what should give the presentation life.

Rehearse

You must rehearse to build self-confidence. Mark Twain, the American author and lecturer, once said it took him three weeks to prepare a presentation that looked as if it was natural and unprepared. Try to go to the actual presentation location ahead of time so that you can practice using the equipment and presenting with the visual aids to an imagined audience there. Rehearse your presentation not once, not twice, but as many times as you need until you feel natural and comfortable with your talk. Do it in front of a friend or a group of friends. Rehearsing will also show if you are within the time limit. But, again, do NOT rehearse with the intention of memorizing the entire talk.

Thinking Critically

We think of preparing PowerPoint slides specifically for our own presentations. Business and government institutions use them to brief clients, journalists and other groups of people on the latest news and trends in their respective areas of responsibility. However, increasingly slides are sent to people who are not present during the actual presentations or briefings. They serve as news, information, or summaries for decision-makers.

What could be the implications of preparing PowerPoint slides if you know that they too will be circulated among people who might need to make decisions based on them? Should PowerPoint slides function this way too?

DELIVERY

Good preparation alone does not ensure a good presentation. Communication takes place non-verbally as well as verbally. How you deliver your message greatly affects the receptiveness of the audience towards your message. Delivery of the message is especially important in public speaking because it conveys an overall impression of your competence and credibility. Do note though that in trying to deliver your message, you must know what your core message is in the first place. Many people's oral presentations fail because they have not been able to communicate the main message of their talk to the audience.

Introduction

First impressions are important. In the introduction, you need to capture the attention of the audience and make them want to listen to what you have to say. Introductions should take up approximately 10% of the total presentation time and should arouse the audience's interest in your topic, establish your credibility, and prepare the audience for what will follow:

- Get audience's attention and interest
 - Make what you say relevant to them.
 - Ask a question.
 - Arouse curiosity.
 - Give surprising information.
- Tell the audience what the topic is
 - Preview your main points. This gives the audience framework or structure they can use to follow your presentation; it helps them spot the main points as they come up.
 - Establish your credibility. Try to show the audience why they should have faith in you speaking on this topic.

EXAMPLES OF INTRODUCTION	
A.	Who wants to double their commission this year? Well, I can't promise anything, but if you listen to what I've got to say about the customer service campaign, I may be able to help you. Now different companies in the group have different standards. I want to start by looking at some of those differences so you can see what sort of a problem we're up against. Then, I'm going to show you how we're tackling the problem through the customer service campaign. And, I'll tell you where you come in; what the campaign means for contract hire.
B.	You have told us you want to cut the time taken washing your vehicles, to make it easier for your staff to operate the washing system and to reduce costs. We believe we have the answer to those questions. Let me deal with each of these areas in turn.
C.	Truck rental appears to make a profit for this company but in fact this is an illusion. The reality is that we lost over \$100,000 worth of business last year simply by not being responsive enough to our customers' needs. I want to suggest a number of ways we can win back some of that lost business. First, I'd like to look at current levels of customer satisfaction. Second, I'd like to suggest a couple of ways we can get to know our customers better. And finally, I'd like us to think about how we could use that information to provide extra services more tailored to their particular needs.

Use of connectives

Throughout the entire presentation, make sure the relationships between ideas are clear and that there are good linkages between the different points in your presentation. The connectives are the signposts in your talk – use plenty of them.

CONNECTIVES		
Types	Definition	Example
Linkers	They provide a link between the idea you are leaving and the idea you are going on to.	<i><u>In addition to</u> helping people in need, working as a volunteer <u>also</u> provides you with valuable job experience.</i>

Internal Previews	They tell the audience what you are going to talk about next in more detail than linkers.	<i>In looking at some solutions to the problem of falling sales, I will focus on two in particular – increasing advertising and special promotions. Let’s consider each in turn.</i>
Internal Summaries	They review the points covered to remind the audience what they have just heard. They give the audience another chance to grasp the points.	<i>So we can see that the results of an increased advertising campaign are increased product awareness, an immediate increase in sales followed by a leveling off some months later and a temporary surge in profits.</i>
Signposts	These are words and phrases which tell the audience where you are and what you are doing.	<u>Numbers</u> <i>The first cause (or Firstly)</i> <i>The second cause (or Secondly)</i> <i>The final cause (or Lastly)</i> <u>Questions</u> (Introducing first point) <i>What makes mail order fraud such a persistent problem?</i> (Introducing second point) <i>So, how can we solve this problem?</i> <u>Phrases</u> <i>The most important thing to remember...</i> <i>For example...</i> <i>In other words...</i> <i>Therefore...</i>

Eye contact

Using your eyes to communicate with your audience is one of the most important ways of communicating non-verbally with your audience. When you establish and maintain eye contact with the audience, you show you are interested in them, develop personal contact with them, and appear more sincere. Good eye contact also demonstrates your confidence over the

material and the experience of talking in public. One of the first things that suffers when you memorize your script or when you are nervous and cannot control it is eye contact.

- Look systematically at different sections of the audience.
- Know your material well so you do not have to look constantly at your notes.
- Look at a member of the audience for at least five seconds before you establish eye contact with the rest.

Remember this: without good eye contact, your presentation is doomed to fail.

Posture

When giving a presentation you should aim to convey the image of a speaker who is alert, confident and energetic. Your posture contributes to this image.

- Stand tall with your weight evenly on both feet, and shoulders back.
- Move occasionally to add action, e.g., to point to a visual aid, to highlight a shift to a new idea.

You should not:

- Stand stiffly like a soldier on parade.
- Shift your weight from foot to foot.
- Sway from side to side.
- Lean on lectern or table.

Gestures

The way you move your head, hands or arms to emphasize feelings or ideas also affects your relationship with your audience. Well-timed and not too frequent gestures can add support by communicating involvement, enthusiasm and self-confidence.

- Use natural gestures, e.g., using fingers to count important points, clenching your fist to emphasize a point, describing a size or shape with your hands.
- Make sure your gestures are not distracting.

You should not:

- Wave your hands around unnecessarily.
- Point at the audience.
- Swing the pointer around.
- Touch or pat face, hair, pockets, etc.

- Hold your hands together low down in front of you.
- Hide your hands behind your back.
- Fold your arms.

Facial expressions

As with eye contact, your facial expressions communicate powerful messages to your audience. These can help or hinder your presentation.

- Try to relax; enjoy the chance to discuss important ideas with the audience and share this enthusiasm with them.
- Smile, when it is appropriate.
- Vary your expression according to the seriousness of the information you are presenting (if you are looking at and interacting with your audience, this should happen naturally).

Voice

To be an effective speaker you need to be heard and understood by all in the audience. You also need to sound interesting.

- Project your voice so everyone can hear you.
- Speak clearly, enunciating every syllable and pronouncing words correctly.
- Add variety to your voice - if your voice does not sound exciting, you will not keep your listeners' attention.
 - Vary volume for emphasis or dramatic effect.
 - Vary pitch to sound expressive and enthusiastic, not monotonous.

Speed

When people are nervous giving a presentation they tend to speak too fast. Always remember that it is hard work for the audience to listen to and understand what you are saying.

- Do not rush through your points.
- Slow down to emphasize key points.
- Use pauses to indicate a change of subject and emphasis.
- When you rehearse, make sure that your talk will be within the time limit.

Handling of visual aids

Remember that visual aids are to help you in bringing across your message to the audience. You want the audience to listen to you, not to become engrossed in the visual aids.

- Make sure the whole audience can see the visual aids.
- Talk to the audience, not to the visual aids. Remain facing the audience, not turning away to face the screen or a chart.
- Incorporate the visual aid into the talk. Make sure the visual aid you are showing illustrates what you are talking about.
- Reveal a visual aid only when you start to talk about the point it illustrates.
- Remove the visual aid as soon as you have finished talking about the point it illustrates.
- Paraphrase any text on your visual aid. Do not read it word for word.
- Use a pointer, not your hand, to point to details on your visual aid.
- Give the audience time to see the visual.

Conclusion

First impressions count; last impressions remain. Your conclusion should take up 10% of the total presentation time and should include the following:

- Signal that the presentation is ending. The audience should never be surprised by an abrupt statement like, "... That's the end of my presentation." Say something like, "... To conclude ..." or "Now to round off my presentation ..."
- Reinforce the central idea.
 - Highlight the core message again.
 - Summarize the main points.
 - Make a prediction.
 - Refer to points made in the introduction.
 - Call for action if your presentation requires the audience to do something.

EXAMPLES OF CONCLUSION	
A.	I hope the presentation has provided you with a clear picture of the customer service campaign. I've described the key differences between the different companies in the group and showed you how the campaign is addressing them. Then I spelt out what it means for you in contract hire, so now it's up to you. Think about and act on these suggestions and we can double our sales this year.
B.	Clearly, the proposals I've just presented answer the problems you are currently facing. I've shown how by reducing the time taken to wash your vehicles and by streamlining your system, you can effectively reduce costs by 20% to 25%. I suggest you review the details I've given you and consider the benefits our proposal offers. The sooner we can implement these proposals, the sooner your company can start enjoying the benefits of these savings.

Handling of questions

Many presentations today are followed up with a question and answer time. This can be exciting for some and nerve wracking for others. However, almost always, when you have prepared diligently for a presentation, you will know more about your subject than you have time to present. And it is your knowledge in reserve that will be the source of the answers to your audience's questions.

Members of the audience may ask questions because they have merely missed hearing the information, in which case all you have to do is repeat what you have presented earlier. At other times, they ask questions as they do not understand the meaning of something you said, in which case you may need to explain it – give an example or provide more elaboration to make the point clear.

Here are some tips you can bear in mind to make your question and answer session go smoother:

- Before the presentation
 - Anticipate questions so you can prepare for them.
- During the question and answer session
 - Listen to the entire question and make sure you understand it.
 - Repeat the question out loud.
 - Credit the person for asking the question. If you do not like the question, at least thank the person for asking it.
 - Respond to the question honestly and the best way you can.
 - If you cannot answer the question,
 - redirect the question to the audience if you know there are people who can answer it adequately, or
 - offer to find out the answer and get back to the questioner later.
 - Check clarity of your response before taking on the next question.
 - Try not to contradict each other when giving a team presentation.

Indeed, there are many considerations in making an **effective** oral presentation. Remember that all these are necessary because you have two main objectives in the presentation: to deliver your message **clearly** and **appropriately**. And to be able to accomplish these, you must ask two even more fundamental questions: What is your message and how will you deliver it? Study the points above and apply them in your next presentation assignment.

TUTORIAL EXERCISES

ACTIVITY 1

Outlining. The lecture notes on oral presentations above have been organized for your own easy reading. However, they lack a numbering system which can even make the structure of the notes more explicit and reader-friendly. Extract the main headings and sub-headings from the entire set of notes and complete the skeletal outline below. The purpose of this exercise is to enable you to visualize the organization of the lecture notes since this is exactly the same work that you need to do when you visualize – and demonstrate – the organization of your oral presentations.

OUTLINE

1.0 PREPARATION

- 1.1 Define your purpose
- 1.2 _____
- 1.3 Analyze your audience
 - 1.3.1 _____
 - 1.3.2 _____
 - 1.3.3 _____
 - 1.3.4 Level of understanding
 - 1.3.5 _____
- 1.4 _____
 - 1.4.1 _____
 - 1.4.2 _____
 - 1.4.3 _____
 - 1.4.4 _____
- 1.5 _____
- 1.6 _____
 - 1.6.1 Main points
 - 1.6.2 Supporting points
- 1.7 _____
- 1.8 _____
- 1.9 Prepare visual aids
 - 1.9.1 _____
 - 1.9.2 _____
 - 1.9.3 _____
 - 1.9.4 _____
- 1.10 Rehearse

2.0 DELIVERY

2.1 Introduction

2.2 _____

2.2.1 _____

2.2.2 _____

2.2.3 _____

2.3.4 Signposts

2.3 _____

2.4 _____

2.5 _____

2.6 _____

2.7 _____

2.8 _____

2.9 _____

2.10 Conclusion

2.10.1

2.10.2

2.11 _____

ACTIVITY 2

Self-reflection Exercise. This is a group discussion. However, before you discuss the questions below, take time to reflect on them silently first.

1. Do you usually feel nervous about your oral presentation?

2. If so, share with your groupmates which aspects of oral presentation make you nervous.

3. Share with your friends what strategies you can use to allay your fears.

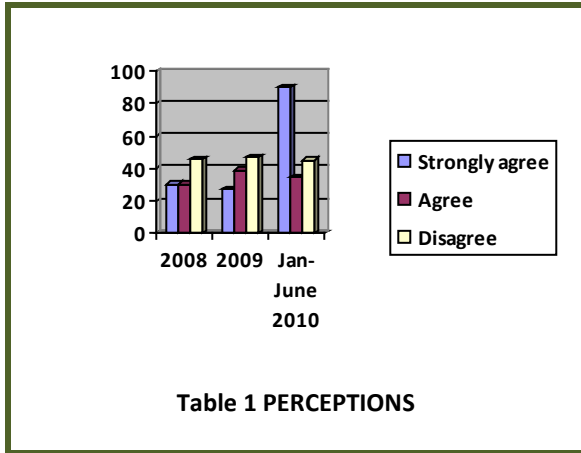
4. What do you consider as strengths in your OPs?

5. What are your areas of concern?

6. What kind of strategies can you use to help overcome them?

ACTIVITY 3

Quality of slides. Study each of the slides below and comment on their effectiveness. How can they be improved to make them more clear and appropriate in formal presentations?



COMMENTS

EVIDENCE OF GENDER INEQUALITY IN THE WORKPLACE

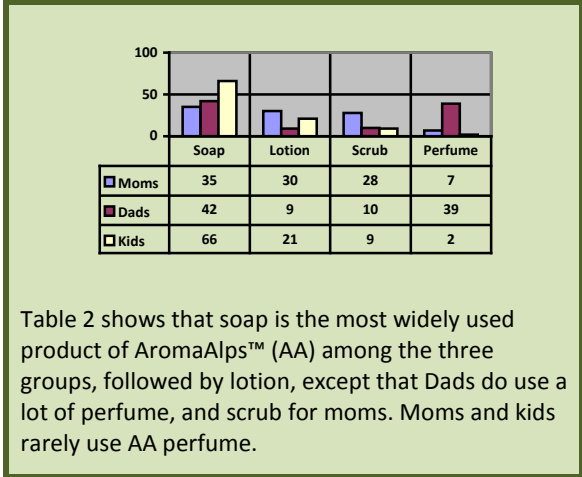
- Salaries of men and women
- More talk time for men than women in meetings
- More men in managerial positions
- Key company decisions made by men

COMMENTS

CAUSES OF COMMUNICATION BREAKDOWN IN JLF FOOD COMPANY™

1. Cultural misunderstanding
2. Workplace is stressful
3. Languages as barriers
4. Lacks expert knowledge


COMMENTS



COMMENTS

MEETING CULTURES

- Information giving
- Consultative
- Decisionmaking
- Collaborative



COMMENTS

MAIN REASONS WHY SERVICE IS BAD AT JUNCTION ROYALE

**THE STAFFS
ARE RUDE!**



COMMENTS

MARKING GUIDELINES

FORMAL ORAL PRESENTATION

ACTIVITY 4

In your mini lectures and formal oral presentation, the following framework of questions will be used to guide us in the feedback process. Use these questions when you provide feedback on your peers' oral presentation skills.

GENERAL

The audience finds the mini lecture **effectively persuasive** because its core message and purpose are clear and its delivery of content through over-all dynamics, projection, organization, fluency and visual aids is likewise clear and appropriate.

1. Does the audience find your presentation effective because your main message is clear?
2. Does the audience find your presentation effective because your delivery of content through dynamics, projection, structure, fluency and visual aids are clear and appropriate?

SPECIFIC

INDIVIDUAL (Content)

Clear and relevant core message and purpose

Content

How clear and relevant are the core message and purpose of the presentation?

- How clear is the main message or central idea in the introduction, body and closing of the presentation?
- How clear is the purpose of the presentation?
- How clear is the preview of the main points of the presentation?
- How relevant and consistent is the content throughout the presentation?
- How accurate and relevant are the data (e.g., statistics, research findings), presented?
- How adequately are the main points discussed?

INDIVIDUAL (Delivery)

Dynamic, confident and credible delivery

Dynamics

How smooth is the engagement/flow between the speaker, audience, and visual and other aids?

- How smoothly are the visual aids incorporated into the talk? How smoothly does the presenter handle the equipment used to present visuals?
- How well does the presenter maintain his/her listeners' attention and interest through attention-grabbing strategies?
- How smooth is the transition/handling over of presentation between the speaker and other

presenters (for group presentations)?

- How well does the presenter receive and answer questions posed by the audience?

Projection

How persuasive and credible is the speaker through the use of verbal and non-verbal strategies?

- How sustained and widely-directed is eye-contact?
- How purposeful and persuasive are the gestures, especially in addressing the audience and highlighting important aspects of the content?
- How appropriate is the presenter's dressing given the audience, purpose and context?
- How appropriate are the volume and tone of the voice, especially in relation to highlighting important aspects of the content?
- How poised and confident is the presenter? How well does poise convey alertness and vigor?
- How smooth and natural is the speaker's intonation (e.g., whether he speaks in a pleasant and well-modulated voice with an energetic tone)?

Fluent delivery

Fluency

How smooth and correct is the speaker's use of language?

- How well does the presenter speak at a pace that makes it easy for listeners to follow (i.e., not too fast or too slow)
- How effortless is the use of language (no long pauses, few hesitations/reformulation of ideas, no fillers, e.g., um, er, ok)?
- How correct is the grammar?
- How suitable are the vocabulary and style for the audience?
- How correctly and clearly does the presenter pronounce his/her words?

Logical and organized delivery

Organization

How logical and clear are the arrangement and presentation of content?

- How well does the introduction prepare the audience for what to expect?
- How logically are the main points arranged?
- Is the closing conclusive? Does it reinforce the main message?
- How well does the presenter make it easy for the audience to follow his/her topic shifts?
- To what extent are the main points linked smoothly and clearly by appropriate connectives?

TEAM

Persuasive team presentation

Over-all persuasiveness of presentation

How persuasive is the team presentation in general?

- Have the speakers collectively convinced the audience about the relevance and urgency of their core message?
- Have the speakers collectively convinced the audience to act on their key recommendations?

Simple, clear and attractive visuals

Visual Aids

How simple, clear and attractive are the visuals?

- How error-free are the visuals in terms of grammar, spelling, punctuation and parallelism?
- How easily is relevant information on the visuals found?
- How appropriate are font sizes, colors and animation, especially in relation to how they highlight the relevant content to the audience?