

A decorative background collage featuring a blue-toned image of a computer circuit board with glowing numbers (7200, 0000, 9999) and text (GOOD THRU 07/07) in the top left, a stack of coins in the top right, and a silhouette of a jet airplane flying over a map of India in the bottom right.

Presentation Skills and Body Language



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Sumit Pahwa

Why do I require this?

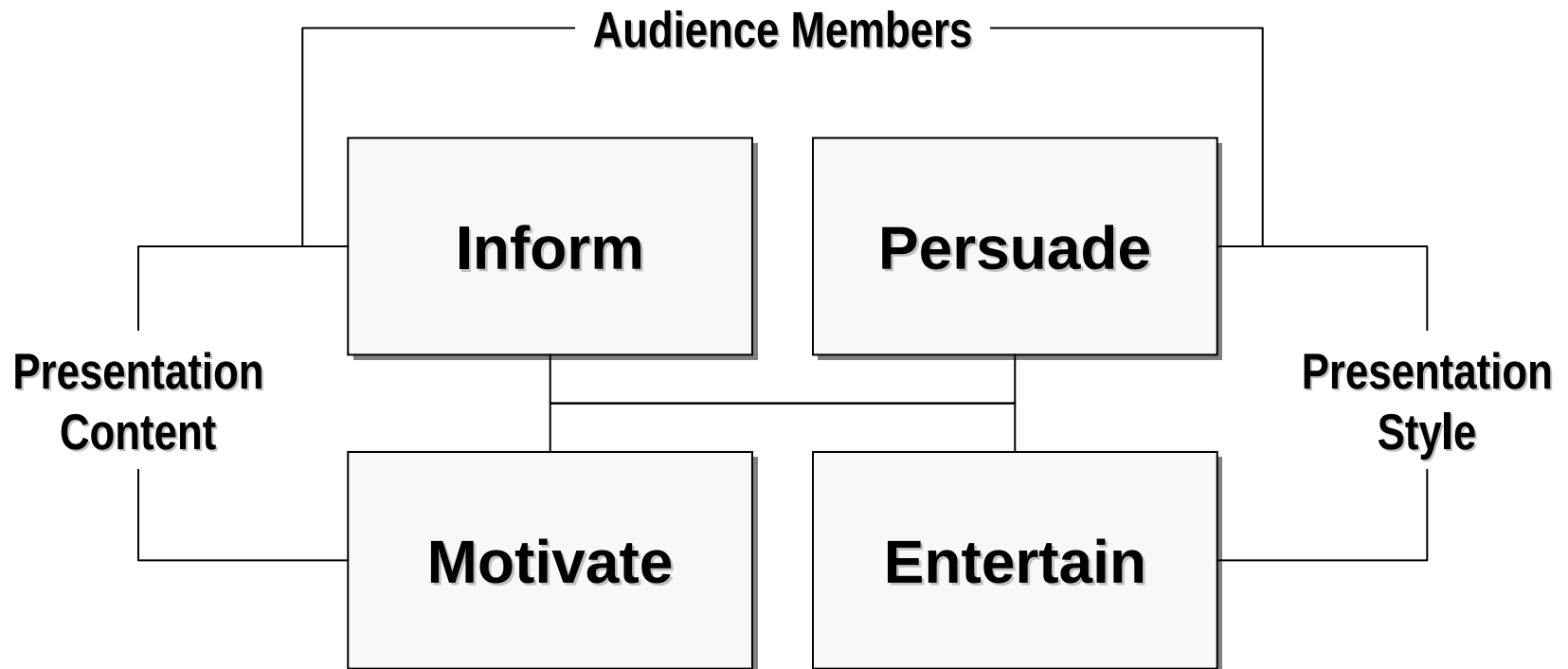


-  **Board Meetings**
-  **Addressing your teams**
-  **Training**
-  **Pitching for business**
-  **Seminars/ Investor Presentations**
-  **Addressing social gatherings**
-  **Interviews / group discussions**





Common Purposes of Business Presentations



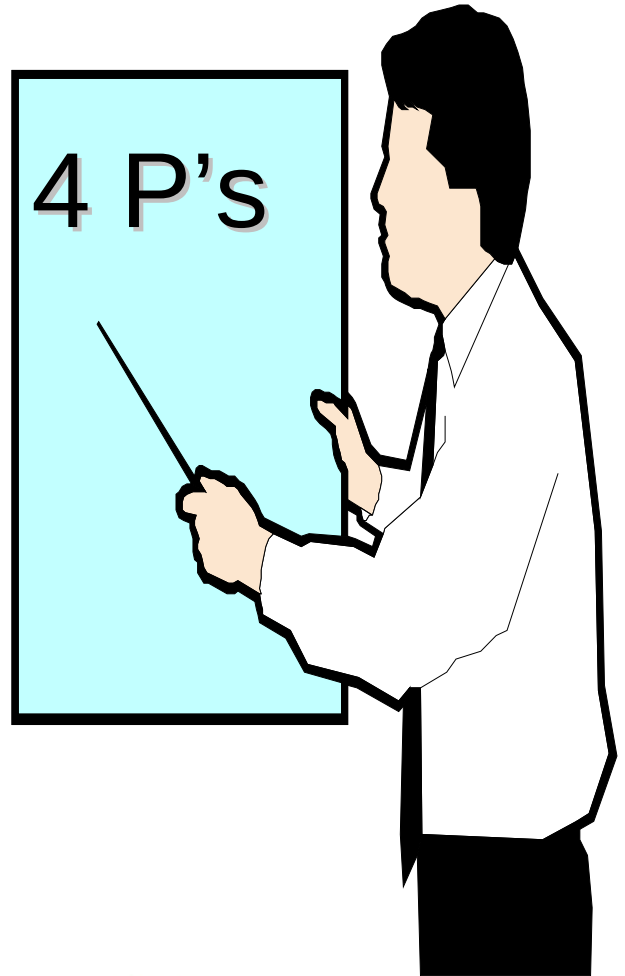
Presentation Skills

Preparing Skills

Presenting Skills

Probing Skills

People Skills



Planning & Preparation



Aim



Scope



Audience and Occasion



Main Ideas



Research the topic



Organize the data



Write the draft



Visual Aids



Rehearse

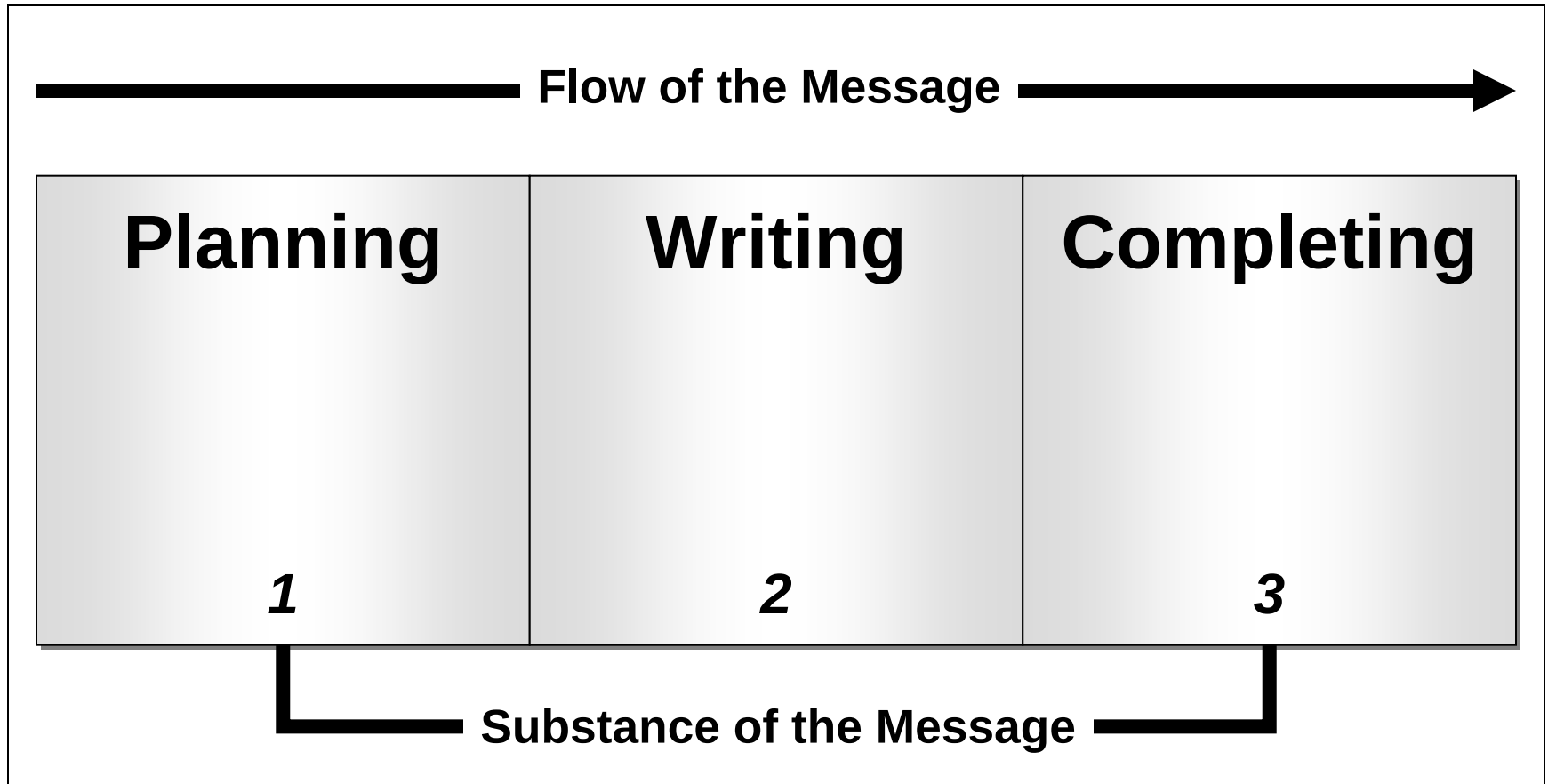
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The Three-Step Process





Planning Speeches and Presentations

**Determine
the Purpose**

**Analyze
the Audience**

**Gather
Information**

**Adapt the
Message**



Aim

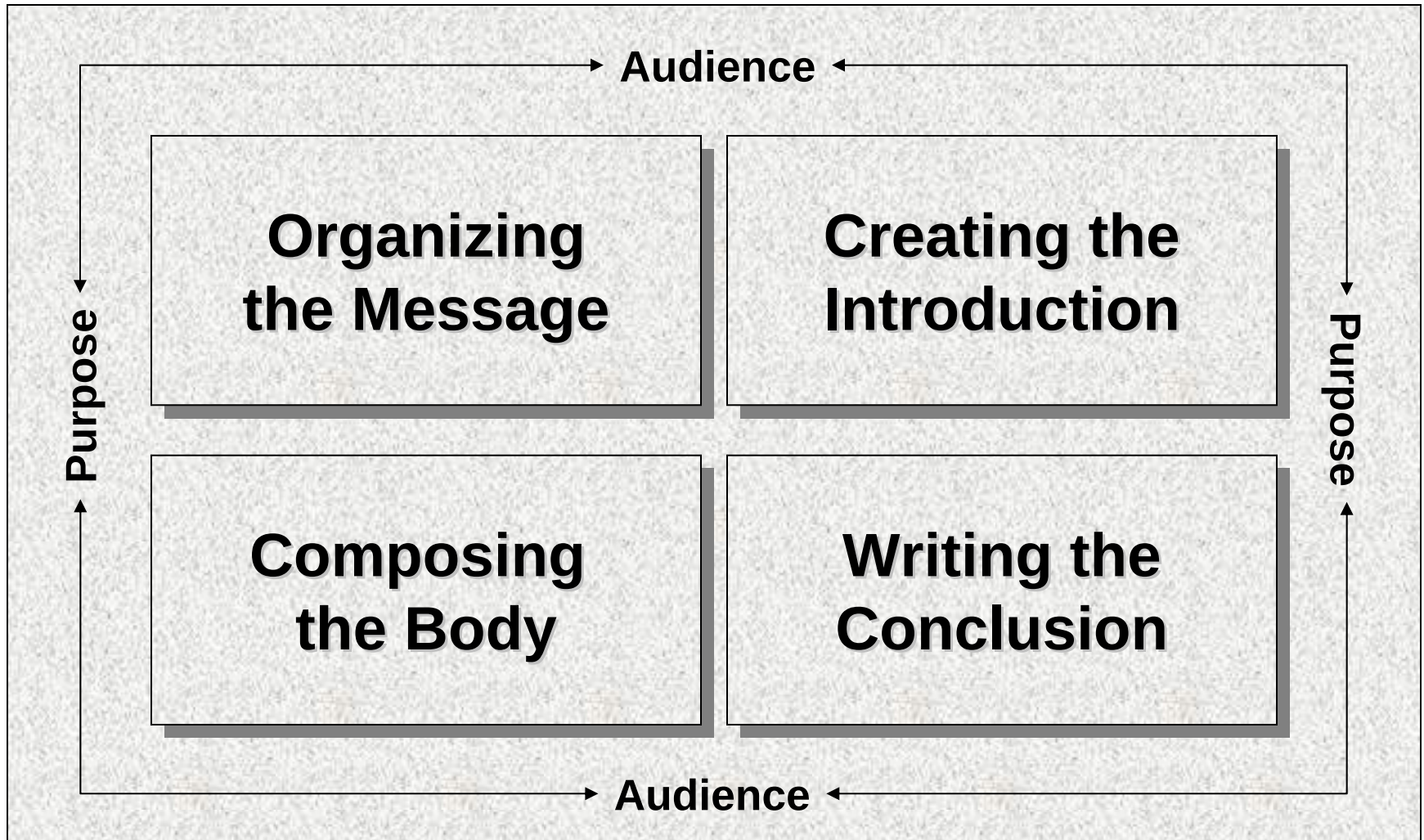
- ❁ Main Purpose
- ❁ Focus
- ❁ Need
- ❁ Objective

In case there is no focus, the audience would get bored and disinterested.





Writing Oral Presentations



Scope

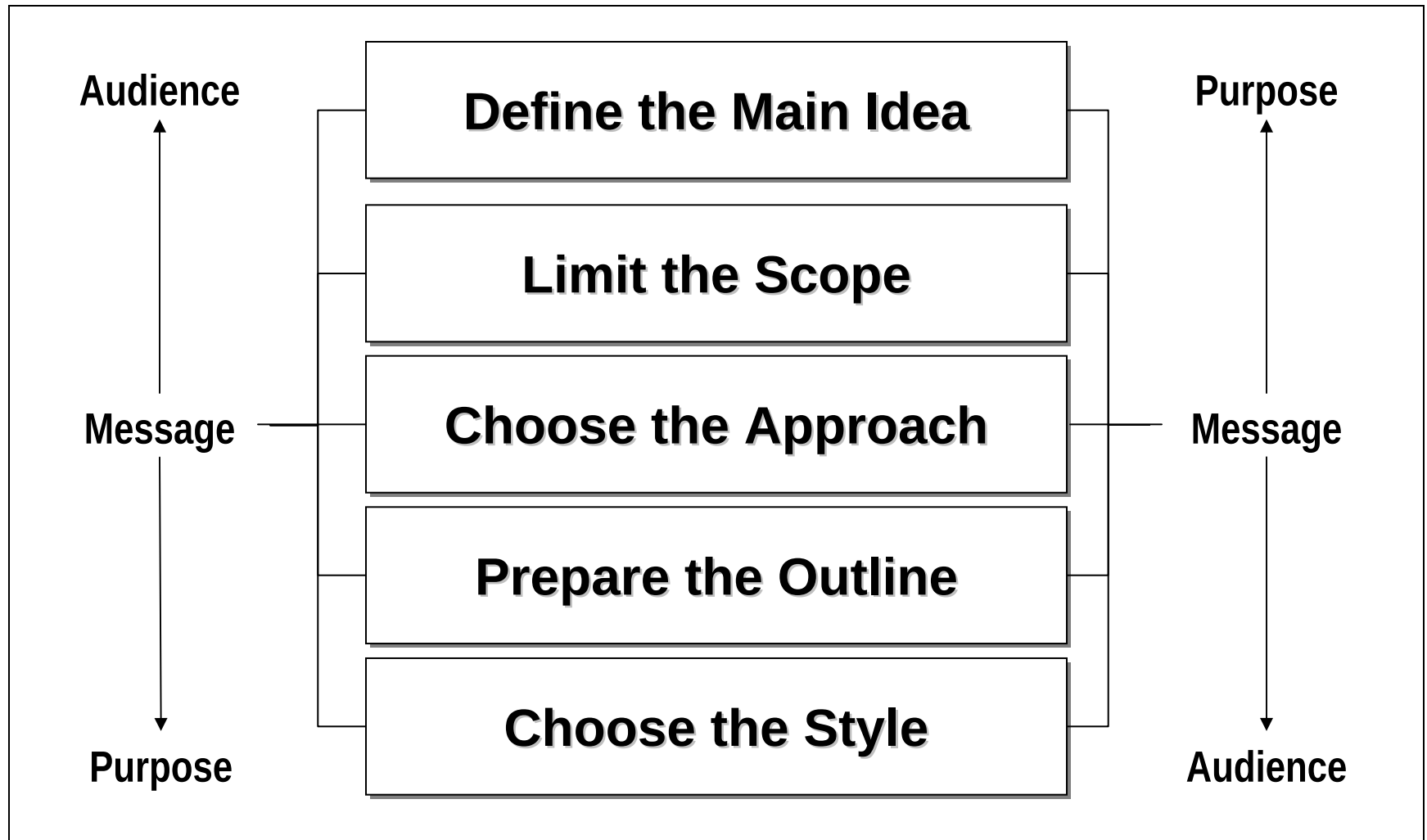
- ❁ What is the objective of the presentation
- ❁ What should the audience achieve
- ❁ How much can I achieve within the time available?
- ❁ Breadth and Depth
 - ❁ Cover a large area in a very broad manner; or
 - ❁ A smaller area in a greater detail

Within a given timeframe, breadth is inversely proportional to the depth.





Organizing the Message



Audience Analysis



- ❁ **Analysis** - **Who** are they? **How many** will be there?
- ❁ **Understanding** - What is their **knowledge** of the subject?
- ❁ **Demographics** - What is their **age, sex**, educational background?
- ❁ **Interest** - **Why** are they there? Who asked them to be there?
- ❁ **Environment** - **Where** will I stand? Can they all see & hear me?
- ❁ **Needs** - What are their **needs**? What are your needs as the speaker?
- ❁ **Customized** - What **specific needs** do you need to address?
- ❁ **Expectations** - What do they **expect** to learn or hear from you?

The more you know about your audience, the more you'll be able to customize your presentation for them



Structuring the Presentation

❁ Introduction / Background - 10%

...T R A N S I T I O N...

❁ Main Body - 60%

...T R A N S I T I O N...

❁ Conclusion - 10%

❁ Audience Interaction - 20%

Introducing the Message



**Arouse
Interest**

**Build
Credibility**

**Preview the
Presentation**



Structure... Opening / Introduction

❁ Hook

- ❁ Catchy and brief
- ❁ Humorous story or an incident
- ❁ A quotation, maxim, proverb
- ❁ An inspiring or value-adding question

❁ Greeting

❁ Purpose

- ❁ What's in it for me?

❁ Layout

- ❁ Agenda / Overview

Don't apologize, embarrass, read or start with a joke



Structure...Body

- ⌘ Break it into easily digestible parts
- ⌘ Sequential
- ⌘ Timing
- ⌘ Focus on your objective
- ⌘ A/V Supports
- ⌘ Verbal
- ⌘ No “Slides Flood”
- ⌘ No “Statistics Ocean”

**Clarity
of
thought
is the
key**

The body is the heart of your talk; here you explain and support the main purpose of your presentation





Composing the Message



**Limit the
Main Points**

**Connect the
Ideas**

**Engage
the Audience**



Structure...Body

- ❖ Sequential Order
- ❖ Chronological Order
- ❖ Order of Importance
- ❖ Question & Answer method
- ❖ Comparison & Contrast





Concluding the Message



**Restate the
Main Points**

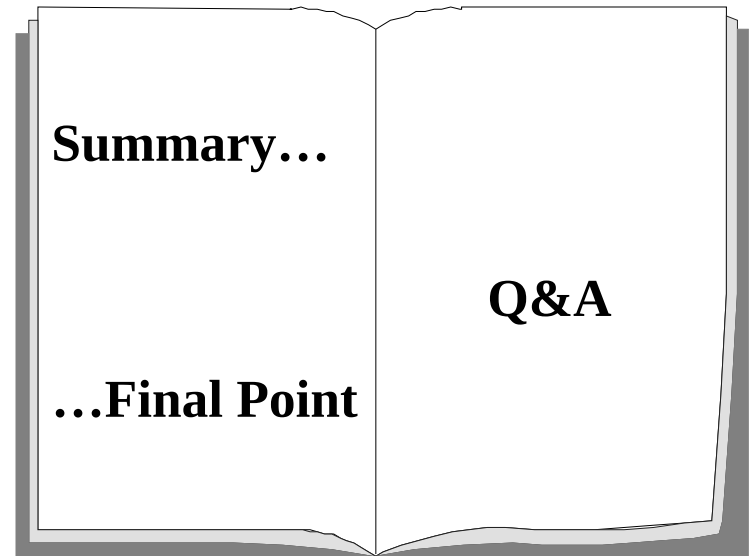
**Describe the
Next Steps**

**End on a
Strong Note**



Structure...Closing

- ❁ Summary of key points
- ❁ Conclusion
- ❁ A call for action
- ❁ A Poem
- ❁ Moral of the story
- ❁ Analogy
- ❁ Quote
- ❁ Illustration

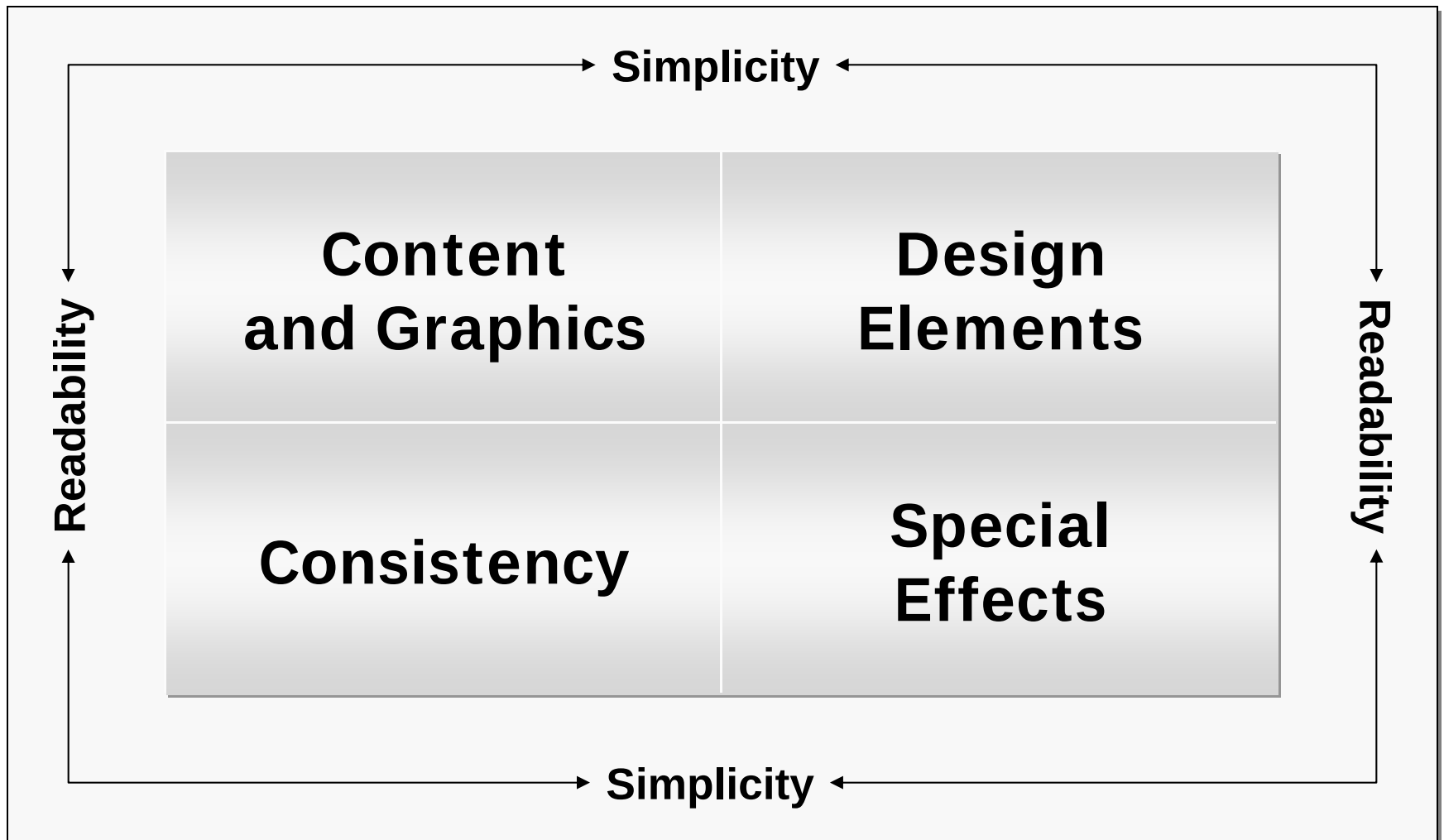


Leave some **“Food for thought”** for the Audience



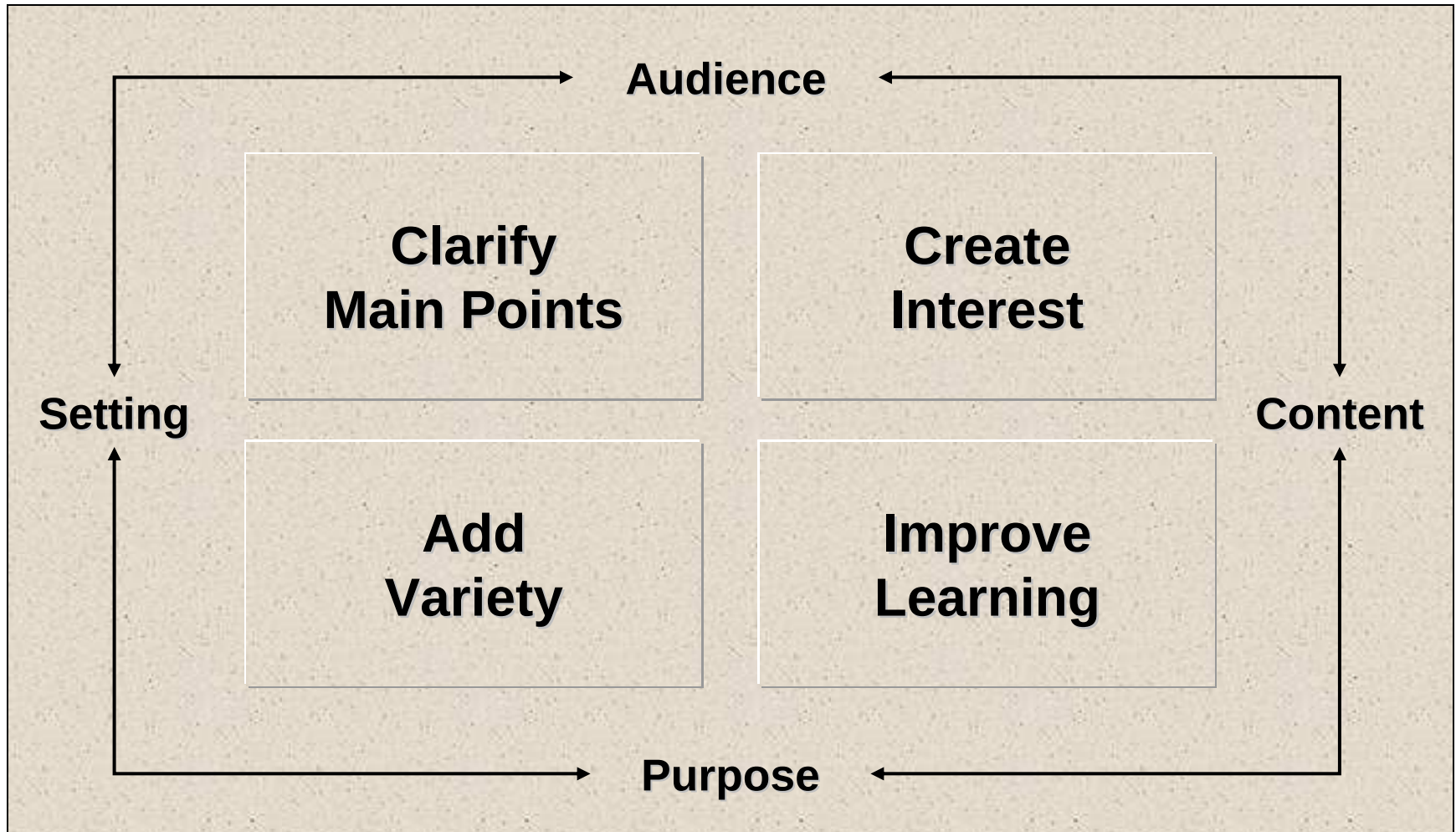


Creating Effective Slides



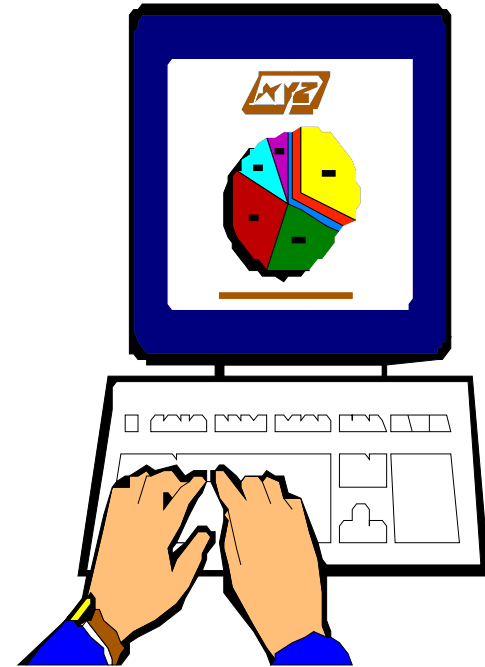


Using Visual Aids



Visual Aids

- ❁ Computer
- ❁ OHP
- ❁ Flip-chart Board
- ❁ White Board
- ❁ Audio / TV / VCR
- ❁ Visuals



Create Impact

Convey Information, Facilitate
Environment; Reinforce Ideas



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**This is the
Company
President
rehearsing in the
toilet for an annual
employees meet
why should you
not rehearse ???**



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Walk the Talk

- ❖ Become familiar with the text and equipment
- ❖ Stand and deliver your talk loud...can use mirror
- ❖ Imagine the audience in front of you
- ❖ Focus on Ideas / the Big Picture
- ❖ Build mental relationships
- ❖ Prepare notes, if necessary
- ❖ Anticipate questions and prepare for answers
- ❖ Time your speech
- ❖ B +ve

Three rehearsals are recommended. If you rehearse too much, the statements sound memorized.



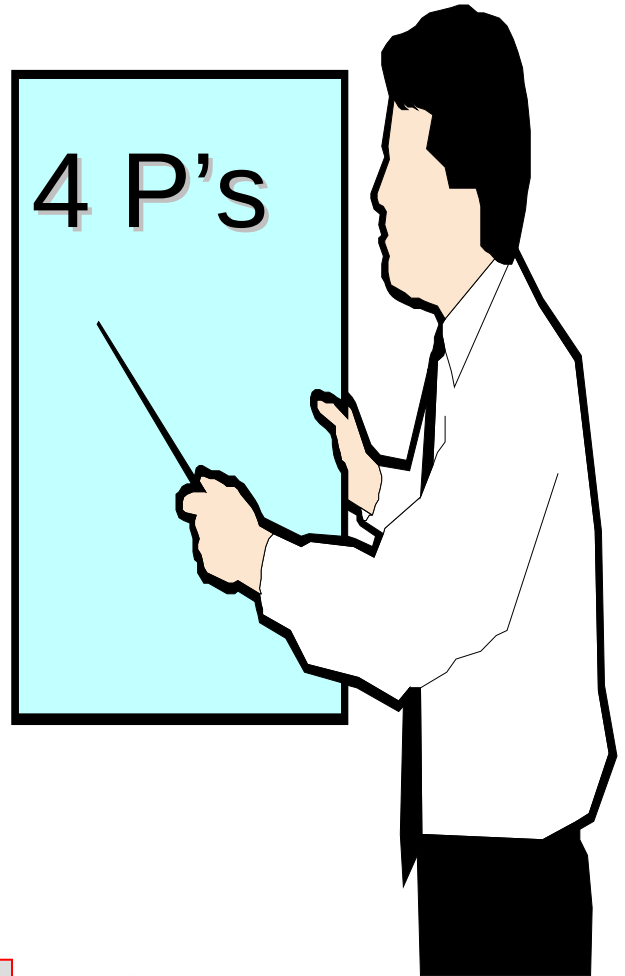
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Focus: Confidence Building; Creating an Impression



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3 V's



Verbal

7%

Visual

55%

Vocal

38%



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Conduct of the Presentation



Performance Methodologies



Entry of the Presenter



Opening the Talk



Verbal



Vocal



Visual



Managing Nervousness



Use of A/Vs



Do's



Common Pitfalls



Performance Methodologies

- ❁ Lectures
- ❁ Role-plays
- ❁ Case Studies
- ❁ Exercise
- ❁ Games
- ❁ Quiz

A combination of some of the above is ideal



Entry of the Presenter

- ❁ Audience enters the hall with the presenter awaiting them
- ❁ Presenter makes an entry when the visitors are settled

The latter way attracts the attention of the audience



Opening the Talk

- ❁ Start with a Bang
- ❁ Introduction should be impactful
- ❁ First few sentences should be well-rehearsed
- ❁ Try a hook
- ❁ Objective - Aim - Scope
- ❁ Expectation Setting

Good beginning is half done! But half done is only half done!!!



Verbal

- ❖ Concise wording; Short Sentences
- ❖ Simple; Positive language
- ❖ Correct grammar
- ❖ Avoid Acronyms / Jargons
- ❖ Avoid Speech-ticks
- ❖ Beware of Dog words (...basically, actually, you know...)
- ❖ Avoid rhythm
- ❖ Audience involvement
- ❖ Address individuals by names

“CONNECT” with the Audience –
Simplicity and Informality helps



Vocal

- ❁ Pitch / Tone

 - ❁ Monotone

 - ❁ Voice Modulation

- ❁ Speed

 - ❁ Words per minute

 - ❁ Oral white space

 - ❁ Pause...take a break

- ❁ Volume – Behind the last bench

- ❁ Vocal quality - Clarity

- ❁ Pronunciation

First and Final Punch is necessary



Visual

⚙ Posture

- Formal - Erect, straight, unbending
- Casual - Sitting on the edge of a table

⚙ Movement

- To hold attention
- To get rid of nervousness
- To suggest transitions
- To increase emphasis

⚙ Appearance

- Business Formals
- Business Casuals



Visual...contd.

⌘ Gestures – Hand and arm gestures are used to emphasize, point, reject, describe

- Vary gestures
- Avoid continuous gestures
- Watch timing
- Adapt gestures

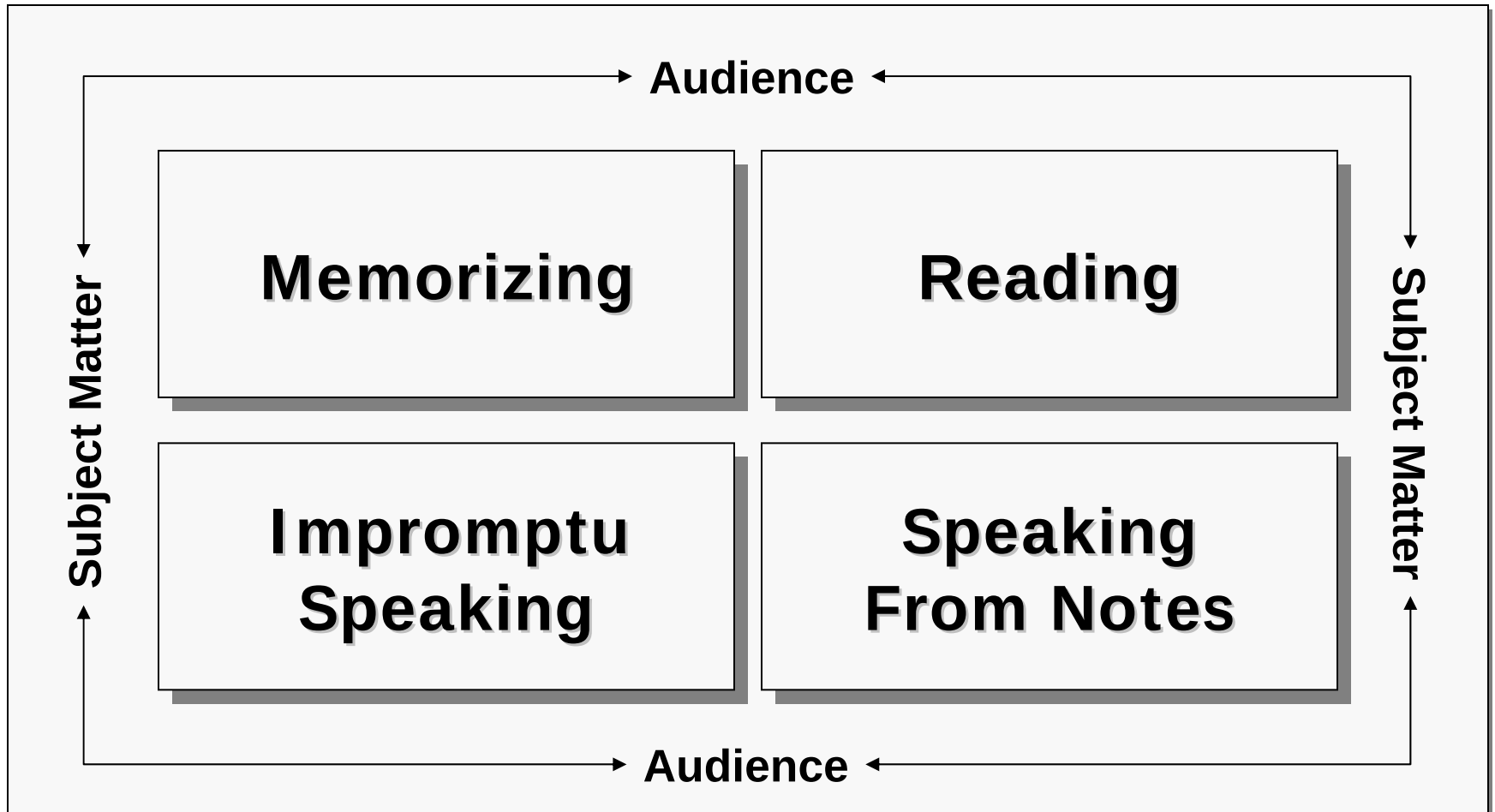
⌘ Facial Expressions

- Smile / laugh
- Eye contact
- Confidence
- Rapport
- Frown / Head buried deep down





Mastering Your Delivery





Appearing More Confident

**Get Control
At the Start**

**Maintain
Eye Contact**

**Watch Your
Posture**

**Use Appropriate
Gestures**

**Vary Facial
Expressions**

**Control Your
Tone of Voice**



Universally experienced Symptoms of Nervousness

- ❄ Heart rate increases
- ❄ Blood pressure and body temperature rises
- ❄ Mouths feel dry
- ❄ Palms sweat
- ❄ Mind goes blank

Look carefully! All symptoms are internal !!





Building Your Confidence

•Prepare Extra Material

•Rehearse

•Think Positively

•Visualize Success

•Take a few deep breaths

•Be Prepared

•Get Comfortable

•Don't Panic

•Keep Going

•Focus Outside Yourself



Managing Nervousness

- ❁ I am the Best
- ❁ Know your subject well
- ❁ Rehearse well
- ❁ Use Visual aids
- ❁ Breathe deeply and slowly before sleeping
- ❁ Move during speech
- ❁ Begin with the Body go onto your mind
- ❁ Be genuinely involved with the audience
- ❁ Keeping a glass of water helps

Fake it until you make it ! Use the
Energy of Fear



Presentation Do's

- ⌘ Be an “Animated Presenter”
- ⌘ Be confident and enthusiastic
- ⌘ Be aware of the image you portray
- ⌘ Be specific and sincere
- ⌘ Use notes / cue cards
- ⌘ Manage process and time

Confidence or the Lack of it is a habit



Common Pitfalls

- ❖ Monotonous Voice
- ❖ Slow speed, low pitch - Very High Pitch
- ❖ Rhythmic tone
- ❖ Pronunciation
- ❖ Abrupt beginning / end
- ❖ No overview – straight to the body
- ❖ No logical sequence
- ❖ Hand(s) in pocket
- ❖ No eye contact / single side eye contact
- ❖ Audience does not matter



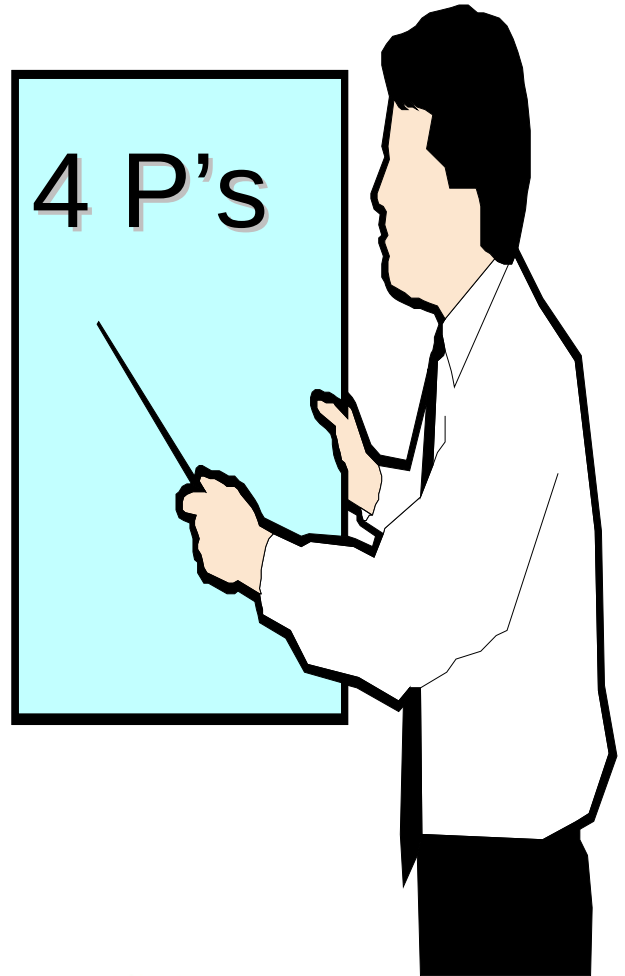
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Managing Probes



Types of Questions



Answering “Do’s”



Answering “Don’ts”



Types of Questions

- ❖ Open probes
- ❖ Closed probes
- ❖ General questions
- ❖ Pick-up Questions
- ❖ Redirected questions
- ❖ Rhetorical
- ❖ Questions for the sake of questions



Answering Do's

- ⌘ Acknowledge the question
- ⌘ Listen for both content and intent
- ⌘ Ask for clarification
- ⌘ Answer clearly, specifically and briefly
- ⌘ Check for understanding
- ⌘ Support with evidences and data

Be Polite, Firm, Assertive, Cheerful and Confident



Answering Don'ts

- ❌ Don't argue with anyone
- ❌ Don't allow one person to keep asking
- ❌ Don't say, "As I said", "Anyone should know the answer of that"
- ❌ Don't put hands on your hips
- ❌ Don't point at the audience
- ❌ Throw it back

If somebody troubles you excessively, EXPOSE HIM.



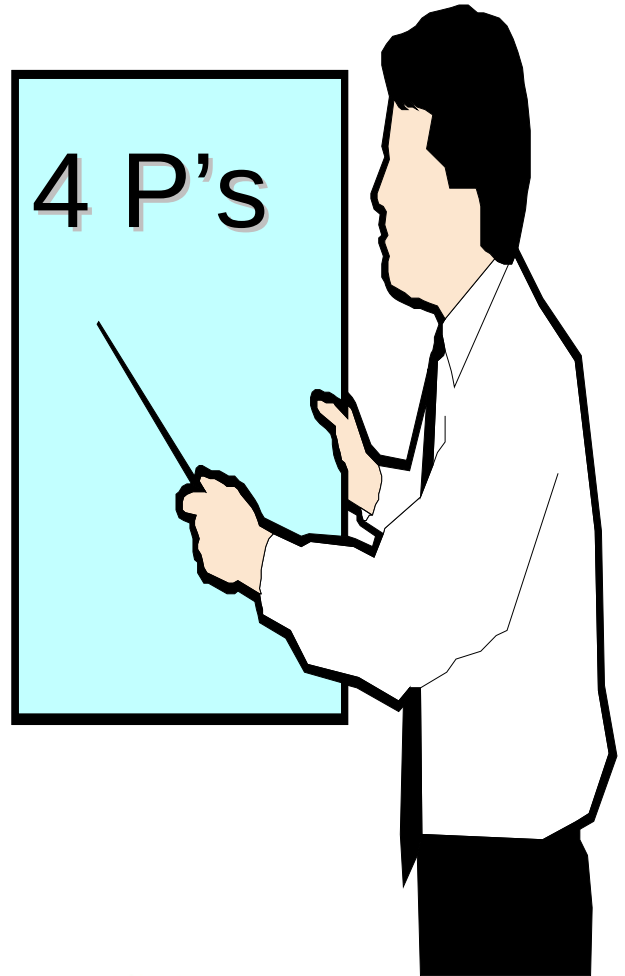
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People Skills



Esteem



Empathy



Involvement



Sharing



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Esteem

- ⊗ Treat the audience as your clients
- ⊗ Respect them
- ⊗ Praise and compliment
- ⊗ Show your appreciation
- ⊗ Be polite and courteous
- ⊗ Be specific and sincere

Respect people and their ideas even when you don't agree with them !!!



Empathy

- ⌘ Think and feel from the audience point of view
- ⌘ Listen actively for facts and signs of how the person feels
- ⌘ Respond to facts and show empathy for the audience's feelings

Don't sympathize....Empathize



Involvement

- ❄ Ask for ideas, even when you have a good solution
- ❄ Use the audience's ideas whenever possible
- ❄ Avoid telling or demanding
- ❄ Don't let them sleep

Don't be a BORE.



Sharing

- ⌘ Whenever possible, offer the “whys”
- ⌘ Provide your insights, but don’t dominate
- ⌘ Mirror audience’s feelings



Body Language

❁ Women would put on a coat left arm first and men right arm

❁ When a man passes a woman in a crowded street he usually turns his body towards her as he passes; she normally turns it away from him

❁ Women are generally more perceptive than men and this fact is commonly referred to as “woman's instinct”.



Definition

❁ The clues to the meaning and intent of communication from others that we get from gesture, facial expression, posture—everything that isn't spoken

❁ Communication through gestures or attitudes.
(Webster's)

❁ Language without spoken words and is therefore called non verbal communication



Objective

- ❁ Interpreting visual cues for appreciation of real life situations and people
- ❁ To understand how different signals can be transmitted by using your body language.
- ❁ Being more confident, more assertive, better handling of conflicts and presenting information easily

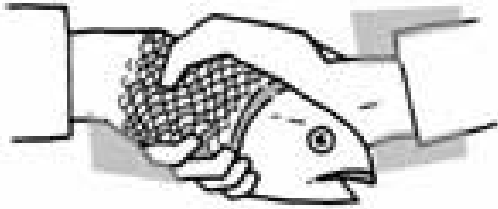


Component of Body Language

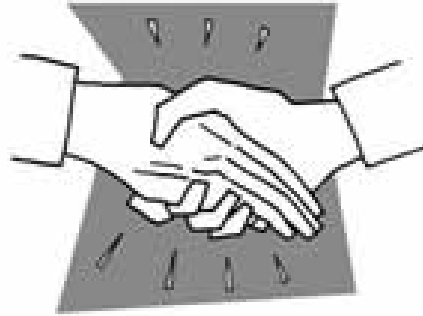
- ❖ Gestures
- ❖ Handshakes
- ❖ Eye contact/ Gazes – most important
- ❖ Smiles
- ❖ Hand Movement
- ❖ Posture
- ❖ Distance – Proxemics



Handshakes



Limp/Dead fish
Handshake



Tight Grasp/
Knuckle Grinder



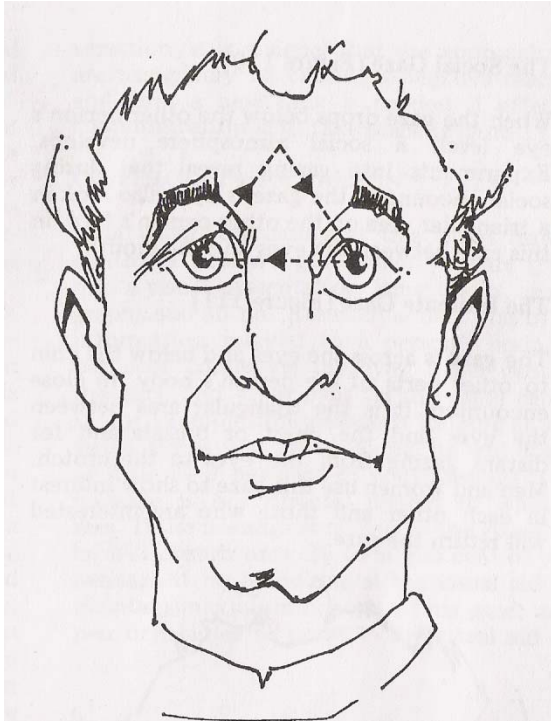
Politician's Handshake



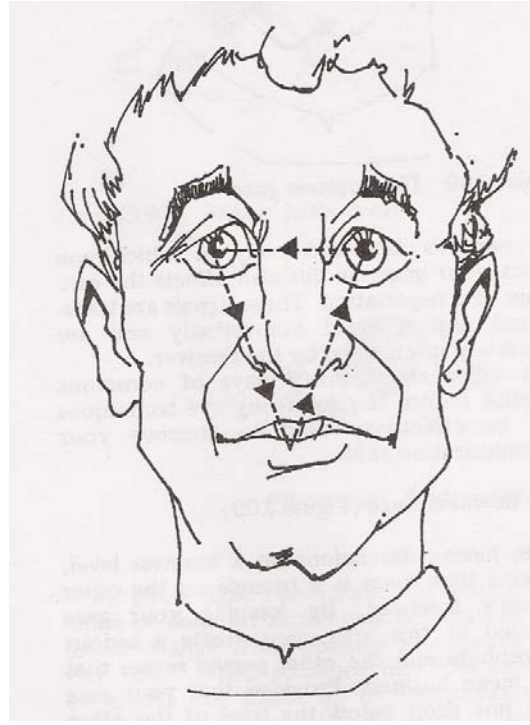
Equal Handshake



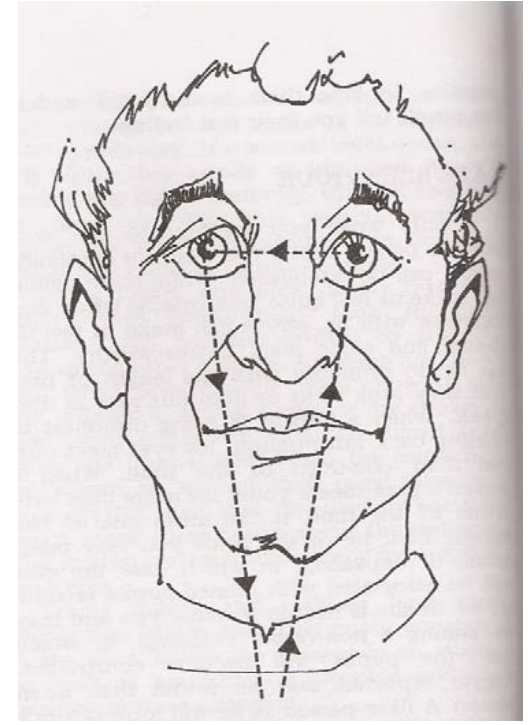
The Gazes



Business



Social



Intimate

Eye contact is the most obvious way to communicate. When you are looking at the other person, you show interest. When you fail to make eye contact, you give the impression that the other person is of no importance.



Smiles

- o Felt smile
 - o Genuinely amused
 - o Social interactions
 - o Amusement



- o Miserable Smile



- o False Smile



Hand movements

- o Arms folded with thumb pointing upwards



- o Holding hands in front



- o Clasping of hands behind the neck



Hand movements

- o Both hands or one hand on hip



- o Stapling of fingertips with thumb and first two fingers (Triangular shape)



Styles of Walking

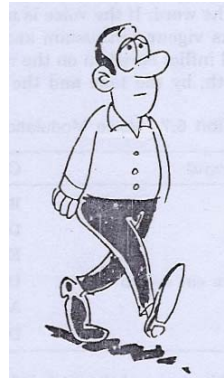
- o Hands in pocket

- o Walk disorganized, head bent
 - o Walk disorganized, kicking an imaginary object



- o Focusing of eyes

- o On the ground
 - o In the air

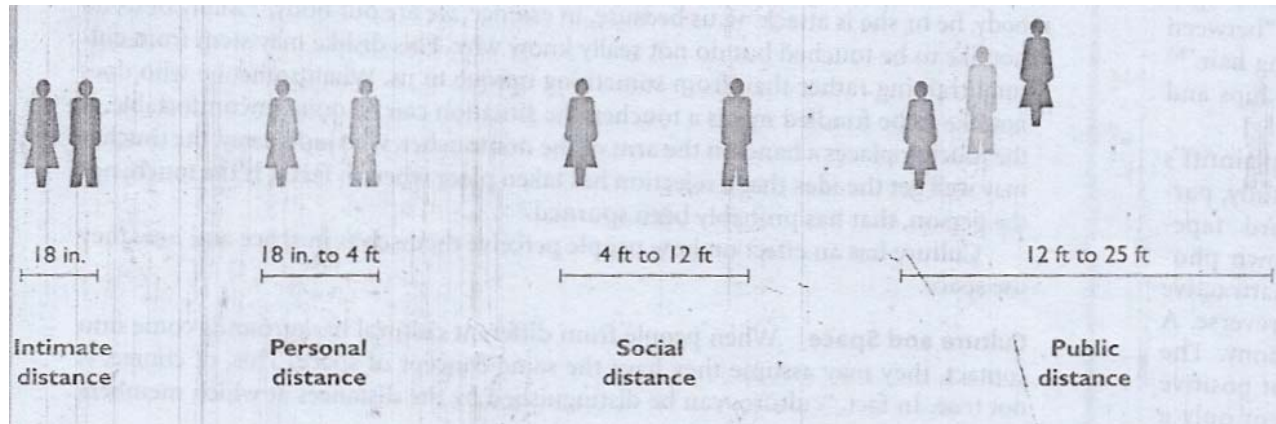


- o Strutting style of walking



Proxemics: Spatial communication

Study of how people use and perceive their social and personal space



Space distances

- o Intimate distance
 - o Used for most private activities
 - o Get clues about a relationship
- o Personal distance
 - o Comfort bubble
 - o Arrangement of furniture to safeguard territory.
- o Social distance
 - o Business transactions and casual social exchanges
 - o Standing – seated transaction
- o Public distance



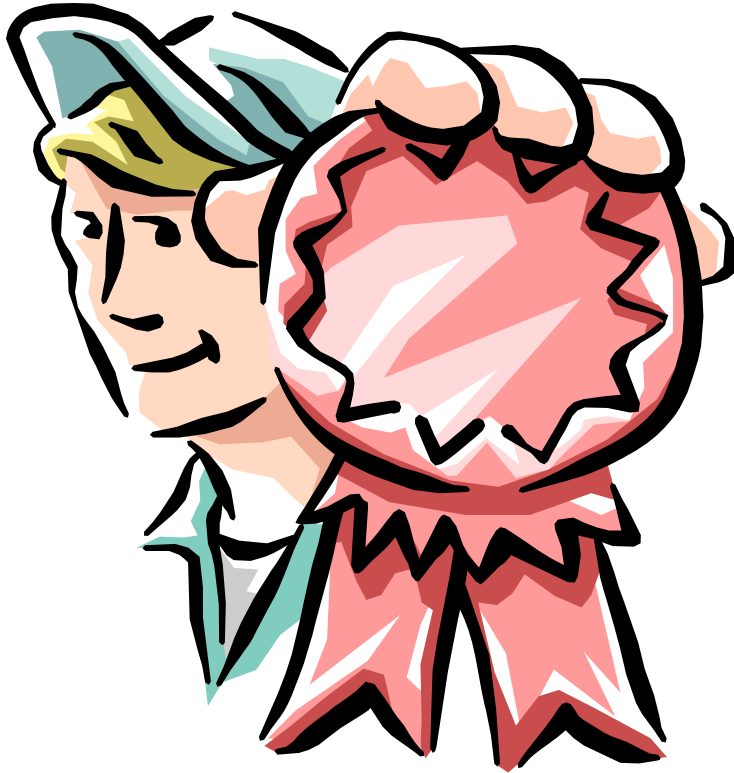
Summary

Body Language is a great tool for :

- o Understanding the Subconscious reactions and behaviors of people
- o Understanding Etiquettes across countries
- o Creating an Impression without being loud and direct
- o Beginning the process of Personal Transformation



...ITS VERY EASY TO BE A GOOD PRESENTER...



You just need to be

“ABOVE AVERAGE”

**Because rest of the
world is**

“BELOW AVERAGE”