

Why develop presentation skills?

Uses for presentational skills
Applications

Professional presentations

- Attract external business
- Inform and persuade internal clients
- Market products, services, and ideas
- Attract investors
- Encourage continued support from senior-level management and directorial boards

Common Themes

- All involve sharing information
- Some involve training and instruction
- Some involve persuading
- Some involve entertaining
- All require content knowledge **and** procedural knowledge!

Common Obstacles

- Information overload (for format and time constraints)
- Insufficient time for preparation
- Developing appropriate organization and structure
- Performance anxiety
- Accommodating diverse audiences

Key presentational variables

- Content
- Audience
- Form/format
- Time frame
- Aims/goals
- CAFTA= Strategic analysis of choices required to meet presentation goals.

The importance of preparation

- “Whether your presentation draws from a repository of technical data, reflects the results of scientific inquiry, or provides a package of information and facts for managerial decision makers, the same commitment to preparation in designing and developing your presentation should be followed (Hager & Scheiber, 1997)”.

Presentational speaking as a human system

- Speaker
- Encoding
- Audience
- Feedback
- Message
- Situation
- Noise

The presentation planning process

- Identify your aims & objectives
- Define your intended audience
- Select a format & outline your presentation
- Collect & organize data and information
- Draft your presentational script
- Design & integrate effective visuals
- Rehearse your presentation