Chapter 10
Making Oral Presentations

• Purposes
• Planning
• Choosing the Kind
• Adapting to Audience
• Planning Opening / Closing

• Designing Slides
• Choosing Information
• Organizing
• Delivering
• Handling Questions
• Group Presentations
Purposes in Oral Presentation

- Guides choice of strategy and content
  - Informative—inform or teach audience
  - Persuasive—motivate audience to act or believe
  - Goodwill—entertain and validate audience
- Make purpose as specific as possible
- *Not* introduction
Planning Presentation Strategy

- Strategy—plan for reaching specific goals and audience
- Simplify details, visuals, words, and sentences
- Make simpler than written message to same audience
Planning Presentation Strategy

- Analyze audience as you do for written message
- Think about physical conditions in which you’ll speak
- Adapt message to audience and situation
Choosing the Kind of Presentation

- **Monologue**—presenter speaks without interruption
- **Guided discussion**—
  - Speaker presents issues audience agreed to earlier
  - Presenter serves as facilitator, tapping audience knowledge
- **Interactive**—a conversation, like sales presentations
Adapting to Your Audience

- Don’t seek major opinion change in one presentation
- Make ideas relevant to audience by linking what you say to their interests
- Show audience that topic affects them directly
Planning Strong Opening and Closing

- Positions of emphasis
- Interest audience and emphasize key point
- Memorize opener and closer
Four Strong Openers

1. Startling statement
2. Narration or anecdote
   - Things that happened to you beat canned stories
   - Parables that contain point of talk make best stories
Four Strong Openers, continued…

3. Question
   - Listen to audience answers
   - Use answers in your talk

4. Quotation
Planning PowerPoint Slides

- Include main points, not details
- Elaborate on slides as you talk
Designing PowerPoint Slides

- Use a consistent background
- Use a big font
  - 44 to 50 point for titles
  - 32 point for subheads
  - 28 point for examples
- Use bullet-point phrases, not sentences
- Use clear, concise language
Designing PowerPoint Slides, continued…

- Make only three to five points per slide
- Customize your slides
  - Logo
  - Photo
  - Chart
- Use animation to control flow, build interest
  - Too much distracts the audience
Choosing Information

- Select information that is interesting and persuasive to audience
- Plan to answer audience’s questions and objections
- Limit to three main points
- Show relationship between main points
- Link points to knowledge audience has
Choosing Data

- Determine what data to present in visuals
- Make data decisions based on what the audience needs to know
- Present statistics and numbers in ways that are easy to hear
- Reduce number to two significant digits
Five Organization Patterns

1. **Chronological**—past, present, and future
2. **Problem-causes-solution**—symptoms, causes, suggestions
3. **Pro-con**—give all reasons in favor; then, those against it
4. **1-2-3**—discuss three aspects of topic
Five Organization Patterns, continued...

5. Excluding alternatives—
   - Explain symptoms
   - Explain obvious solutions
   - Show why they won’t work
   - Discuss workable solution
Creating an Overview

- Tell what you’ll cover first, second, and third
  - Helps audience know what to expect
  - Prepares audience for tracking and remembering your points
  - Offers clear signpost as you end each point
Effective Delivery: Fear

- Be prepared
  - Analyze audience
  - Organize thoughts and content
  - Design visuals
  - Rehearse opener and closer
  - Check out room and equipment
Fear, continued...

- Use only normal amount of caffeine
- Avoid alcoholic beverages
- Re-label your nerves
  - Not fear - scared – nervous
  - Say adrenaline – energetic – excited
Fear, continued...

- Contract muscles; then relax them
  - Start with feet and calves
  - Move to shoulders, arms, and hands
- Take few deep breaths from diaphragm
- Pause, look at audience before speaking
- Focus on communicating, not feelings
- Use energy in gestures, mobility
Effective Delivery: Eye Contact

- Make eye contact with individuals in audience
  - Even before you start speaking
  - Hold gaze about 5 seconds
Effective Delivery: Voice

- Make voice easy to listen to
- Find and use your optimum pitch
- Talk loudly enough so entire audience can hear
- Vary volume, pitch, and speed
- Sound energetic and enthusiastic
Voice, continued…

- Enunciate—Say all sounds in each word
  - Hardest to hear: words starting / ending with f, t, k, v, d
  - Reduce *uhs/ahs/umms* by rehearsing talk several times
Effective Delivery: Standing and Gesturing

- Place feet apart for good balance; flex knees
- Walk if you want to
  - Move purposefully; don’t pace
  - Stand still for formal talk or if on camera
  - Don’t block screen showing your visuals
- Use natural gestures for emphasis
  - Big, confident ones work best
Effective Delivery: Notes

- Put notes on cards or sturdy paper; number them
  - Use 4 x 6 or 5 x 7 cards, instead of 3 x 5
  - Use long phrases or complete sentences
- Jot down details, examples you’ll use
Notes, continued…

- Indicate where you’ll refer to visual
- Look at notes infrequently
- Hold notes high so head doesn’t bob up and down
Effective Delivery: Handling Questions

- Anticipate questions; prepare to answer them
- Tell audience early how you’ll handle questions
- Don’t nod to show you understand question
  - Look directly at questioner
  - Look at entire audience as you answer
Handling Questions, continued…

- Don’t say, *That’s a good question!*, unless you say it every time
- Repeat question before you answer
- Link answer to purpose and points made
- Reword hostile or biased questions
Group Presentations

- Introduce each group member
- Pay close attention to other members when they present
- Plan transitions
- Enforce time limits strictly
- Coordinate visuals for coherence
- Practice, practice, practice!