BUSINESS PRESENTATION

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12-1a Speaking Skills and Your Career

Many savvy future businesspeople fail to take advantage of opportunities in college to develop their speaking skills, even though such skills are often crucial for a successful career. As you have seen in Chapters 1 and 11, speaking skills rank very high on recruiters' wish lists. In a survey of employers, spoken communication took the top spot as the most desirable "soft skill" sought in job candidates. It even ranks above a strong work ethic, teamwork, analytical skills, and initiative.[1]

Figure 12.1 Types of Business Presentations

Briefing
- Overview or summary of an issue, proposal, or problem
- Delivery of information, discussion of questions, collection of feedback

Report
- Oral equivalent of business reports and proposals
- Informational or persuasive oral account, simple or elaborate

Podcast
- Online, prerecorded audio clip delivered over the Web
- Opportunity to launch products, introduce and train employees, and sell products and services

Virtual Presentation
- Collaboration facilitated by technology (telepresence or Web)
- Real-time meeting online with remote colleagues

Webinar
- Web-based presentation, lecture, workshop, or seminar
- Digital transmission with or without video to train employees, interact with customers, and promote products

Figure 12.2 Succeeding With Four Audience Types

Audience Members	Organizational Pattern	Delivery Style	Supporting Material
Friendly			
They like you and your topic.	Use any pattern. Try something new. Involve the audience.	Be warm, pleasant, and open. Use lots of eye contact and smiles.	Include humor, personal examples, and experiences.
Neutral			
They are calm, rational; their minds are made up, but they think they are objective.	Present both sides of the issue. Use pro/con or problem/solution patterns. Save time for audience questions.	Be controlled. Do nothing showy. Use confident, small gestures.	Use facts, statistics, expert opinion, and comparison and contrast. Avoid humor, personal stories, and flashy visuals.
Uninterested			
They have short attention spans; they may be there against their will.	Be brief—no more than three points. Avoid topical and pro/con patterns that seem lengthy to the audience.	Be dynamic and entertaining. Move around. Use large gestures.	Use humor, cartoons, colorful visuals, powerful quotations, and startling statistics.

Avoid darkening the room, standing motionless, passing out handouts, using boring visuals, or expecting the audience to participate.

Hostile

They want to take charge or to ridicule the speaker; they may be defensive, emotional.	Organize using a noncontroversial pattern, such as a topical, chronological, or geographical strategy.	Be calm and controlled. Speak evenly and slowly.	Include objective data and expert opinion. Avoid anecdotes and humor.

Avoid a question-and-answer period, if possible; otherwise, use a moderator or accept only written questions.

12-2 Organizing Content for Impact and Audience Rapport

After determining your purpose and analyzing the audience, you are ready to collect information and organize it logically. Good organization and intentional repetition are the two most powerful keys to audience comprehension and retention. In fact, many speech experts recommend the following admittedly repetitious, but effective, plan:

Step 1: Tell them what you are going to tell them.
Step 2: Tell them.
Step 3: Tell them what you have told them.

Although it is redundant, this strategy works well because most people retain information best when they hear it repeatedly. Let's examine how to construct the three parts of an effective presentation: introduction, body, and conclusion.

Gaining and Keeping Audience Attention

Experienced speakers know how to capture the attention of an audience and how to maintain that attention throughout a presentation. You can spruce up your presentations by trying these twelve proven techniques.

- **A promise.** Begin with a realistic promise that keeps the audience expectant (for example, *By the end of this presentation, you will know how you can increase your sales by 50 percent!*).

- **Drama.** Open by telling an emotionally moving story or by describing a serious problem that involves the audience. Throughout your talk include other dramatic elements, such as a long pause after a key statement. Change your vocal tone or pitch. Professionals use high-intensity emotions such as anger, joy, sadness, and excitement.

- **Eye contact.** As you begin, command attention by surveying the entire audience to take in all listeners. Give yourself two to five seconds to linger on individuals to avoid fleeting, unconvincing eye contact. Don't just sweep the room and the crowd.

- **Movement.** Leave the lectern area whenever possible. Walk around the conference table or down the aisles of the presentation room. Try to move toward your audience, especially at the beginning and end of your talk.

- **Questions.** Keep listeners active and involved with rhetorical questions. Ask for a show of hands to get each listener thinking. The response will also give you a quick gauge of audience attention.

- **Demonstrations.** Include a member of the audience in a demonstration (for example, *I'm going to show you exactly how to implement our four-step customer courtesy process, but I need a volunteer from the audience to help me*).

- **Samples/props.** If you are promoting a product, consider using items to toss out to the audience or to award as prizes to volunteer participants. You can also pass around product samples or promotional literature. Be careful, though, to maintain control.

- **Visuals.** Give your audience something to look at besides yourself. Use a variety of visual aids in a single session. Also consider writing the concerns expressed by your audience on a flipchart, a whiteboard, or a smart board as you go along.

- **Attire.** Enhance your credibility with your audience by dressing professionally for your presentation. Professional attire will help you look competent and qualified, making your audience more likely to listen and take you seriously.

- **Current events/statistics.** Mention a current event or statistic (the more startling, the better) that is relevant to your topic and to which the audience can relate.

- **A quote.** Quotations, especially those made by well-known individuals, can be powerful attention-getting devices. The quotation should be pertinent to your topic, short, and interesting.

- **Self-interest.** Review your entire presentation to ensure that it meets the critical *What's-in-it-for-me* audience test. People are most interested in things that benefit them.

Figure 12.5 Engaging the Audience With Effective Imagery

Metaphor — Comparison between dissimilar things without the words *like* or *as*

- Our competitor's CEO is a snake when it comes to negotiating.
- My desk is a garbage dump.

Analogy — Comparison of similar traits between dissimilar things

- Product development is similar to conceiving, carrying, and delivering a baby.
- Downsizing is comparable to an overweight person's regimen of dieting and exercising.

Personalized Statistics — Statistics that affect the audience

- Look around you. Only three out of five graduates will find a job right after graduation.
- One typical meal at a fast food restaurant contains all the calories you need for an entire day.

Worst- or Best-Case Scenario — The worst or best that could happen

- If we don't back up now, a crash could wipe out all customer data.
- If we fix the system now, we can expand our customer files and also increase sales.

Personal Anecdote

A personal story
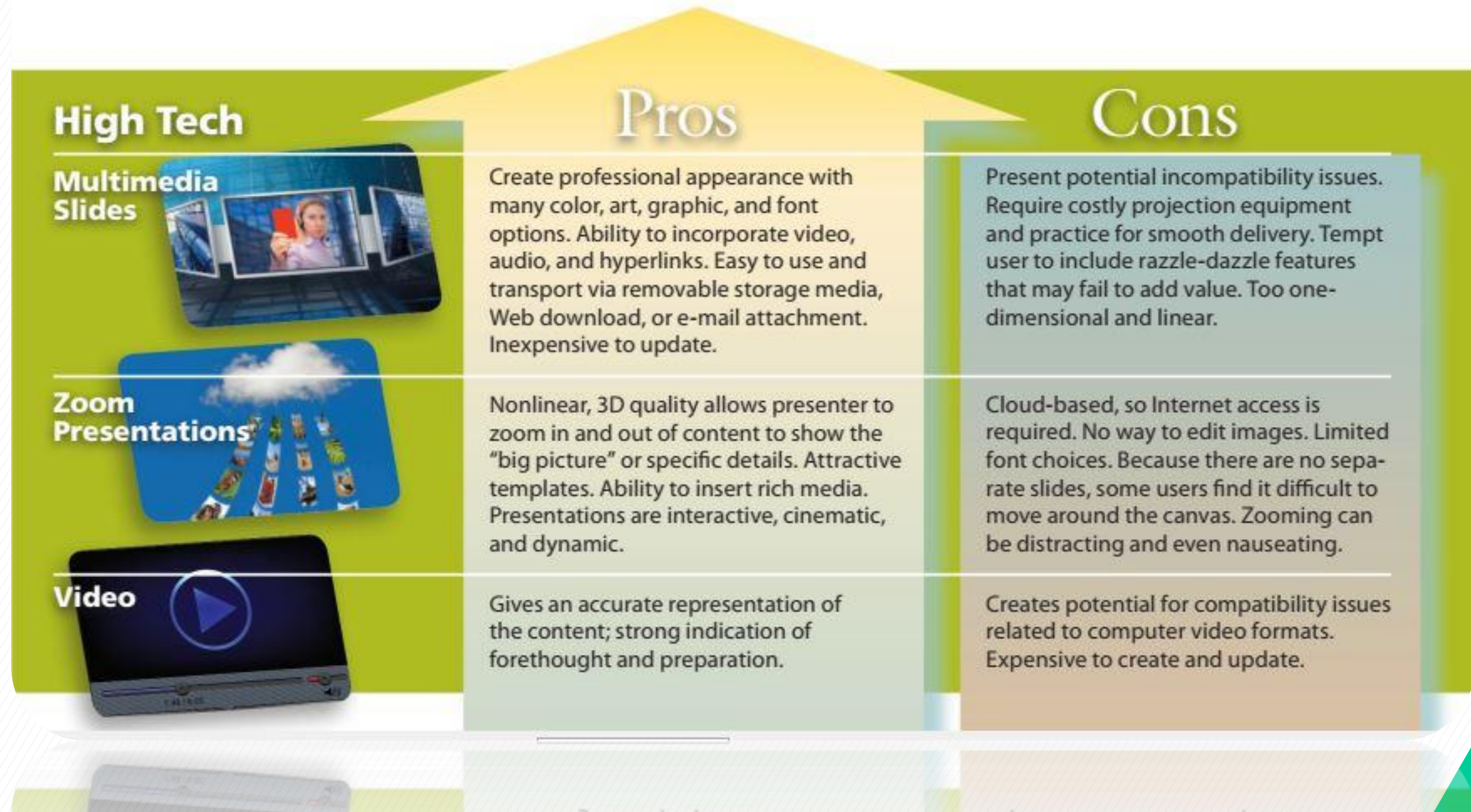
- Let me share a few personal blunders online and what I learned from my mistakes.
- I always worried about my pets while I was away. That's when I decided to start a pet hotel.

Simile

Comparison that includes the words *like* or *as*

- Our critics used our report like a drunk uses a lamppost—for support rather than illumination.
- She's as happy as someone who just won the lottery.

Figure 12.6 Pros and Cons of Visual Aid Options

High Tech	Pros	Cons
Multimedia Slides	Create professional appearance with many color, art, graphic, and font options. Ability to incorporate video, audio, and hyperlinks. Easy to use and transport via removable storage media, Web download, or e-mail attachment. Inexpensive to update.	Present potential incompatibility issues. Require costly projection equipment and practice for smooth delivery. Tempt user to include razzle-dazzle features that may fail to add value. Too one-dimensional and linear.
Zoom Presentations	Nonlinear, 3D quality allows presenter to zoom in and out of content to show the "big picture" or specific details. Attractive templates. Ability to insert rich media. Presentations are interactive, cinematic, and dynamic.	Cloud-based, so Internet access is required. No way to edit images. Limited font choices. Because there are no separate slides, some users find it difficult to move around the canvas. Zooming can be distracting and even nauseating.
Video	Gives an accurate representation of the content; strong indication of forethought and preparation.	Creates potential for compatibility issues related to computer video formats. Expensive to create and update.

Low Tech

Handouts

Encourage audience participation. Easy to maintain and update. Enhance recall because audience keeps reference material.

Increase risk of unauthorized duplication of speaker's material. Can be difficult to transport. May cause speaker to lose audience's attention.

Flipcharts or Whiteboards

Provide inexpensive option available at most sites. Easy to (a) create, (b) modify or customize on the spot, (c) record comments from the audience, and (d) combine with more high-tech visuals in the same presentation.

Require graphics talent. Difficult for larger audiences to see. Prepared flipcharts are cumbersome to transport and easily worn with use.

Props

Offer a realistic reinforcement of message content. Increase audience participation with close observation.

Lead to extra work and expense in transporting and replacing worn objects. Limited use with larger audiences.

Figure **12.9** Revising and Enhancing Slides for Greater Impact

Figure **12.10** Designing More Effective Slides

Before Revision

DESIGN TIPS FOR SLIDE TEXT

1. STRIVE TO HAVE NO MORE THAN SIX BULLETS PER SLIDE AND NO MORE THAN SIX WORDS PER BULLET.
2. IF YOU USE UPPER- AND LOWERCASE TEXT, IT IS EASIER TO READ.
3. IT IS BETTER TO USE PHRASES RATHER THAN SENTENCES.
4. USING A SIMPLE HIGH-CONTRAST TYPE FACE IS EASIER TO READ AND DOES NOT DISTRACT FROM YOUR PRESENTATION.
5. BE CONSISTENT IN YOUR SPACING, CAPITALIZATION, AND PUNCTUATION.

After Revision

Design Tips for Slide Text

- Six or fewer bullets per slide
- Six or fewer words per bullet
- Concise phrases, not sentences
- Simple typeface
- Consistent spacing, capitalization, punctuation

The slide on the left uses a difficult-to-read font style. In addition, the slide includes too many words per bullet and violates most of the slide-making rules it covers. After revision, the slide on the right provides a pleasing color combination, uses short bullet points in a readable font style, and creates an attractive list using PowerPoint SmartArt features.

Seven Steps to a Powerful Multimedia Presentation

1 **Start with the text.**

What do you want your audience to believe, do, or remember? Organize your ideas into an outline with major and minor points.

2 **Select background and fonts.**

Choose a template or create your own. Focus on consistent font styles, sizes, colors, and backgrounds. Try to use no more than two font styles in your presentation. The point size should be between 24 and 36, and title fonts should be larger than text font.

3 **Choose images that help communicate your message.**

Use relevant clip art, infographics, photographs, maps, or drawings to illustrate ideas. Microsoft Office Online is accessed in PowerPoint and contains thousands of clip art images and photographs, most of which are in the public domain and require no copyright permissions. Before using images from other sources, determine whether permission from the copyright holder is required.

4 Create graphics.

Use software tools to transform boring bulleted items into appealing graphics and charts. PowerPoint's SmartArt feature can be used to create organization charts, cycles and radials, time lines, pyramids, matrixes, and Venn diagrams. Use PowerPoint's Chart feature to develop various types of charts including line, pie, and bar charts. But don't overdo the graphics!

5 Add special effects.

To keep the audience focused, use animation and transition features to control when objects or text appear. With motion paths, 3D, and other animation options, you can move objects to various positions on the slide and zoom in and out of images and text on your canvas; or to minimize clutter, you can dim or remove them once they have served their purpose.

6 Create hyperlinks.

Make your presentation more interactive and intriguing by connecting to videos, spreadsheets, or websites.

REFLEKSI

1. Informasi penting hari ini

2. Manfaat penting dari informasi penting hari ini

3. Tindak lanjut yang dapat saudara lakukan

That's all. Thank you! ☺

Any Questions?