

Unit 318 (B&A 57): Principles of business communications and information

Handout 3: Understand how to develop and deliver presentations

Types of presentation

Presentations usually intend to either:

- persuade, or
- inform.

Examples:

- Presenting new products
- Selling a business opportunity
- Selling yourself at interview
- Introducing a new project
- Demonstrating a product
- Outlining a business strategy

Presentation methods

- Formal speech
- PowerPoint slides
- Round-the-table discussion



Before the presentation, you will need to know:

- the purpose – exact topic
- the date, time and duration
- the audience – number and nature
- what support materials are required.

Research the information

- Research the information required.
- Keep the purpose of the presentation firmly in mind.
- Don't include extra or unnecessary information.

Structure the presentation

Plan and draft the content of what you are going to say and any support materials.

Consider the audience to ensure that the language is most suited to them.

Oral presentations

With regard to the amount of information retained, the following figures apply*:

- | | |
|-------------------------------|-----|
| • Sight | 75% |
| • Audio | 15% |
| • Other senses (smell, touch) | 10% |

* Albert Mehrabian

Computer software

Creates 'slides' – a useful way to address the visual aspect of a presentation.

To provide a visual emphasis or summary to what you are saying.

Include only key points as you will be delivering most of the information verbally.

Use of colour can help to reinforce the point/make comparisons.

Support materials

- If handouts are required, you will need to prepare these too.
- Computer software allows you to quickly create a handout in the form of a printout of the slides.
- Prepare an evaluation questionnaire.

The Motivated Sequence

Alan Monroe's Motivated Sequence works on the basis that although listeners are individuals, there are ways to encourage a positive response from them.

The Motivated Sequence address five steps:

1. Attention
2. Need
3. Satisfaction
4. Visualisation
5. Action

Rehearse the presentation

- Practise what you are going to say.
- Make use of cue cards.
- Run through to gauge timing.
- Practise in front of someone who can give constructive comments on it.
- Check carefully for spelling, grammar and inaccuracies in any support materials/slides.

During the presentation

- Introduce yourself and the purpose of the presentation.
- Speak clearly and slower than usual.
- Try to appear relaxed and confident – use of body language.
- Make eye contact with audience.
- Keep the audience's focus.
- Summarise main points to clarify meaning.

Audience participation

Encourage the audience to stop you and ask questions to:

- encourage participation
- keep the audience focused
- confirm their understanding.

