

# ORAL PRESENTATION SKILLS

*It usually takes more than three weeks to prepare a good improptu speech.*

Samuel Clemens

# PRESENTATION

- ▶ What is an oral presentation?
- ▶ How to build an oral presentation?
- ▶ What knowledge and skills are necessary to make a presentation?

# What is an oral presentation?

- ▶ Form of professional communication of a specialist
- ▶ Strategy
- ▶ Components of presentations

# Professional communication skills

- ▶ Written communication
- ▶ Electronic communication: e-mail, voice mail, video conferencing
- ▶ Graphical communication
- ▶ Oral presentations
- ▶ Enquiry, listening, dialogue

# HOW TO BUILD A PRESENTATION?

## STRATEGY

- ▶ Objectives
- ▶ Audience
- ▶ Organization/rule of 3

# STRATEGY: OBJECTIVES

*"A speech without a specific purpose is like a journey without a destination."*

*Ralph C. Smedley*

- ▶ to inform/instruct
- ▶ to persuade
- ▶ to entertain

# STRATEGY: AUDIENCE

- ▶ Audience:
  - Specialists
  - Non-specialists
  - Supporters
  - Opponents

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# STRATEGY

## ORGANIZATION PATTERN

- ▶ Chronological
- ▶ Problem-solution
- ▶ Comparison-contrast
- ▶ Cause-effect
- ▶ Definition
- ▶ Classification
- ▶ Description
- ▶ Own pattern

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# STRATEGY: RULE OF THREE

- ▶ we remember 3
- ▶ parts to presentation 3
- ▶ use lists of 3

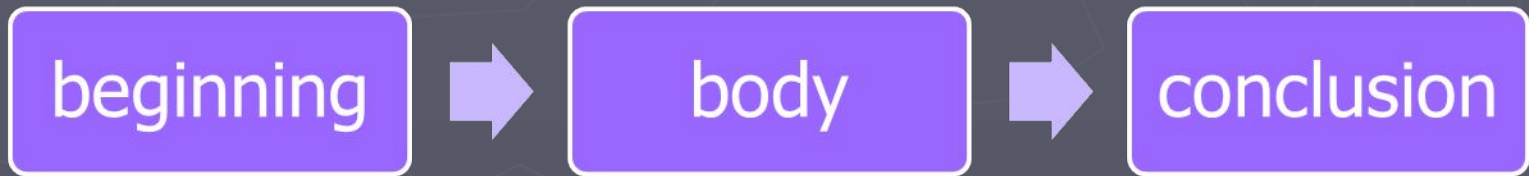
# Rule of three

- ▶ VENI, VIDI, VICI - *JULIUS CAESAR*
- ▶ "FRIENDS, ROMANS, COUNTRYMEN LEND ME YOUR EARS" - *WILLIAM SHAKESPEARE*
- ▶ "OUR PRIORITIES ARE EDUCATION, EDUCATION, EDUCATION" - *TONY BLAIR/V. LENIN*
- ▶ A MARS A DAY HELPS YOU TO WORK, REST AND PLAY - *ADVERTISING SLOGAN*
- ▶ STOP, LOOK AND LISTEN - *PUBLIC SAFETY ANNOUNCEMENT*

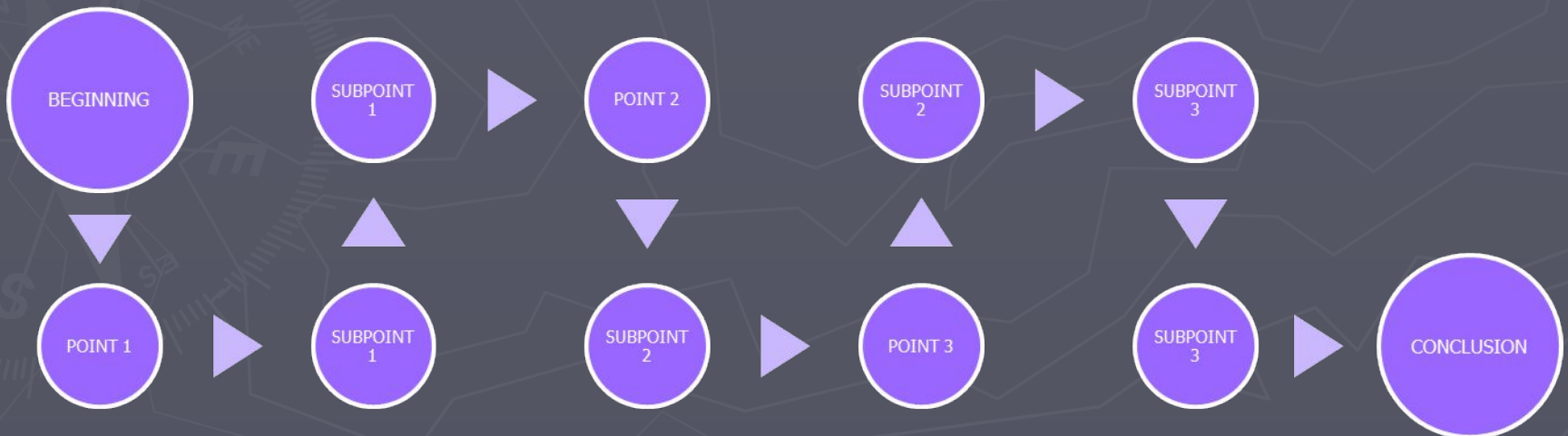
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# PRESENTATION SCENARIO

## LINEAR



## NON-LINEAR



# PRESENTATION COMPONENTS

Beginning	Body	Conclusion
<ol style="list-style-type: none"><li>1. <b>Strong introduction</b></li><li>2. Statement of topic &amp; objective</li><li>3. Statement of structure (main points)</li></ol>	<ol style="list-style-type: none"><li>1. Beginning</li><li>2. Main part</li></ol> <p>Max 4 key points</p>	<ol style="list-style-type: none"><li>1. Review of key points</li><li>2. <b>Strong conclusion</b></li></ol>

# Introducing yourself

- ▶ Allow me to introduce myself.

I am Robert Jones

... and I work for BP;

...and I'm the Managing Director of JSC Lukoil

...and I represent JSC Lukoil

# STATEMENT OF TOPIC & STRUCTURE

- ▶ *I want to talk to you this afternoon about Peak Oil. My presentation will be in 3 main parts.*

1 <sup>st</sup> key point	2 <sup>nd</sup> key point	3 <sup>rd</sup> key point
<p><i>First</i></p> <p><i>My first point will be</i></p> <p><i>I shall start by</i></p> <p><i>I'll begin by</i></p> <p><i>I'll kick off by</i></p>	<p><i>Then</i></p> <p><i>Second</i></p> <p><i>Secondly</i></p> <p><i>We'll then move onto</i></p> <p><i>My second point</i></p>	<p><i>Lastly</i></p> <p><i>And finally</i></p> <p><i>I shall end by</i></p> <p><i>My last point will be</i></p> <p><i>And last but not least</i></p>

# The audience must know exactly

- ▶ Who you are
- ▶ Where you are from
- ▶ What you are going to talk about
- ▶ Why you are going to talk about it

# NECESSARY KNOWLEDGE & SKILLS

COMPRESS TEXT into:

- ▶ *points*
- ▶ *graphs*
- ▶ *tables*

COMMENT on:

- ▶ *points*
- ▶ *graphs*
- ▶ *tables*

- ▶ make transitions
- ▶ summarize
- ▶ Keep eye-contact
- ▶ Use humour



# ORAL PRESENTATION RULES

- ▶ Rule of 3
- ▶ Recap each key point
- ▶ Present all figures on screen
- ▶ Comment on each stated point
- ▶ Do not comment on unstated points
- ▶ Align phrases
- ▶ Build logical transitions

# Telling them what you are going to talk about

SIGNPOST	Pronoun + verb	OBJECT
First	we are (I'm)going to look at	the LNG market
Then	I'm going to talk about	
Secondly	we'll move onto	
Lastly	I'm going to examine	
And finally	I'll present an overview of	
And last but not least	I'll (briefly) go over	

# MOVING

## Backwards Forward & Sideways

- ▶ To move on to my next point...
- ▶ Going back to my previous point...
- ▶ Let's turn to a different point.
- ▶ To return to my main point...
- ▶ I'd like to digress from my plan and...
- ▶ To sum up/ summarize, conclude....

# RULES FOR CONNECTORS

## 1. Expressing different ideas

Sentence Beginning	Sentence Middle	Sentence End
Although		
However...	also ...	
While...	also...	
On the one hand...	on the other hand...	
In spite of + v+ing		

# RULES FOR CONNECTORS

## 2. showing a consequence

AMOCO has the money but not the network, while PETROBRAS has the network but not the money.

Therefore,

So,

Consequently,

Because of these factors/  
this

As a result,

a merger would kill two birds with one stone.

# RULES FOR CONNECTORS

## 3. adding arguments

- ▶ Not only...but also
- ▶ Moreover...
- ▶ In addition to this...

One argument	Adding another argument
<i>People are buying smaller cars.</i>	<i>Most people are using smaller cars.</i>