

Agenda

- Persuasive oral presentation assignment
- Oral presentations (cont.)
 - Handling Q & A
 - Creating and using visual aids
 - Visual aids exercise
- Giving and receiving feedback

Oral Presentation Reminders

- Persuasive oral presentation assignment
 - Task: Persuade (sell, not tell) an audience
 - Timing: 5 minutes (timed) plus up to 2 for Q&A
- Oral lab:
 - Arrive on time and at correct place
 - Bring:
 - blank video tape
 - description of context & presentation outline
 - paper copies of visual aids

Aspects of an Effective Presentation

Strategy/structure

Purpose, audience, credibility, context, direct/indirect structure

Delivery

Tone, fluency, confidence, movement, eye contact

Handling Q&A

Plan, listen, answer, summarize

Designing Visual Aids

Uncluttered, purposeful, well titled, consistent

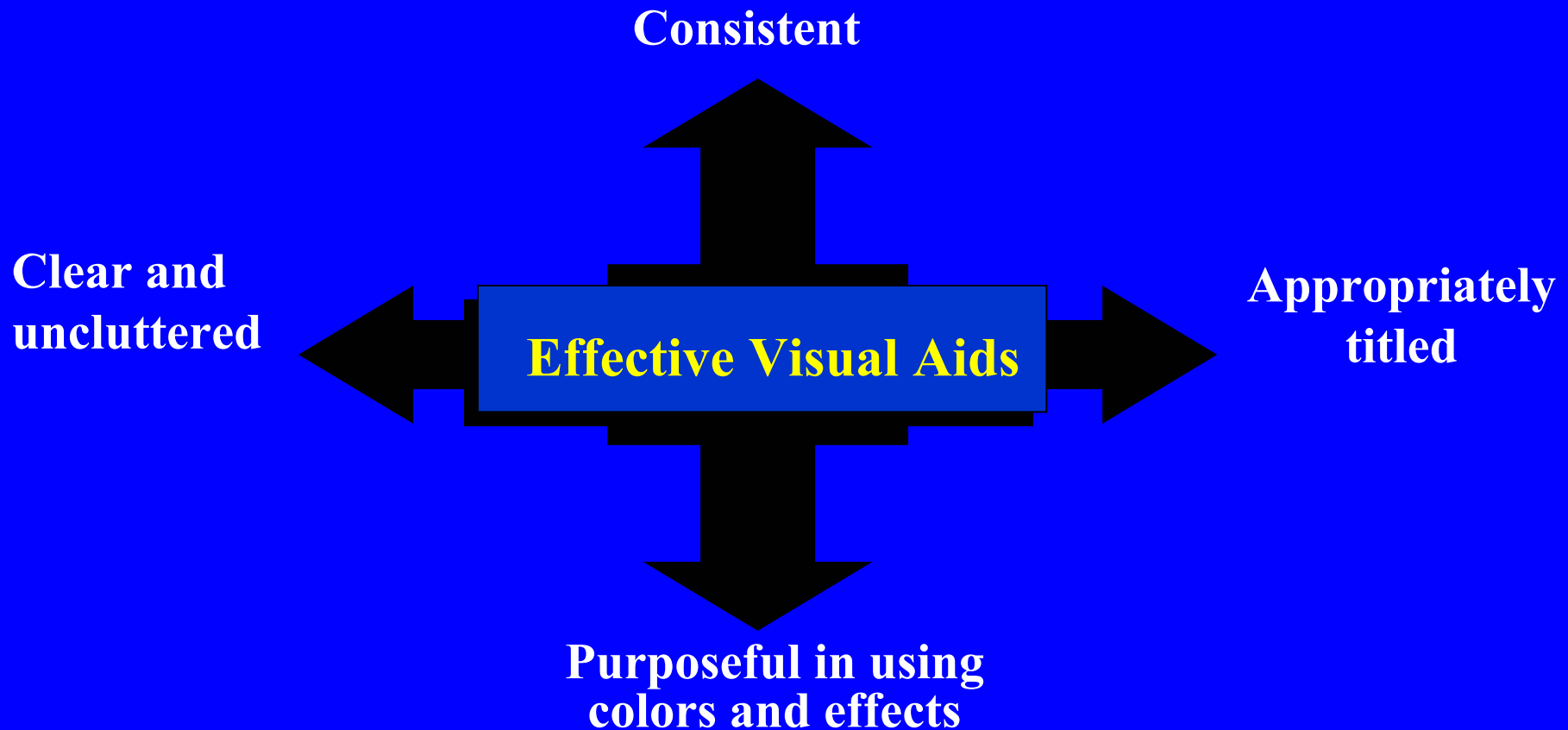
Handling questions and answers

- Before:
 - Plan, anticipate, and rehearse
 - Set rules about timing (during or after)
- During:
 - Listen, clarify, and buy time before you answer
 - Answer honestly and empathetically
 - Reinforce your message
- After:
 - Summarize main point--don't end on last answer

Creating visual aids: Functions

- Clarify structure
- Emphasize important ideas
- Illustrate relationships or objects visually
- Enhance and maintain interest

Effectively designed visual aids are...



Too much text clutters visual

MAJOR WEAKNESSES IN THE CURRENT ORGANIZATION

Stocks and Bond's present management structure has several important deficiencies that should be corrected in any substantial realignment of responsibilities.

- ¶ **There is no single recognized head of the firm such as a Management Committee, CEO, COO, CFO, etc.**
- ¶ **We have observed that there are no clearly defined lines of authority and responsibility for major activities or geographical locations.**
- ¶ **It is possible that a real conflict exists between the production department and the administration (e.g., who determines forecasts?)**
- ¶ **Inadequate “thinking through” of how much autonomy should be granted to regions (or branches) in various phases of the firm's activities – and what authority in each will be exercised by Corporate Headquarters.**

We will discuss each of these in the following chapters.

Concise slides work better

The Organization Has Several Weaknesses

- No single recognized head of firm
- No clear authority and responsibility
- Conflict between production and administration
- Tension between regional autonomy and corporate authority

Use a consistent and uncluttered template

- Many standard templates are messy & inappropriate
- Simple and clear works best
- Use a sharp color contrast
 - Computer projection: Consider white or yellow against blue
 - Transparencies: Consider dark against no background
- Test hand-outs for note taking

Choose appropriate medium for visual aids

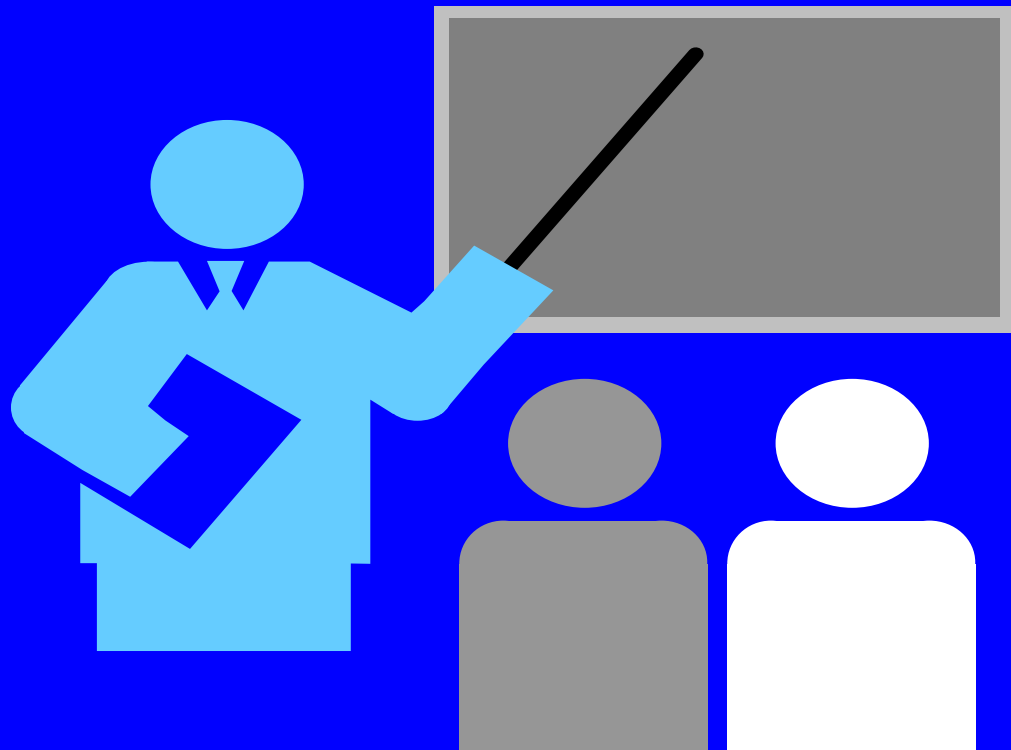
- Flip charts
- Overhead transparencies
- Computer projection (PowerPoint slide shows)
- Slides
- Video

Using visual aids

- Check equipment and room in advance
- Have alternatives in case of equipment failure
- Avoid blocking audience's view
- Interact with visuals effectively
- Look at your audience, not the screen
- State transitions out loud

Remember...

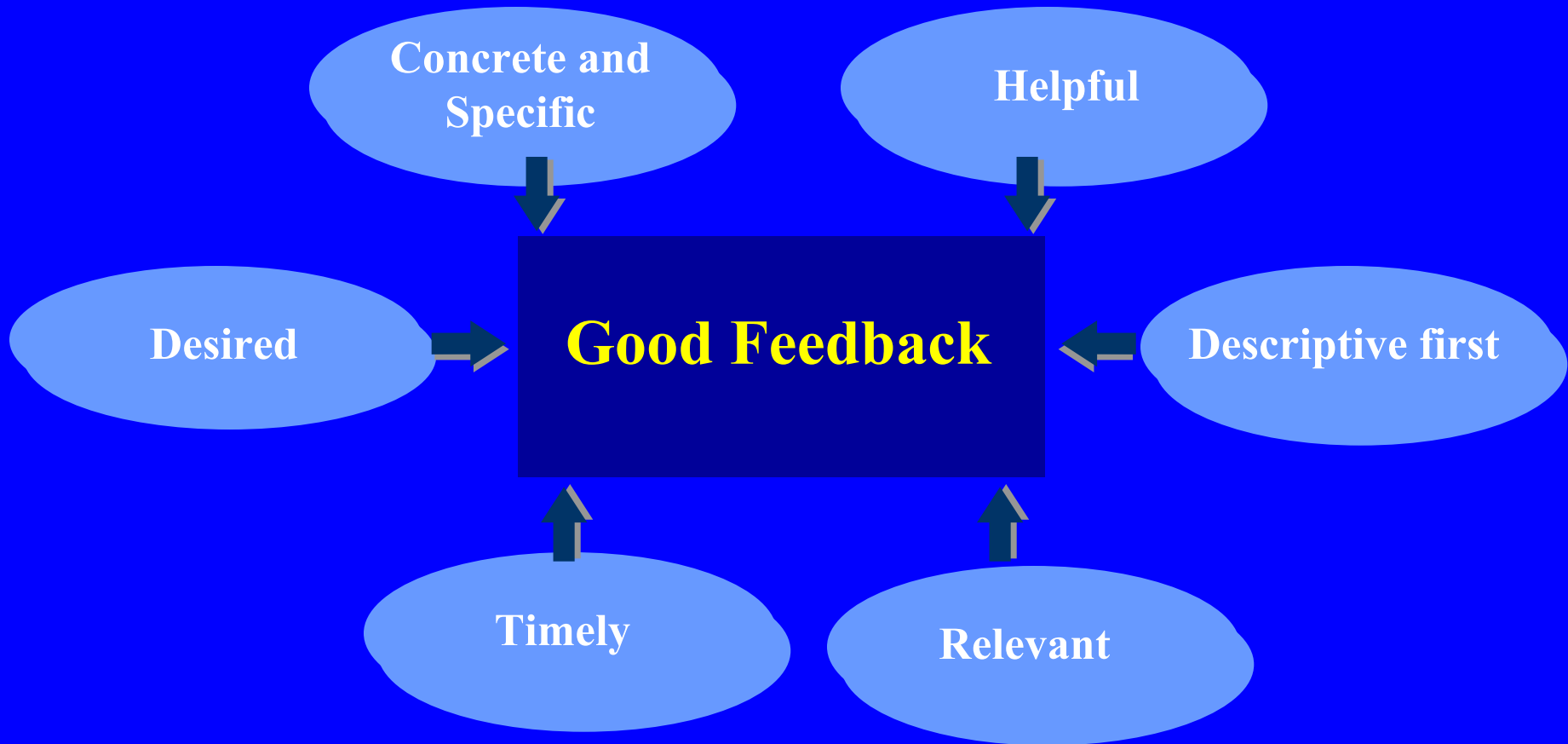
You are the presentation--the visuals are not.



Visual Aids Exercise

- **Objective:** To practice creating charts with message titles from raw data
- **Procedure:**
 - Work in your teams
 - Examine data and choose an audience and purpose
 - Create 2 different charts (with message titles)
 - Prepare 2-minute presentation around charts
- **Timing:** 15 minutes to prepare charts

Giving Feedback



Receiving Feedback

- Understand first
 - Take a moment before responding
 - Restate or paraphrase back, clarify
 - Try to see from speaker's point of view
 - Take notes
 - Accept as a valid data point
- Evaluate later