



**UNIT STRUCTURE :**

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**10.2.2 Structuring a Presentation**

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**10.0 OBJECTIVES**

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After going through this unit, you will be able to

- understand the importance of presentation

- plan your presentation effectively
- prepare your presentation
- learn how to articulate and present your ideas

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## 10.1 INTRODUCTION

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Presentation has remained as “Present Tension” for everyone. The reason why people fail to present their ideas effectively is they do not start with Why. Simon Sinek, a well-known business strategist of USA, in his book “*Start With Why*” shares the secret how great leaders communicate effectively. The difference between an ordinary person and a great leader is that they “think, act and communicate” in the same way. Hence, if the presenter is clear with why he / she is presenting, he can be clearer with how and what part too. Planning has utmost importance in the presentation because it is rightly said that if you fail to plan, you plan to fail.

Once ShriRamkrishnaParamhans asked Swami Vivekananda, “What should be the objective of life?” ShriRamkrishnaParamhans, to explain this question, replied that the objective of life should be to strike a balance between action and contemplation. This, in the simplified words, can be explained, as there must be balance between what you think and act. Hence, the clarity of what is to be presented is a must in the mind of the presenter before the presentation is being prepared.

This unit, Presentation Strategies, will be helpful in day-to-day life wherever one intends to present his ideas in any of the occasions. Be it formal or informal, the details discussed here will be helpful. You will learn various tips for effective presentation, how to prepare a presentation, how to analyze the audience and various techniques of presentation in this unit.

### CHECK YOUR PROGRESS 1

#### ANSWER THE FOLLOWING QUESTIONS

3. Who has authored the book “*Start with Why*”?
4. What is the most important element in presentation?
5. What was asked by ShriRamkrishnaParamhans to Swami Vivekananda?
6. What was the message conveyed to Swami Vivekananda?

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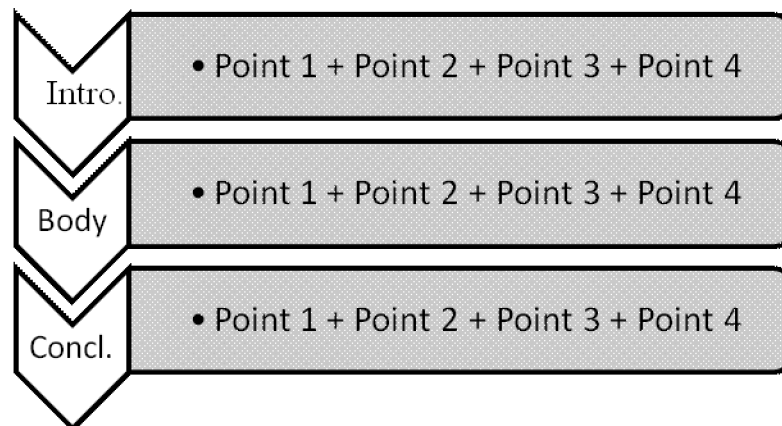
## 10.2 PLANNING A PRESENTATION

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The way of presentation is more important than the ideas itself. It is the reason why one should be very careful in preparing the presentation. Stephen Richards Covey, an American educator, author, businessman, and keynote speaker, in his famous book, “*7 Habits of Highly Effective People*” mentioned that the second habit as “Begin with End in Mind.”, which means you should have a big picture in your mind while you have initiated the plan of your presentation. This will help you to cover all the points and present them effectively. Let’s discuss how to prepare and presentation and how to structure a presentation.

### 10.2.1 Preparing a Presentation

As discussed earlier, one should find, filter and finalize the objectives of your presentation, which will help you to lead your presentation to the desired destination. One can use the following technique for the effective brainstorming.



One can jot down the points into these three categories so that later, one can develop those points and prepare a presentation. The other way of brainstorming is that one should jot down all the points and then categorize them into three parts like I, B and C where I stands for Introduction, B stands for Body and C stands for Conclusion. This exercise will bring in clarity about preparing a presentation.

### 10.2.2 Structuring a Presentation

The presentation is likely to flop if one doesn't organize it well. The way of presenting an idea is more important than the idea itself. The ideal structure of any presentation is:

- **Introduction**
- **Body (Main points)**
- **Conclusion**

Let's discuss these points.

#### 10.2.2.1 Introduction

The introduction is the point at which the presenter describes the content and objective of the presentation. This is a crucially important part of your talk as you will need to seek the audience's interest and confidence. Introduction helps in building the rapport with the audience. It is necessary to have a gripping introduction to capture the audience's attention. One can start with a relevant story, anecdote, a rare joke, a relevant question, an astonishing statement or provocative quote can be a good start. Nevertheless, a joke is risky because if you crack a joke and nobody laughs, it will destroy the effectiveness of your presentation. Story and anecdotes are safer experiments in comparison. Talking about the purpose of the presentation might be a good start in formal and technical presentation. If you start with a story or a joke, one should ensure its relevance with the topic. If you tell a story without its relevance to the topic, the audience may get disappointment.

One should aim to deliver your introduction confidently (wait until the audience is quiet before you start speaking) and communicate with energy and enthusiasm for the topic.

It is better to prepare a thesis statement, which clears your stand and the objective of your presentation. If possible, one should add the points stating the reasons so that the same can be developed in the body part and you can achieve coherence by this practice.

### 10.2.2.2 Body (Main points)

Thesis statement is considered as the backbone of the presentation. The main function of the body is to deliberate expansion of the thoughts in a structured way. There should be logical sequence maintained in the presentation. It should clearly be looked as each idea / point is interrelated and connected and flow of the presentation is progressing logically.

One should try to support your points and reasons with suitable examples and illustrations. You can use facts and figures, charts, images; audio, video etc. can be used in support of the argument and to convince the audience.

### 10.2.2.3 Conclusion

The summing up is equally important as the introduction is. The conclusion is an essential section of a presentation. Conclusion is the last phase of the presentation to convince the audience. If one fails to conclude properly, all efforts of presentation will go to vain.

One should include the thesis statement and summarize all the important points in the conclusion. The objective of one's presentation should also be conveyed clearly in order to connect one's ideas; else, one may lose the impact of your presentation. Do not forget to express your feelings of gratitude towards the audience for their patience and participation.

## CHECK YOUR PROGRESS 2

### ANSWER THE FOLLOWING QUESTIONS

1. Explain the second habit, *begin end in mind* by Stephen Covey?
2. What is the first step of preparing a presentation?
3. How many steps are there in preparing a presentation?
4. What should be included in the conclusion?

### 10.2.3 Tips of Effective Presentation

Those who are efficient in group discussion and debate many a times fail to perform well in presentation, as it is only the presenter who deals with the presentation alone. Here, neither overconfidence nor lack of confidence works in the case of presentation. However, if the presenter follows some tips, he can do miraculously well in the presentation. Some such tips have been discussed here:

#### 10.2.3.1 Open up cheerfully

The audience likes the smiling face, one needs to address the audience cheerfully which will help to establish the healthy connection with them.

### **10.2.3.2 Analyze the audience and locale**

The golden rule is not to give what you have, give what is required to get acknowledged and appreciated. If you know the type of audience, it will always help you to deliver your talk as per the level of the audience. Therefore, it is advisable to scan the audience in advance. One cannot present his ideas in the same way to the science students and to the scientists.

### **10.2.3.3 Plan your presentation**

As per the time given, you should work upon tentatively on duration and the points you wish to cover in your presentation. If you are planning to use the slides of PowerPoint Presentation, you should not include more than 4 points in each slide to avoid confusion in the minds of the audience.

### **10.2.3.4 Structure your presentation**

As discussed earlier, your presentation should have three sections; (1) Introduction (2) Body and (3) Conclusion. The points which you have planned should be divided into these three sections and justify as per the requirement. Each and every point with their required examples should be presented.

### **10.2.3.5 Keep it simple**

Your presentation is required to be simple in terms of the content that you use and the way you present. If your presentation is loaded with heavy words and lots of figures, it may disconnect the audience as they cannot absorb beyond certain extent. It's better and advisable to keep the presentation simple and select the simple way of presentation.

### **10.2.3.6 Engage your audience**

Asking questions to the audience frequently, will keep them connected with you. They will also feel like involved in the presentation and are the part of the presentation. However, overdose of such questions may ruin the impact of your presentation. You may ask them their point of view. People have short attention spans so try to do something interactive every 15 – 20 minutes.

### **10.2.3.7 Use short stories and anecdotes**

Your love for list of things to be discussed may not work effectively, as people do not have patience and capacity to remember things. Moreover, it kills their interest in the presentation. On the other hand, presenter may not be able to present each point enlisted in the script, which in addition to invite trouble for him. However, people remember and love to listen to stories. Hence, the ideas incorporated with the storied shared with the audience can be more effective. Compare all other methods and means of presentation.

### **10.2.3.8 Practice leads to perfection**

You are for sure inviting the troubles if you are presenting your ideas without preparation. It is rightly said that if you fail to plan, you plan to fail. The more you practice, the more perfectly you can perform. It is also advised not to practice before mirror but before the live audience / people with a view to getting feedback about your performance.

**10.2.3.9 Interact with the audience**

Your lecturing may not help you to keep the audience connected with you. You should interact with them and involve them in order to maintain their interest in the presentation. You should use real life examples in your presentation.

**10.2.3.10 Use your body language**

Your body speaks before you speak so use your body language appropriately as per the need of the presentation. It can even be better if you can blend your emotions with body language. Try to learn and adopt positive gestures and postures to convey your ideas more effectively. You may even move around the audience. If you cannot be mobile, you can use hands to seek the attention of the audience.

**10.2.3.11 Use visuals**

Your words may perish from the memories of the audience, but the visuals used in the presentation to support your presentation will have longer life in the memories of the audience. It has been rightly said that a **picture is worth 1000 words**. Various charts, graphs, images etc. will surely live in the head and heart of the audience for the long time moreover; it will help them in understanding the point of presentation more lucidly.

**10.2.3.12 Keep a back plan ready**

Murphy's Law normally applies during a presentation. The projector may work; there can be power cut, or other issues, which may create adverse situation for your presentation. So, it is advisable to confirm the required tools in advance at the location and in addition to this, you should have a back plan ready in your mind if your desired plan fails.

**CHECK YOUR PROGRESS 3****MATCH THE FOLLOWING TIPS WITH THEIR DETAILS**

Tips		Details		Answer
1	Keep a back plan ready	A	Try to learn and adopt positive gestures	1 .....
2	Engage your audience	B	Audience cannot absorb beyond certain extend	2 .....
3	Use your body language	C	People have short attention spans	3 .....
4	Structure your presentation	D	If your desired plan fails.	4 .....
5	Keep it simple	E	The points which you have planned should be divided into these three sections	5 .....

**10.2.4 Analyzing the audience and locale**

The interpersonal skills vary from person to person. You cannot deal with your boss in the same way you deal with your friend. Likewise, presentation can never be the same for the different types of audience. If you fail to scan the audience, your all endeavors will go invain as the audience will not be able to connect with you and your ideas. It is, therefore, very important to

analyze the audience before you present. It is even more advantageous if you know about the audience while you prepare your presentation in order to connect, convey and convince them. Let's discuss the types of audience.

#### **10.2.4.1 Demographic Analysis of Audience**

Demographic Analysis of audience tries to analyze the audience by their age, gender, background, education, profession, culture and country so that the presentation can be prepared accordingly.

#### **10.2.4.2 Psychological Analysis of Audience**

Every person carries preconceived notion about the speaker. This preconceived notion can be either positive or negative. If the audience carries the positive notion about the speaker, it is known as Halo effect whereas if the audience carries the negative notion about the speaker, it is known as Horn effect. Whether the audience is familiar with the topic of the presentation or not these are the factors affect the audience psychologically. Hence, it is required to consider this while preparing and presenting your ideas to the audience.

#### **10.2.4.3 Contextual Analysis of Audience**

Whether is it mandatory or voluntary? What is the time of the presentation? What is the topic of the presentation? These are the questions, which comply the objective of contextual audience analysis. If the audience has voluntarily joined the presentation, the members will be found more open minded and responsive in the presentation. If the presentation has been scheduled immediately after the lunch, the members may attend the presentation with filled stomach and blank mind.

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### **10.3 GLOSSARY AND TECHNICAL TERMS**

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**Anecdote:**A short account of an incident

You can start with a relevant story, anecdote, a rare joke, a relevant question, astonishing statement or provocative quote can be a good start.

**Astonishing:**so surprisingly impressive as to stun or overwhelm

You can start with a relevant story, anecdote, a rare joke, a relevant question, astonishing statement or provocative quote can be a good start.

**Brainstorm:**try to solve a problem by thinking intensely about it Preparing a Presentation

The first step is to brainstorm about the point for which you are to prepare the presentation.

**Coherence:**the state of sticking together

If possible, you should add the points stating the reasons so that the same can be developed in the body part and you can achieve coherence by this practice.

**Contextual:**relating to the set of facts surrounding a situation

Contextual Analysis of Audience Whether it is mandatory or voluntary?

**Deliberate:** carefully thought out in advance

The main function of the body is to deliberate expansion of the thoughts in a structured way.

**Jot:** write briefly or hurriedly

You can jot down the points into these three categories so that later, you can develop those points and prepare a presentation.

**Lucid:** easily understandable

It will help them in understanding the point of presentation more lucidly.

**Notion:** a general inclusive concept

Psychological Analysis of Audience Every person carries preconceived notion about the speaker.

**Perish:** pass from physical life

Your words may perish from the memories of the audience

**Preconceived:** formed beforehand

Psychological Analysis of Audience Every person carries preconceived notion about the speaker.

**Provocative:** serving or tending to excite

You can start with a relevant story, anecdote, a rare joke, a relevant question, astonishing statement or provocative quote can be a good start.

**Rapport:** a relationship of mutual understanding between people

Introduction helps in building the rapport with the audience.

**Strategist:** an expert in systematic plans of action

Simon Sinek, a well-known business strategist of USA.

**Tentatively:** in a hesitant manner

As per the time given, you should work upon tentatively on duration

#### **CHECK YOUR PROGRESS 4**

#### **ANSWER THE FOLLOWING QUESTIONS**

1. What does *Demographics Audience Analysis* do?
2. Explain the following terms.

*Anecdote*

*Provocative*

**Rapport**

**Notion**

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#### **10.4 LET US SUM UP**

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We have, in this unit, discussed how to plan and prepare a presentation, various tips to make the presentation effective, and how to analyze the audience and locale to connect with them to convey the idea.

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## 10.5 BOOKS SUGGESTED

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- Duarte, Nancy. *HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides)*. USA: Harvard Business School Publishing, 2012. English.
- Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Berkeley, CA: New Riders, 2011. English.
- Schwabish, Jonathan. *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. New York: Columbia University Press, 2016. English.
- Sinek, Simon. *Start with Why: How Great Leaders Inspire Everyone to Take Action*. USA: Penguin Group, 2011. English.
- Tracy, Brian. *Speak to Win: How to Present with Power in Any Situation*. USA: AMACOM, 2008. English.

### ANSWERS

#### Check your progress 1

1. Simon Sinek has authored the book “*Start With Why*”
2. Planning is the most important element in presentation?
3. ShriRamkrishnaParamhans asked Swami Vivekananda What should be the objective of life.
4. The objective of life should be to strike a balance between action and contemplation, was the message conveyed to Swami Vivekananda

#### Check your progress 2

1. The second habit, *begin end in mind* by Stephen Covey, suggests that one should have a big picture in mind so that no point of presentation is left.
2. The first step is to brainstorm about the point for which you are to prepare the presentation.
3. There are three steps of preparing a presentation. They are Introduction, Body and Conclusion.
4. Summary, thesis statement and feelings of gratitude towards the audience should be included in the conclusion of the presentation.

#### Check your progress 3

1 – D, 2 – C, 3 – A, 4 – B

#### Check your progress 4

1. Demographic Analysis of audience tries to analyze the audience by their age, gender, background, education, profession, culture and country.
2. Explain the following terms

**Anecdote**            short account of an incident

**Provocative**        serving or tending to excite

**Rapport**            a relationship of mutual understanding between people

**Notion**             a general inclusive concept