

STRATEGIES TO DEVELOP PRESENTATION SKILLS

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Abstract

To be successful at this era, presentation skills taking vital role in one's career. Knowing the rules for effective delivery and knowledge in preparation for the presentation are major discussion in this research. Almost every job sector needs this skill because presentations are about communication, it may be to sell a product, eliciting ideas or developing or introducing new skills. There are some adequate strategies in developing presentation skills and it is a skill which anyone can master with the efforts and practices. This paper tries to carry out the strategies in outlining the purpose, collating the information and preparing the communication for the successful presentation.

Keywords: presentation, discussion, strategies etc

Presentation plays vital role in making an idea or company product to be effective and successful in front of audience, so it is important that the presentation should be top quality, memorable and effective. This paper aims to attend the main factors and skills involved in the presentation or a public speaking. The basic element in public speaking is 'communication'; simply the presentation is all about communication. What a presenter can do to make presentation not only effective also as different. Differentiation – this certain word something that makes more attractive than any of the rivals. The part of the difference will come from reliability, quality and style.

Most of the presentation intends to sell a product, services, pass information, elicit ideas or develop new skills. Guiding a new colleague through the basic office procedures, reporting

back to a departmental meeting, or giving the members of the board an overview of a new product, in each situation simple need is presentation. Some of the presentation needs to interact with audience or chat over a few key features of the topic, while most of the presentation probably needs several days of preparation, like making the script, rehearse and designing the visual aids. So the whole process for creating any presentation consists of several skills and steps.

Adequate Preparation

There are some basic skills to make the successful presentation. Presentation is all about effective communication between the people. To achieve the goal first and foremost have to work on the preplan, the few things in the presentation will improve the quality of the communication. To make the adequate preparation one basic thing is having the knowledge about audience then should decide the form of the presentation. Secondly to work on the script and designing the tools and handouts according to the need. Inadequate preparation leads to a poor result. Presentation needs the speaker's effort, willingness and rehearsal because presentation is a skill which learnt through the practice and experiences.

Understanding the audience and relating them in the effective manner is comes out from the preparation also this helps to have prior knowledge and covers everything to deliver it successfully.

Avoid the Rush

“Success on the presentation style of the speech maker and not on the content of the speech itself”. (P9)

Since most people are likely to opt for panic, they can follow few steps to avoid rush when the call comes. The apparent failure may happen simply be due to giving important information without confidence. 80% of a successful presentation is about how the content have been communicated and the way of delivering. Simply a person who speaks slowly and lowers than average tone is widely perceived as being powerful and credible. Some with a faster, high toned voice will be seen as enthusiastic but lightweight through to positively untrustworthy. Also one person can say a lot more, if a person overall personal style is inconsistent and audience will base their impression on the 90 percent of non-verbal signals rather 10 percent on the verbal content. So it's no matter how clever, logical and reasonable that verbal content. The presenter who can create rapport with the audience is operating on both the conscious and subconscious levels can make the presentation successful. Face to face conversation occurs with a stream of instantaneous signals both verbal and non-verbal, which let us know the person how they feel about the conversation.

Delivering the presentation needs preparation as fully as possible with a tightly edited script, sufficient visual aids and plenty of rehearsal time. It will give the tremendous confidence and

sense of being in control over the content. At its best the effect can be quite magical and it's a skill which almost anyone can master with little time and effort.

Preparing the Communication

First element in preparation is outlining the purpose, in many the purpose of a presentation will not be choice, it will be dictated by someone else or by the context in which the presentation will take place. Presenter must have clear idea about what the presentation to be about and the understanding also must be precise and accurate. If the speaker wasn't sufficiently clear about the purpose, there has been a wide chance for a fallen presentation.

Next framework of the presentation, it is necessary a good framework must consist of all these elements, introducing the presentation, describing what is to be discussed, explaining the purpose, space for discussion and summarizing the outcome. The core idea of every presentation to pass on the information. So script for the delivery takes times to prepare, producing final script over several drafts will shape the content with accuracy. Planning the mode of the presentation like using the notes, cue cards, visual aids this will helps the presenter to improving the needs for the presentation.

After deciding the framework for the presentation another element is having some knowledge about audience. To stage a great presentation, it is vital to concentrate on the basic characteristics of the audience. Some of the characteristics of the audience are how intelligent are they? Will they understand the jargon which often occurs in the speech? So before delivery of the topic, presenter must gauge one of these factors and designing the communication accordingly will add more effectiveness to the stage.

Delivering the Presentation

When this arrives, two parts in presentation should be remembered most clearly are introduction and the conclusion. Thousands of presentations that goes too long one or too short in introduction. People come to a presentation to gain information which will be useful to them in some way and they came to absorb new information, so make the audience to feel happy and attentive in the introduction part itself.

“people tend to respond more readily to upbeat presentation
So concentrate on the positive elements” (P54).

The more clearly defining the topic in the beginning and explaining the main idea further will determine the presentation effectiveness. Also using appropriate language in presentation, speaker must be aware of how to use the language skillfully. Like knowing when to be vague and precise. This also will be a value addition to a presenter

A good ending can turn rather mediocre presentation into success. Likewise, a worst ending can spoil an excellent presentation by leaving the audience feeling dissatisfied and critical rather than appreciate. Keep aim to finish the presentation on a positive way. Make the audience to feel a worthwhile experience do not make them to get bored by giving the same information over and over again. This will easier to achieve if a presenter had a clear purpose of the presentation and planned outcome. Another main reason for the failure is not closing it in appropriate manner, this error occurs because of giving emergency stop or without a hint of warning the speaker ends up.

“Endless maze” causes the good presentation to be bored. Speaker should be recognized by the way regarding the end. Though speaker is lost in some kind of oral maze, frequently sighting the exit but never quite able to reach it before veering off down another detour. This simply means the speaker isn't working from a well-prepared script also will receive the impression of bored from the audience. Also do not give the clichéd climax like using the words “in conclusion, and finally, I would like to leave with this thought”. These example clearly illustrate the well-ordered structure in any presentation.

Avoid the last minute idea even though its brilliant. It will spoil the effectiveness of the speaker. Few presentations also fail by ending early, this happen due to the lack of inadequate preparation. Opening and closing sections are retained to any great extend and the recovery of attention toward end of the presentation makes it successful.

At the last, the presentation should not last more than 40 minutes, sometime it can be a mini-presentation but each within own head in and climax, which actively focuses audience attention. This helps to make it easier to maintain the concentration and success. A good presenter should have addressed these considerations will give the feel of confidence for the successful presentation.

References

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