

# How to make an oral presentation

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## Engleberg's principles of public speech

**Purpose:** Why are you speaking? What do you want the audience to know, to think, to believe, or to do as a result of your presentation?

**People:** Who is your audience? How much do you know about their characteristics, skills, opinions, and behaviors?

**Place/occasion:** Why are you speaking to this group now and at this place/occasion? What are the advantages and disadvantages of this place?

**Preparation:** How can you find good ways to present your ideas and information in your speech? How much and what kind of supporting materials do you need?

**Planning:** What are the most effective ways to organize your speech in order to adapt it to the purpose, people, place, etc.?

**Personality:** How do you present your message in an appropriate way? What can you do to demonstrate your competence, charisma, and character successfully to the audience?

**Performance:** What form of delivery is best suited to the purpose of your speech? What delivery techniques will make your presentation more effective?

## Are you panic?

1. Your audience usually knows you are nervous, so they know what you are feeling and will forgive it; similarly they will forgive honest mistakes.
2. Nervousness is usually invisible; most audience will not notice the small changes in your voice or occasional mistakes.
3. Be yourself; let the real you come through; relax, practice some deep breathing techniques.
4. Begin in your comfort zone; practice with friends; share your fears with friends.
5. If possible, check out the room first; check out the space, the equipment, the lights, etc.
6. **Concentrate on the message you intend to deliver.**
7. **Begin with a slow, well-prepared introduction; have a confident and clear conclusion.**
8. **Most importantly: practice, rehearse, and be prepared.**

## The three messages in your presentation

1. The introduction
2. The body
3. The conclusion

## The first message

1. The introduction
  - Greeting
  - What
  - Why
  - Overview
    - Main point 1
    - Main point 2
    - Main point 3

## Transition

## The second message

### 2. The body

- **Main point 1**
  - Data / examples
  - Comments, if anyTransition
- **Main point 2**
  - Data / examples
  - Comments, if anyTransition
- **Main point 3**
  - Data / example
  - Comments, if anyTransition

## The third message

### 3. The conclusion

1. **Main point 1**  
**Focus points**
2. **Main point 2**  
**Focus points**
3. **Main point 3**  
**Focus points**

## Four basic steps for good presentations

1. Know your audience and the purpose of the presentation and formulate a good **strategy**.
2. Develop a flexible, flowing **structure**.
3. Combine prepared material with an enhancing, not distracting, presentation style; remember that **how** you present is as important as **what** you present.
4. Supplement the presentation with **confident, informed responses** to questions and challenges.

## Strategies

1. Understand your audience, the occasion, and the expectations of your audience.
2. Tailor your message to the audience based on their needs, desires, knowledge level, attitude toward your topic.
3. Be concrete, specific, practical, and relevant.
4. Clarify your objectives—is it to motivate? To inform? To persuade? Or to teach?—each calls for a different approach.
5. Clarify what role you will be performing—A coach? An advocate? A devil's advocate, a watch dog, or a messenger?
6. Develop a logically compelling case for your plan—how will it help resolve a pressing problem, advance a salient value, or help reach a common goal.

### Structure of your speech

1. Begin by placing your topic in context; **provide an outline**.
2. Provide the **intended, expected benefits** of the presentation.
3. **Organize the body** of the presentation and **make it easy to follow**—go **from the simple to the complex**.
4. When appropriate, **plan ways to encourage audience participation**.
5. Maintain **credibility**: discuss the **pros and cons**.
6. **Conclude on a "high note"**—including an **overall summary** and proposed actions or options.
7. Incorporate **visual aids effectively**—don't let mechanics of presentation interfere with your message.
8. **Prepare for contingencies**—practice/**rehearse your presentation**; think about what might happen and prepare—what if the overhead bulb blows out;... what if the audience is more prepared than you expected ... what if there is an unexpected question—if a disruption is particularly obtrusive, you might relieve the tension with a joke or humorous comment .

### What does the audience think?

1. Why should I pay attention to you when I can think about more interesting things?
2. Now that I am listening, why should I care about this issue?
3. I agree with the significance of the topic, but how are you justifying your ideas?
4. So, now that I am convinced, what do you want me to do next?

### How to keep the audience's interest?

1. Provide **variety** and relief if possible; **novelty and uniqueness** will increase the impact.
2. **Alternative moving and standing still**, speaking and listening, doing and thinking; use physical space and body movement to enhance your message.
3. Try to add **stories, anecdotes, testimonials, analogies, demonstrations**.
4. Use **humor** appropriately—make it in good taste.
5. Presentations are **movies, not snapshots**; prepare the space for movement.
6. Try to position yourself to **enhance rapport with the audience**.
7. **Eye contact** is your primary tool for establishing audience involvement; look at your audience in random rotating order.
8. **Use gestures naturally**; do what is natural to you: some gestures are wrong—jingling change in a pocket, toying with notes, shifting from one foot to the other; any repeated gesture.

### How to help the audience refocus?

1. Give good reasons why the topic/concept is needed.
2. Transitions such as now that we have analyzed the problem, we need to look at the possible solutions.
3. Conclusions: the discussion so far leads to this final thought...
4. Straightforward Conclusion: ...if you enact this program, three basic consequences will result from...

### Both intellectual and emotional

1. Convey "controlled **enthusiasm**" for your subject—the audience will forgive a lot if the speaker is enthusiastic.
2. Use proper posture and tone; don't lean.
3. Your audience will mirror your attitude—radiate confidence without preaching.
4. **Don't confuse enthusiasm with loudness**; try to convey a range of emotions from concern, anticipation,

excitement, dismay, etc.

5. Where appropriate, **candidly discuss pros and cons**; explain advantages first; then present risks or challenges.

#### Questions and challenges

1. Ask interesting questions that are thought **provoking but not too difficult to answer**.
2. Use **questions to strengthen your main arguments**—answer questions candidly but positively link objections to attractive features.
3. Ask some **open ended question with no right or wrong answers**—encourage sharing experiences, feelings, opinions.
4. **Put "you" elements into questions**—make them relevant to the audience's personal experience.
5. **Prepare key questions prior to the presentation**; it is difficult to think of good questions on your feet.

#### Avoid the following questions

1. **Avoid asking risky questions**—that is, questions that may imply lack of knowledge or intelligence.
2. **Don't let respondent wander or attempt to take control of the presentation**; a polite "thank you, that's what I was looking for" can get you back on track.
3. If extensive audience discussion is desired, **avoid isolated one-on-one dialogues** with specific individuals.
4. When challenged, be candid and firm but **avoid over responding**.
5. **Be firm and assertive without being aggressive or defensive**.
6. **Don't let interruptions disrupt your composure**.
7. **Avoid circumstances that require an apology**.

#### How to answer questions

1. **Anticipate Questions**: think of the ten most likely questions and plan out your answers.
2. Understand the Question: **paraphrase it if necessary**; repeat it if needed.
3. **Do Not Digress**.
4. **Be Honest**: if you can't answer the question, say so.
5. **Reinterpret Loaded Questions**: if attacked, try to show the similarity to other situations.
6. **Control Interchanges**: if a questioner becomes a heckler, try to enlist the audience; if a questioner digresses, try to remind the audience of the goal of the presentation.
7. **Use the Last Question to Summarize**.