

Module 4

Presentation and Communication Skills

Erasmus+ Capacity Building in Higher Education
Assessing and Improving Research Performance at South East Asian Universities
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Essential Communication Skills for Your Career



 the balance

Picture source: <https://www.thebalancecareers.com/communication-skills-list-2063779>



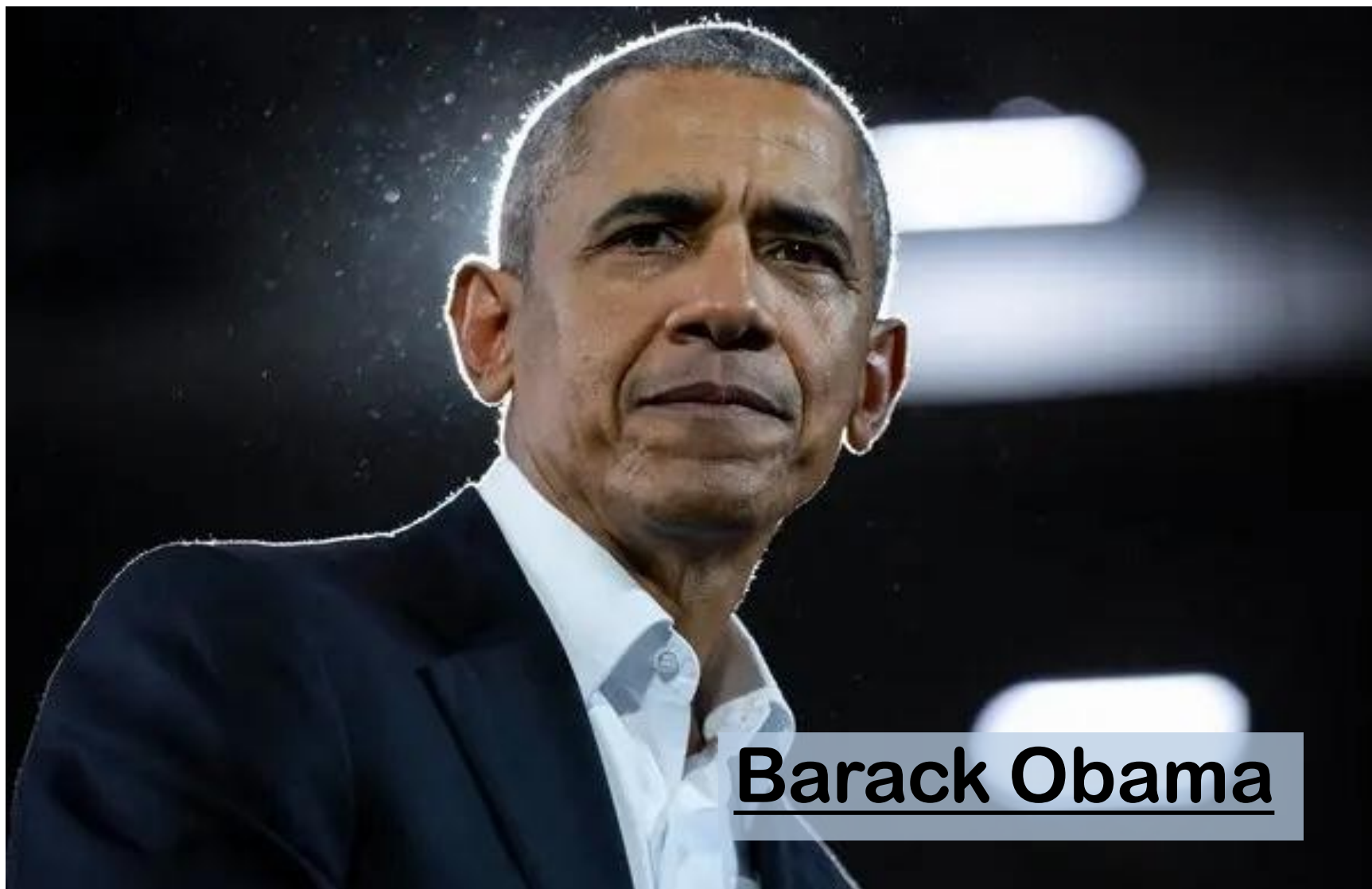
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A black and white portrait of Steve Jobs, looking directly at the camera with a serious expression. He is wearing his signature round glasses and has a beard. His hand is visible near his chin.

Steve Jobs



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Barack Obama



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Conor Neill



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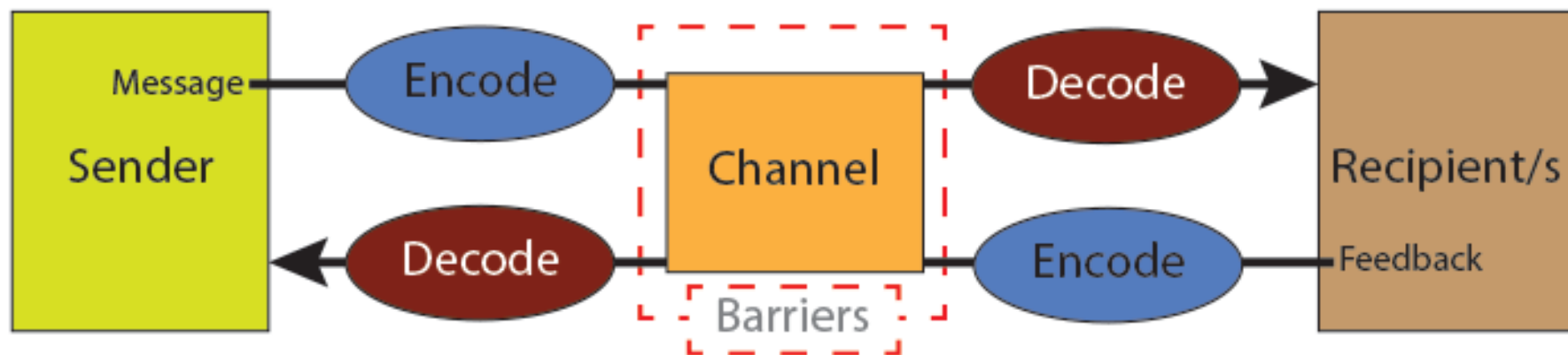
Angela Lee Duckworth



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The Communication Process



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Picture source: <https://www.skillsyouneed.com/ips/what-is-communication.html>

Effective Research Communication raises more public awareness and engagement. With the right information, presented in an understandable way, conscious decisions can be made from a governmental to an individual level. Research Communication is of great value for society and future generations as the impact of it affects us all.



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Research Communication- Why it is so difficult?

- Research Communication is not only about explaining findings in an understandable and concise manner, but about engaging people in your research.
 - And that is not always easy for researchers.
- A researcher's life mostly happens inside of an academic “bubble”.
 - This can be very challenging as the researcher has to step outside of their bubble and into the shoes of their audience to successfully communicate a clear message.

Research Communication

- The impact of Research Communication goes further than just explaining it, it's about building bridges between research and the public. It's about creating a mutual engagement.
- It's about having a conversation.
- By bridging the gap between researchers and the public they can become one entity. Only when everyone is pulling on the same side of the rope can true impact be accomplished with research!



Using English in Communication



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<https://www.fluentu.com/blog/english/english-communication-tips/>

How Do People Communicate Clearly in English?

- Even native English speakers have trouble communicating sometimes. Problems in communication happen when the connection is lost between a speaker and a listener. Somewhere along the way, the information that's being transferred is lost or mixed up.
- Here are some ways that communication problems can happen:
 - The speaker doesn't express him/herself clearly enough.
 - The speaker uses language that the listener doesn't understand.
 - The listener does not understand the speaker.
 - The listener is not paying enough attention to the speaker.

The 3 Important Rules of Communication

In any language, there are three extremely important points to remember when you're communicating with someone.

1. Say what you mean. It can be difficult to express (say) some ideas clearly, but if you're trying to prevent miscommunication, it's important to say exactly what you mean. Be clear and to the point.

2. Ask questions. Communication is two-way, which means you can't be the one doing all the talking. To make sure your listener is engaged (interested in what you have to say) and understanding you, ask questions.

3. Listen. We mean really listen. Hear what your speaking partner has to say, and try to understand what they mean.

1. Keep talking

- **The problem**: You may have trouble speaking fluently if you're unsure of your grammar or vocabulary. However, stopping a lot when you talk can make it difficult for people to focus on what you're saying.
- **The solution**: Know your filler phrases!
- Filler phrases are phrases (and words) that act like placeholders in a sentence. They fill in silences so that your speech is not interrupted. They don't really add anything to the conversation, though, so they give you a little time to think of what to say.

2. Find a good speaking rhythm

- **The problem**: If you try to speak too fast, your words don't come out right. But if you try to slow down, you have trouble focusing.
- **The solution**: You need to work on your speaking rhythm, or the speed and “sound” of your speaking.
- Finding your perfect speaking rhythm will really help to improve your fluency. A good speaking pace is comfortable for you and the listener, keeps you focused, and gives you enough time to think through what you want to say.

3. Make sure you're understood

- **The problem**: Because of the language barrier, you're never sure if people really understood what you meant.
- **The solution**: Just ask them. Most of the time, you can make sure someone understood what you said by asking them to repeat what you said.
 - I want to make sure you got that. Would you mind repeating it?
 - I'm not sure if I said that right. Can you please repeat it?
 - Can you please run that by me, so I know you got it?
 - I'd like to be sure I'm expressing myself clearly. Could you please tell me what I've just said, so I know we're on the same page?

4. Repeat what you're told

- **The problem**: Sometimes you're not sure if you understand what others mean, and you don't know how to check.
- **The solution**: Don't be afraid to ask people to repeat themselves. Most people will agree that it's better to repeat themselves than to have misunderstandings. An even more effective way of making sure you understood right is to repeat what you heard.
 - You can use these phrases before the information:
 - I want to make sure I got that right, ...
 - So let me get this straight, ...
 - You mean...
 - If I'm understanding you correctly, ...

5. Ask clarifying questions

- **The problem**: You just don't understand what you're being told.
- **The solution**: Sometimes you don't understand enough information to be able to repeat it. Other times you feel like you only understand something partially. In these cases, you can ask questions that will clarify (or clear up) any misunderstandings or any information you're missing.
- The types of questions you ask will vary based on the conversation you are having. You can still practice asking good questions with a partner by playing games like “20 Questions.”

6. Watch your body language

- **The problem**: You are saying one thing, but your body is saying something different.
- **The solution**: You might not know this, but your body speaks almost as loudly as you. The way you sit, the way you hold your hands, even which direction you look at—all these things can change the meaning of the words you speak.
- There are some things to keep in mind when you're speaking English:
 - Avoid some hand gestures
 - Do use your hands to speak, though.
 - Fingers can speak too.
 - Crossed legs can mean different things.

7. Use appropriate language

- **The problem**: You know “regular” English, so you’re not sure how to communicate to someone who speaks professional English or uses slang.
- **The solution**: Sometimes it’s appropriate to switch to a more casual or a more formal manner of speaking. Depending on your English learning goal, you might already be learning professional or conversational English. Listen to how your conversation partner is speaking, take notice of your situation and environment, and try to match the type of English.
- If you’re only learning regular English, don’t worry: Most of the time standard English works perfectly well as a communication tool, no matter who you’re speaking to.

8. Practice empathy

- **The problem**: You understand the words someone is saying, but you don't understand why they said it, or maybe you even disagree with it.
- **The solution**: Imagine that you hate the cold. You mention this in conversation to someone, and they exclaim that they love cold weather. You know that you heard the words right, but it just doesn't make sense to you. What you need here is empathy.
- Empathy is the ability to understand what someone else feels, and it's an important part of communication in any language. Showing empathy is important for listening well. You can't just listen to a person's words, you need to understand what they're saying, and try to understand what they mean.



Yumi Nagashima



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In-Class exercise



Presentation-Selling a bottle of water?



Six conference questions every academic hears



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<https://www.timeshighereducation.com/features/six-conference-questions-every-academic-hears/2006738.article#survey-answer>



The Courtesy Question

- If there was silence when the floor was opened for questions, it most likely didn't last long.
- It seems that there is always someone in the room who is willing to break the silence with a meagre question on methodology or the future development of your work.
- This might be the moderator, helping to get the discussion moving, or it might be a kind soul who had themselves been faced with a similarly silent room.

The Tell-Us-What-You-Want Question

- This is the question that you were probably thrilled to receive.
- The Tell-Us-What-You-Want Question – a close cousin of the Courtesy Question – is so broad that you could have said whatever you wanted in reply.
- Perhaps it gave you the perfect opportunity to recite the parts of your paper that you hadn't managed to reach when the moderator called time.

The Talk-To-Me-Personally Question

- An audience member may have used one of several well-worn phrases to signal their move into a Talk-To-Me-Personally Question, such as “I wrote an article in 1989 that claimed...” or “It’s not related to your research, but I wanted to ask you about...”
- Faced with a question such as this, you had little choice but to ignore the rest of the room and begin a lopsided debate with one other person.
- The Talk-To-Me-Personally Question aims to move a broadly relevant topic into a domain so personal and idiosyncratic that it is only really relevant to the person who posed it.

The Wandering Statement

- Not strictly speaking a question, the Wandering Statement is an all-too-common feature of the conference Q&A.
- You might recall an audience member who seized the opportunity to deliver a brief speech of their own, one that may or may not have been explicitly connected to the topic of your paper, or indeed a field even addressed at the conference.
- Once they had finished, no doubt you wondered whether you should open the floor to questions for them.

The Obstinate Question

- While the Obstinate Question might have briefly shown a flicker of formative commentary on your research, it quickly progressed into a public display of tetchiness.
- There would certainly have been nothing wrong if someone had raised substantial concerns about your research or methodology,
- but the unique feature of the Obstinate Question is that by revealing the audience member's irascibility, it also reveals the fact that they stopped listening after you introduced your topic.

The Display of Superior Knowledge

- By far the most unbearable of all audience responses, the Display of Superior Knowledge is a technique whereby an audience member reminds you that:
 - 1) they know more about your research than you do;
 - 2) your research methodology falls far short of the rigorous processes they would adopt were they conducting your research; and
 - 3) not only have they gained nothing from your paper but they also feel mildly assaulted by it.
- In order to disguise the fact that (1) is probably not entirely true, they drive home (3) even harder.

Conference survival tips from professors



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Answering back: how great and good survive the Q&A

Cary Cooper, distinguished professor of organisational psychology and health at Lancaster University

“The question that appears at every conference I have been to is the Let-Me-Show-You-How-Clever-I-Am Question. An extreme one happened to me. I went to an international conference, gave my talk and the Q&A followed, then a questioner began a diatribe that lasted at least 20 minutes: in fact, it was a mini-lecture. At first I thought I heard a question begin to emerge, but it disappeared – after that the ‘lecture’ was in full flow. The chair was a very nice person and the conference was in a country where it would be rude to stop someone talking, so the speaker continued until the audience starting leaving the room. Luckily, his Q&A mini-lecture extended into lunchtime, so finally the chair rose to stop him by thanking him and saying it was halfway through lunch, to much relief. As the chair slumped back in his chair there was rapturous applause, not for me, but for him stopping the questioner!”

Tim Birkhead, professor of behavioural ecology at the University of Sheffield

“Big conferences in particular attract competitive behaviour. Young researchers should go to conferences with this in mind – and be well prepared if they are giving a presentation. Indeed, learning how to handle questions – especially nasty or difficult ones – is an essential part of graduate training.

“For the show-off speaker, big conferences are best because their showing-off reaches more people. The reason I prefer smaller conferences is precisely because there is less posturing and strutting about, so as a consequence they tend to be more friendly, more productive and more likely to result in collaborations.”

Susan Bassnett, professor of comparative literature at the University of Warwick

“The after-lunch slot at a conference is never promising, and on one occasion I was lecturing in a smallish room when a man in the front row not only fell asleep but also snored like a pig. The snoring was so loud that people at the back began to crane their necks to see where it was coming from, and the chair was mortally embarrassed. But sleepyhead was sitting in splendid isolation and nobody could have reached him without getting out of their seat and walking across the room, which would have drawn even more attention to him.

“As the snoring continued I found myself fighting to control my laughter, so much so that my voice started to shake and I thought that any moment I would collapse and make an idiot of myself. I managed to finish, and there was a big round of applause (probably also occasioned by relief), which woke the man up. The chair then called for questions and the man’s hand shot up straight away. The chair, exerting a bit of petty revenge, ignored him completely and managed to continue ignoring him until time ran out. Nobody afterwards had a clue who he was so I never did find out what he might have asked me, given that he hadn’t heard anything I’d said.

Fundamentals of an effective presentation

- In terms of time spent, a scientific presentation is costly. The audience members have to devote valuable time to attend, and naturally, the speaker has to give up valuable time to prepare and deliver.
- Moreover, the stronger the presenter is, the more the credit that the audience assigns to that presenter.
- Given the importance and expense of the scientific presentation, scientists should strive to communicate efficiently in those presentations.

Advantages and disadvantages of making a presentation

Advantages	Disadvantages
Opportunity to receive and answer questions	One chance for speaker to talk; one chance for audience to hear
Opportunity to revise on the spot	No chance for audience to look up background information
Opportunity to use delivery for emphasis	Audience restricted to pace of speaker
Ability to incorporate many types of visual aids	Success dependent on speaker's ability to deliver
Assurance that audience has witnessed the information	Difficulty in assembling speaker and entire audience at one time





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What makes a presentation effective?

- It might be surprising, but studies suggest that the average adult undivided attention span is 15 to 30 seconds.
- Yes, that's correct, not more than 30 seconds. Koegel (2007) also points out that there is no possibility to maintain the undivided attention of an audience for very long, because the mind constantly darts in multiple directions.

Keep it short, focused and relevant

Preparation stage

Questions you should be asking in the preparation stage

- What are my core points?
- Design?
- How many words should be on a slide?
- How to designing effective slides and displaying data?
- What is the most appropriate minimum font size?

Additional Questions

- How much time do I have?
- What's the venue like?
- What time of the day I will be speaking?
- Who is the audience?
- What is their background?
- What do they expect of me?
- Why was I asked to speak?
- What do I want them to do?
- What visual medium is most appropriate for this particular situation and audience?
- What is the fundamental purpose of my talk?

Powerful & Effective Presentation Design

Part 1 – Slide Design



Helping you to stand out



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Words to describe your presentation...

**Brilliant
Simple
Powerful
Fantastic
Clear
Easy
Concise**



Have your audience

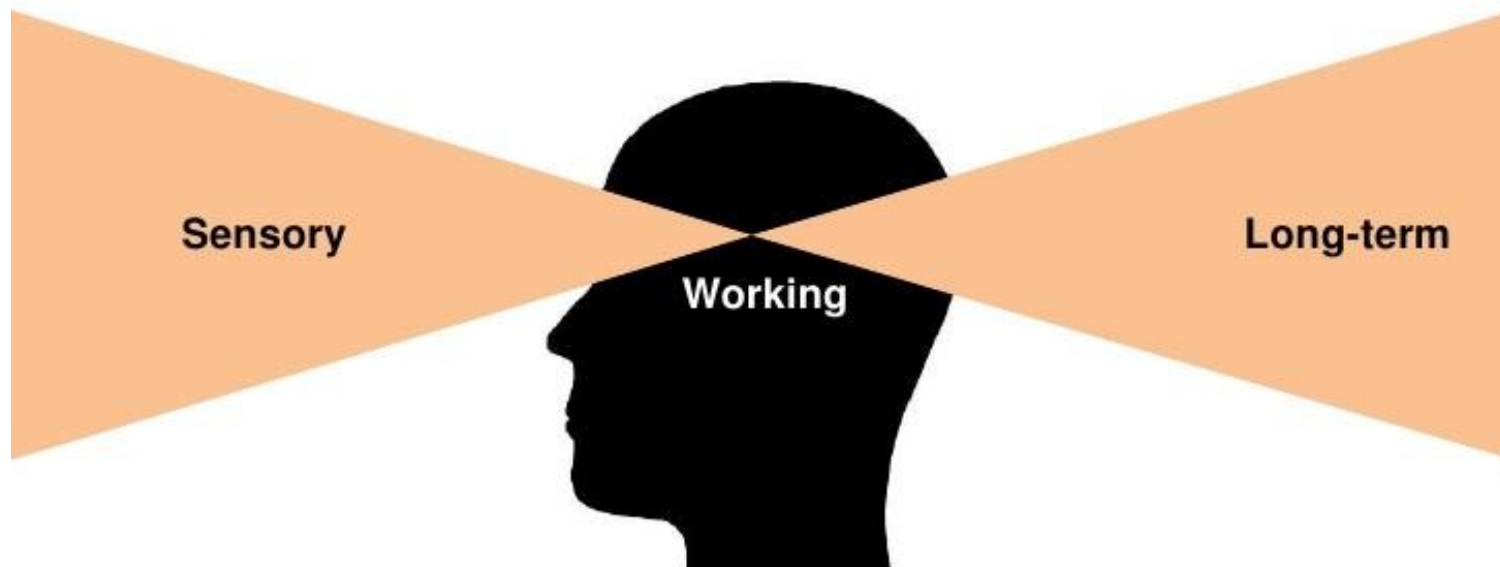
Get IT

quicker



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Don't overload working memory



You need to make it easier for the minds of your audience

Because...

Easier on the mind

= Interest for longer

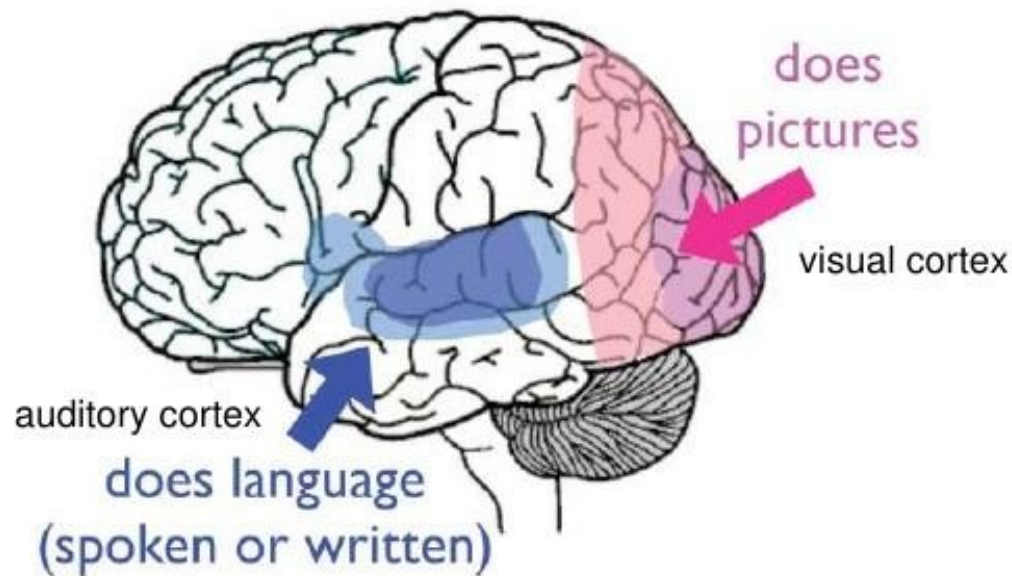
= Engagement with the information

= An informed decision

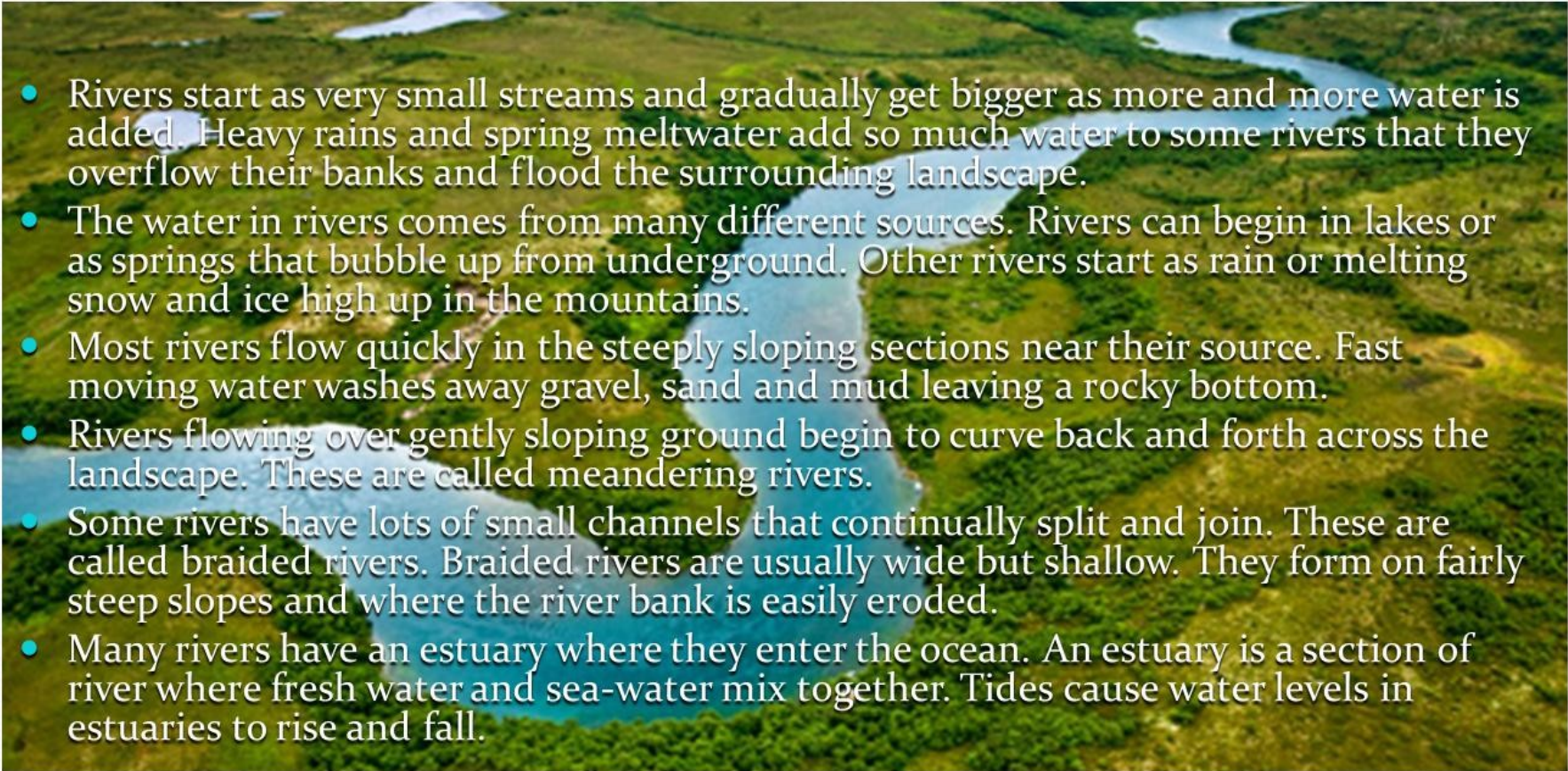
= Your objective achieved



We need to engage both channels of an audience's brain



How Rivers Are Formed

- 
- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
 - The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains.
 - Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.
 - Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
 - Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
 - Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea-water mix together. Tides cause water levels in estuaries to rise and fall.



US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$54B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the first major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.

<http://www.chetan.sharma.com>

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Aug 2010



Background

- Avoid backgrounds that are distracting or difficult to read from.
- Always be consistent with the background that you use.



The 1-7-7 Rule

- Have only **one** main idea per slide.
- Insert only **seven** lines of text maximum.
- Use only **seven** words per line maximum.



Effective slide design: arrangement, visual elements and movement

Arrangement	Visual elements	Movement
contrast hierarchy unity space proximity flow	background color text images	timing pace distance direction eye flow

Duarte (2008)

5 principles to present your data

Duarte (2008) suggests using the following 5 principles to present your data in the clearest possible way:

- a) Tell the truth
- b) Get to the point
- c) Pick the right tool for your job
- d) Highlight what's important
- e) Keep it simple

Guidelines for slides at a scientific presentation

Typography

- Use a sans serif typeface such as Arial
- Use boldface (Arial)
- Use type sizes at least 18 points (14 points okay for references)
- Avoid presenting text in all capital letters

Guidelines for slides at a scientific presentation

Color

- Use either light type against a dark background or dark type against a light background
- Avoid red-green combinations (many people cannot distinguish)

Guidelines for slides at a scientific presentation

Layout

- Use a sentence headline for every slide, but the title slide; left justify the headline in the slide's upper left corner
- Keep text blocks, such as headlines and listed items, to no more than two lines
- Keep lists to two, three, or four items; make listed items parallel; avoid sublists, if possible

Guidelines for slides at a scientific presentation

Style

- Include an image on every slide
- Make the mapping slide memorable; for instance, couple each section of the talk with an image that is repeated in that section
- Limit the number of items on each slide
- Limit the number of slides so that so that you can dedicate at least one minute to each

Simplicity 1

- Create more visual differentiation by increasing the space between sets of bars.
- It is rarely necessary to show a table and accompanying chart on the same slide.
- Reduce the number of colors and assign neutral colors to the secondary information.

Simplicity 2

Ideally, one idea

PER SLIDE.



Simplicity takes work

Ideally, one idea per slide

Make unity a priority

Pictures are superior

Lose the signal, lose the audience

Eliminate fluff

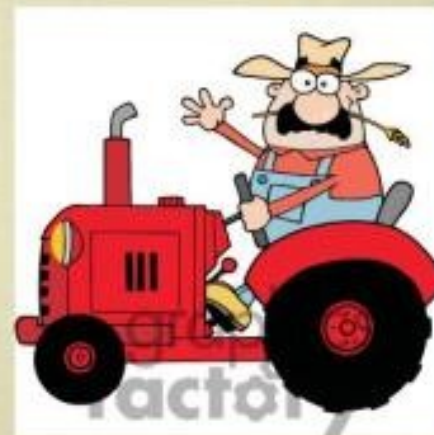
Presentation Design **MADE SIMPLE**



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FARMERS MARKETS

- FARMERS MARKETS ARE PLACES WHERE CONSUMERS CAN BUY GOODS DIRECTLY FROM FARMERS.
- CONSUMER DEMAND FOR FRESH FOODS HAS LED TO A RISE IN FARMERS MARKETS.
- FARMERS MARKETS BENEFIT FARMERS AND COMMUNITIES.



SOURCE: [HTTP://EN.WIKIPEDIA.ORG/WIKI/FARMER%27S_MARKET](http://en.wikipedia.org/wiki/Farmer%27s_market)



FARMERS MARKETS

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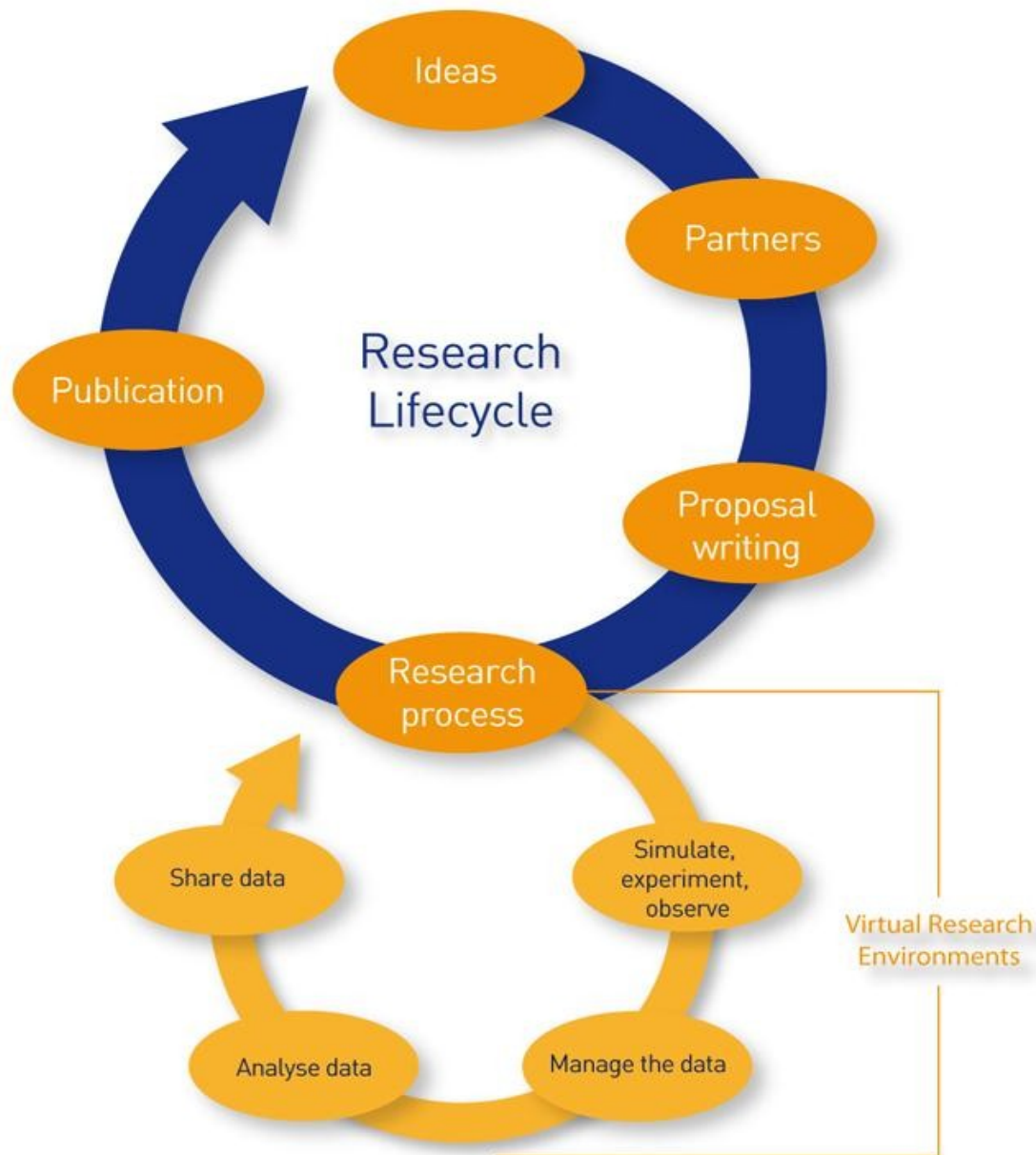


3 Ingredients have to be present

- a) **The speaker must understand the subject.** The presenter is not expected to know everything about the subject. However, what the presenter imparts has to be worth the audience's time.
- b) **The speaker must have a keen awareness of the audience.** What they know about the subject and why they have attended.
- c) **The speaker shows a genuine enthusiasm for the subject.**

(Alley, 2003)

Introduction to best practice in written and oral communication



Unpacking the writing of main ideas

- Similarly to university essay assignment, the author of an article should try to firstly differentiate the main key words.
- Usually, an essay or the research will have some direction words that give clues about what is wanted in the essay (Rolls & Wignell 2013).
- These words may be:
 - “describe”,
 - “explain”,
 - “argue”,
 - “discuss”,
 - “critique” etc.

Describe: Write about the facts, process or event. Write in a systematic order, and emphasize the most important points. You are not expected to explain or interpret.

Explain: You will need to analyse, not simply describe or summarise. You need to focus on the 'why' or 'how' of a particular issue, to clarify reasons, causes and effects.

Argue: If you are asked to argue, you need to systematically support or reject a point of view by presenting evidence. You also need to show that you are aware of the opposing point of view.



Discuss: You present a point of view. This will include both description and interpretation. Your opinion should be supported by argument and evidence from other writings.

Critique: A critique is where you identify and discuss both the positive and negative aspects of a topic.

Compare and contrast: Find the similarities and differences between two or more ideas, events or interpretations.



Writing rubric

- Many researchers believe that having an academic writing free of grammatical errors and that is nicely formatted is the most important aspect of academic writing.
- This is important, because it makes the essay readable, but often other aspects of the writing are also worth to mention.
- The writing rubric can also be used in order to provide a good plan of academic writing.

Writing rubric

Writing components	Points	Expectation for each area
Text organization and the structure of writing	5	Introduction: Must have clear thesis statement aligned to body of writing
		Body of essay: Must be well structured, have cohesive paragraphs, and flow well.
	5	Language: Must have style of voice suitable for purpose and audience
	5	Conclusion: Must include clear summary of key points from body of essay and link to thesis topic.
Content	25	Answers the question: Ideas must be well presented and consistently related to the essay question.
	25	Critical thinking: Shows high level of critical analysis, and includes different points of view where relevant.



Writing rubric

Writing components	Points	Expectation for each area
Quality of evidence	15	Research: Ideas supported by credible and relevant sources.
	5	In-text and referencing list accurate.
Grammar	8	Sentence structure clear, consistent & error free.
Formatting	2	Formatting as requested. The overall flow of presentation.



Academic essay structure

Introduction

General statement

Thesis statement

Outline of main ideas you will discuss

The body

Paragraph A

Topic sentence

Supporting evidence

Supporting evidence

Supporting evidence

Concluding sentence



Academic essay structure

Paragraph B

Topic sentence

Supporting evidence

Supporting evidence

Supporting evidence

Concluding sentence

Paragraph C

Topic sentence

Supporting evidence

Supporting evidence

Supporting evidence

Concluding sentence

Conclusion

Summary of main points; final comment. (paraphrase what is in the introduction).



Essay Question 1

What is meant by the term globalisation? Discuss the effects of globalisation on at least one of the following:

- Trade
- Business
- Consumerism
- International relations
- The arts

Thesis statement 1a

This essay will discuss the positive and negative effects of globalisation in relation to consumerism, trade and business.

Thesis statement 1b

This essay begins by defining what is meant by globalisation, and then discusses the positive effects of globalisation on the arts in Australia.

Essay Question 2

Despite its negative health effects the tobacco industry remains an important part of the economy of many nations. Discuss the economic effects of the tobacco industry in relation to at least one of the following levels of industry:

- Primary level (farmers)
- Secondary level (small business)
- Tertiary level (Government revenue)

Thesis statement 2a

This essay will show that the economic benefits of the tobacco industry are beneficial to the global economy at the primary, secondary and tertiary levels of the industry.

Thesis statement 2b

Despite its negative health effects the tobacco industry remains an important part of the Australian economy. This essay will discuss how the Federal Government tax regime on the industry currently brings in more money than is spent on tobacco related illnesses.

Writing an Introduction

Background information

This is usually made up of one or two sentences to introduce the topic and give background information.

Thesis statement

This introduces the main topic or argument on which the essay is based.

Outline

The outline lets the reader know what the essay covers, and how it is organized.

Scope

This section is only needed if the focus of the essay is narrowed. It lets the reader know the focus of the essay.

Writing an Introduction-example

Background	In the past two years the threat of cane toads to the Top-End of Australia has become an increasing reality. Their numbers continue to steadily increase in Kakadu National Park and they are causing damage to this pristine environment.
Thesis statement	This essay will discuss the effects of cane toads on the environment of Kakadu National Park and show that they will cause permanent damage to the environment.
Outline	This will be seen, firstly by discussing the characteristics of cane toads and then, examining their predicted long term effects on the animals of Kakadu and the tourist industry.
Scope	Because there is data available only on the effects of cane toads on goanna, frogs and crocodiles, these are the only animals that will be discussed.



Writing a paragraph

- Paragraphs form the building blocks of an essay.
- In academic essays a paragraph should introduce one main idea and provide supporting evidence that elaborates the main idea.
- This supporting evidence needs to be referenced with in-text referencing.
- The main idea is often called a topic sentence, and provides the reader with a map of what is coming next in the essay.

Topic sentence	<p>Adults should read to infants. Smith and Brown (2010) explain that this helps them to read at a later stage because it helps them to see the association between words on the page and language. It should also help infants to view books and reading as a positive experience because 'story-time' is usually a cosy, one-to-one experience between a parent and child</p>
Supporting sentences with evidence	
Topic sentence & link sentence	<p>Another reason that global warming is a major concern is its effect on habitats. This will occur as melting ice caps increase water levels around the globe. Low-lying countries will be the most seriously affected. A study by CSIRO (1999) had projected that by 2020 a number of Pacific Island countries will need to be evacuated. As human habitats will be affected, so too will be the habitats for plants and animals.</p>
Supporting sentences with evidence	



In-class exercise: Writing an research introduction





Academic Presentations



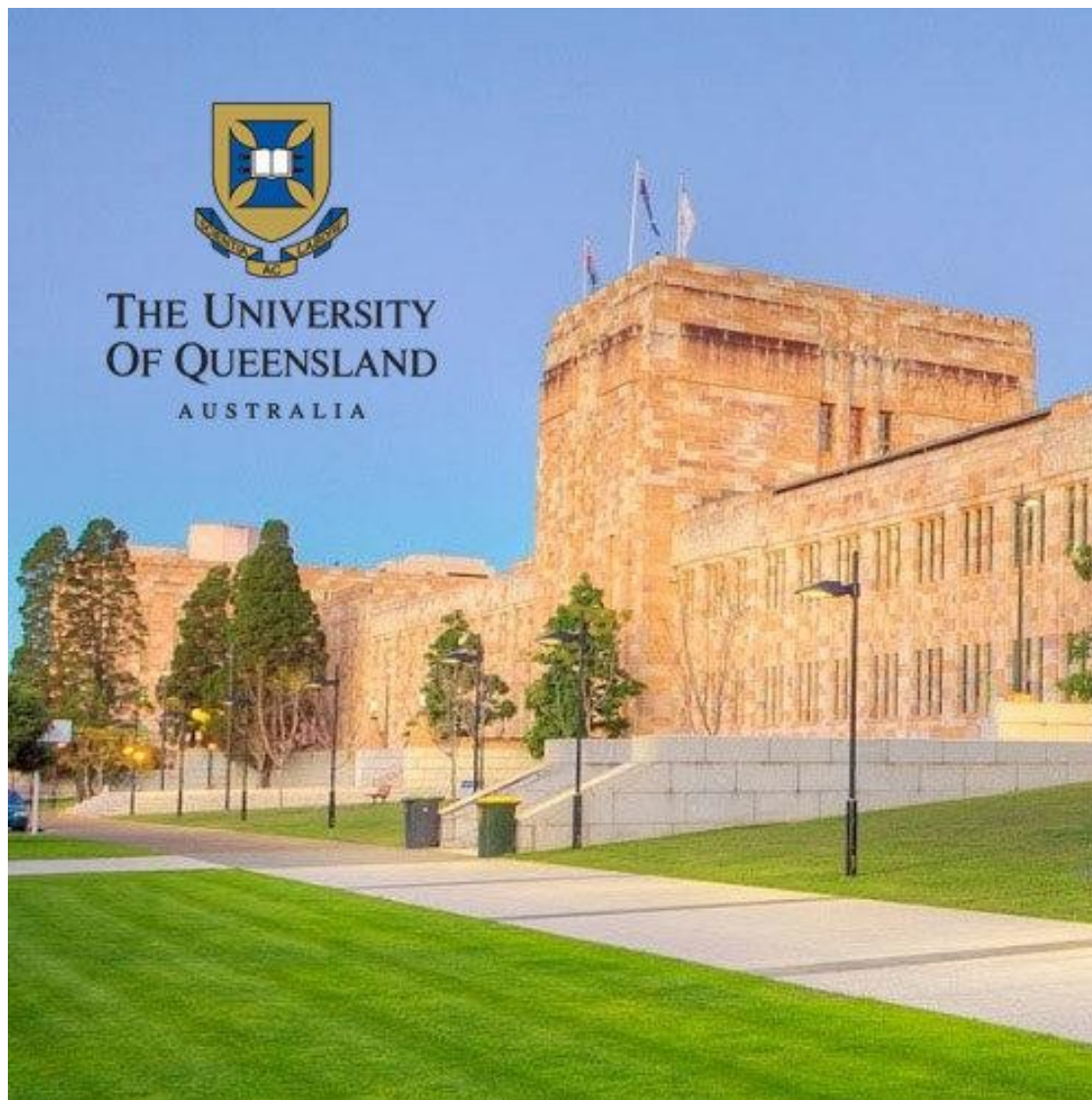
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Academic Presentations

When assessing your performance your lecturer will be looking for:

- Understanding of the topic and the audience
- Appropriate breadth and depth
- An argument in the content
- A clear structure: a distinct beginning, middle and end
- Suitable visual aids
- Evidence of having practiced the talk
- Proper timing/length

Presentation Planning

Purpose

- **Focus:** When you plan your presentation, concentrate on what's really important. What is the exact problem? What is it you need to achieve by the end of it? Set these down as objectives.
- **Objective(s):** Establish your objectives and how you are going to achieve them. All your emphasis should be placed on these objectives throughout the presentation, and influence every aspect of the presentation.

Presentation Planning

Audience

- Who are they?
- What are their reasons for attending?
- How many are likely to be present?
- What sort of people – age, education, status?
- What do they already know about the subject?
- What are their likely attitudes/biases?

Presentation Planning

Location

- type and size of room
- seating arrangements – fixed or movable
- position of speaker (you)
- equipment available, e.g. whiteboard, projector, OHP, flip chart, tape recorder
- acoustics (sound)
- facilities for special needs

Presentation order 1


1. Introduction	2. Main body	3. Conclusion
Set the scene, outline your objectives	Explain your main findings	Summarise each point made
Tell them what you are going to tell them	Tell them	Tell them what you just told them



Presentation order 2

3. Conclusion	2. Introduction	1. Main body
Work backwards from your overall conclusions to ensure all concluding statements are supported throughout the presentation.	Prime your audience for what's to come and mention the key areas that you will be developing throughout the presentation.	Expand each of your key points in order that the concluding statements are justified.





RULE 1: Content is the most important part of your presentation.

RULE 2: The visuals should enhance not detract from your presentation.



Don't-Presentation

- Do not simply read the text from the slides without any of your own words. Remember the audience can read!
- Consider whether sitting or standing is most appropriate – standing is preferable, but for group presentations, sometimes non-speakers may prefer to sit, whilst only the lead speaker stands.
- Don't fold your arms or put your hands in your pocket
- Use cue cards as memory aids. Try to keep them small so that they can be held in one hand, and not read like a script. The audience does not want to see the top of your head for the whole of the presentation.
- Do not fumble with the equipment or furniture

Don't-Presentation

- Always have a duplicate of your presentation or a spare copy with you in the event of unplanned problems – for example, equipment that does not work, saving devices show errors, a sudden change of venue.



Preferred personal qualities

- Open body language – hands at your side or bent at the elbow in front of your body.
- Look at the audience – don't fix your stare, but glance around in a casual manner.
- Smile
- Clear, even tone of voice – neither hushed nor too loud for the size of the room, or how many people are present. A low tone is preferable for small numbers; greater projection is required for greater numbers, in larger rooms.
- Try to avoid using too many gestures or repetition of certain words or phrases e.g. 'you know', 'and so on and so forth' 'and I really mean this' 'umm' 'err'
- Be enthusiastic but do not get too excited about what you are saying and start going off the subject. Bullet points can help you, and the audience, stay focused and avoid a verbal assault.



Relieve feelings of anxiety

- Try some relaxation exercises. Sit up, breathe in for a count of one and out for a count of four; keep this going for five minutes whilst just concentrating on the counting and rhythm of your breathing.
- Practice your presentation a few times before the actual event. Repetition will help you remember actions, timings and crucial sections more easily than passively reading the content on paper or a screen.

Relieve feelings of anxiety

- Mentally rehearse if you are unable to physically rehearse. Visualize yourself speaking, your body language, what you have to do when; Try to picture the sequence of the presentation to get an idea of the flow of the material, and how you can help the audience understand the most important points. Know your subject!
- Before you get to the presentation do not cram at the last moment. Try to do something enjoyable and unrelated to the upcoming event.

In-class exercise: The 3.5-minute research presentation challenge



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Stress



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Introduction-Managing stress

- Research can be perceived as demanding, challenging, difficult, and stressful.
- Many of us dread giving oral presentations, yet sooner or later as researchers, we are obligated to do so.
- Stress is a fact of life and a key issue faced by many people.
- The purpose of this module is to provide researchers with a closer look at possible causes of stress, how stress can be managed, anticipated and coped when it arises.

Introduction-Managing stress

What is stress?

- By definition, stress is said to be a physical, mental, or emotional response to events that causes physical or mental tension.
- In simple words, stress is an outer force that has a command over inner feelings.
- The term "stress" was coined by Selye (1950), who defined it as "The rate of wear and tear on the body".

Introduction-Managing stress

How many of us believe that we can change these beliefs? Have you felt the following responses up in your mind?

- This is my first presentation in front of an audience.
- There's nothing I can do to make the presentation impactful to the audience. They will find me boring.
- The presentation will be a failure.
- I do not have the time to prepare my presentation.
- It is so difficult to summarize my work in this presentation.
- I don't know who the audience will be.

Stress and Personality

Are we Type A person?

- Drive and ambition, aggressiveness, competitiveness

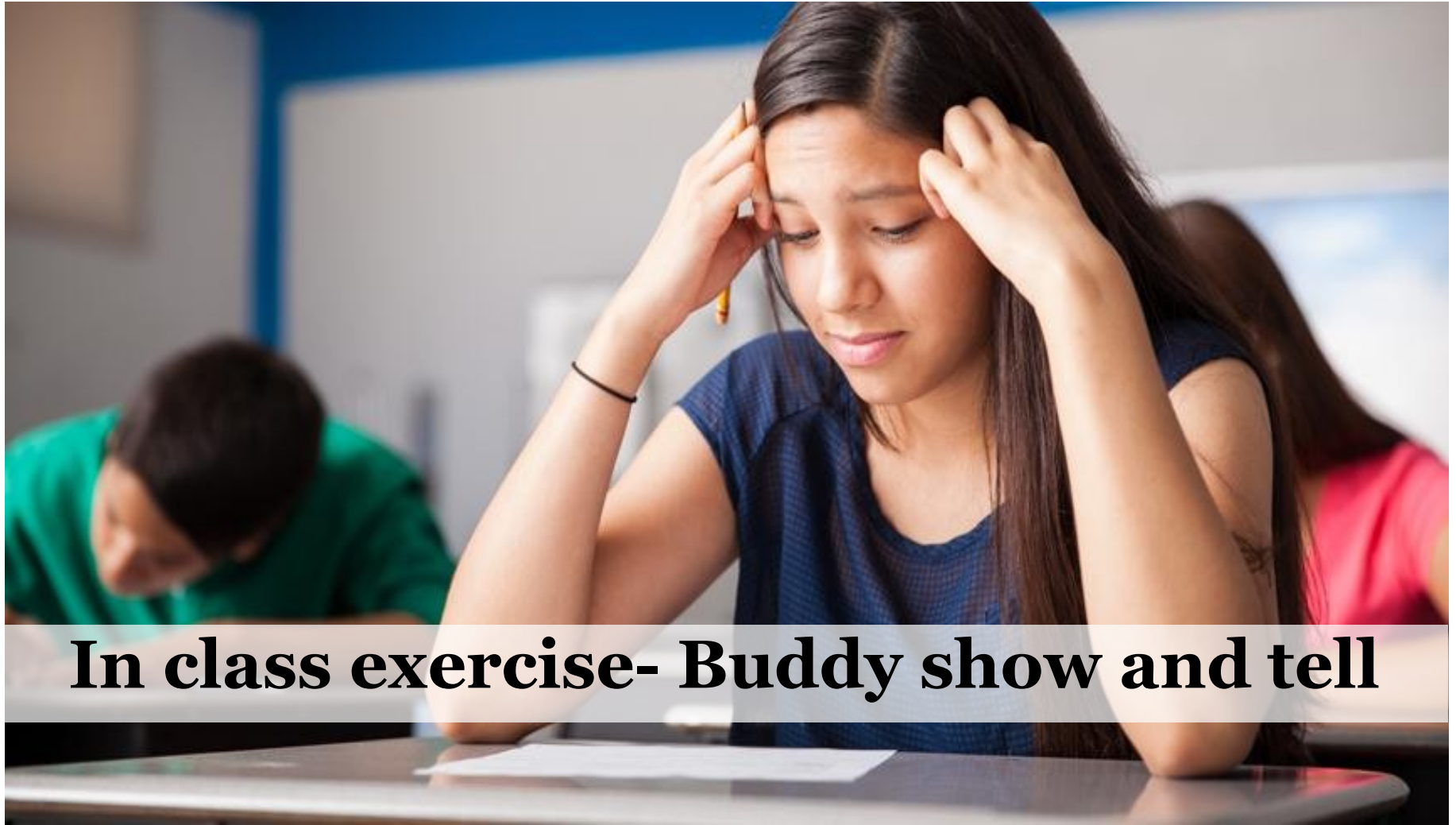
Are we Type B person?

- Easygoing, patient, able to take time to appreciate leisure and beauty

An illustration of a person with grey hair, wearing a purple patterned sweater and yellow pants, carrying a large blue backpack. They are walking towards the right. A black cat is sitting on the ground to the left, looking up at the person. The background is a solid light pink color.

test





In class exercise- Buddy show and tell



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Stress Factors

Some negative indicators of stress would be:

- Communicating less.
- Have less energy, anxiety – especially when knowing the fact that we have to prepare the presentation
- Sleep disturbance
- Appetite disturbance (especially during the day of the presentation!)

Negative thought	Positive replacement
'It will be a disaster.'	'I will aim to do the best I can.'
'I never do any good at this kind of thing, it's bound to go horribly wrong.'	'Just because I had a problem with this in the past does not mean that things are bound to go wrong.'
'They won't like me.'	'They like what they have read on my research topic otherwise they would not be listening to me.'
'They are looking for ways of catching me out.'	'They are giving me an opportunity to demonstrate my knowledge of something that I have worked hard to understand.'
'They will ask me questions that will show my weakness.'	'If it had been a big problem they would not have come to listen to my presentation. How can I talk about it in the most positive way?'
'I will fail as a presenter if I don't do well in this presentation.'	If I don't do as well as I would like there will be other opportunities to present in the future.'



Techno-stress

- **Techno-overload** – perceived pressure to work faster and longer due to the usage of technologies. We tend to stress ourselves in trying to put too much information in our presentation.
- **Techno-complexity** - The regular work hours to do research and prepare for presentation etc. is extended beyond situations when the complex computer systems used for research forces us to spend time and effort learning and understanding how to use new applications and updating our skills.
- **Techno-uncertainty** – perceived lack of clarity about whether one has to deal with technology-related research activities in our presentation. We are always at the stage of re-learning things very rapidly and often.

Consequences of Stress

- our voice trembled;
- we have sweaty palms;
- we experience shortness of breath;
- our heartbeat accelerate;
- we have butterflies or an upset stomach;
- we experience a generalised feeling of fear.

Ways to Manage Stress

Self-Management and Positive Self-Talk

Read the collection of stressful and unproductive self-talk statements, be aware of our feelings. Read the sentences out loud:

- I can't stand it.
- I just can't deal with it anymore.
- I feel terrible.
- I just don't know what to do.
- I'm always so far behind.
- That is so stupid.
- I shouldn't have to do this.
- There is too much to do.
- Nobody wants to listen to my presentation.
- Everyone is so uncooperative

Ways to Manage Stress

To overcome these negative thoughts, follow the tips for using these nervousness to our advantage:

- To feel brave, pretend you are brave already!
- Concentrate on the subject of your presentation and get your mind off yourself.
- Plan to enjoy yourself. Do not call your feelings fear; call them excitement!
- Curl your toes inside your shoes to release nervous energy.
- Concentrate on your breathing. Do not do deep breathing exercises – you may pass out! Instead concentrate on breathing rhythmically.

To effectively communicate successfully through presentation:

- The key principle is to remember that the presenter's job is to give information to the audience, not take from them (Anderson, 2018).
- The presenter needs to put themselves into our listeners' shoes

To effectively communicate successfully through presentation:

- Develop support media.
 - Photographs, illustrations, video, audio, graphs, infographics, animation, big data simulations – all can appeal the audience.
- Practice.
 - Make eye contact with the audience and smile. It makes a huge difference.
- Choreograph:
 - Visuals; Eye Contact; Avoid Jargon; Work the Crowd
- Respond to Questions and Concerns
- Summarize the findings of our work
- Close and obtain commitment



Practice Makes Perfect



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Follow our 10 simple tips to help manage and reduce your stress levels.



**Avoid
Caffeine,
Alcohol, and
Nicotine**

<https://www.skillsyouneed.com/ps/stress-tips.html>



Indulge in Physical Activity



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Get more sleep



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Try Relaxation Techniques



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Talk to someone



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Keep stress diary



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Take control



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Managing your time



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Learn to say NO!



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Rest if you are ill



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Relax



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Amy Cuddy



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Introduction - Non verbal communication

- Non-verbal communication is believed to account for anything between 50 – 70% of communication.
- It can be difficult to improve your non-verbal communication skills as this type of communication is almost completely unconscious and a part of your ‘personality’.
- In addition, different cultures and social groups have different norms around non-verbal communication.

Introduction - Non verbal communication

- To become an effective speaker,
 - *you must understand how your body speaks.*
 - *you can't stop sending your audience nonverbal messages, but you can learn to manage and control them.*
- Therefore the main purposes of this module are to help you learn to use your entire body as an instrument of speech.

Action speaks louder

When presenting a speech, your listeners will use their visual sense to determine if you:

- are sincere
- welcome the opportunity to address them
- truly believe what you're saying
- are interested in them and care about them
- are confident and in control of the situation

Why physical action is important?

Messages Are More Memorable

- People become bored with static presentations. That's why television newscasts almost always include film showing some kind of action.
 - If a fire, protest demonstration, or some other visually exciting activity occurs, the newscast will usually lead with it – even if it's not the most significant news story



Why physical action is important?

Punctuation Adds Meaning

- Written language has a whole array of symbols for punctuating messages: commas, periods, exclamation points, and so on.
- But when you speak, you use an entirely different set of symbols to show the audience what parts of your speech are most important and to add power and vitality to your words.

A photograph of Elizabeth Gilbert speaking into a microphone. She is shown from the chest up, in profile, facing right. She has short, wavy blonde hair and is smiling. She is wearing a red patterned top. The background is dark with some blue stage lighting.

Elizabeth Gilbert



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Why physical action is important?

Nervous Tension Is Channeled

- Being nervous before a speech is, to a certain extent, healthy. It shows you care about doing well.
- Many of the world's top entertainers readily admit they are nervous before a performance. But true fear– the kind that ruins a speech – will keep you from becoming an effective speaker.

Ways to make your body speak effectively

Eliminate Distracting Mannerisms

- The speaker who stands and talks at ease is the one who can be heard without weariness.

Be Natural, Spontaneous, and Conversational

- The single most important rule for making your body speak effectively is to be yourself.
- Don't try to imitate another speaker

Ways to make your body speak effectively

Let Your Body Mirror Your Feelings

- A person under the influence of his feelings projects the real self, acting naturally and spontaneously. A speaker who is interested will usually be interesting

Build Self-Confidence through Preparation

- Practice and rehearse your material

How to Gesture Effectively?

- Respond Naturally to What You Think, Feel, and Say
- Create the Conditions for Gesturing – Not the Gesture
- Suit the Action to the Word and the Occasion
- Make Your Gestures Convincing
- Make Your Gestures Smooth and Well-Timed
- Make Natural, Spontaneous Gesturing a Habit

How to use facial expression effectively?

- When you speak, your face communicates your attitudes, feelings, and emotions more clearly than any other part of your body.
- According to behavioral psychologists, people can easily recognize –
 - simply by observing a speaker's facial expressions – such distinct feelings as surprise, fear, happiness, confusion, disgust, interest, disbelief, anger, and sadness.



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How to your Eyes Effectively?

- **Know Your Material**
 - Being prepared – having control over your verbal message – is a prerequisite for establishing effective eye contact with your audience
- **Establish a Bond**
 - When you speak, you are communicating with a group of individual people – not performing before a single unit. So making effective eye contact means more than just passing your gaze throughout the room; it means focusing on individual listeners and creating person- to- person relationships with them
- **Monitor Visual Feedback**
 - While you deliver a speech, your listeners are responding with their own nonverbal messages. Use your eyes to seek out this valuable feedback.



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How to make good impression?

- **Your Appearance**
- **Before You Speak**
 - Mingle with the audience, and project the same friendly, confident attitude that will make your speech a success
- **The First Minute**
 - When you speak, especially if you are not well known to the audience, the most crucial part of your presentation is the first minute. During those few seconds, the people in the audience will be making critical judgments about you. They will decide if you're confident, sincere, friendly, eager to address them, and worthy of their attention. And to a large degree, they will base this decision on what they see.

**High
information
richness**



**Low
information
richness**



Information
Richness of
Communica
tion Media



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Strategies to develop a powerful presentation



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Right Presentation Media for the Message

- Presentations are not limited to a single time or place anymore. Presentation can be taped, broadcasted, streamed, downloaded, and distributed.
- Presenter can use handouts, sketches, videos, flipcharts, and anything that will help people receive the message.
- The size of audiences and the level of interaction should also determine which media being chosen.

Find the Perfect Mix of Data and Narrative

Report

Story

Research Findings

If your goal is to communicate information from a report, send the full doc beforehand and limit the pitch to key takeaways. Brevity wins.

Financial Presentation

Financial audiences want data /details. Satisfy them with facts, but add a thread of narrative to appeal to the emotional side. Then present the key takeaways visually, to help them find meaning in the numbers.

Product Launch

Instead of covering specs and features, focus on the value your product brings to the world. Tell stories that show how real people will use it and why it will change their lives.

Venture Capital Pitch

For 30 minutes with a VC, prepare a crisp, structured story arc that conveys your idea compellingly in 10 minutes; then let Q&A drive the rest of the meeting. Anticipate questions and rehearse clear and concise answers.

Keynote Address

Formal talks at big events are high-stakes, high-impact opportunities to take your listeners on a transformative journey. Use a clear story framework and aim to engage them emotionally.

Harvard Business Review June 2013

Nancy Duarte is the author of *HBR Guide to Persuasive Presentations*, *Slide:ology*, and *Resonate*. She is the CEO of Duarte, Inc. which designs presentations and teaches presentation development



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Beware the SLIDEUMENT!

- This is a slideument. A slideument features too much text, and too many bullet points. It may also include graphs and pictures.
- If a presenter has this slide on the screen, and reads it to the audience, most people will finish reading before the presenter finishes, and then tune out.
- If the presenter *doesn't* read the slide, but just talks *about* the topic, the audience will likely read the slide and not listen to the presenter.
- Go ahead (you know you want to) – experiment!
- Time yourself! Read this slide silently at your normal reading speed.
- Then, go back and time yourself reading it out loud at a normal “presentation” pace. It’s OK if your family laughs while you do this.
- You read faster than you speak, don’t you?
- I tried this and found I read almost twice as fast as I speak.
- Oh, and this font is now way too small for a slide.



A typical useless slideument

- This is the first point, but don't worry - there will be plenty more to come
- In fact there is so much text here
 - that it will be necessary to split it up arbitrarily
 - to avoid making this look like a novel
 - and to use tiny text so we can fit it all on the screen
- So, poor audience, you have the difficult choice:
 - either to listen to me
 - or to read all this text (which you're currently doing)
 - or even to try doing both, which is impossible
- So having all this text behind the speaker doesn't help communication - in fact, quite the opposite



Determine the Right Length for a Presentation

- A short and concise presentation needs longer preparation.
- In fact, if you ask around, “What do great presentation have in common?” Then, a consistent answer is “They are short.” Time flies.
- In bahasa, we mention that ‘waktu adalah uang’, referred to ‘time is money.’ Time is a scare resources needed conservation and better management with lot of priority considerations.
- It is no secret that people value their time highly.

Five strategies to tighten a talk and keep audiences engaged:

1. Listen to the audience
2. Plan content for 60% of time slot
3. Trim your slide deck
4. Practice with the clock counting up and counting down
5. Have two natural ending

Persuade Beyond the Stage



Share the Stage

Bringing in other presenter

- A single presenter presentation could become a boring monologue.
- The key to getting and holding audience's attention is having a new thing continually happens.
- Invite others to join you on the stage or by video.

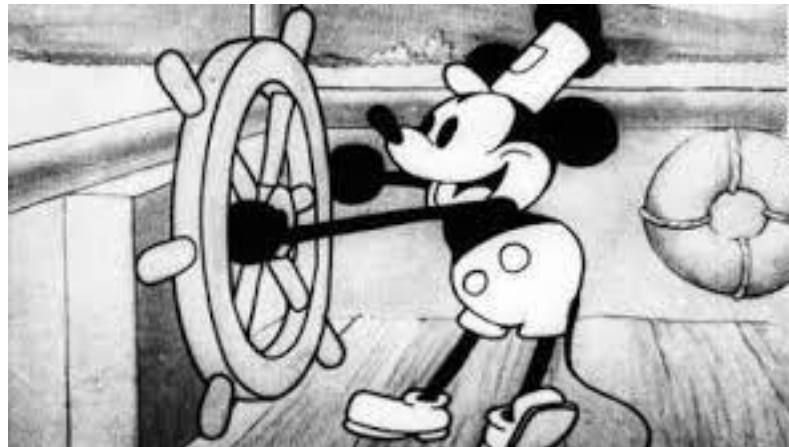
Mixing up your media

- Media richness provides knowledge of various media for effective and persuasive communication.
- Add video to inject humor, warm-up, vividly explain process, or any related process. Figure and picture may be helpful as well.

Techniques to develop presentation slides

Think Like a Designer

At our studio, we don't write our stories, we draw them.
Walt Disney



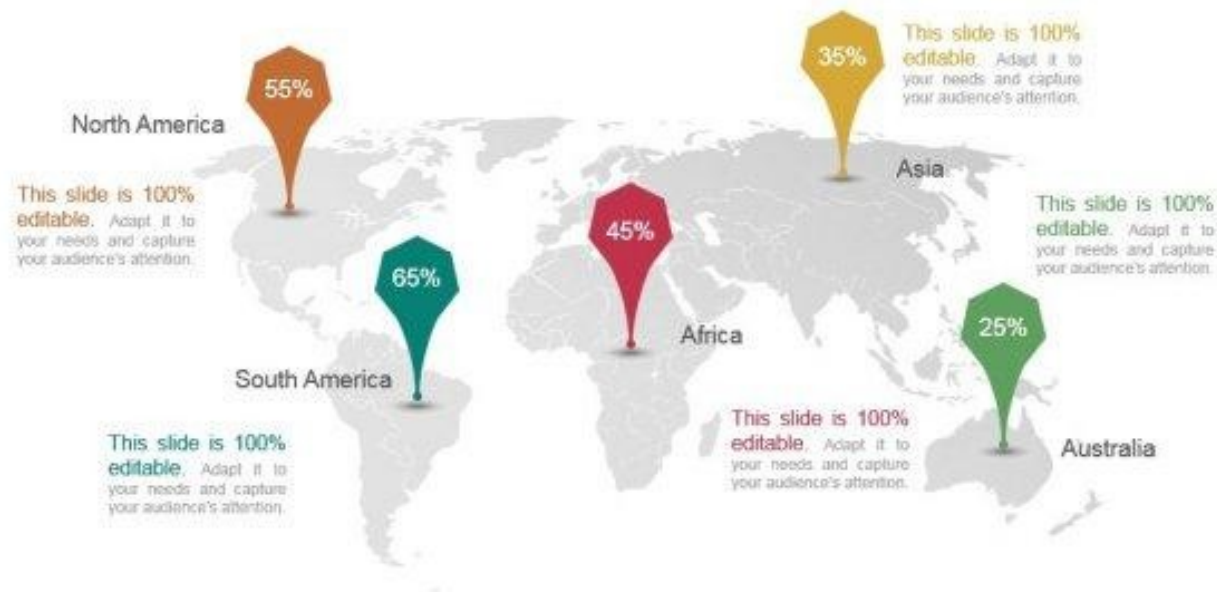
Design Thinking



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Create Slides People Can “Get” in Three Seconds

Business Locations With Sales Generation Percentage



WWW.COMPANY.COM



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TODAY'S AGENDA



**MOBILE IS
THE NEW BLACK**



**HUMAN
RESOURCES**



**FINANCE
ARRANGEMENTS**



**PROJECT
MANAGEMENT**



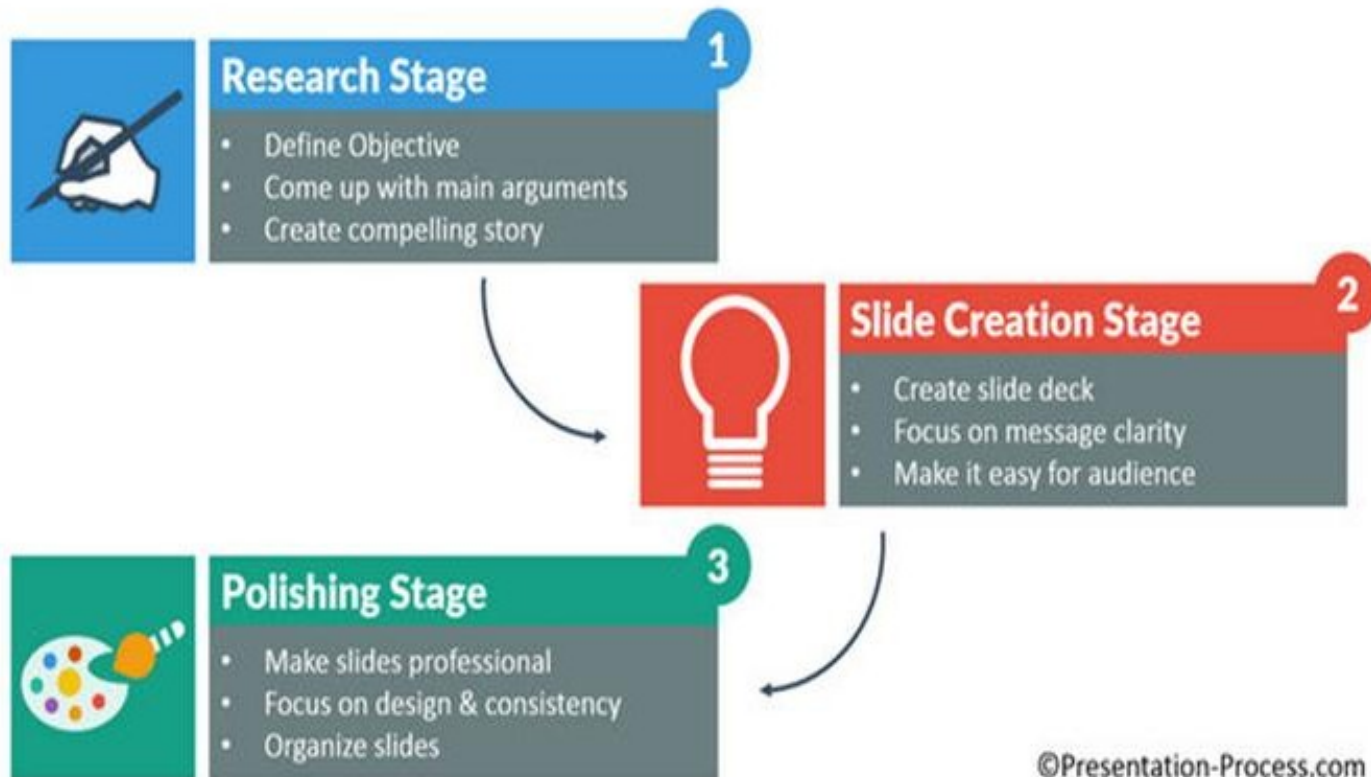
REVOLUTION?



**TELL YOUR
STORY**



3 Stages In Creating Presentations:



©Presentation-Process.com



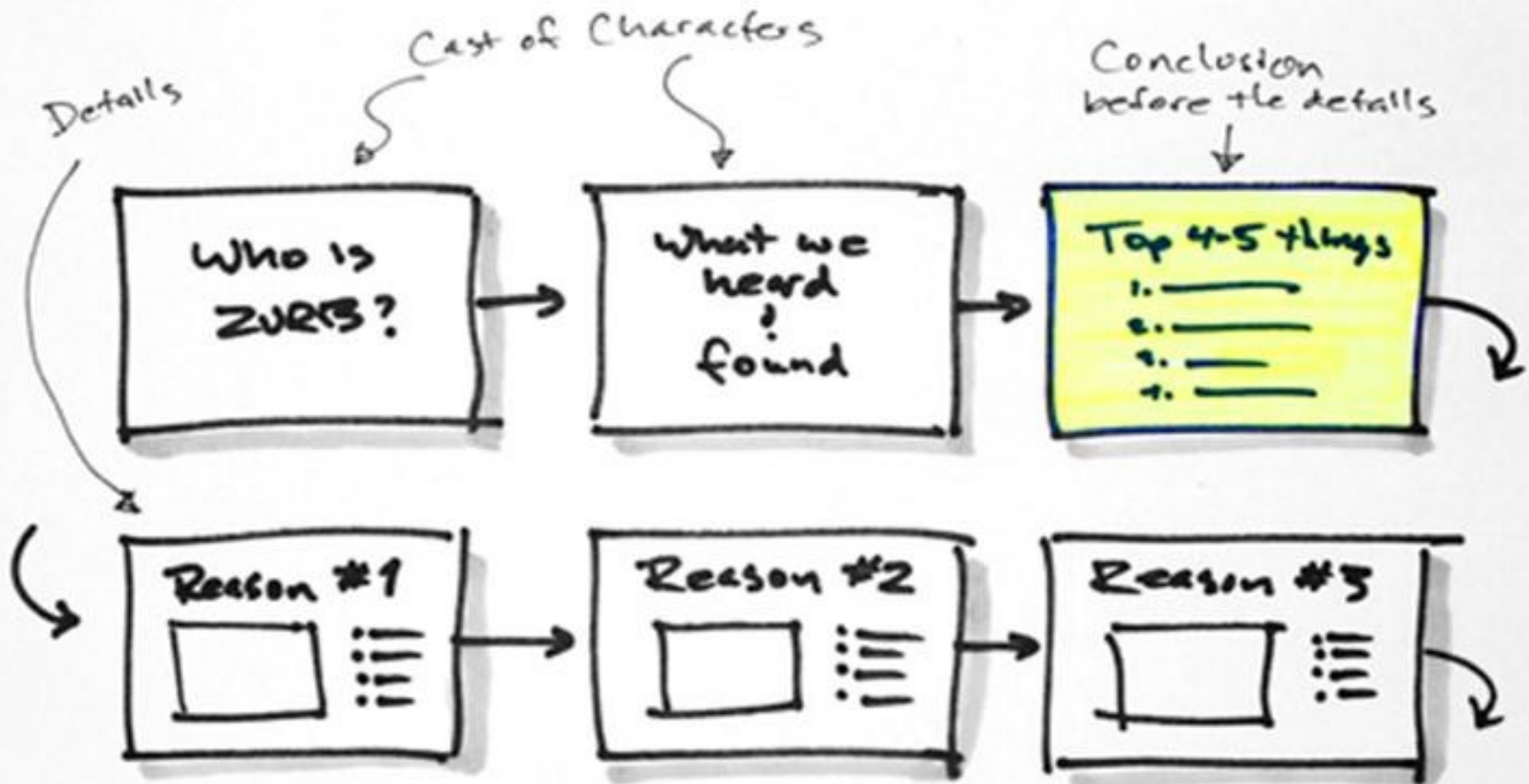
Choose the Right Type of Slide

- Walk-in slide. The slide is already up when people enter the room. It creates the first impression.
- Title slide. It shows the title, your name, affiliation, and event's name. It helps orient and focus the audience.
- Bullet slide. Use bullets to cluster related ideas into a list, but do not display them all in once. If you do, the audience will get ahead of you.
- Big-word slide. This type of slide shows a single word or short phrase in large type – the one message or idea a presenter wants to convey at that moment.

Choose the Right Type of Slide

5. Quote slide. Project quotes by expert or from important documents to add credibility or factual support to your message, but clearly show where the material came from.
6. Data slide. A presenter may need to display data when explaining research or reporting business unit's performance.
7. Video slide. A slide with an inserted video for a specific purpose.
8. Walk-out slide. Leave people with something useful as they exit the room. Something memorable about your presentation.

Storyboard One Idea per Slide



Flow



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White Space



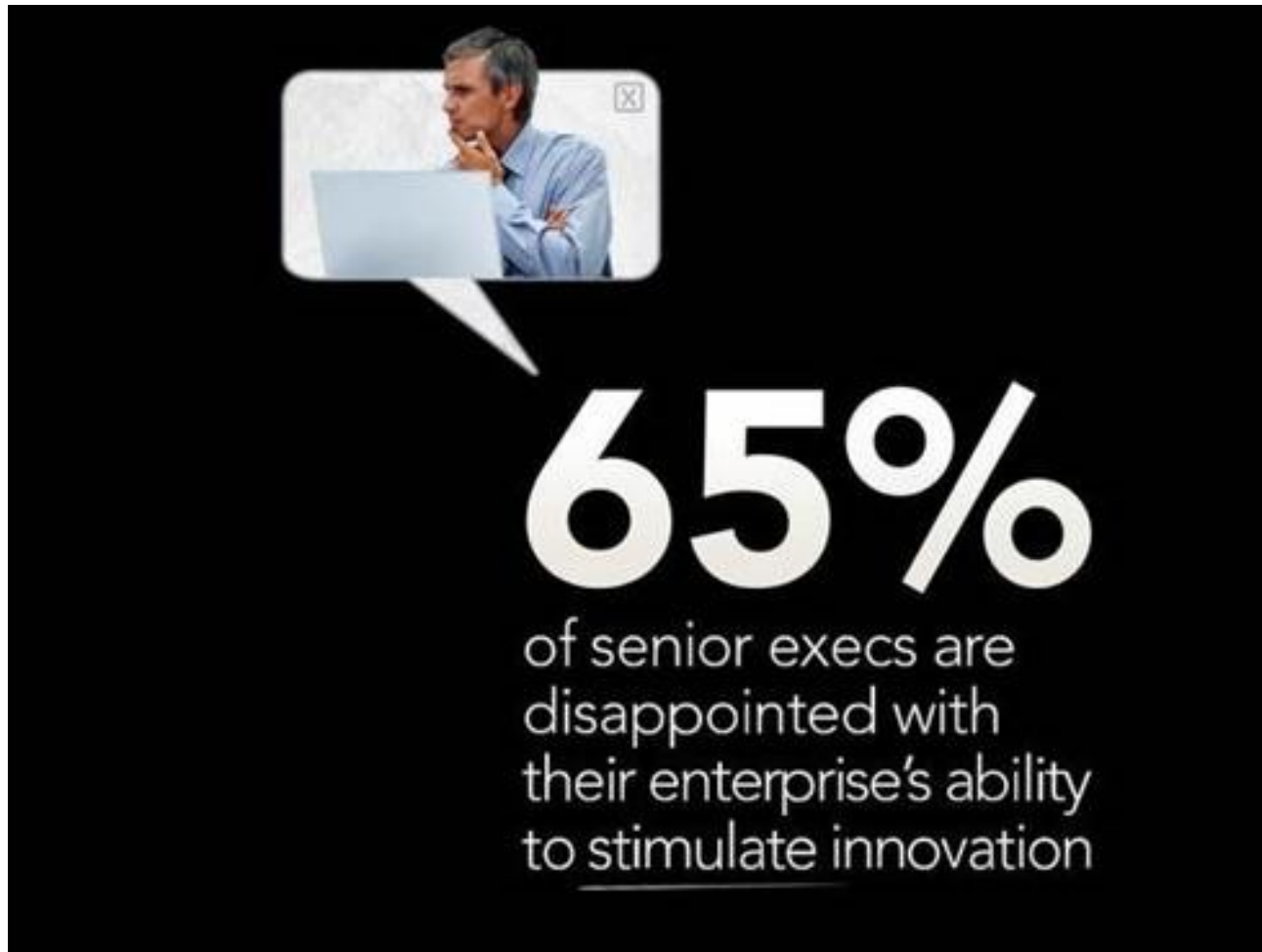
“Products are made in
the factory, but brands
are created in the mind.”

Walter Landor
Founder of Landor Associates



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Hierarchy



Contrast



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Unity



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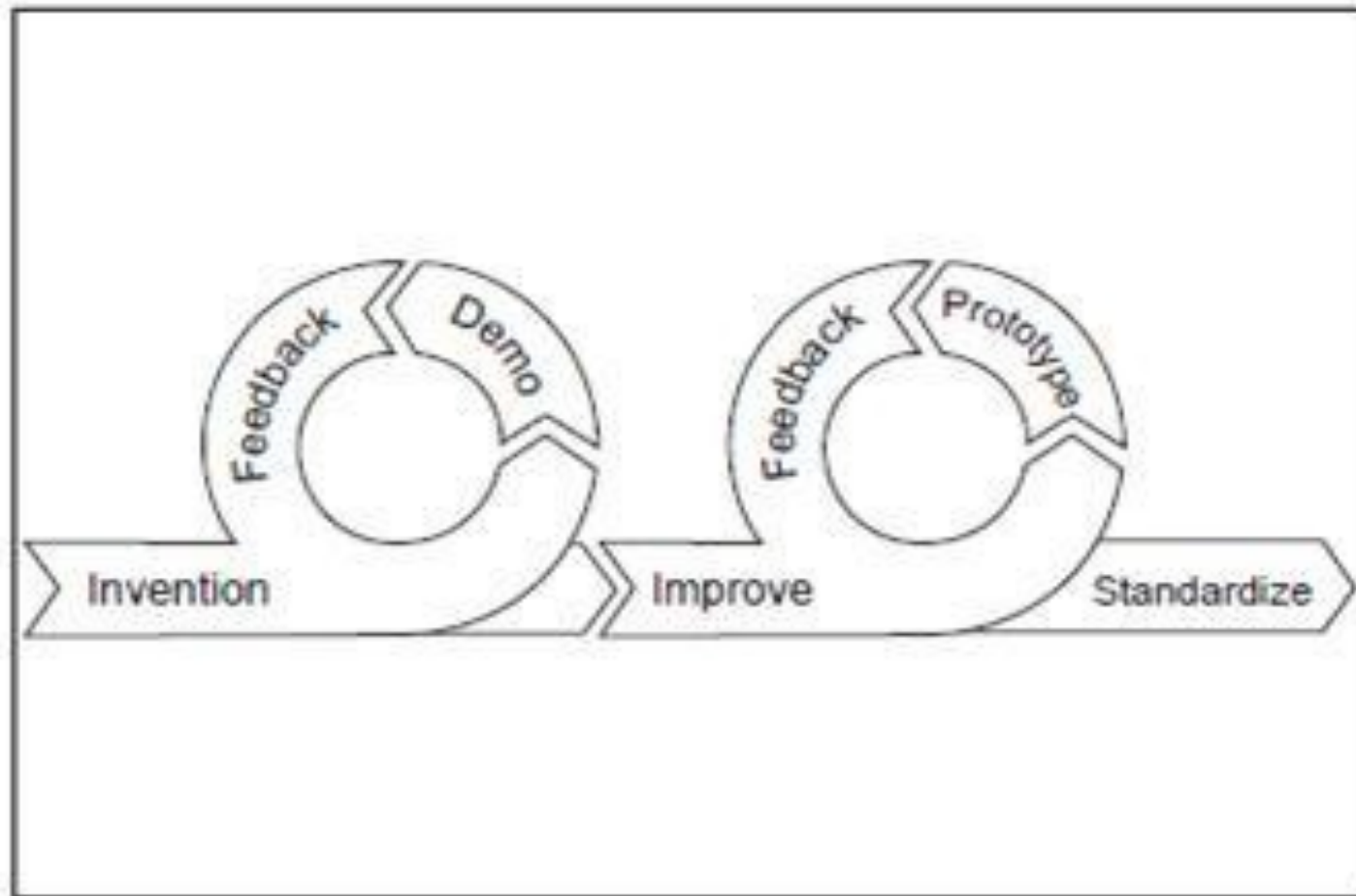
Turn Words into Diagrams

We follow the same basic process every time

- We start with the invention. We take early stage ideas and turn them into demos—not technical demos but conceptual ones, like the rough version of Flare you saw.
- Then our team takes this seed of an idea to customers, in conferences and forums, to get feedback that helps us shape it into something even more useful.
- We improve it and build a prototype that we give to a set of early adopters, who use it and give us more feedback.
- Eventually, after a few quick cycles of this process, we standardize the product features.
- Only then is it ready to go out to our larger group of customers, like the finished version of Flare you saw.



Turn Words into Diagrams



In-class exercise: Read research article - Summarize - present with different media



Rhetorical - Introduction

- Effective structure of research article is one of the critical elements in doing research.
- This training material is prepared in order to help young or novice researchers understand the effective structure of research article.
- This unit will explain the effective structure of research article based on the IMRAD format. The IMRAD structure has proved to be one of the most effective format in research writing due to its many benefits.
- One of the benefits is that this format allows the audiences to a quick navigation of the research articles as well as ability to locate material relevant to their purpose.

Rhetorical - Introduction

- The academic presentation is a relatively new format which enlarges its spheres of application, being implemented in different types of higher learning.
- Presentations are adopted as a method of lecturing and evaluating students' progress during the course of studies and final exams.
- Presentations of academic essays, reports and master theses can also be addressed to colleagues and evaluators.
- Consequently, these types of academic presentations expand their sphere of application (and it is required to) into perfecting (improve) students' presentation skills.



Rhetoric and Composition/Oral Presentations

- Planning your topic, researching, editing, reviewing, and revision are all important steps in producing a good oral presentation; the same as they are when writing an essay or research paper.
- The best way to ensure that your speech is a success is to have enthusiasm for your topic and to give yourself adequate time to develop that enthusiasm into a workable talk.

Preparation

Who is Your Audience?

Consider the following characteristics of your audience:

- Knowledge Base
- Age
- Race
- Gender
- Occupation
- Values & Morals



Matt Abrahams



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Ways of Beginning a Speech

Opening with a quotation.

"After the nuclear bombs were dropped during World War II, the leading creator of this destructive force said, 'I know not with what weapons World War III will be fought, but World War IV will be fought with sticks and stones.' Albert Einstein stated this after finally seeing the bombs' full power; for he knew that he very well may have had a hand in the end of the world."



Ways of Beginning a Speech

Opening with a statistic.

"By the end of 2004, 724 out of every 100,000 U.S. residents were incarcerated. The United States of America has the highest jailing rate in the entire world."

Ways of Beginning a Speech

Opening with a personal anecdote.

"A couple years ago, there was this game that had just came out. Everybody was talking about how awesome this game was and how sweet the graphics were. So, I did what any gamer would do--drove directly to the store, picked up a copy of the game, brought it home, and popped it into my Xbox. My excitement heightened as the game loaded and the intro sequence played. When the game started, I was absolutely astonished ... at how bad the game play was. The game looked cool, but all you did was run around and hit the enemies in the head with a sword over and over again.

That game was not fun; Let's make a game that is fun."

Ways of Beginning a Speech

Opening with humor.

"Anyone who makes a bad call against the Detroit Lions risks ticking off their last remaining fan."



Ways of Beginning a Speech

Opening with an overview.

"Today, I will be discussing college dropouts. I will be going over the current rate of dropouts as well as the many common reasons for it. I will also talk about the reasons to stay in college, like better knowledge, life experiences, and more pay in the future."

Methods of Presenting Your Speech

- Manuscript Speaking
 - Writing the content of your speech out word for word may be appropriate for certain situations.
 - For instance, when you are presenting critical facts or statistics, having the data at your fingertips helps to prevent errors.
- Memorized Speaking
- Extemporaneous Speaking

Methods of Presenting Your Speech

- Memorized Speaking
 - Memorizing a speech can improve eye contact with an audience. Body language may also improve because the speaker has more freedom to move about the area, since papers/notes will not be used.
 - A problem posed by memorizing a speech arises when the presenter forgets the speech. This can cause an embarrassing, awkward situation and make the speaker appear inept.
- Extemporaneous Speaking

Methods of Presenting Your Speech

- An extemporaneous speech (extemp speech) is delivered from a prepared outline or note cards.
- The outline and/or note cards include the main ideas and
- The only information that is typically copied word for word are quotes. Outlines and note cards should be used for keeping the presentation organized and for reminding the presenter what information needs to be provided.
- Extemp speaking has many advantages compared to the other



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Ways of Ending a Speech

- After completing the presentation, the presenter should summarize the main points again without repeating verbatim what was said in the introduction.
- After that, you want to "Wow" your audience again with one of the techniques for introducing your speech.
- This can include:
 - a quotation, a startling statistic, a personal experience, a joke, or a formal closure. Particularly if you are presenting persuasive information, you may want to end your speech with a call to action.

Ways of Ending a Speech

Ending with a thank-you.

"That is all I have for today. I appreciate you giving me your time. Thank you very much and have a great day."

Practical Psychology



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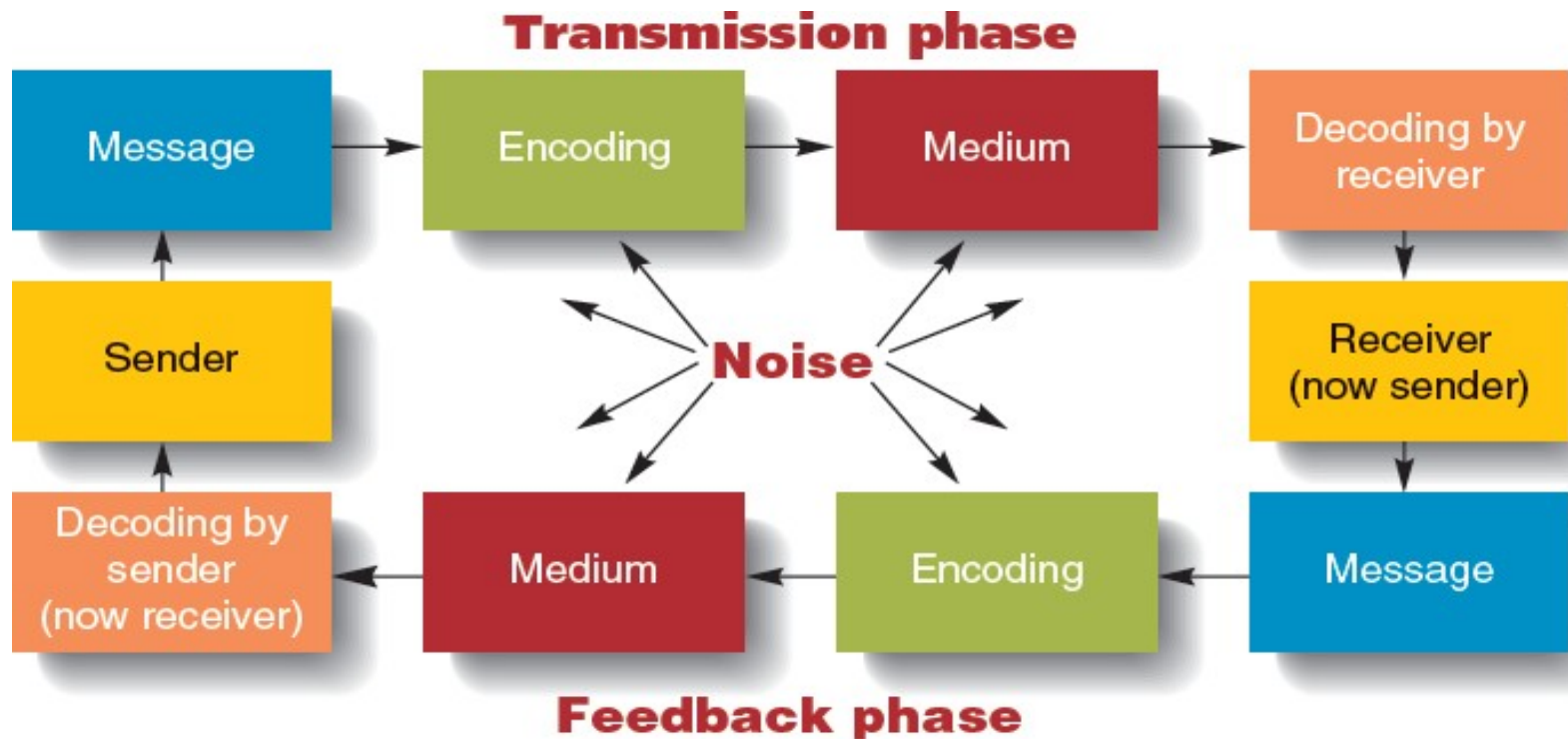


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Audience Interaction - The essential

- Communication is generally defined as a process to transfer meaning between senders and receivers in a purpose to develop a common understanding.
- Accordingly, messages in an effective presentation should be clear, complete, correct, save the audience's time, and build goodwill.
- By fulfilling those five criteria, benefits of communication will be resulted, such as save time, make efforts more effective, increase efficiency, improve quality, and build a strong goodwill.

Audience Interaction - The essential



Audience Interaction - The essential

- Audience-centered communication is applied by taking principles of you-attitude, positive emphasis, and readers benefit.
- You-attitude communication looks at things from the reader's point of view.
- It respects the reader's intelligence, protects the reader's ego, and emphasizes what the reader wants to know.
- Sender creates you-attitude communication by talking about the reader, referring to the reader's request or order specifically, avoiding feeling based sentences except to offer congratulation and sympathy, using you more than I in positive situation, and avoiding you in negative situations.

STRATEGIC Q'S



<http://www.on-spot-communication.co.za/communication-strategic-planning/>



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PAIBOC

Principles of PAIBOC

- P What are your purposes in writing or presenting?
- A Who is (are) your audiences? How do members of your audience differ? What characteristics are relevant to this particular message?
- I What information must your message include?
- B What reasons or reader benefits can you use to support your position?
- O What objections can you expect your audience(s) to have? What negative elements of your message must you deemphasize or overcome?
- C How will the context affect reader response? Think about your relationship to the audience, morale in the organization, the economy, the time of year, and any special circumstances.

Types of Sender

Logos:

- Appeal based in logic.
- A sender should be able to explain causes and effects of an information.
- This ability will help the sender to reconstruct information in various aspects, explain the relationships, and provide a logic thought underlining any taken decisions.

Types of Sender

Ethos:

- Appeal based on credibility.
- It is all about trustworthiness.
- A sender should be known as a powerful person in the context.
- That power may relate to his/her position, expertise, rewards decision, and punishment ultimatum.

Types of Sender

Pathos:

- Appeal to emotions.
- A sender should have emotional intelligence that takes them in thinking emphatically by standing in the audience's point of view.
- Emotional intelligence consists of ability in self-awareness and audience's awareness.
- Practically, the sender skillful to explain how do I feel, what do they feel, and what do they need me to do?

Transformational sender

- Idealized Influence (II) - the leader serves as an ideal role model for followers; the leader "walks the talk," and is admired for this.
- Inspirational Motivation (IM) - Transformational leaders have the ability to inspire and motivate followers. Combined, these first two I's are what constitute the transformational leader's charisma.

Transformational sender

Audience interaction

A message may have five separated audiences:

- **Primary audience** will decide whether to accept your recommendations or will act on the basis of your message.
- **Secondary audience** may be asked to comment on your message or to implement your ideas after they've been approved.
- **Initial audience** receives the message first and routes it to other audiences.
- **Gatekeeper** has the power to stop your message before it gets to the primary audience.
- **Watchdog audience** pays close attention to the transaction between you and the primary audience and may base future actions on its evaluation of your message.



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In-class exercise: Stand up comedian



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Understand The Audience's Power

- When a presenter walk into a room, it is easy to feel as if a s/he is in a position of power.
- S/he is up front, perhaps even elevated on a stage, and people came to hear the speech.
- In reality, though, the presenter is not the star of the show.

The audience is the real star!

Segment The Audience

- Think using mentor and hero relationship. The power is in the audience's hands.
- Be passionate about the topics.
- Be open with the audience.
- Be connect with the audience.

Segment The Audience

- Politics: power, influence, decision process
- Demographic: age, education, ethnicity, gender, and geography
- Psychographics: personality, values, attitudes, interest, communities, and lifestyles
- Firmographics: number of employees, revenue, size, industry, number of locations, location of headquarters
- Ethnographic: social and cultural needs

Style	Decision-Maker's Characteristics	Persuader's Strategy	Examples
CHARISMATIC Lee Iacocca, Herb Kelleher	Easily enthralled, but bases final decisions on balanced information Emphasizes bottom-line results	Focus on results. Make straightforward arguments. Stress proposal's benefits with visual aids. Use buzzwords: proven, actions, easy, clear.	Diagrams current organization and problems, proposed restructuring and benefits—especially improved competitiveness. Explains potential challenges (resistance to staff relocation) and risk of inaction (losing largest customers). Provides detailed reports for CEO to review post-presentation.
THINKER Michael Dell, Bill Gates	Toughest to persuade Cerebral, logical Risk-averse Needs extensive detail	Present market research, customer surveys, case studies, cost/benefit analyses. Use buzzwords: quality, numbers, expert, proof.	Presents three different options in detail in first meeting. Explains data-gathering methods. Presents case studies of similar restructurings. Uses second meeting to fill argument gaps and recommend optimum plan. Waits weeks, months for CEO's decision.
SKEPTIC Larry Ellison, Tom Siebel	Challenges every data point Decides based on gut feelings	Establish credibility with endorsements from someone the CEO trusts. Use buzzwords: grasp, power, suspect, trust.	Co-presents with trusted COO. Emphasizes information sources' credibility. Strokes CEO's ego ("You've probably seen this case study..."). Grounds arguments in real world.
FOLLOWER Peter Coors, Carly Fiorina	Relies on own or others' past decisions to make current choices Late adopter	Use testimonials to prove low risk. Present innovative, yet proven, solutions. Use buzzwords: expertise, similar to, innovate, previous.	Highlights case studies from other industries, but notes, "We could be the first in our industry to do this." Omits failed restructurings (though retains information in case CEO requests it). Presents three restructuring options. Uses multiple references to steer CEO toward her preferred choice; emphasizes option's affordability.
CONTROLLER Ross Perot, Martha Stewart	Unemotional, analytical Abhors uncertainty Only implements own ideas	Present, highly structured arguments. Make listener "own" the idea. Avoid aggressive advocacy. Use buzzwords: facts, reason, power, just do it.	Over several months, continually sends CEO customer reports, marketing studies, financial projections. Emphasizes data highlighting company's problems. Identifies data contradictions, letting CEO analyze them. Waits for CEO to request meeting after large customer defects.



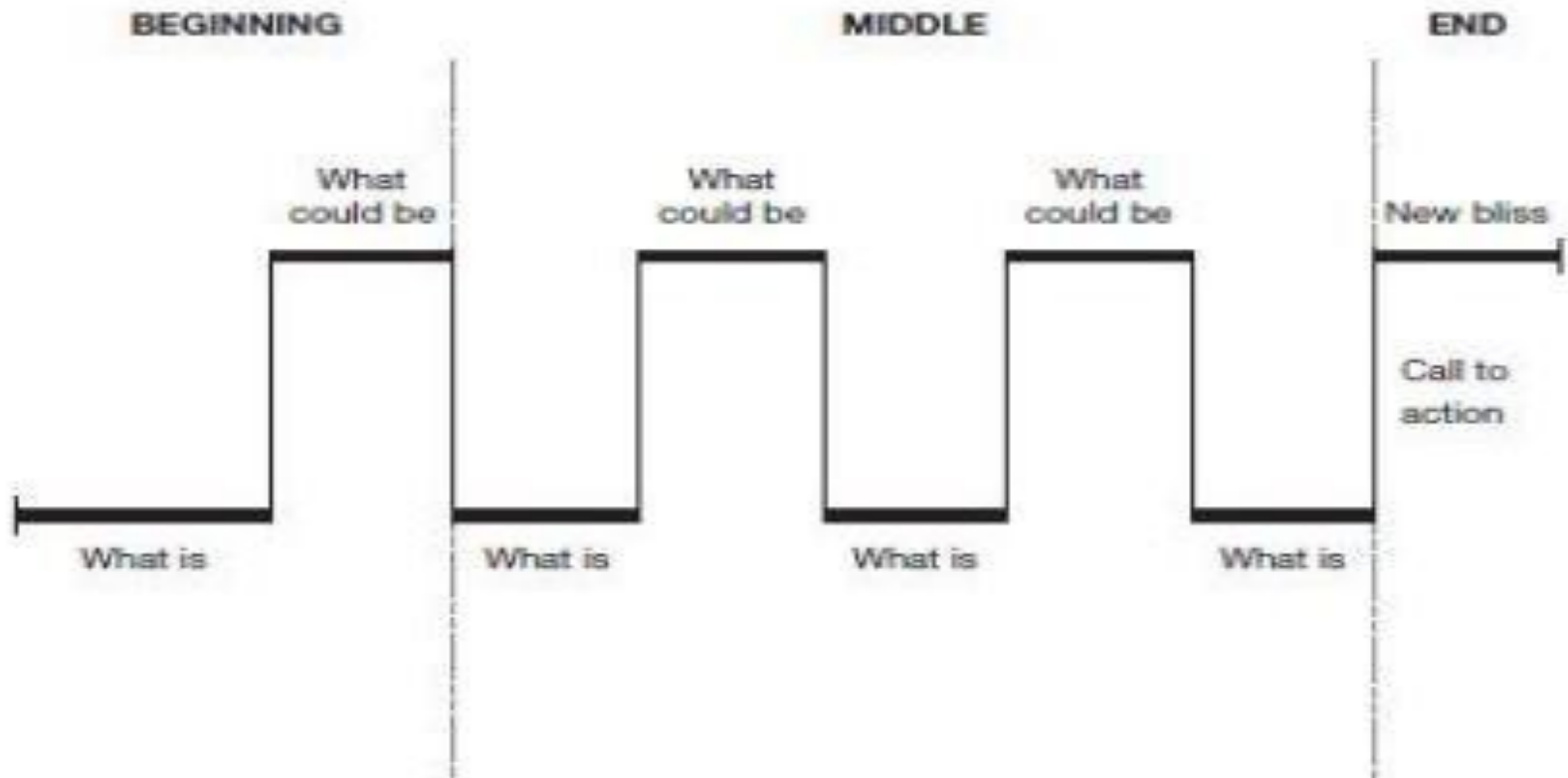
Find Common Ground

- Shared experiences. What from your past do you have in common. Do you share memories, historical events, interests?
- Common goals. Where are you all headed in the future? What types of outcomes are mutually desired?
- Qualifications. Why are you uniquely qualified to be the audience's guiding expert? What did you learn when you faced similar challenges of your own, and how will your audience benefit from that insight?

Use Storytelling Principle

- **Create a solid structure.** There should be a beginning, middle, and end. Within each stage, there will be what is information and what could be information
- **Craft the beginning.** Accordingly, after explaining what is condition, a presenter needs to explain the gap to achieve what could be condition. The gap creates tension that needs to be resolved.

Persuasive story pattern



Use Storytelling Principle

- **Develop the middle.** Explain action needed to be conducted.
- **Make the ending powerful.** Use the principle of call to action and new bliss.
- **Add emotional texture.** Personal story coming from presenter is interesting to bound the message.
- **Create something they will always remember (STAR).** Be creative to pin point memorable factors of the presentation.

Measure Presentation's Impact

A communication using social media before, during, and after presentation is constructive when it:

- Enriches the content of presentation
- Connects people in the room
- Allows people who are not attended to be connected
- Increases the reach to more people

Take away notes

- Communication as a process to develop understanding between sender and receiver needs strategy. Use the best strategy to create effective and persuasive communication.
- Recognize your own characteristics as a sender of a communication. Are you a good sender for the message?
- Interaction among sender and audiences will smoothen process to transmit and response communication content. Build a good interaction with the audiences to have a persuasive presentation.