Module 4
Presentation and Communication Skills

Erasmus+ Capacity Building in Higher Education

Assessing and Improving Research Performance at South East Asian Universities

8.4 – 12.4.2019, Universiti Teknologi Malaysia Malaysia

Tur Nastiti

Universitas Gadjah Mada

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AGENDA

- Day 1. Coaching building block
- Day 2. Communication building block
- Day 3. Persuasive presentation building block
- Day 4. Presentation building block
- Day 5. Sharing building block

Tak kenal maka tak sayang

Communication - the human connection - is the key to personal and career success.

Paul J. Meyer

BrainyQuote

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Day 1. Coaching Building Block

Coming in your mind:
Communication – Presentation

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*Coming in your mind:*
Presenter – Audience

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Communication

A process in how people use messages to generate meanings within and across various contexts for common understanding.

As a discipline, communication studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry.
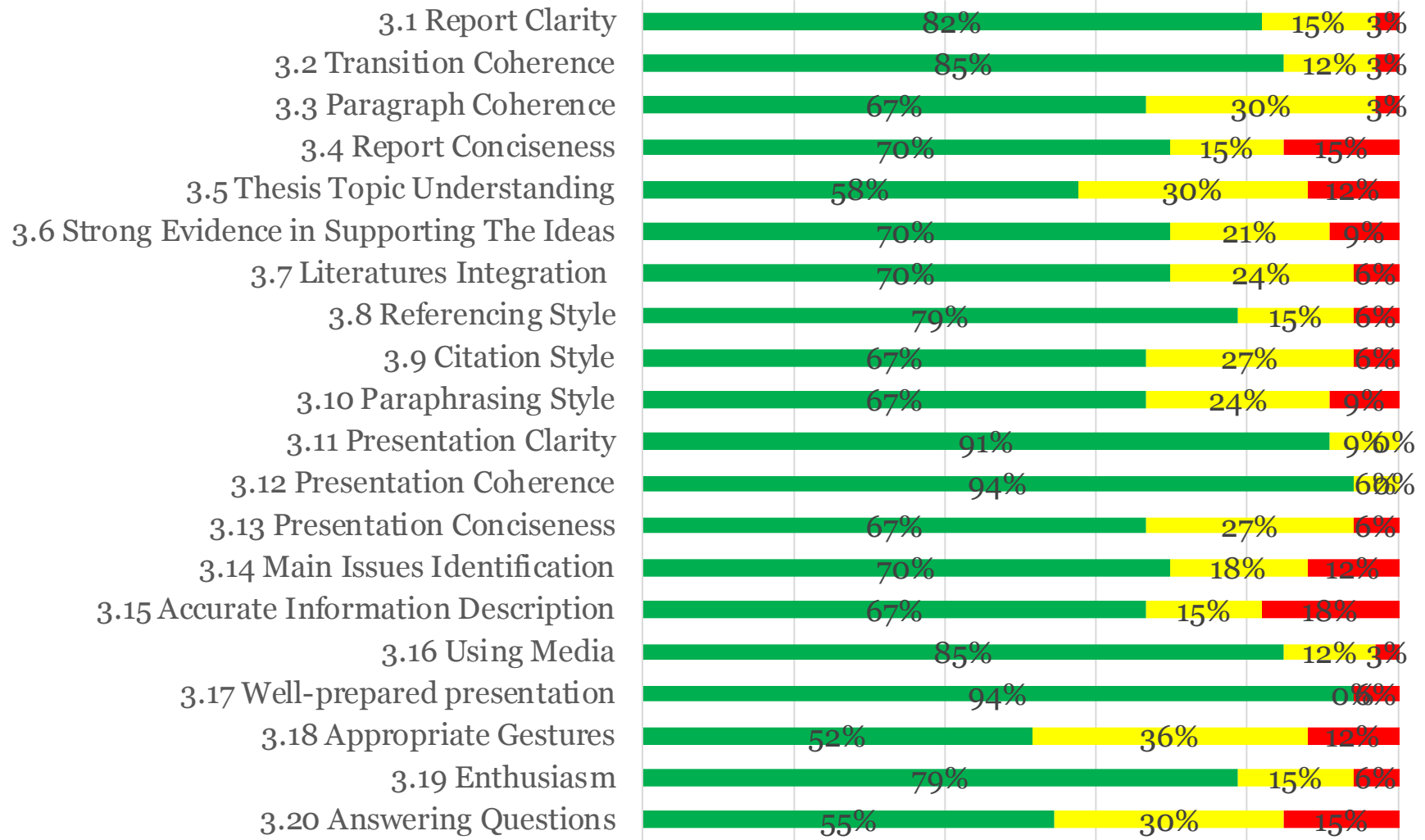
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Communication Process
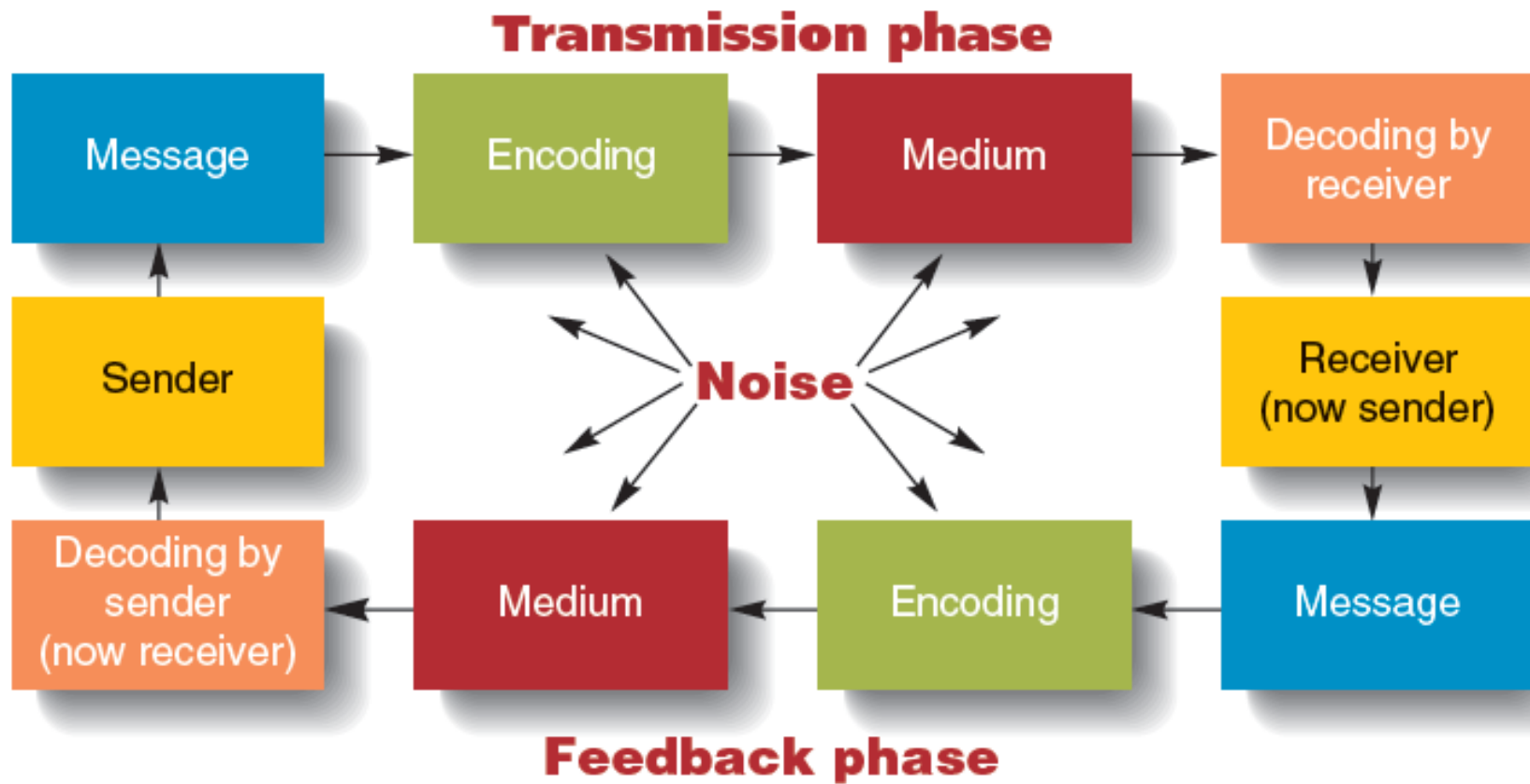
Perception Bias

Facts:

Corporations may spend $3.1 billion annually to fix problems from writing deficiencies
(Locker & Kaczmarek)

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Facts:

	Exceeds	Meets	Fails
3.1 Report Clarity	82%	15%	3%
3.2 Transition Coherence	85%	12%	3%
3.3 Paragraph Coherence	67%	30%	3%
3.4 Report Conciseness	70%	15%	15%
3.5 Thesis Topic Understanding	58%	30%	12%
3.6 Strong Evidence in Supporting The Ideas	70%	21%	9%
3.7 Literatures Integration	70%	24%	6%
3.8 Referencing Style	79%	15%	6%
3.9 Citation Style	67%	27%	6%
3.10 Paraphrasing Style	67%	24%	9%
3.11 Presentation Clarity	91%	9%	6%
3.12 Presentation Coherence	94%	6%	0%
3.13 Presentation Conciseness	67%	27%	6%
3.14 Main Issues Identification	70%	18%	12%
3.15 Accurate Information Description	67%	15%	18%
3.16 Using Media	85%	12%	3%
3.17 Well-prepared presentation	94%	0%	6%
3.18 Appropriate Gestures	52%	36%	12%
3.19 Enthusiasm	79%	15%	6%
3.20 Answering Questions	55%	30%	15%

■ Exceeds ■ Meets ■ Fails

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SWOT in Communication

Self-Assessment

- What are your communication strengths?
- What are your communication weaknesses?
- Who is your communication role model?
- What are characteristics of your communication role model?

Self-Assessment

- Do you have competencies to achieve those characteristics?
- What are steps needed to achieve the competencies?
- What are barriers to achieve the competencies?

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Self-Assessment

- How to measure your achievement in the competencies?
- How long it will be?

Working sheet
Self-Assessment

Purpose	Steps	Deadline	Measurement

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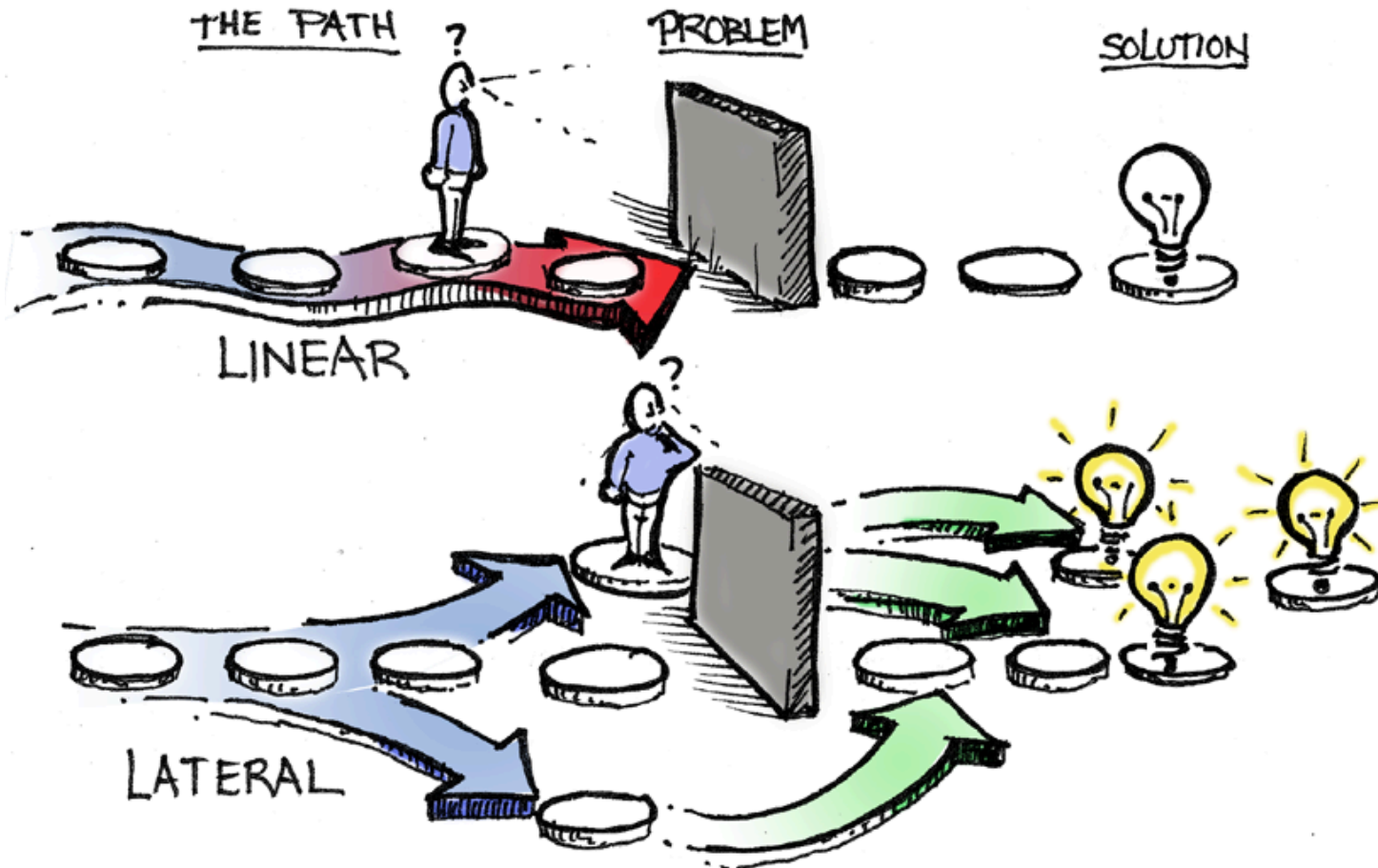
Well-Structured Communication
A Design Thinking Approach

An effective communicator has to be well-structured
(Stanis Tandelilin, Founder of Sale Stocks)

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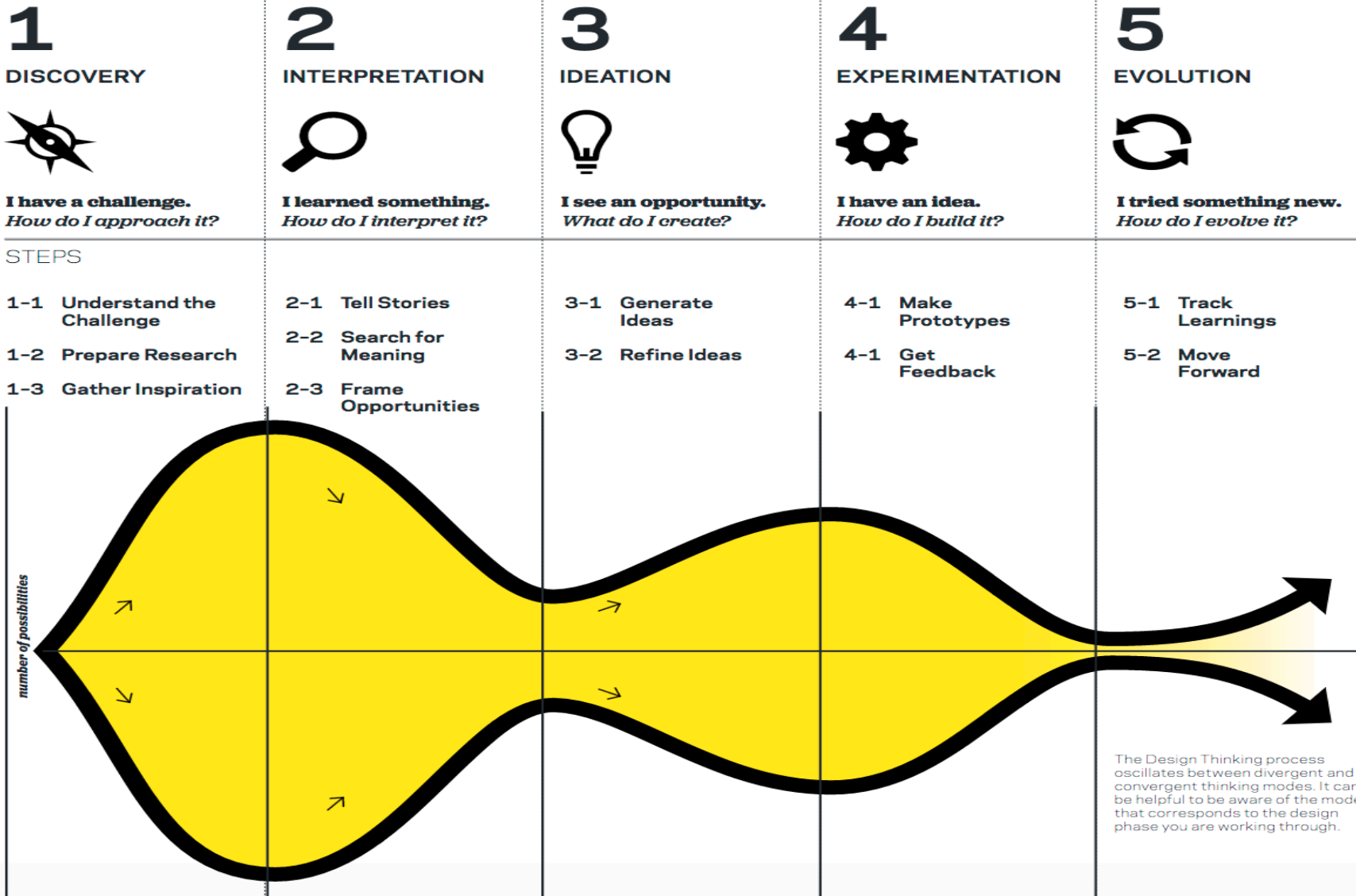
Linear - Lateral Thinking

Creativity Basic Concept

Never Go Hunting Alone.

Creativity Basic Concept

You must know: It Has Been Done Before

Reinventing the wheel.
Knowing *when* and *how*.

1
DISCOVERY

I have a challenge.
How do I approach it?

2
INTERPRETATION

I learned something.
How do I interpret it?

3
IDEATION

I see an opportunity.
What do I create?

4
EXPERIMENTATION

I have an idea.
How do I build it?

5
EVOLUTION

I tried something new.
How do I evolve it?

STEPS

1-1 Understand the Challenge

1-2 Prepare Research

1-3 Gather Inspiration

2-1 Tell Stories

2-2 Search for Meaning

2-3 Frame Opportunities

3-1 Generate Ideas

3-2 Refine Ideas

4-1 Make Prototypes

4-1 Get Feedback

5-1 Track Learnings

5-2 Move Forward

number of possibilities

The Design Thinking process oscillates between divergent and convergent thinking modes. It can be helpful to be aware of the mode that corresponds to the design phase you are working through.

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Rule in Observation

Critical Eye

Less Judgement

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Getting a Solid Plan

- **Confirm your plans**
- **Assign roles**
  - Designate **one person to lead** the conversation. Select a **second person who will focus on watching participants' body language** and facial expressions. Decide which team member will take notes.
- **Prepare your equipment**

Persona

PETER CHAN

+ 23 years old
+ studies geography at Simon Fraser University
+ lives in Coquitlam
+ in current fellowship group for four years

GOALS + ASPIRATIONS

Goals:

+ to graduate from Simon Fraser University and then spend some time traveling abroad.
+ doing short-term mission trips in Africa or Asia.
+ to make a difference in people's lives, not just locally but also globally.

Motivations:

+ watching the positive change in people's lives motivates him to continue to attend church and lead the fellowship group.
+ members from fellowship group who demonstrate strong leadership skills and are compassionate towards others without judgement.

"There are other places in the world that need my help too. A part of my character is being compassion and eager to help others."

LIKES + DISLIKES

Likes:

+ values long lasting friendships, meeting new people, and socialing.
+ listens to *Praise 106.5*, a Christian radio station.
+ chinese food and other East-Asian cuisines.
+ playing video games
+ socializing on Facebook

"My vision is deteriorating... I may have to change glasses even more frequently."

Dislikes:

+ not surrounded by friends and people in general. Doesn't like being alone.
+ health issues such as getting worse eyesight is distracting for living a full life.

DAILY ROUTINES

WEEK DAYS

socialize
Goes out with friends and fellowship members often and is mindful of people's personal lives.

workout
Works out every Thursday at the SFU recreational center. Swim and plays volleyball with friends.

Fellowship group
Participates and volunteers to help organize the fellowship meetings every Friday.

video game
Plays some video games on weekends when not busy.

volunteer
Volunteers at church activities and events.

school
Takes Geography courses, natural sciences and history.

facebook
Often connects with friends using social media such as facebook.

WEEK ENDS

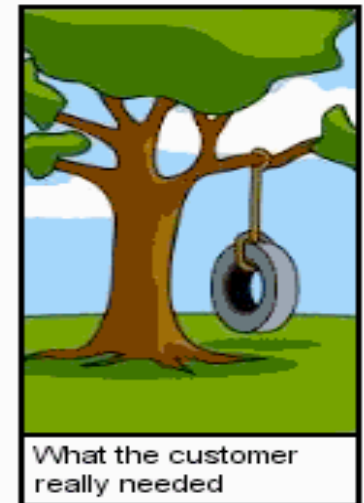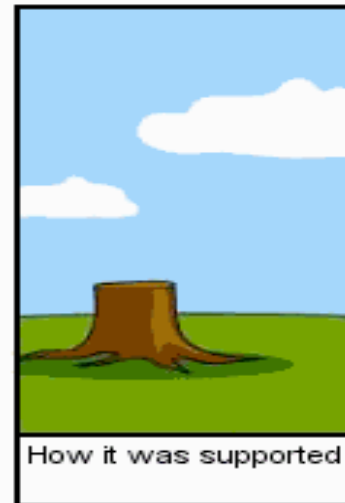**church**
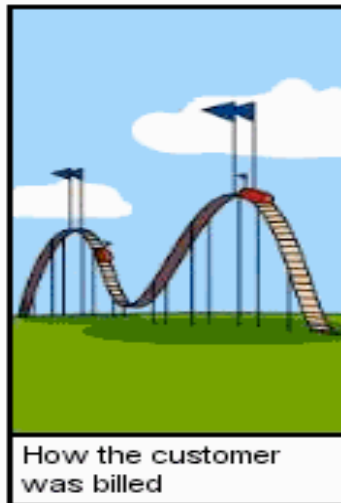Goes to church and sometimes goes to Sunday school.

Elements of user persona

1- Profile

2- Personality

3- Referents & Influences

4- Archetype & quotes

5- Technology expertise

6- User Experience Goals

7- used device and platforms

8- Domain details

9- Must Do - Must Never

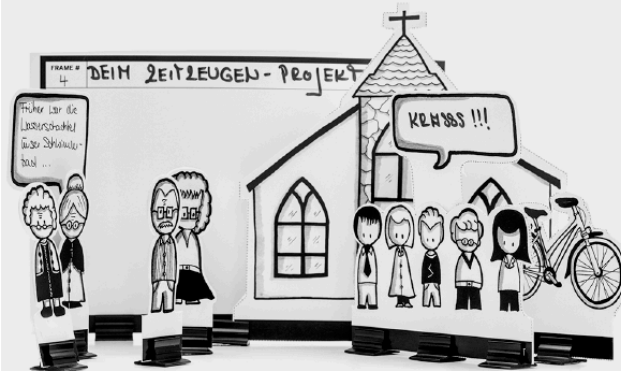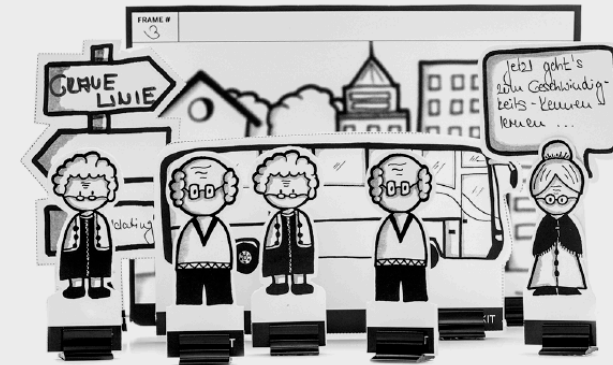10- Brand & Product relationship
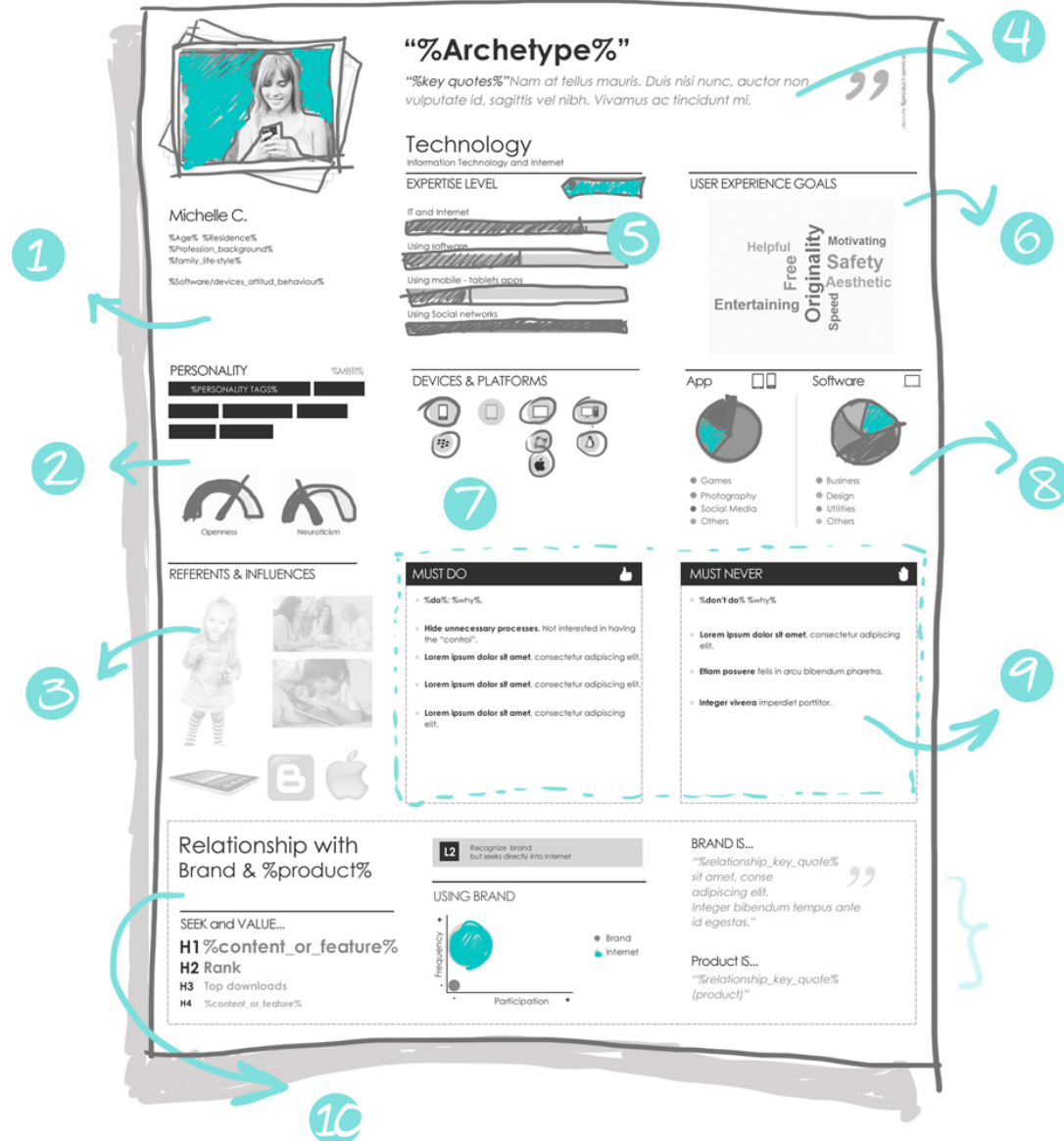
Persona Influences The Solution Design
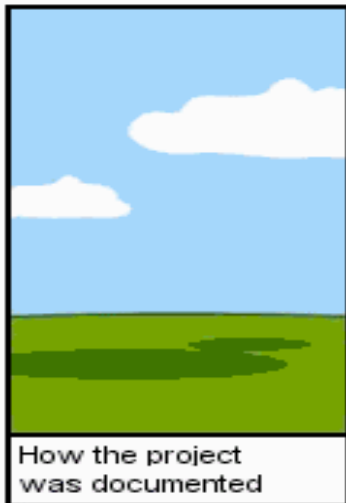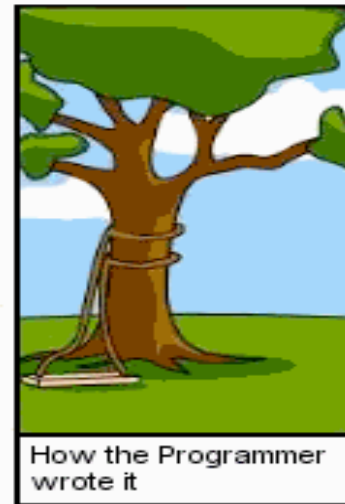
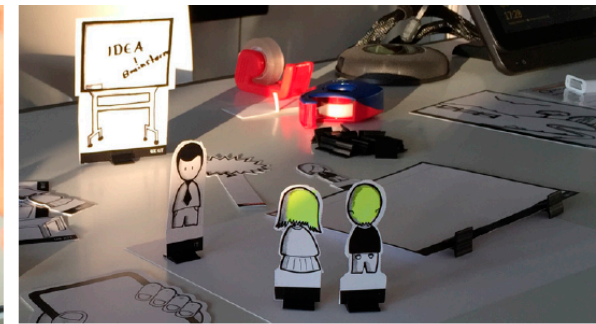# Brainstorming Rules

- Defer judgment
- Encourage wild ideas
- Stay focused on topic
- One conversation at a time
- Be visual
- Go for quantity

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Experimentation

Day 2. Communication Building Block

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Communication Process
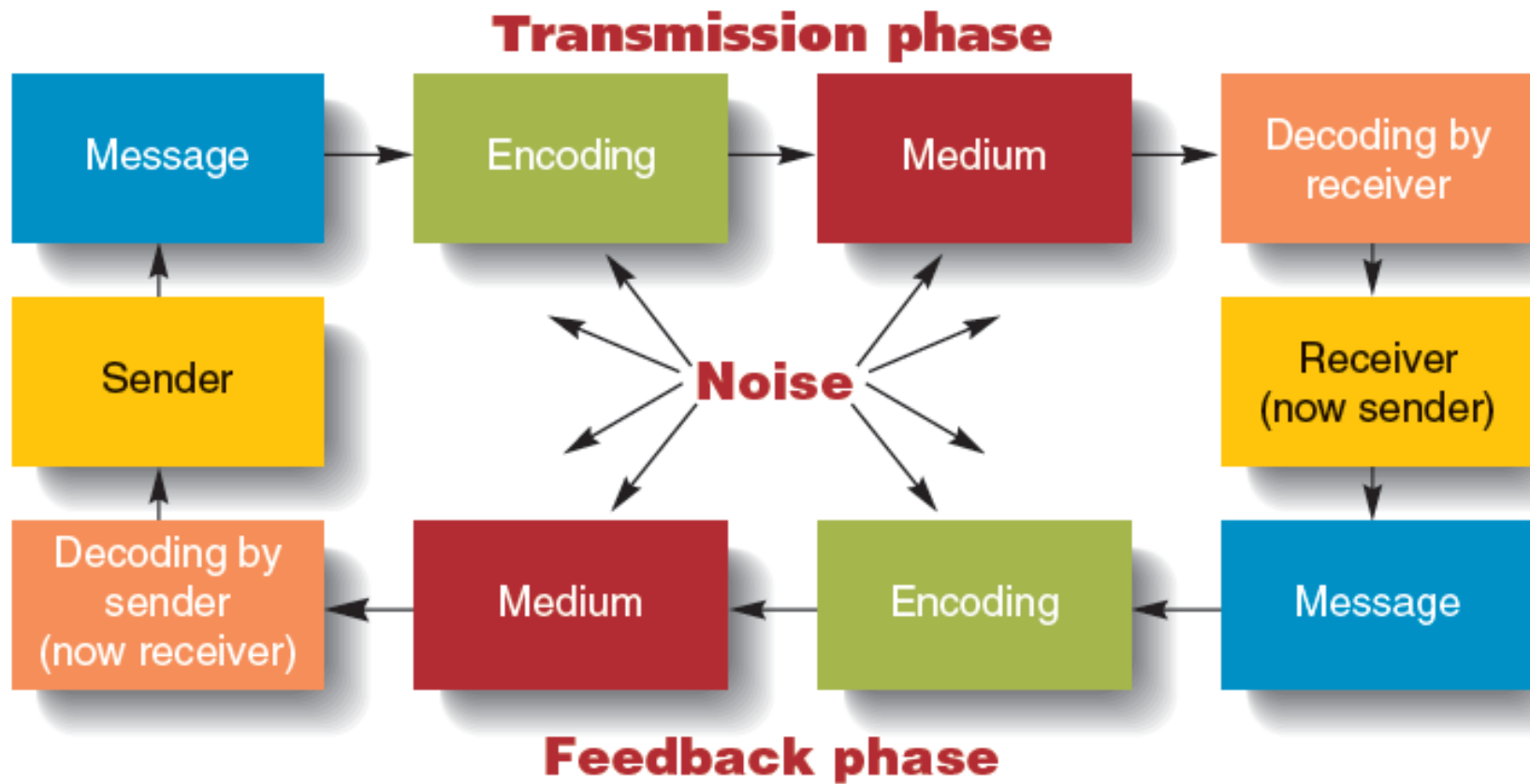
Perception Bias

Perception Bias

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Perception Bias

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Person Perceptions

What is perception?

- A cognitive process that enables us to interpret and understand our surroundings

- Important as perceptions affect actions and decisions

- Perceptions are based on the characteristics of:

    - The perceiver

    - The target

    - The situation

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Model of Person Perception
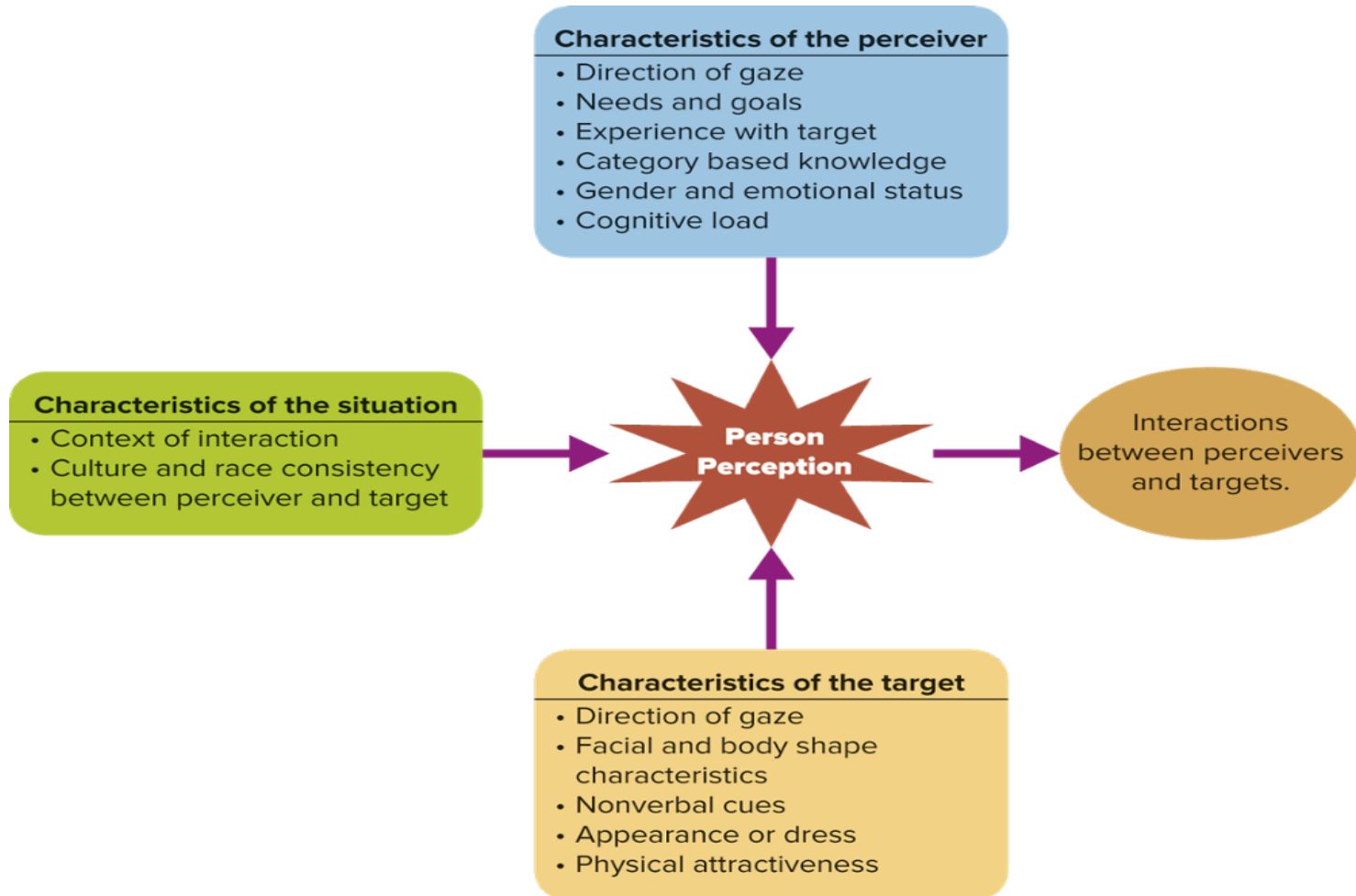
Attribution Theory

Exhibit 6-2 Attribution Theory
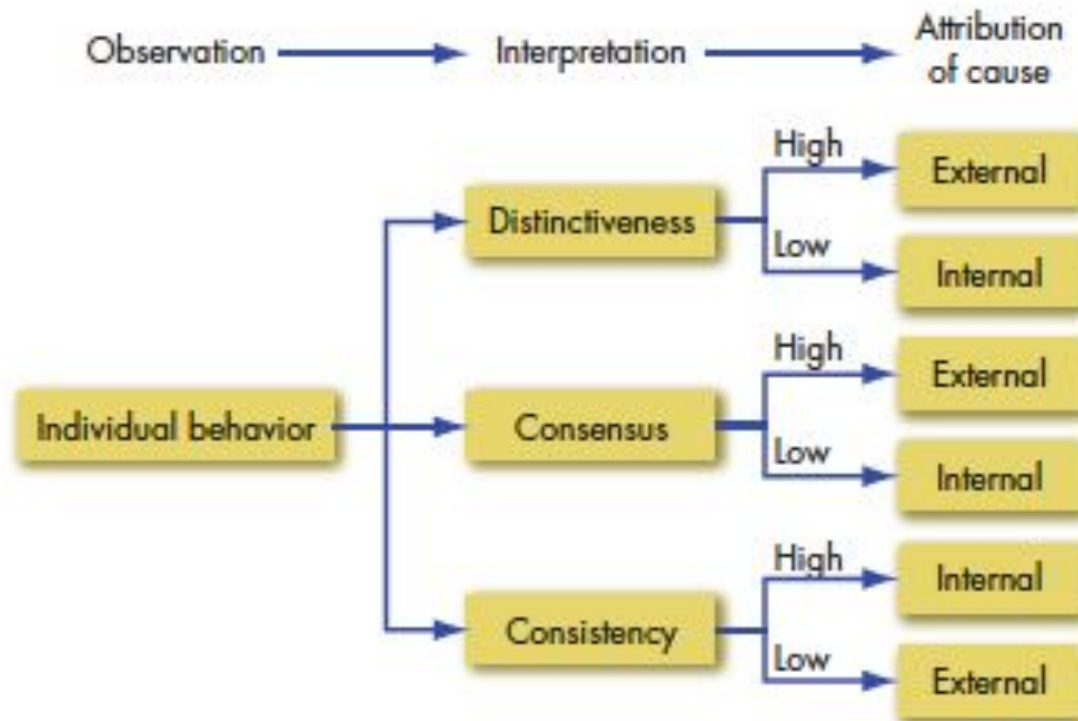
You-Attitude

Lacks you-attitude: I have negotiated an agreement with Universitas Gadjah Mada that gives you a discount on its tuition.

You-attitude: As a UTM student, you can now get a 20% discount when you study there using this scholarship.

You-Attitude

Lacks you-attitude: We provide health insurance to all students.

You-attitude: You receive health insurance as a UTM student.

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You-Attitude

Lacks you-attitude: We are shipping your order of September 21 this afternoon.

You-attitude: The two Harvard Business Review magazines you ordered will be shipped this afternoon and should reach you by September 28.

Positive Emphasis

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Integrity

Aristotle's Persuasive Appeals

Appeal based on credibility

Ethos

Appeal to emotions

Pathos

Logos

Appeal based in logic

Self-management

Practice makes perfect

Mentorship

Toilet power

Face gym

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GENERATION X
1960s to 1980s

GENERATION Y
1980 to 1990s

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Generation Gap

Communication:

1. Characteristics of your generation?

2. Communication characteristics of your generation?

3. Perception about another generation?

4. Your expectation to another generation?

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National Culture

"Culture is like a mental software"

Culture is always a collective phenomenon, shared by individuals that live in the same social environment. Culture is composed of the unwritten rules of the social game.

It is the collective mental programming of the members of a group or categories of people that distinguish themselves from other groups/categories

Geert Hofstede

The foundation for most cross-cultural interpretation is the work of Geert Hofstede.

- Power distance; Individualism-Collectivism; Masculinity-Femininity; Uncertainty avoidance; Long term orientation

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Cultural Map
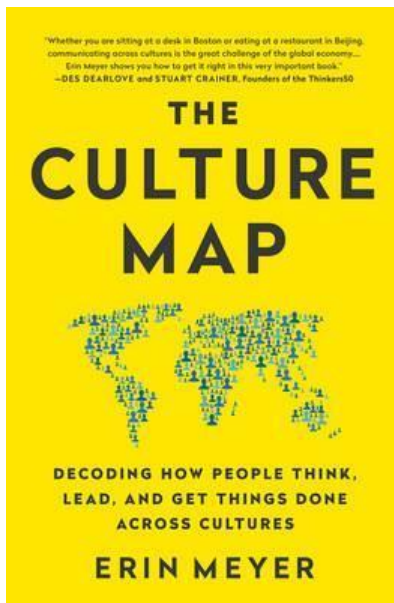
1. **Communications**
   Low-context .... High-context

2. **Evaluating**
   Direct negative .... Indirect negative
   Feedback   feedback

3. **Persuading**
   Principles-first .... Applications-first

4. **Leading**
   Egalitarian .... Hierarchical

5. **Deciding**
   Consensual .... Top-down

6. **Trusting**
   Task-based .... Relationship-
                                                                          based

7. **Disagreeing**
   Confrontational .... Avoids
                                                                          confrontation

8. **Scheduling**
   Linear-time .... Flexible time

Communicating

FIGURE 1.1. COMMUNICATING

| US   Netherlands   Finland   Spain Italy Singapore Iran   China Japan |
| Australia Germany Denmark Poland Brazil Mexico France   India Kenya   Korea |
| Canada   UK   Argentina   Russia Saudi Arabia Indonesia |

← Low Context ————————————————————————————— High Context →
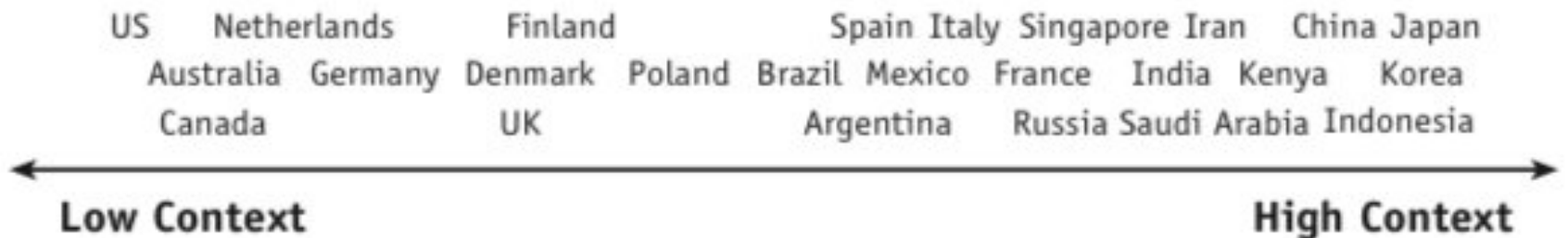
Low Context   Good communication is precise, simple, and clear. Messages are expressed and understood at face falue. Repetition is appreciated if it helps clarify the communication.

High Context   Good communication is sophisticated, nuanced, and layered. Messages are both spoken and read between the lines. Messages are often implied but not plainly expressed.

Evaluating

FIGURE 2.2. **EVALUATING**

Direct negative feedback			Indirect negative feedback
Russia	France	Italy	US UK Brazil India Saudi Arabia Japan
Israel Germany	Spain	Australia	Canada Mexico China Korea Thailand
Netherlands Denmark	Sweden		Argentina Kenya Ghana Indonesia

Persuading

FIGURE 3.1. PERSUADING

Italy	Russia	Germany		Argentina	Sweden	Netherlands		Australia		
France	Spain			Brazil	Mexico	Denmark	UK		Canada	US

Latin European · Germanic · Latin European · Nordic European · Anglo-Saxon

Concept-first ———————————————————————→ **Application-first**
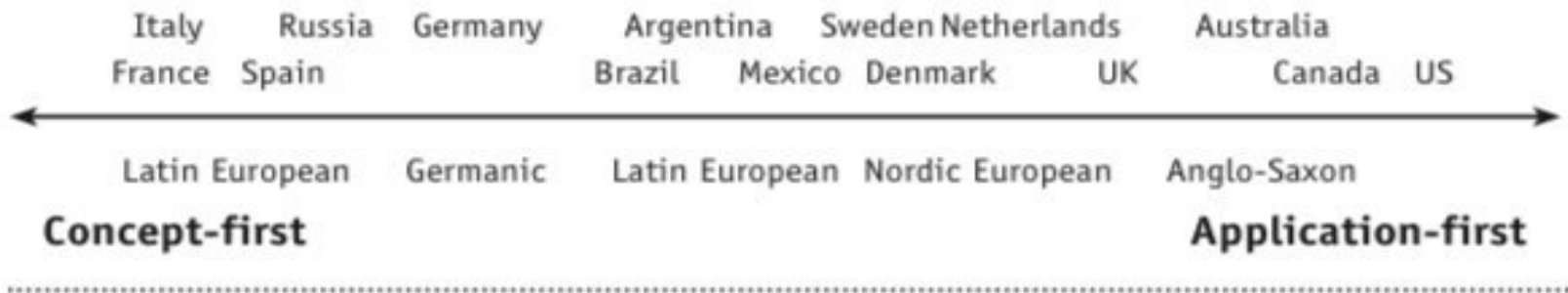
Concept-first
Individuals have been trained to first develop the theory or complex concept before presenting a fact, statement, or opinion. The preference is to begin a message or report by building up a theoretical argument before moving on to a conclusion. The conceptual principles underlying each situation are valued.

Application-first
Individuals are trained to begin with a fact, statement, or opinion and later add concepts to back up or explain the conclusion as necessary. The preference is to begin a message or report with an executive summary or bullet points. Discussions are approached in a practical, concrete manner. Theoretical or philosophical discussions are avoided in a business environment.

Leading

FIGURE 4.1. LEADING

						France	Poland		China	Japan
Denmark	Israel	Canada	US							
Netherlands		Finland		UK	Germany	Italy		Russia	India	Korea
Sweden	Australia				Brazil	Mexico	Peru	Saudi Arabia	Nigeria

Egalitarian ←————————————————————————————————→ **Hierarchical**

Egalitarian — The ideal distance between a boss and a subordinate is low. The best boss is a facilitator among equals. Organizational structures are flat. Communication often skips hierarchical lines.

Hierarchical — The ideal distance between a boss and a subordinate is high. The best boss is a strong director who leads from the front. Status is important. Organizational structures are multi-layered and fixed. Communication follows set hierarchical lines.

Deciding

FIGURE 5.3. **DECIDING**

Sweden   Germany   US   France   India   Nigeria
Japan   Netherlands   UK   Brazil Italy   Russia   China

Consensual   **Top-down**

Trusting

FIGURE 6.1. TRUSTING

									Saudi
US	Denmark	Germany	UK	Poland	France	Italy	Mexico	Brazil	Arabia
Netherlands		Finland				Spain	Russia	Thailand	India
	Australia						Japan	Turkey	China Nigeria

←——→

Task-based   **Relationship-based**

....

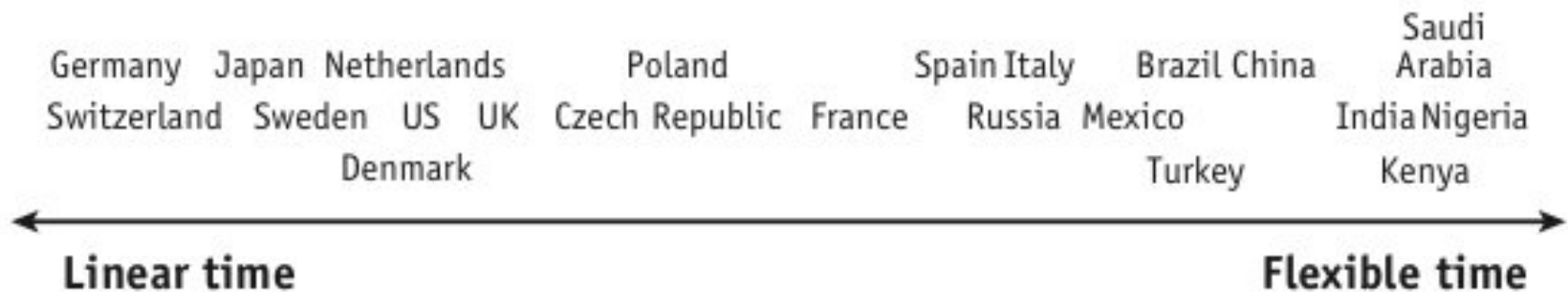|	
Task-based	Trust is built through business-related activities. Work relationships are built and dropped easily, based on the practicality of the situation. You do good work consistently, you are reliable, I enjoy working with you, I trust you.
Relationship-based	Trust is built through sharing meals, evening drinks, and visits at coffee machine. Work relationships build up slowly over the long term. I've seen who you are at a deep level, I've shared personal time with you, I know others well who trust you, I trust you.

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Disagreeing

FIGURE 7.1. DISAGREEING

Israel	Germany	Denmark	Australia	US		Sweden	India	China		Indonesia
France	Russia	Spain	Italy		UK	Brazil	Mexico	Kenya	Ghana	Japan
	Netherlands					Singapore	Saudi Arabia			Thailand

← Confrontational · Avoids confrontation →

Confrontational   Disagreement and debate is positive for the team or organization. Open confrontation is appropriate and will not negatively impact the relationship.

Avoids confrontation   Disagreement and debate is negative for the team or organization. Open confrontation is inappropriate and will break group harmony or negatively impact the relationship.

Scheduling

FIGURE 8.1. SCHEDULING

										Saudi
Germany	Japan	Netherlands			Poland		Spain Italy		Brazil China	Arabia
Switzerland	Sweden	US	UK	Czech Republic	France		Russia	Mexico		India Nigeria
		Denmark							Turkey	Kenya

← ─── →

Linear time   **Flexible time**

Linear time   Project steps are approached in a sequential fashion, completing one task before beginning the next. One thing at a time. No interruptions. The focus is on the deadline and sticking to the schedule. Emphasis is on promptness and good organization over flexibility.

Flexible time   Project steps are approached in a fluid manner, changing tasks as opportunities arise. Many hings are dealt with at once and interruptions accepted. The focus is on adaptability and glexibility is valued over organization.

Your Cultural Map
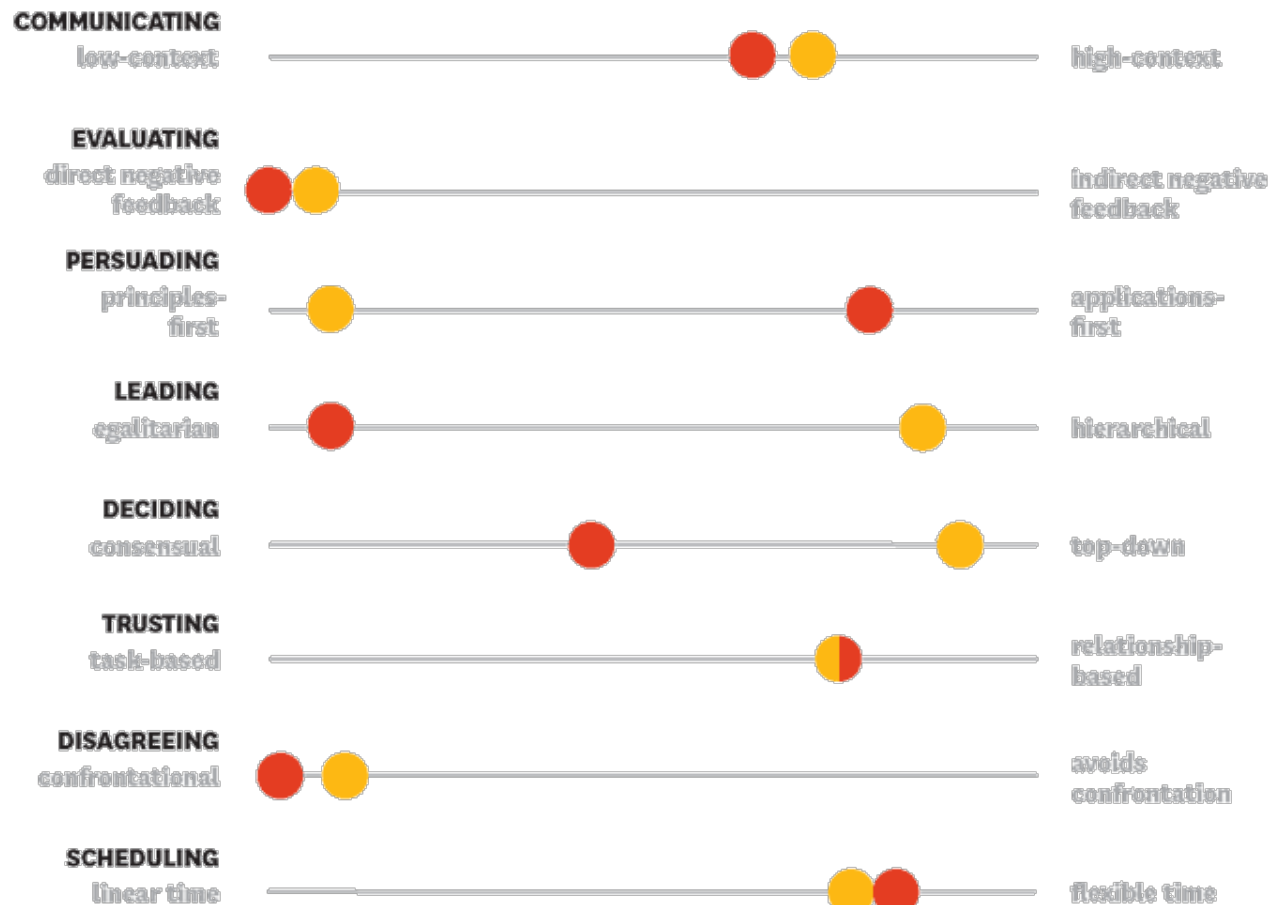
Interaction: Individual Exercise

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Interaction: Paired Exercise

Interaction: Group Exercise

Day 3. Persuasive Presentation Building Block

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Outline

- Audience
- Message
- Story
- Media
- Slides
- Delivery

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Audience

Who is your role model?

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Audience

- Understand the audience power
- Segment the audience
- Define how you'll change the audience

Harnessing The Science of Persuasion

Change The Way You Persuade

- Charismatic
- Thinkers
- Skeptic
- Follower
- Controller

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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.

Messages

- Define your big idea
- Generate content to support the big idea
- Balance analytical and emotional appeal
- Craft sound bites

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Story

- Apply storytelling principles
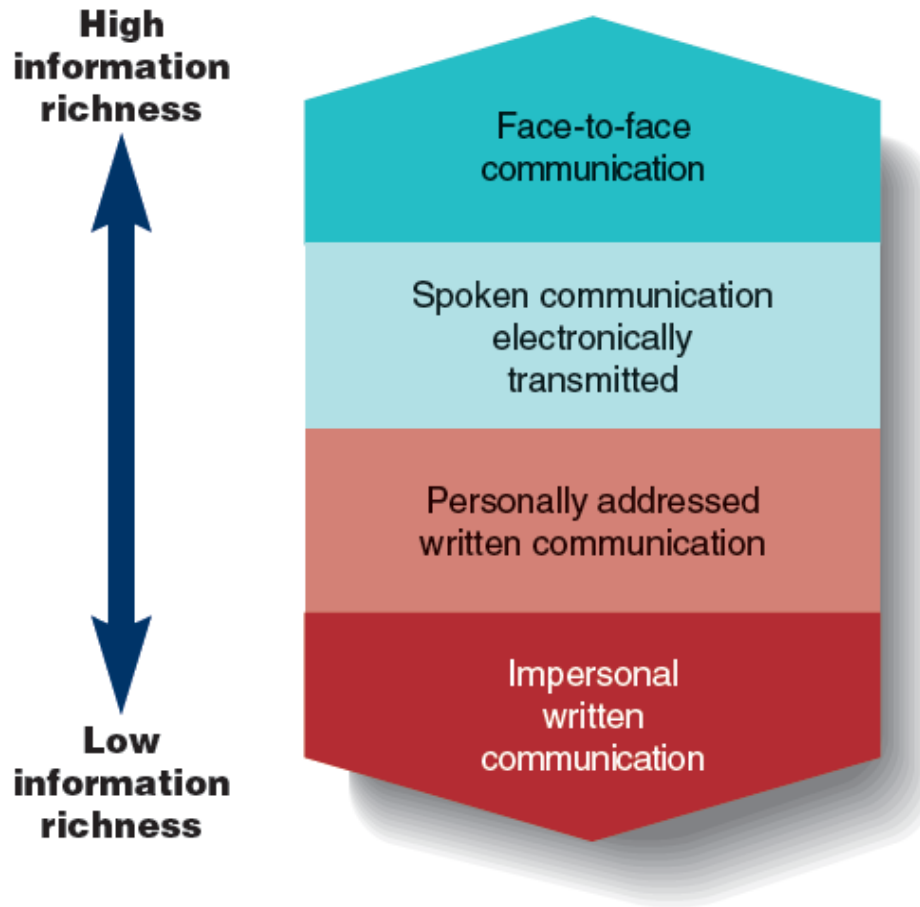- Use metaphores as your glue
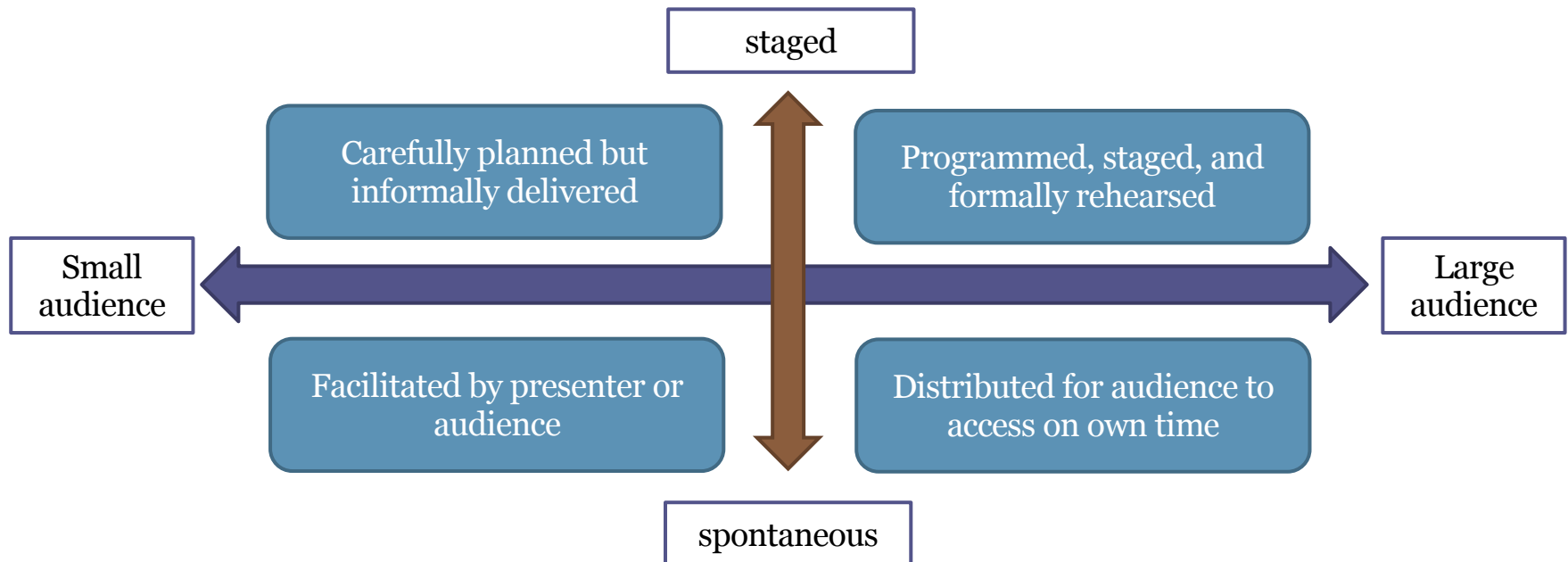- Create Something They'll Always Remember

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Media

- Choose the right vehicle for your message
- Media richness theory

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Media Richness

Choose The Right Vehicle

staged

Carefully planned but informally delivered

Programmed, staged, and formally rehearsed

Small audience

Large audience

Facilitated by presenter or audience

Distributed for audience to access on own time

spontaneous

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Slides

- Think like a designer
- Create slides people can get in three second
- Arrange slide elements with care

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Storyboard
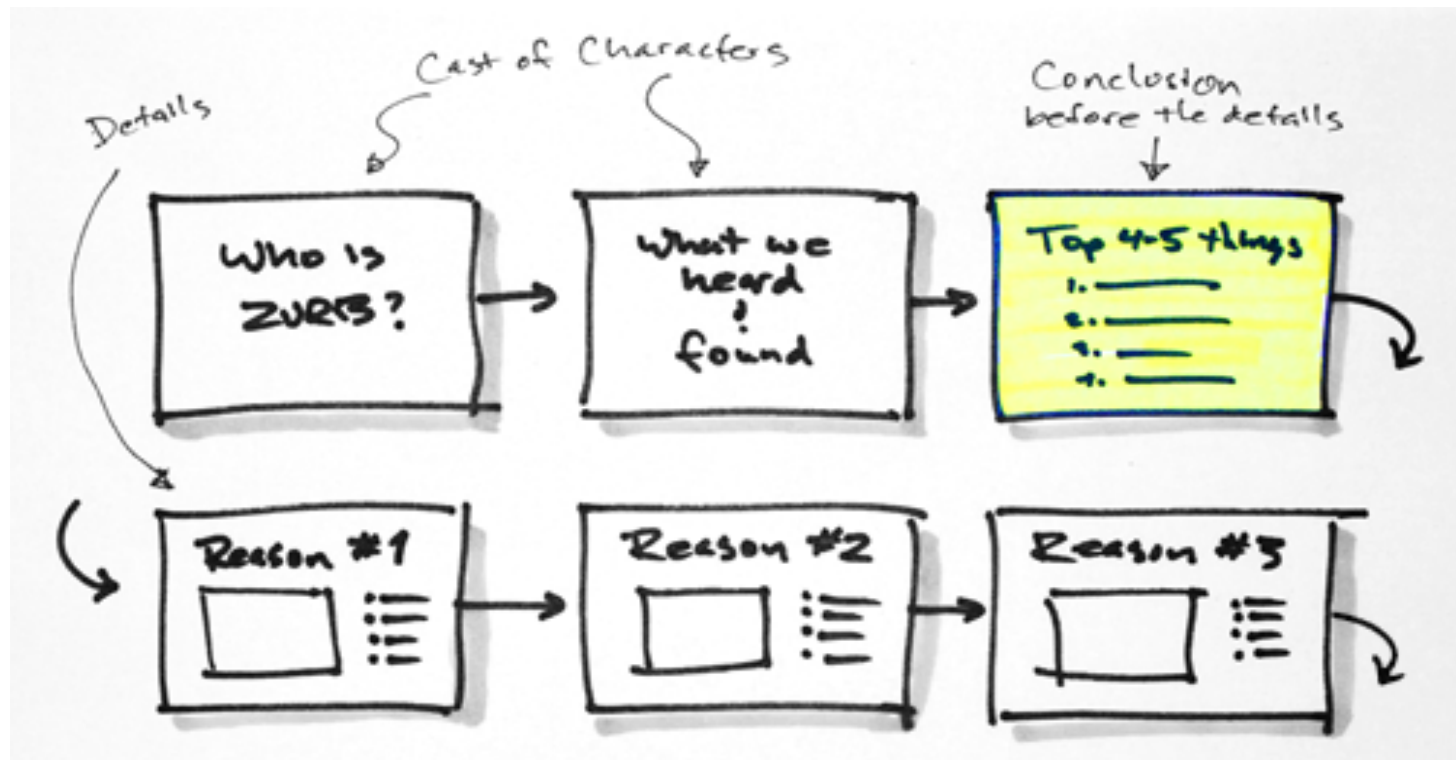
# Slideument

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.

Flow

White Space
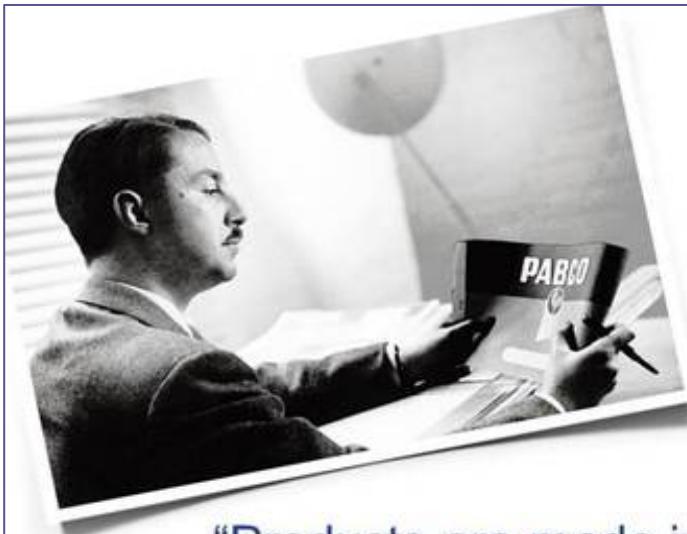
"Products are made in
the factory, but brands
are created in the mind."

Walter Landor
Founder of Landor Associates

Contrast

Unity

Turn Words into Diagram

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.

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Turn Words into Diagram
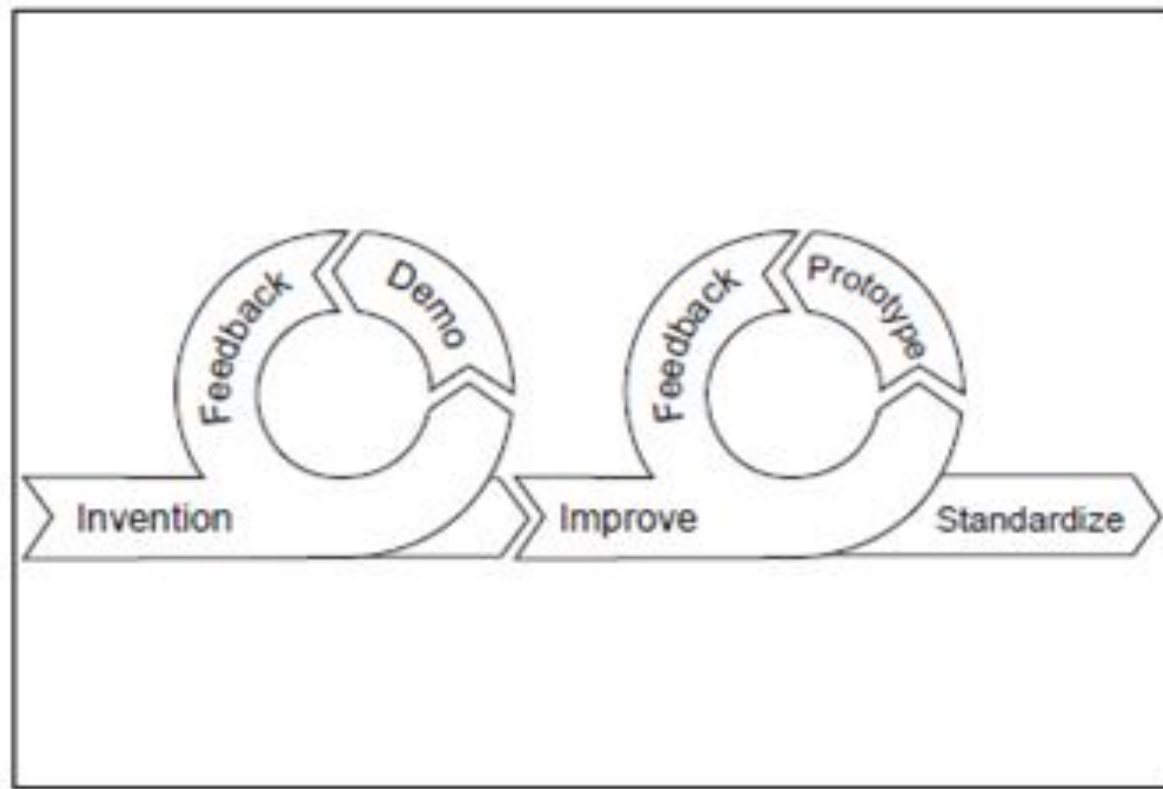
Delivery

- Rehearse your material well
- Know the venue and schedule
- Communicate with your body
- Communicate with your voice
- Follow up after the talk

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Take a Way Notes – Call to Action

- …

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Reference

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Thank you for your attention!

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