



# Public Speaking and Business Presentations

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# Caveat

- This presentation ignores some of its suggestions



# Outline

- I. Why public speaking?
- II. What is rhetoric?
- III. Prepare a convincing presentation
  - I. *Inventio*
  - II. *Dispositio*
  - III. *Elocutio*
- IV. Design: Using PowerPoint
- V. Deliver
  - I. *Actio*
  - II. *Memoria*
- VI. Recap
- VII. Revision
- VIII. Useful phrases and expressions

# Warm-up activities

What do you think of when you hear the words “public speaking” and “presentation”?



# Would you rather...?

present to a large audience of strangers	or	a small audience of colleagues and management?
use a podium and not be able to move around during your presentation	or	be free to move around but without any podium?
handle questions from the audience during your presentation	or	reserve them for a Q&A session afterward?

# I. Why public speaking?

## Speaking situations

- Business presentations
- Class presentations/thesis defense
- Conference presentations
- Briefings
- Awareness campaigns
- Social occasions...



# Types of speeches

- Impromptu speech
- Informative speech
- Persuasive speech





# Developing public speaking skills

- Designing clear presentations
- Delivering them in an engaging way



## II. What is rhetoric?



## II. What is rhetoric?

- Plato: “the art of winning the soul by discourse”
- Aristotle: “the faculty of discovering in any particular case the available means of persuasion”
- Quintilian: “the good person speaking well”
- Locke: “a powerful instrument of error and deceit”

# Rhetoric: *OED*

- *Rhetoric* = (1) the art of effective or persuasive speaking or writing; especially the exploitation of figures of speech and other compositional techniques; (2) the persuasive use of language; (3) a treatise on persuasive language; (4) prose composition as a school subject.
- (5) the bombastic or disingenuous use of language to manipulate people.

Synonyms: oratory, eloquence; pomposity

# Rhetoric

Rhetoric is the art of clothing in words, in gestures and in presentation to a group the ideas that you have **in the most effective way possible.**

# Oratory

The **art** or practice of formal speaking in public.



# Winston Churchill

“There is nothing like oratory [...] It is a **skill** that can turn a commoner into a king.”



**It can be learned!**

# How do we learn an art?

Through 3 steps:

- Instruction
- Imitation
- Practice





### III. Prepare a convincing presentation/talk

An effective talk must do two things:

1. Persuade you audience with evidence
2. Be interesting and entertaining






**Remember:** Oral communication is *not* the same as written communication; it requires different skills.

Writing is:

learned, invented (Sumers, 6,000 years ago)  
and not ubiquitous



The medium **is** the message:  
**speech** is our medium when  
speaking.



# Working in the realm of spoken language

Phonetic cues: gestures, intonation, facial expressions, pauses

Writing can be very useful **in the preparation** of speeches, but at some level the written document is different from the spoken performance.

# The orientation continuum

## ■ Performance orientation

Literary: full manuscript

Completely read of  
memorized

Speaking at the  
audience

More nerve-racking

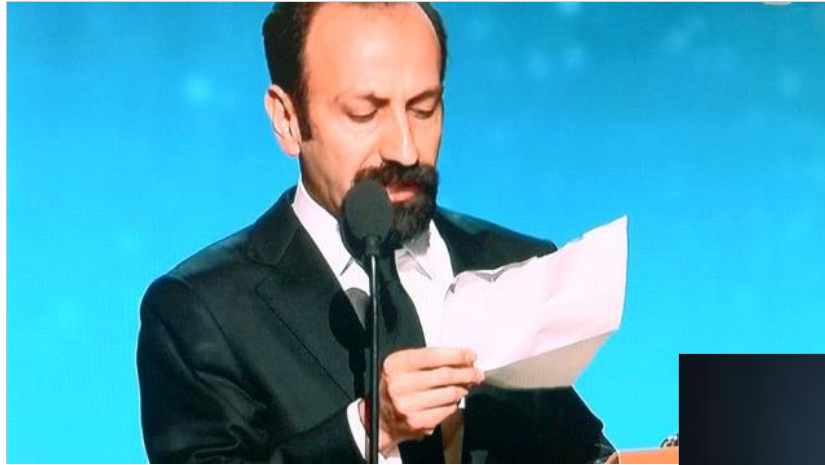
## ■ Communication orientation

Oral: minimal outline

Practised, but more  
interactive

Speaking with the  
audience

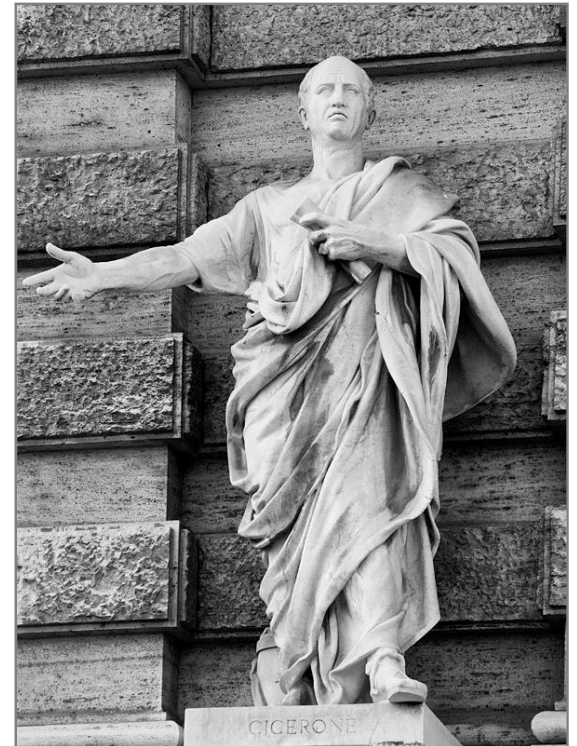
Less nerve-racking



# Cicero's five canons of rhetoric

## *De Inventione*, 50 BC

- Inventio (substance of the speech)
- Dispositio (organization)
- Elocutio (style)
  
- Actio (delivery)
- Memoria (memory)
- (Pronuntiatio)





# Know your audience

- Who would be there?
  - Expert in your field
  - Colleagues
  - Students
  - Non experts
  - Who knows?

Most likely a mix, so have something for all  
and clearly convey the point of your paper

# Know your audience – tips

- Ask yourself in advance, “Who is my audience?” and adapt your speech to address them particularly and directly.
- Your tone, your language, and your examples should all be chosen with a specific audience in mind.
- Always be courteous, respectful, sympathetic, and mindful of your audience’s comfort.
- Use plain, direct language, but never talk down to your audience.



# Know your audience

- Keep in mind
  - They might be tired
  - They can read
  - They are thinking “Why should I listen?”
  - Non-experts will tune off within 2 minutes
  - Experts after 5 minutes
- What can you do?



# What can you do?

- **Early motivation** – at the beginning of your talk motivate your presentation with easy-to-understand examples
- **Spoil the punch line** – State your results/important points early and in simple terms
- **Visuals** – Illustrate your idea with visuals (images and diagrams)

# Where were you?

1. **Preprocessing**
2. 1. Preprocessing
3. **2. Filtering**
4. 3. Texture Extraction
5. 4. Decision Trees
5. 5. Classification

- People **will get lost** during your talk, even those who are listening
  - have a **running outline** of the main steps of your idea (more than the talk itself)
  - use **visual clue** to highlight where you are in the process
  - present it at the beginning of each step

# Timing – TED talks

- TED (Technology, Entertainment, Design) gives their speakers **18 minutes** maximum.
- This timing forces speakers to be disciplined in what they include.



# *I. Inventio:*



- Content, content, content

Solid content (appropriate for your audience)  
but avoid “data dump”.

# *I. Inventio:*

- Keep it simple

What is the essence of your message?

Here's a simple exercise:

If your audience could remember **only three things** about your presentation, what would you want it to be?

# *I. Inventio:*



- Outline your content
- Have a sound, clear structure
- So what? Is your point relevant?

**Tip:** Outline your speech and flow other's speeches.

## *II. Dispositio: the skeleton*

- Introduction
  - The speakers introduce themselves
  - The purpose
- Main body
  - Main points
- Conclusion
  - Summary and future work





# Introduction

## Seven techniques to start your presentation

### ■ 1. Ask a question

- “Is it safe to trust documents from the Internet?”
- “Is there anyone here who has not broken the copyright law?”

### ■ 2. Use a story: Many of the best stories are personal.

### ■ 3. Make a surprising comment (often a statistic)

- “According to a national survey reported in the *Wall Street Journal* 82% of respondents say they access their social network accounts at work.”



## ■ 4. Use a quotation

- “Confucius said: ‘What I hear I forget, what I see I remember, what I do I understand.’ We need to use this method so I planned an interactive class.”

## ■ 5. Create curiosity

- “There is a poison in your home. Your children use it and so do you. It kills thousands every year. Yet government does not control it. Here it is—table salt.”

## ■ 6. Mention the importance of the topic

- “With 400,000 job openings for computer professionals in the United States, it is important that we train computer professionals now. I have a plan that will do this quickly and with little expense.”



## ■ 7. Refer to the occasion

- Speeches are often part of a special event for a group, organization or community. Connect any special celebrations to your topic.

**These opening techniques can be used individually or in combination.**

# Additional Points About the Introduction

- The beginning of a speech should take between 5 and 10% of the total speech time.
- You may spent over half your preparation time on preparing your beginning, since it will be the foundation of your conclusion, too.
- You want to connect with your audience as soon as possible in your opening. Consider PowerPoint/Prezi only for the body of your speech where it can add more value.

# How Can You Organize the **Main Body** of a presentation?

- The body is the biggest part of the speech.
- The speech body should have **three to five parts, at most**. Audiences can take in a limited amount of information at one time.
- Speeches are temporary and need to use human's natural ability to make connections. Give the audience an **overview** of your organization, along with your goals, in your introduction.

# Conclusion

- An energetic ending is critical to a successful presentation it is what the audience remembers best.
- **Meet the objectives of the ending**
  - **Create a feeling of closing**  
Similar to how you end conversations
  - **Emphasize the main point**  
What the audience should do or expect next
  - **Reconnect emotionally with the audience**  
In both the opening and the conclusion, the presenter should show positive emotions (confidence, eagerness, sincerity, enthusiasm, energy). In contrast, the body of the speech is often relatively unemotional, containing data and analysis.



## ■ Fit the time available

- The ending of a speech should take the same amount of time as the opening, which is no more than **5 to 10%** of total speech time. In a 20 minute speech this means **1 to 2** minutes for the ending.
- Since both the ending and beginning are short, they need **the most attention** during the preparation stage.

# Delivery Tips for the Conclusion

- **Increase your voice volume so you end a bit louder**  
Avoid adding new points to the ending that you forgot.
- **Think about whether you need PowerPoint for your ending**  
Face-to-face interaction with the audience is the most persuasive and powerful. If you use PowerPoint, you may cancel the emotional elements which connect you to the audience.



# ! Be prepared for technological failure



## ■ Prepare for computer problems

- Many things can go wrong with the computer, the projector, the software, the connector cables, your USB, or your presentation.
- Don't assume that what works on a PC will work on a Mac.
- Don't assume your host will have the same version of PowerPoint that you do.

## ■ **Bring backup**

- Use a USB, or some other common format.
- Internet backup isn't reliable, you can't be sure you'll have a connection.

## ■ **Bring printed notes or outlines**

- If the computer or the projector dies in the middle of your talk, you'll have no time to fix it.
- Be prepared to deliver your talk without the slides. Bring printed notes.

## ■ **Always assume technology will fail you (Murphy's law). Have backups.**

### *III. Elocutio: Style* tips for writing an effective paper/talk

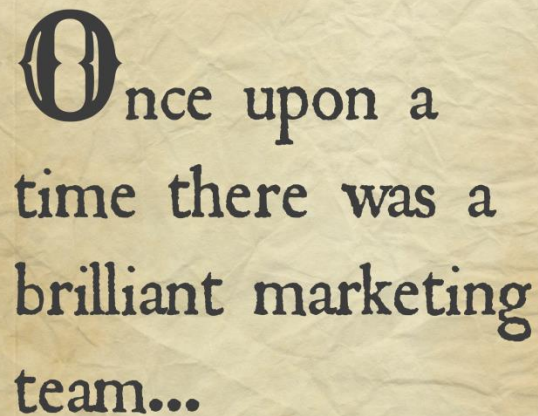
- Read some well-written papers/speeches
  - award-winning papers from conferences
- Avoid long sentences
- Make it a **story**
- Use **the rule of three**
- **Paint pictures** in words
- Use **repetitions/parallel structures**



# Storytelling – tips

- Explain your personal connection to the subject of your speech.
- Use stories and narratives to make your speech easy to follow and the details easy to understand and remember.
- Include **vivid and memorable details** that bring your subject to life.

- Share **your own** emotions, beliefs, and ideas, and don't shy away from revealing your weaknesses and failures.
- Establish a personal link with your listeners at the start of your speech.




Once upon a  
time there was a  
brilliant marketing  
team...

## The Discovery of Radium, Address by Madame M. Curie at Vassar College, May 14, 1921.

Radium is no more a baby, it is more than 20 years old, but the conditions of the discovery were somewhat *peculiar*, and so it is always of interest to remember them and to explain them. We must go back to the year 1897. Professor Curie and I worked at that time in the laboratory of the school of Physics and Chemistry where Professor Curie held his lectures. I was engaged in some work on uranium rays, which had been discovered two years before by Professor Becquerel. I spent some time in studying the way of making good measurements of the uranium rays, and then I wanted to know if there were other elements, giving out rays of the same kind. [...] Then I took up measurements of minerals and I found that several of those which contain uranium or thorium or both were active. **But then the activity was not what I could expect. ...**





# Storytelling – advantages

- Your speech stays in your mind more clearly;
- because you're telling a story you'll spend more time looking straight into their eyes and keeping them with you;
- when the event is over, years later, after you may have forgotten the occasion and the speech, you will be met by people who thank you for telling that story and let you know how much it's meant to them.

# The power of three



- Two of something seems in opposition; three of something seems **a completion**.
- There can be threes in terms of three modifiers for a noun, a tripartite story, or three phrases or examples.



## ■ Politics

- “Veni, vidi, vici” – Julius Ceasar
- “We do as much, we eat as much, we want as much” – Sojourner Truth
- “Blood, sweat and tears” – Winston Churchill
- Our priorities are “Education, Education, Education” – Prime Minister, Tony Blair
- “We must pick ourselves up, dust ourselves off, and begin again the work of remaking America” – Barack Obama

## ■ Religion

- “Father, Son and Holy Spirit”
- “Faith, Hope and Charity”

## ■ Film industry

- “The good, the bad and the ugly”
- “Sex, lies and videotape”

## ■ Literature

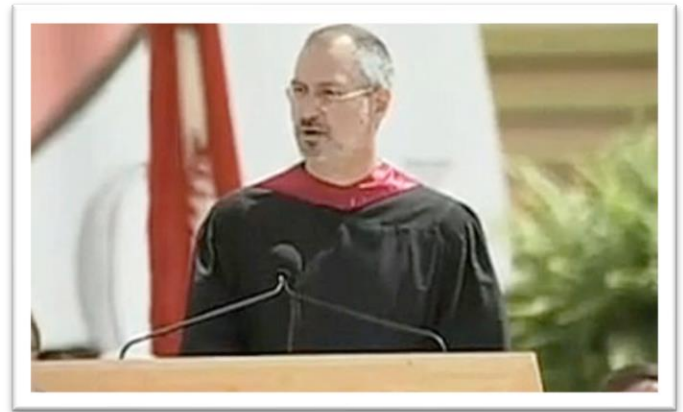
- “Friends, Romans, Countrymen” – William Shakespeare, *Julius Caesar*
- “The rule is: jam tomorrow, and jam yesterday, but never jam today” – Lewis Carroll, *Through the Looking Glass*

CHARLES, 9th EARL OF SPENCER, “DIANA’S EULOGY”, Westminster Abbey, London, 6 September 1997.

“I stand before you today the representative of a family in grief, in a country in mourning before a world in shock.”



Steve Jobs, “Commencement Address”, Stanford University, 12 June 2005.



“I am honored to be with you today at your commencement from one of the finest universities in the world. I never graduated from college. Truth be told, this is the closest I’ve ever gotten to a college graduation. *Today I want to tell you three stories from my life.* That's it. No big deal. *Just three stories.* The first story is about connecting the dots. [...] My second story is about love and loss. [...] My third story is about death.”

# How to add humour or emphasis with the rule of three:

- “There are three kinds of lies: lies, damned lies, **and statistics**”. – Benjamin Disraeli/Mark Twain
- “There are 3,200 courses. You spend your first two years in deciding what course to take, the next two years in finding the building, **and the rest of your life in wishing you had taken another course**” – Will Rogers

# The power of three – tips

- Construct your speech in **three parts**: introduction, body, and conclusion.
- Create a **rhythm** with clauses, examples, and parallel sentences in groups of three.
- Use adjectives and other short sequences of words **in threes**.

# Paint pictures in words

- Focus the attention of your listeners with words that create **images** in the mind.
- In logical arguments or technical explanations, use **metaphors** to help your listeners “see” a problem or a situation more clearly than they would with an abstract, nonmetaphorical explanation.

# Paint pictures in words: ex

- All the world's a stage, and all the men and women merely players. They have their exits and their entrances.

William Shakespeare, *As You Like It*

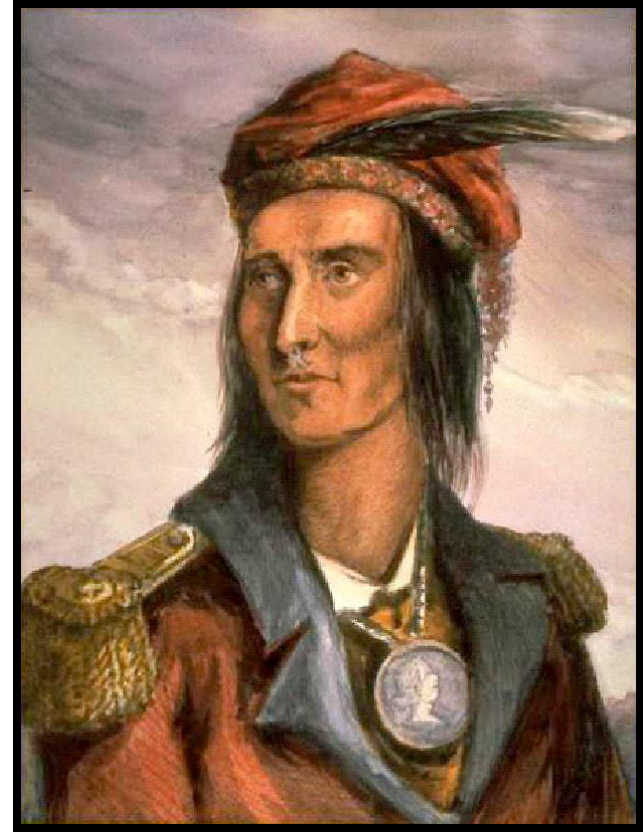
- I am the good shepherd, [...] and I lay down my life for the sheep.

*The Bible, John 10:14-15*



■ Where today are the Pequot? Where are the Narragansett, the Mohican, the Pocanet, and other power tribes of our people? They have vanished before the avarice and oppression of the white man *as snow before the summer sun.*

*Tecumseh, 1811*



# Paint pictures in words: tips

- Don't mix your metaphors, and make sure your metaphors are appropriate for the particular occasion and audience.
- Make abstract observations and principles vivid to your listeners by adding concrete, easy-to-picture examples.

# Repetitions






Abraham Lincoln, “Gettysburg Address” (19  
November 1863)

Fourscore and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and *dedicated* to the proposition that all men are created equal.

[...] But, in a larger sense, we can not *dedicate* – we can not consecrate – we can not hallow this ground.



[...] It is rather for us to be here *dedicated* to the great task remaining before us – that from these honoured dead we take increased devotion to that cause for which they gave the last full measure of devotion – *that we here* highly resolve that these dead shall not have died in vain; *that this nation*, under God, shall have a new birth of freedom; *and that government of the people, by the people, for the people* shall not perish from the earth.

Martin Luther King Jr, "I have a dream speech",  
Lincoln Memorial, Washington D.C., 28 August 1963

*Five score years ago, a great American, in whose symbolic shadow we stand today, signed the Emancipation Proclamation.*

This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity.

But *one hundred years later*, the Negro still is not free. *One hundred years later*, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. *One hundred years later*, the Negro lives on a lonely island of poverty in the midst of a vast ocean of material prosperity. *One hundred years later*, the Negro is still languished in the corners of American society and finds himself an exile in his own land. And so we've come here today to dramatize a shameful condition.

# *I have a dream...*

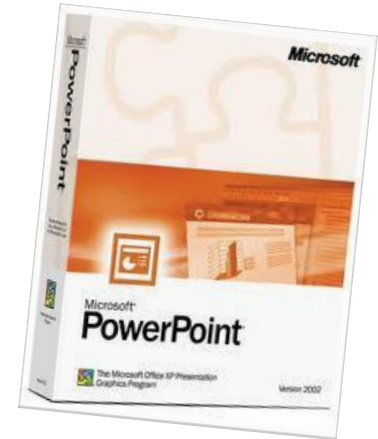


*I have a dream* that one day this Nation will rise up and live out the true meaning of its creed – “we hold these truths to be self-evident that all men are created equal”.

*I have a dream* that one day on the red hills of Georgia the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood. *I have a dream* that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

*I have a dream* that my four little children will one day live in a Nation where they will not be judged by the color of their skin, but by the conduct of their character. *I have a dream* today.

# IV. Design: Using Power Point



- Less is more. Fill in with narration not words
- Use colour to emphasize some points but limit to 2 or 3
- Be consistent! In the choice and use of colour font size/type etc.



# PowerPoint, but not excessively

- Everybody has used PowerPoint
- No one is impressed by fancy backgrounds anymore
- Avoid using animation
- Standard PowerPoint layouts can be useful  
decent font sizes and colour schemes



# Don't write everything and read (!)

Your presentation should:

- Clarify ideas
- Emphasise key points
- Show relationship
- Provide visual information to ensure the audience understands your message

# How many slides?

- Depends on personal style
- Rules of thumb
  - 1 slide for 1-2 minutes
  - Know your pace
- Anticipate (technical) questions, and prepare explanatory slides



# First slide

While the chair is introducing you

- Start with a “front” page that includes
  - Title of your presentation
  - Your name and affiliation
  - [Date, name of conference, paper prepared for...]

# Slides Should be **Short**

- Slides help you, and your audience, follow the flow of the talk.
- Not too full: **6 lines of text per slide is enough**; 9 lines is a lot; 12 lines is unreadable.
- Bullet points should be a few words, not complete sentences.
- **If you need more space, use more slides.**

# Slide layout – Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

# Slide layout – Bad



# Slide layout – Good

- Show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep your presentation focused



# Choosing a Font

**36 pt Helvetica**

**36 pt Times**

**36 pt Arial Narrow**

- From a distance, you'll notice that the **serif** (Times) font and the 'narrow' or condensed font are more difficult to read. Don't sacrifice readability for style. Your job is to communicate. **Use sans serif fonts.**

# Fonts – Good

- Use a decent font size
- Use different size fonts for main points and secondary points
  - this font is 28-point, the main point font is 32-point, and the title font is 44-point
- Use a standard, **non serif font** like Arial or Helvetica

# Fonts – Bad

- If you use a small font, your audience won't be able to read what you have written
- CAPITALIZE ONLY WHEN NECESSARY.  
IT IS DIFFICULT TO READ
- **Don't use a complicated font**

# Determining Font Size

72 Point

36 Point

24 Point

- Your audience may be look at the screen from several metres away.
- Fonts should be **24 points or larger**.



## ■ **Choosing a colour**

- Yellow with black letters is considered the most readable.

## ■ **Colour blindness**

- About 10% of people have difficulty with reds and greens.

## ■ **Use contrasting colours**

- A dark background with light text is easily readable
- Avoid busy backgrounds
- AVOID ALL CAPS!

# Colour – Good

- Use font colour that contrasts sharply with the background
  - Blue font on white background
- Use colour to reinforce the logic of your structure
  - Ex: light blue title and dark blue text
- Use colour to emphasize a point
  - But only use this occasionally

# Colour – Bad

- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
  - Same for secondary points
- Trying to be creative can also be bad



# Background – Good

- Use backgrounds such as this one that are attractive but simple
- Use backgrounds which are light
- Use the same background consistently throughout your presentation



# Background – Bad

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

# Graphs – Good

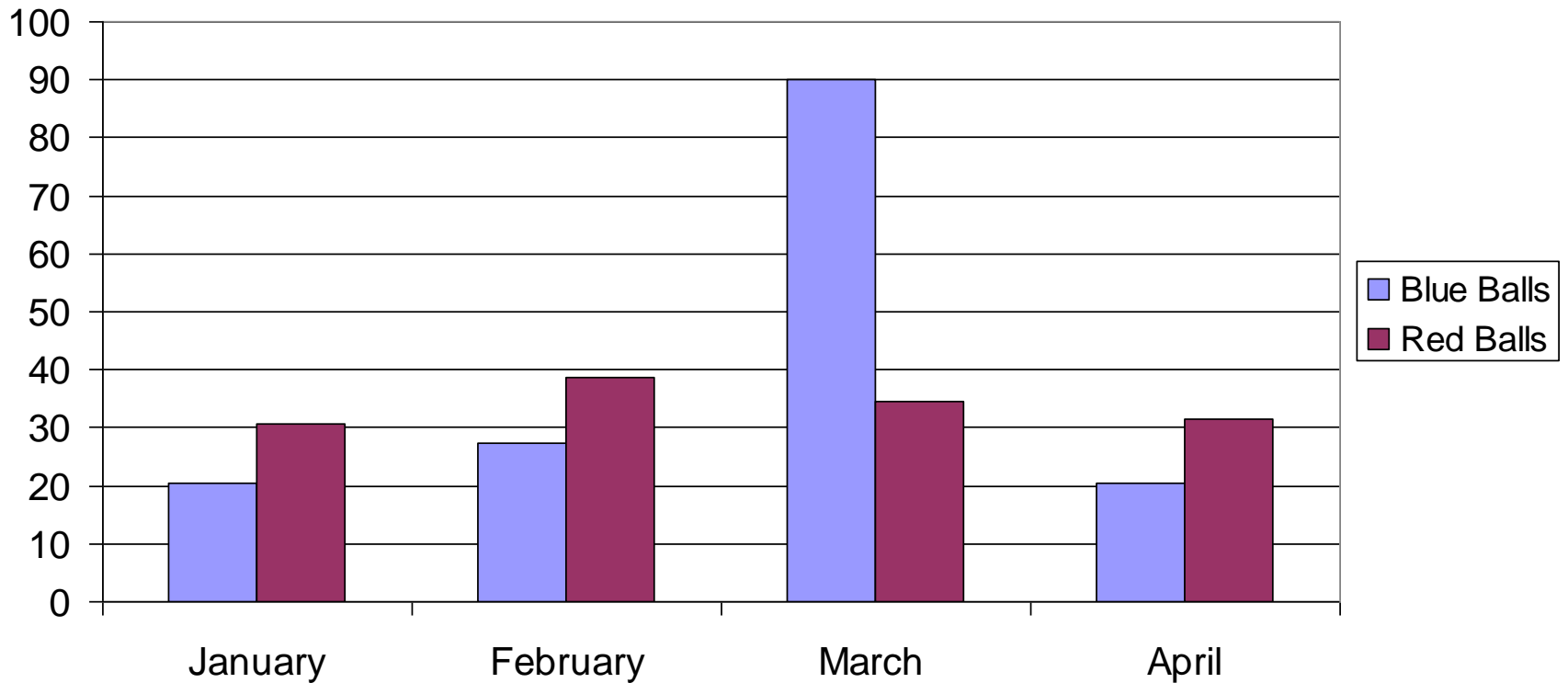
- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Trends are easier to visualize in graph form
- Always title your graphs

# Graphs – Bad

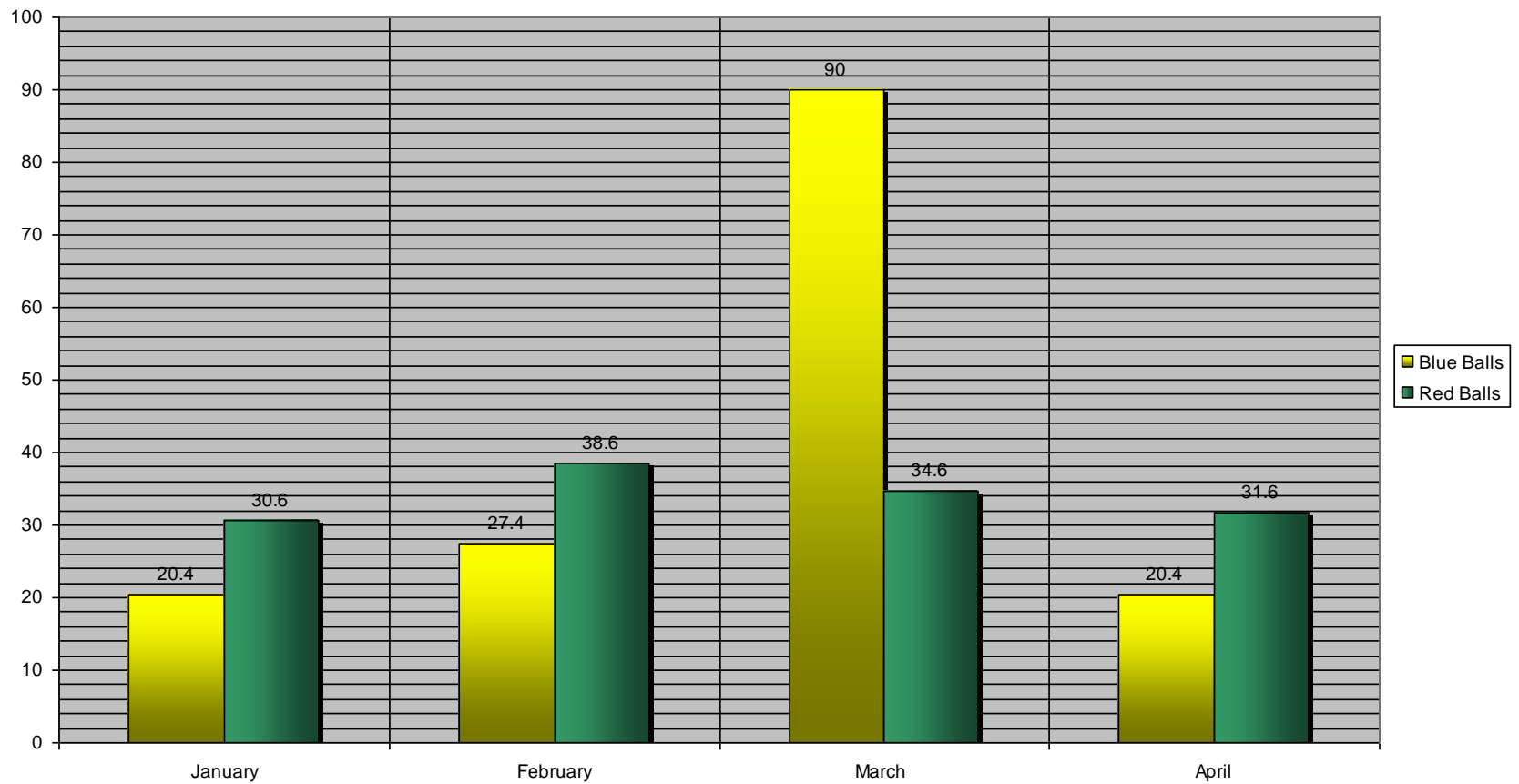
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

# Graphs – Good

## Items Sold in First Quarter of 2002



# Graphs – Bad

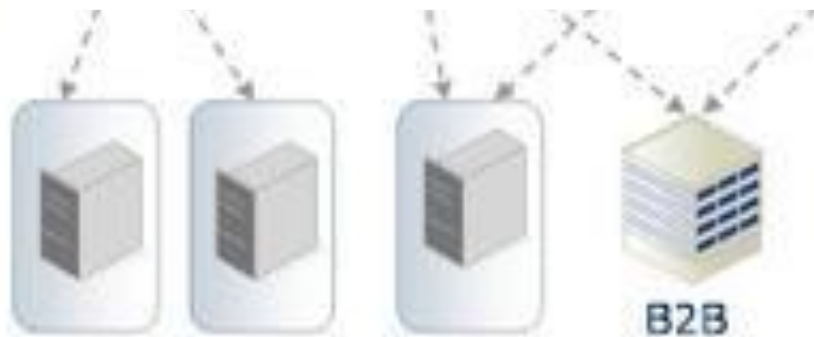


# Understanding the end game



- Shifts focus from service re-use to process re-use
- Leverages domain expertise and

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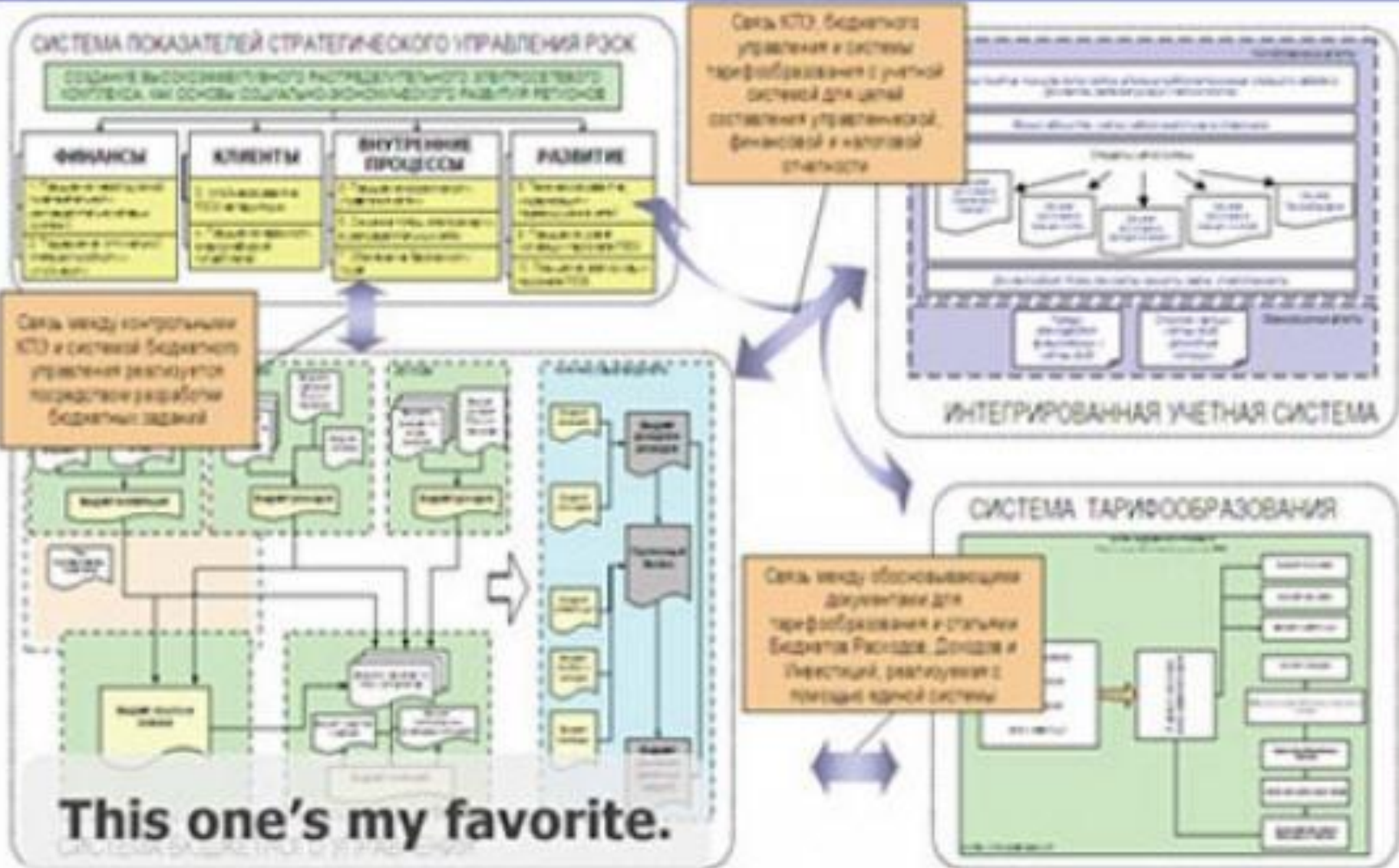


- SOA Grid executes process model and provides persistence for long running processes
- Process defines data and semantics; abstracted and transformed from individual SORs



**Maybe not.....**

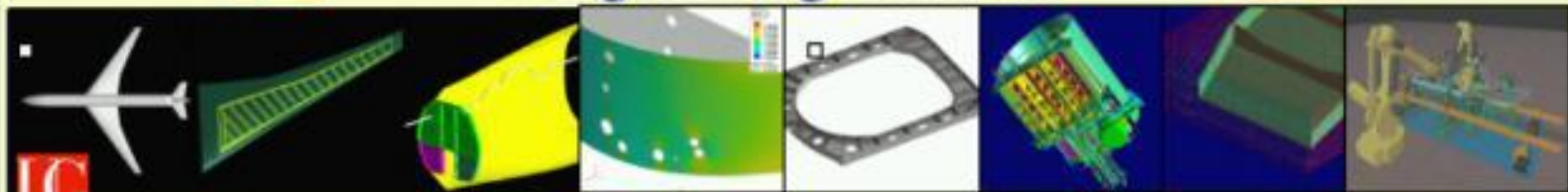
# МОДЕЛЬ УПРАВЛЕНИЯ РЭСК





# Foundation... Architecture and Applications

## e-Engineering Solutions



Integrated, Parametric Applications

Parasolid (Core Kernel Solid Modeler)

iMAN (Product Visualization/Management/Release)

in-KEY (Web-Centric Applications)

## e-Commerce Solutions



Role-Based Portal Solutions

Customer-Facing Solutions

Supplier-Facing Solutions

Trading Exchanges

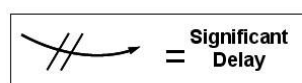


# The Delegation Temptation

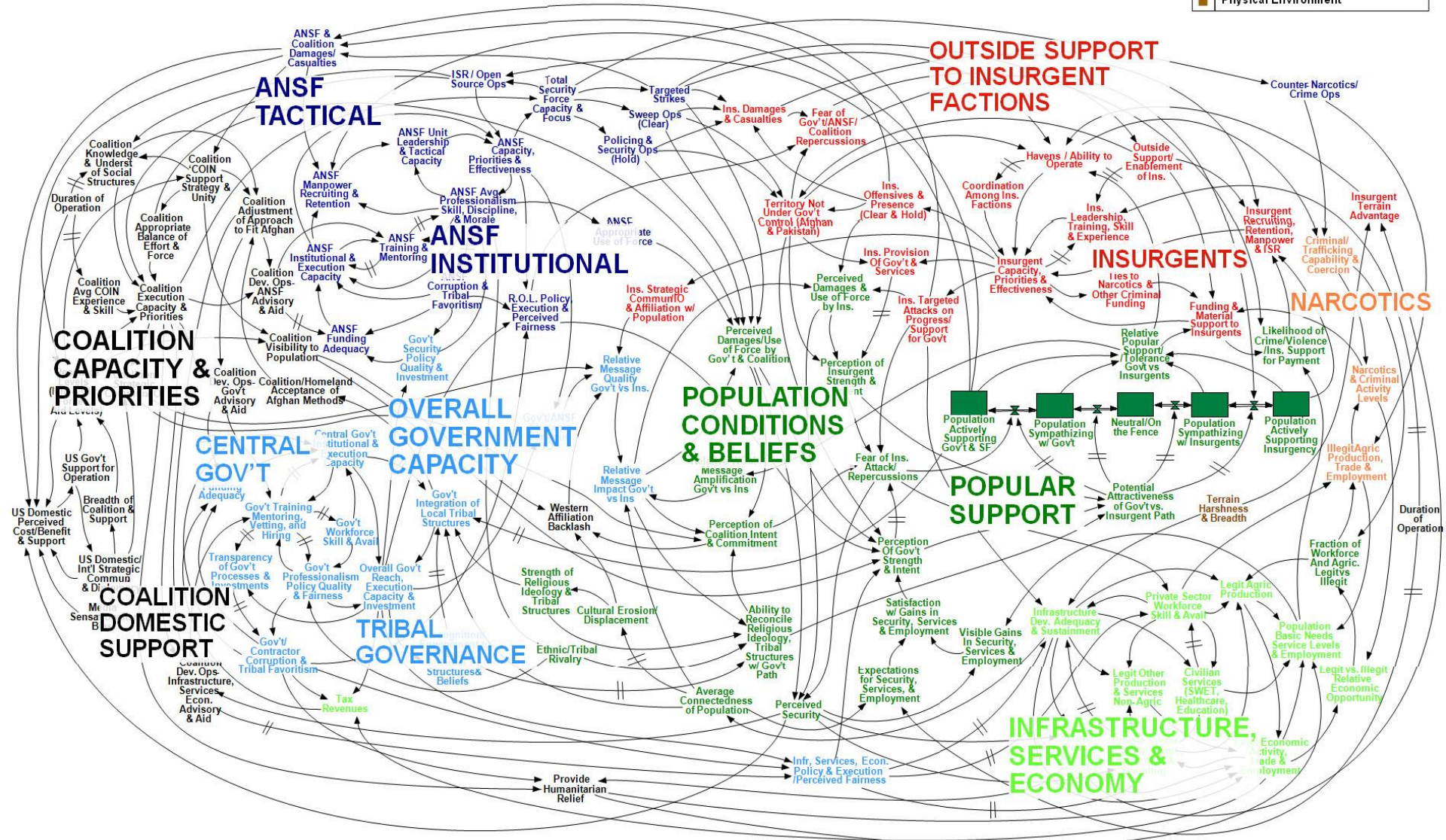
***Leaders are understandably tempted to outsource or delegate responsibility for social media initiatives for the following reasons:***

- ↻ They are already extremely busy pursuing a host of other priorities and feel unable to add one more thing to their jam-packed To Do lists.
- ↻ They have limited familiarity with social media themselves and have barely begun to climb their own social media learning curves. Consequently, they may not feel qualified to assume a direct leadership role.
- ↻ Their lack of familiarity may also contribute to the perspective that social media initiatives are independent, add-on projects rather than projects that should be integrated into the pursuit of the organization's mission and priorities.
- ↻ Because there are low barriers to accessing and using many social media platforms and tools, as well as a seemingly low financial commitment, they may underestimate the strategic complexity of social media.
- ↻ Underestimating the strategic complexity of social media can lead them to assume the necessary approaches are primarily tactical, an assumption that is reinforced by the widespread emphasis on specific tactics such as blogging, microblogging, and social networking. Consequently, they may conclude these activities can be carved out and handled by someone who's not engaged in core organizational functions.
- ↻ There's no shortage of "hire me!" social media service providers who reinforce the idea that social media activities can easily be outsourced and still produce great results.

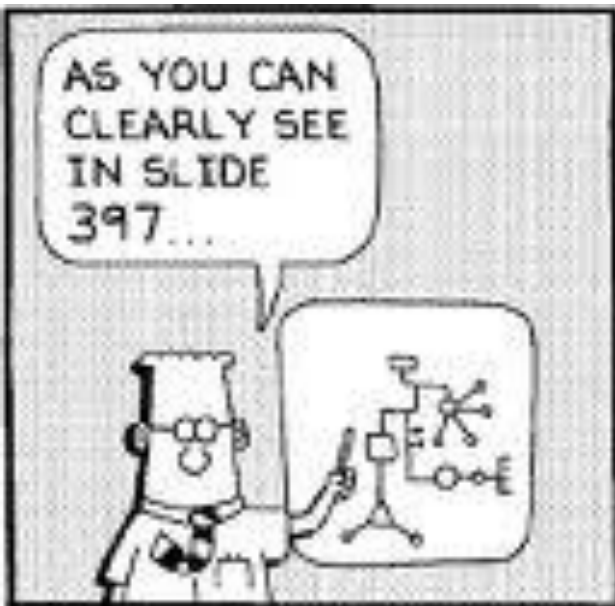
# Afghanistan Stability / COIN Dynamics



- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



**WORKING DRAFT - V3**



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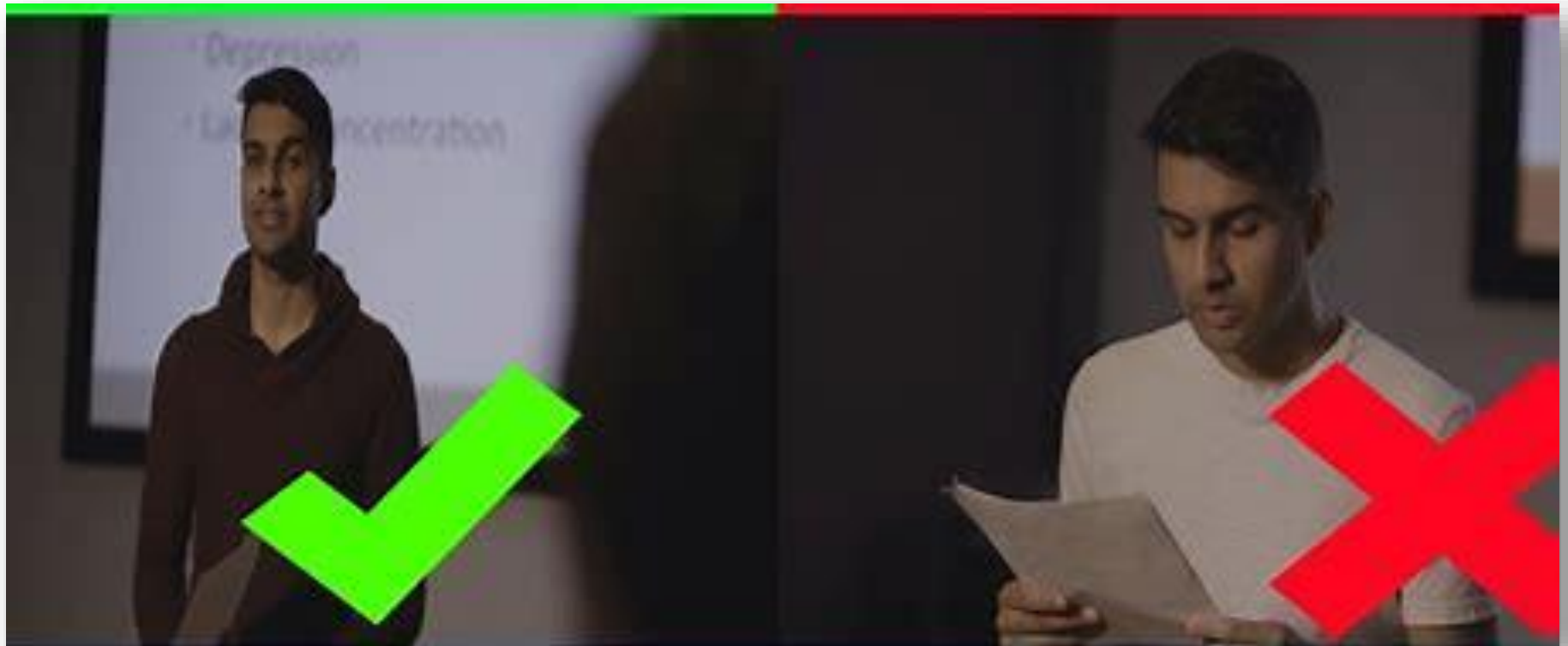
# V. Delivering your presentation

It *is* a performance.

The golden rule:

- Do unto others as you would have them do unto you

# Good vs bad presentation



# To read or not to read?

- It depends on your field of studies, the type of conference, given instructions, etc.



# General advice

- Be enthusiastic! If you aren't why should the audience be?
- Make eye contact with **(ALL)** the audience (don't only look at one side of the room)
- Identify a few “nodders” and speak to them (your Linus blanket)





# Overcome your fears



- Make up your mind that you can and will overcome fears and obstacles.
- **Practice, practice, practice** every aspect of your presentation.
- Work on **memorization**.
- Accept early failures, and persist with your efforts.

and above all...



# When practicing...

- Do not restart
- Replicate your mobility
- Speak at volume



# Delivering your talk

- Familiarize with the room and equipment.
- Be punctual.
- Point at the screen not the computer
- Make sure that your audience will be able to hear you.
- Do **not always** read directly from the PPT
- Have the script for the first couple of slides memorized in case you go blank
- **Finish in time**

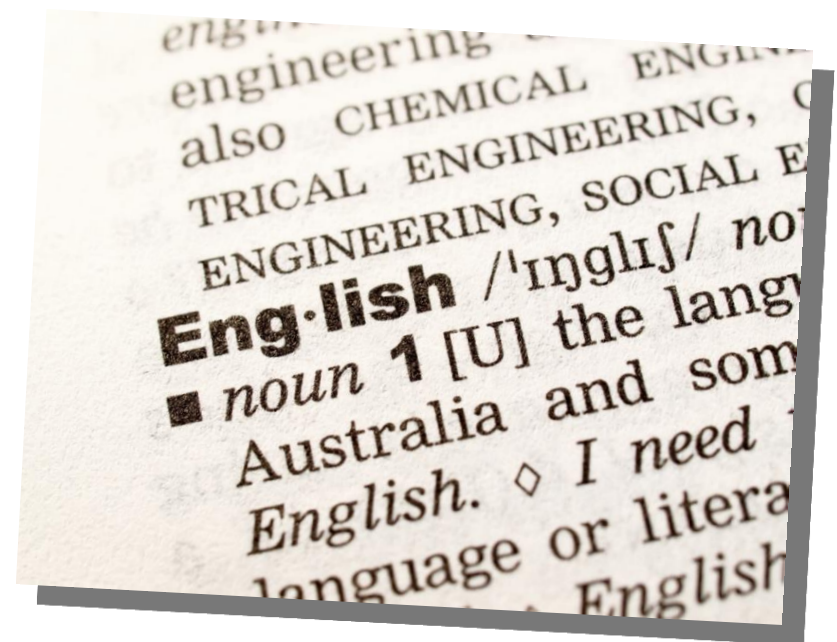


# Practice, practice, and... practice

- Practice makes perfect (or tolerable)
- May need several trials to fit your talk to available time

# If English is your second language

- Accent may not be easy to understand
- Talk slowly
- Check pronunciation





# Don't Apologize for Errors

Don't apologize for poor English speaking, it wastes time and adds no value to your talk. Don't comment on spelling, grammatical, or other mechanical errors in your presentation. Most of the audience won't notice unless you apologize.

# How can I get better?

- Practice every chance you can
- Read the speech out loud as you revise. This will help you eliminate unnecessary sentences and phrases.
- Observe others
  - Steal good presentation ideas
  - Notice all the things that turned you off
- Seek comments from friends and mentors



# Impromptu speech... Just a minute!

Choose a word from the list below and get ready.

1. Teddy bear
2. Glitter
3. Cheese
4. Roller skates
5. Clouds
6. Fireworks
7. A door
8. Shoes
9. Cars
10. Dogs



# VI. Recap





# An effective presentation

- is relevant to the audience and tells them what they need to know.
- is clear and easy to follow.
- has an introduction in which the objectives are made clear.
- has a clearly-defined structure with three or four main points.
- is usually accompanied by helpful visuals.
- ends with a strong summary.
- fits the time schedule.

# Preparing a presentation

Do	Don't
<ul style="list-style-type: none"><li>– Write the introduction so that you can make a clear and confident start.</li></ul>	<ul style="list-style-type: none"><li>– Don't try to write the whole presentation word by word: it is more difficult to understand someone reading aloud from a script.</li></ul>
<ul style="list-style-type: none"><li>– Prepare a few visuals to save words and illustrate what you want to say.</li></ul>	<ul style="list-style-type: none"><li>– Don't use too many visuals – about one for each minute of talking time is enough.</li></ul>
<ul style="list-style-type: none"><li>– Keep the visuals simple: make sure information is large and clear.</li></ul>	<ul style="list-style-type: none"><li>– Don't make visuals too complex or give too many details.</li></ul>
<ul style="list-style-type: none"><li>– Try to use colour and add some pictures to your visuals.</li></ul>	<ul style="list-style-type: none"><li>– Don't include too much text or too many figures.</li></ul>

# Delivering a presentation

- Remember to face the audience and make eye contact with them.
- Speak clearly and fairly slowly.
- Use simple language with short sentences.
- Emphasise key words and pause briefly between points.
- Repeat key numbers or write them on a visual.
- Involve the audience by asking a question from time to time.



# Presenting an effective argument

- Present your proposal in a logical way: people react positively to ideas that are well organised.
- Emphasise the benefits of your proposal.
- Use *we* rather than *I* or *you* to get support from others.
- Choose two or three strong arguments: too many reasons can weaken your case.
- Be positive: say what you want, not what you don't want.
- When presenting a detailed argument, use facts and figures to support your ideas.



# Ending a presentation

- If you signal to the audience that you are coming to the end, you will then have their full attention.
- Summarise each of the main points.
- Make a short but strong conclusion.
- Prepare the final sentence of your talk beforehand, and practise saying it clearly and strongly.



# Dealing with questions

- Anticipate the questions and prepare some answers beforehand.
- Make sure the audience has heard the question: it is useful to repeat it.
- Address answers to the whole audience, not just to the questioner.
- Be honest if you don't know the answer.
- Never get into an argument with the questioner.



# VII. Revision: Public speaking quiz





1. When studying a performance skill like speaking, **imitation** means that we:

- plagiarize key passages of important speeches.
- identify and imitate the best practices of skilled speakers.
- do a strong imitation of a famous speaker.




1. When studying a performance skill like speaking, imitation means that we:

- plagiarize key passages of important speeches.
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2. We will study public speaking as an art. This means balancing:

- input, performance, and output.
- instruction, imitation, and practice.
- modeling, practicing, and reflecting.




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- input, performance, and output.
- instruction, imitation, and practice.
- modeling, practicing, and reflecting.



3. Based on the lecture, the five main parts of a study of public speaking include:

- invention, arrangement, style, memory, delivery.
- gestures, movement, vocalization, articulation, projection.
- style, invention, arrangement, delivery, audience.



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- invention, arrangement, style, memory, delivery.
- gestures, movement, vocalization, articulation, projection.
- style, invention, arrangement, delivery, audience.



4. In public speaking, invention refers to:

- designing the proposition for a speech.
- coming up with ideas for a speech.
- techniques for memorization.





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- designing the proposition for a speech.
- coming up with ideas for a speech.
- techniques for memorization.



5. Writing is learned, but language is acquired.

- False
- True

6. Writing first emerged in Sumer \_\_\_\_\_ years ago.

- 14,000
- 10,000
- 6,000
- 2,000

5. Writing is learned, but language is acquired.

■ False

■ True

6. Writing first emerged in Sumer \_\_\_\_\_ years ago.

■ 14,000

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7. We should never use writing as a way of preparing a speech.


- False
- True



7. We should never use writing as a way of preparing a speech.


■ False

■ True



8. Memorized scripts tend to be more on the \_\_\_\_\_ side of the continuum, while minimal outline is on the \_\_\_\_\_ side of the continuum.

- performance orientation; communication orientation
- communication orientation; performance orientation



8. Memorized scripts tend to be more on the \_\_\_\_\_ side of the continuum, while minimal outline is on the \_\_\_\_\_ side of the continuum.

- performance orientation; communication orientation
- communication orientation; performance orientation





9. Which of the following is a good example of the rule of three?

■ “Your careers will be determined largely by how well you speak, by how well you write, and by the quality of your ideas... in that order.” (Patrick Henry Winston)

■ “And so, my fellow Americans: ask not what your country can do for you – ask what you can do for your country”. (JFK)



9. Which of the following is a good example of the rule of three?

■ “Your careers will be determined largely by how well you speak, by how well you write, and by the quality of your ideas... in that order.” (Patrick Henry Winston)

■ “And so, my fellow Americans: ask not what your country can do for you – ask what you can do for your country”. (JFK)



## VIII. Useful phrases and expressions

- Thank the chairperson
- (Introduce yourself)



# Express purpose

- I'm here today to...
- What I'd like to do is...
- My objective is to...
- My aim is to...


## **Make a list of the points you'll talk about.**

- I'll start/begin  
(with/by)
- Firstly
- To start
- Secondly
- Initially
- Primarily
- Then
- After that
- Next
- Last but not least
- Finally
- To end

# Introduce topic one

**Open every topic with an introduction.**

- I'd like to review...
- I want to go over...
- We are going to analyse...
- I plan to examine...



# Referring to other parts of your talk (forwards)

- Moving on to...
- This brings/leads me to (my next point)
- Let's go on to (the next item/pont)
- I'll return to that (later)
- I'll speak about that (in a moment)

# Link effect to cause

**Use these expressions if you want to highlight the effect over the cause.**

- The loss *was due to* negligence.
- The loss *was caused by* negligence.
- The loss *resulted from* negligence.



# Link cause to effect

**Use these expressions if you want to highlight the cause over the effect.**

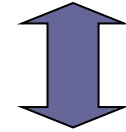
- Mismanagement *led to* losses.
- Mismanagement *resulted in* losses.
- Mismanagement *caused* losses.

# Explain graphs

**Use these expressions to describe graphic aids.**

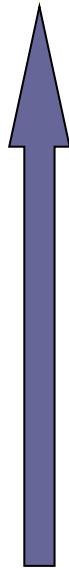
- I'd like you to see this graph. It shows...
- Please observe this matrix. You'll see that...
- Have a look at this model. What's wrong with it?
- Let me show you a chart that summarises...

# Describe trends



Use these expressions to talk about

- Increase
- Accumulate
- Boost
- Escalate
- Raise
- Rise



- Decline
- Diminish
- Dip
- Drop
- Plunge
- Shrink
- Sink
- Descend



# Compare ideas

**Use these expressions to describe contrast.**

- But
- However
- Nevertheless
- Nonetheless
- Although
- Though
- Despite
- Despite
- On the other hand
- Even though
- On the contrary
- By contrast
- Conversely
- Even if

# Emphasise ideas

**Use these expressions to emphasize ideas.**

- furthermore
- in addition
- as well as
- besides
- too
- moreover
- additionally
- likewise



# Express opinion

**Use these expressions to give your opinion.**

- My opinion is
- I would say
- In my view
- It seems to me that
- From my angle
- I see it as

# Finish your speech

**Use these expressions to close your presentation.**

- **Move to conclusion:**

To conclude

Now's the time to ....

- **Refer back to....:**

Going back to our figures / As I said/mentioned earlier/before

- **(Summarise):**

To sum up / To recapitulate



# Use these expressions to wrap up your speech

## ■ Asking for questions

Have you got any question/query? / Would you like to ask?

Please feel free to ask questions (at any time).

I would be grateful if any questions could be left until the end

## ■ Thanking

Thank you for your attention



# Some resources

- Duarte, N. (2008). *Slide:ology: The Art and Science of Creating Great Presentations*. Danbury: O'Reilly Media.  
<http://www.duarte.com/book/slideology/>
- “TEDxEast. Nancy Duarte Uncovers Common Structure of Greatest Communicators. 11/11/2010”.  
<https://www.youtube.com/watch?v=1nYFpuc2Umk>

- What have you found most useful in today's class?

