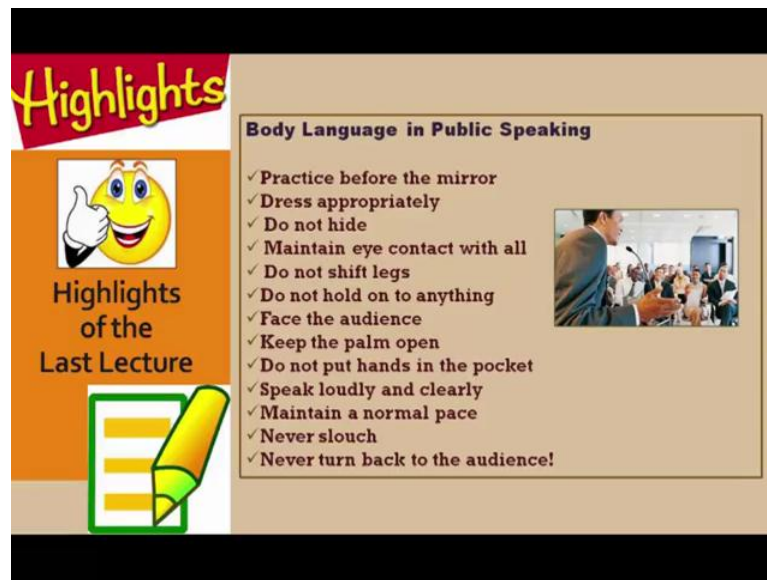**Developing Soft Skills and Personality**
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Lecture - 46
Presentation Skills: Using Visuals.

Hello everyone, welcome back to NPTEL mock course on Developing Soft skills and Personality, this is week 8 module number 4 lecture number 46 and I am Dr Ravichandran from the Department of Humanities and Social sciences of IIT Kanpur giving you this course for the past 8 weeks and this is the concluding week and then I started with presentation skills and in this module this lecture we will conclude our discussion on presentation skills giving you more inputs on how to use visuals and visuals is an aspect of non verbal communication along with the body language. We also need to know how you can use this effectively and before I start let us take a quick review of what I did in the previous lecture.

In the previous lecture I addressed the issue of body language in public speaking and I told you that the role of body language is so crucial that some people use very effective body language and get away with very fraudulent contents and also many politicians for example, they develop skills with less content and use powerful body language to convince the audience, but in order to become a professional I emphasize that your content should be equally good as well as your body language.

To make your body language good and effective, you should practice before the mirror in today's contexts and even you can use videos captured on your mobile and then check that nothing like mirror because you are doing it live and then just see what are the things you do not like to see and you can make modifications appropriately which are suitable for the occasion and do not hide when you are going to a podium, do not hide and be open, be honest and maintain eye contact with all and even if somebody is very difficult to maintain eye contact then try to look at the person forehead.

So, do not try to maintain the direct eye contact and try to maintain eye contact with those whom you like, initially and slowly you try to spread through the audience and it can be in the form of a triangle identifies corners and it can be in the form of a square and identify somebody in the middle and then keep shifting your eyes, but then that will give the audience that you are trying to maintain eye contact with all of them throughout and do not shift legs that is one leg up and then the other leg down.

So, do not do that kind of movement and do not hold on to anything that is holding something very firmly and is indicating that you are nervous. Sometimes, people hold on the chair that is kept before them and they hold on to the desk that is kept before them, they hold on to even chalk pieces giving the impression that as if they are going to smoke and as if it looks like a cigarette, they hold onto things and they hold on pencil, they hold on to scale and they hold on the pointer.

Now, try to keep them on the table, use them only when it is required. So, do not hold on to anything and all the time try to face the audience whether you create a very amicable response from them or not face the audience. So, you should be bold enough to face the audience and keep the palm open and do not try to close it, do not try to cross it or do not try to put it in your hand pocket, keep it to open speak loudly and clearly. In fact, it is the first thing you should be doing when you go there as a professional to check whether everybody in the audience is able to hear you clearly and maintain a normal face and do not speak too fast, do not be deliberately too slow and in both cases you are exhibiting that you are nervous, never slouch instead of a firm and then appearing to be too low because of the fact that you are low in confidence and never turn back to the audience or even if you are going to show something on the black board, still try to maintain at least half eye contact with them never turn your back. So, that way you will completely loose contact with the audience.

Let us look at the use of visuals. So, visuals are the non verbal part of communication in which you do not use words and verbal part.

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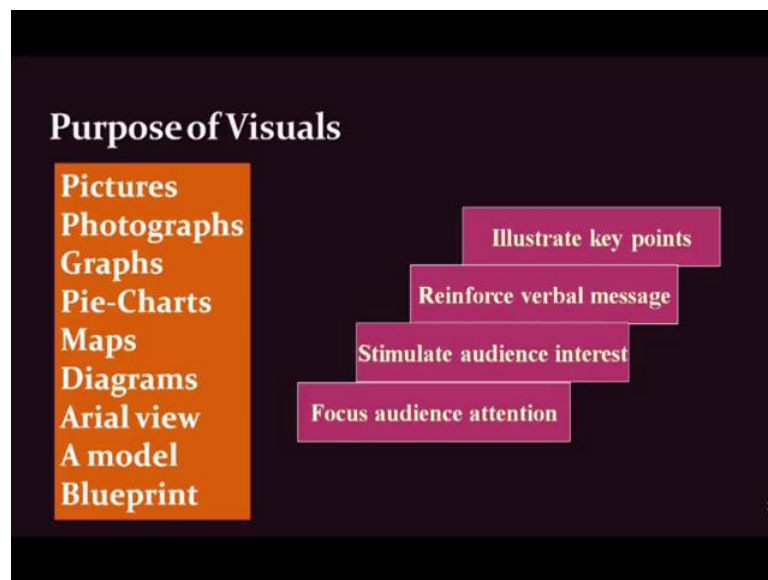
But you use pictures, you show photographs and you can use graphs, pie charts, maps and any kind of diagrams and then the cross sectional diagrams such as frontal view, aerial view and even a model, a proto type of something which is bigger in size, but you

show as small module and the blueprint of as a house or of a big project that you are planning to materialize.

Now, these things without words are shown in a form of visuals and now using visuals which actually enhances the quality of your presentation instead of putting just words and if you put some picture, but then you should not deliberately put something like the face of every beautiful actress and then so that everybody looks at it, but they will miss the main point of what you are discussing and that will be completely distracting and it will be completely inappropriate of course, people will be looking forward towards such pictures, but then the complete message will be lost and people in fact, will be laughing at you for using such inappropriate pictures. So, visuals illustrate key points.

It is very easy to show a picture as it is said a picture is worth thousand words instead of describing something in many words, just show them a picture and it will illustrate key points pictures and can also be used to reinforce verbal message, you say something and you show it to them in the form of a visual and it can be used to stimulate audience interest. So, you want to introduce a new concept to some people who have no idea of what is that and you can first show them the picture, you can ask them what is this? Can you make a guess what is the function? Why should we use this? And you can stimulate audience interest and in times when the presentation becomes monotonous then you show them a visual so that attention will be focused.

So, you can focus audience attention using a visual and these are the four important purposes for which we use visuals about what kind of guidelines you should be following when you want to use visuals. So, power point itself is a kind of visual you are using and then I talk about long sentences, all that I am just looking at even the words which are written in the form of visual because we are just showing to the audience.

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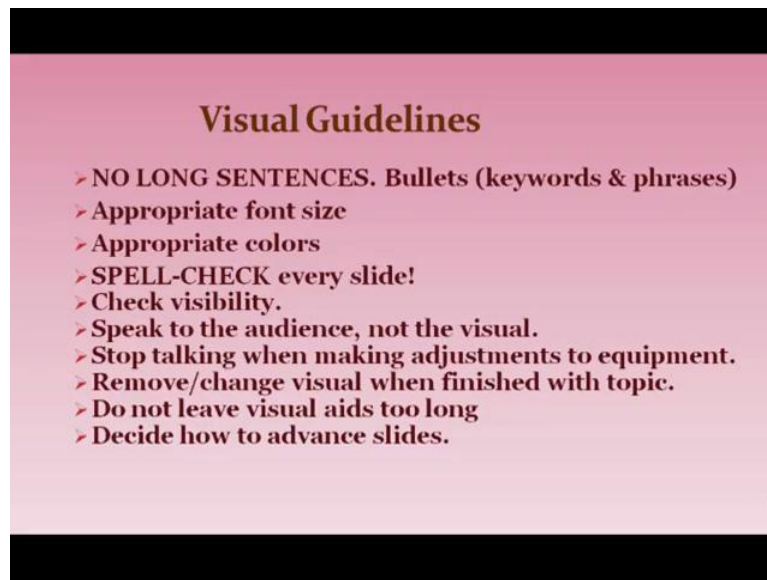
So, when you use power points, particularly do not use long sentences instead of using long sentences use bullets and take only keywords and phrases, use appropriate font size and some places you need to show 24 font size, at least in certain cases it will be 28 titles, sometimes you are even about 28-36 transitional headlines are between 28-32, but 12-14 they are for reading, but not in terms of showing them on power point especially when the audience are likely to be larger, bigger and then they are likely to sit in the end. So, you need to check whether they will be able to see the font size and you need to go to the venue and identify how big is that and how can they easily look at your presentation and see even from the last row, the next thing is appropriate colors and suppose you are going to show them something in day light and then you are just using light colors light yellow and then light pink on the background. So, they will not be able to see you to use for instants dark blue and yellow in terms of font and they will see the difference. So, it should be contrastive when you are showing it in daylight.

Keep appropriate colors so that they are able to see the fonts clearly and when you use slides in power point, spell check every slide any spelling mistake that goes in the power point is owned by you and you cannot say that your friend or secretary or student typed and made that error. In fact, nowadays as you type, good softwares will underline the spelling mistakes and then you can correct it even when you type it. So, do not show any slide and any visual with spelling mistakes, check visibility even by going towards the end and then identifying the length of the room when you show the visual, even if it is

power point speak to the audience and do not look at the visual and then talk, do not do that. So, speak to the audience and stop talking when making adjustments to the equipment and sometimes visuals are shown in core over head projector and then you take one and put another one, sometimes even power point and sometimes you have to do something to move it. So, when you are doing it, do not talk, do not look at visual and talk all the time, look at the audience and try to talk.

The other important thing is let us say you are showing a visual either you are displaying it or you are putting it on the OHP and then they are able to see that now you are discussing and you are put the picture or map or something and then the audience are looking at it, now once you have made a point and the visual is in terms of connection is not to be shown any more just remove it and change the visual as the topic changes do not leave it for a long time because it loses, it is relevant and audience will also lose interest in your talk because they will just look at the visual and they will feel that you are just still continuing with the same thought in terms of visuals, but in terms of verbal you have moved to something else.

So, do not confuse them and they will feel the monotony and do not leave visual slides too long and even if you cannot change it, do not just leave it. So, close it and keep it away and then continue with your talks. The audience attention is focused towards your speech not on the visual and if you are going to use power point or any kind of visual to move one after another and who will do that if you are doing it somebody will do and who is going to display that, will you do that or somebody will keep changing it. So, identify who is going to do that and even sometimes you can show videos that is also part of visuals. So, pictorial representations of something animated versions, but are you taking help from someone or are you going to do that in case you have to do plan how you are going to do and do not waste the audience time and minimize this time taken for adjustment and all that.

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When you use other supporting materials in the form of visuals, ask this questions are they visible in the back row? You can even ask them if it is not visible and if you can take it out and circulate that is also fine and you can tell them to come to the front or you need to enlarge the size if possible also ask whether it is relevant and your presentation as I said showing things which are attractive, but not relevant as nothing to do with your presentation and you will also lose effectiveness in terms of giving a presentation, ask the question whether the supporting materials are short? So, they do not distract the audience too much from the oral portion of the presentation if the visual part is longer. So, audience are likely to get distracted, ask again whether it is well timed in relation to your presentation and is it coming appropriately at the right moment or it is coming wrongly.

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So, you need to ensured, now watch out and avoid complicated derivation, look at the one that I am showing you, I am not even a maths teacher or somebody who is so good in theorems and all that, we will be able to just take a quick look and understand what is the purpose of showing this visuals and should not make the audience use a microscope and check or use detective work and identify what is this and then do not do this thing, visuals are just correlating they are just adding. So, do not confuse, do not distract or do not make it a complicated one such as this by using a derivation this is a wrong way to use visual.
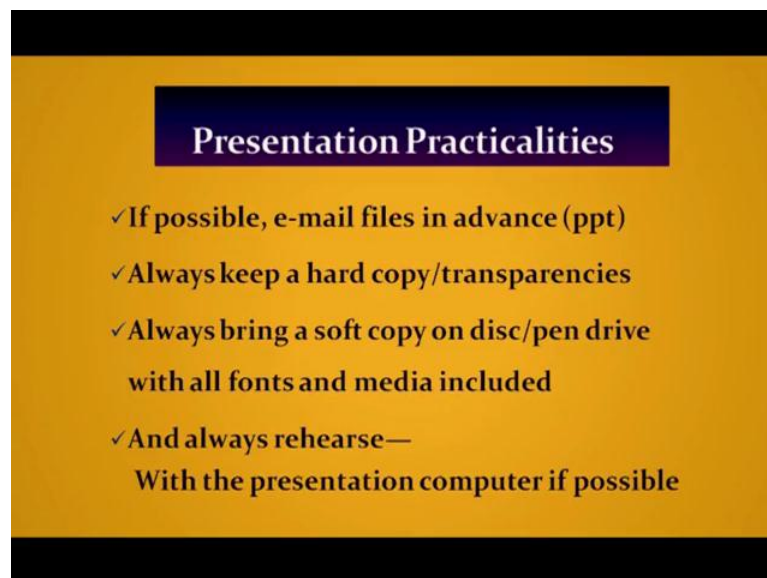
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When you do that, there are certain things you need to watch out for standing in a position where you obscure the screen especially standing before the projector and the screen and then your shadow falls and audience could not see and then they tell you to move and that again will be a distractive one and then you showed some picture and then you are lost in the picture and you completely got depressed. So, getting lost in depressions is something that you should watch out for.

Moving about too much, the visual is here. So, you keep coming and going this side that is also an unnecessary distraction and when you do this, keep an eye on the audiences body language that if they were feeling restless and so involved immersed in what you are showing. Then depending on the their body language you can decide whether you want to show it longer or whether you want to continue with that or you should change your strategy or is it the time to stop and tell them a joke so that they come back or is it the time to show them additional visuals because they are more interested in that. So, keep an eye on the audience's body language which will tell you whether they have really trusted your visuals or they are getting disinterested.

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Now, towards the end, that is after using learning and to use all these visuals, keep in mind some presentation practicalities especially if you are a very un matured inexperienced presenter and if you are going and giving the presentation somewhere abroad in a different place within India in a conference, in a seminar you have been invited and you are going and giving a presentation and you are using a power point, try to send that file in advance, e-mail the files in advance and if the file is too large, at least convert it into PDF and then again you can send it. So, you can use any method, but then try to send it that do not just rest and then relax and think that you have now sent the file.

So, I do not have to carry anything with me and that is a risky proposition because you should ensure first of all whether it has reached properly, but there is a possibility that it did not reach them, some virus was there on the computer. So, the e-mail got lost and could not retrace the file and could not open any issue that can happen and this is just a standby, but you should keep a hard copy in the form of transparencies if possible and you should also if possible keep your own PPT in a pen drive and if possible keep that in a disk and if it is a long one then get it written in the DVD or copy it again in the pen drive and in some cases if you want specific fonts and some media when you take it to another computer it may not be using the same font because the version may be different or may be the operating system may be different. So, you need to have some compatibility.

So, it is better that you carry it with you and then send something in advance just a standby and when you reach the venue, go experience a venue and then check whether it is working on the computer before the audience would come, get some time and go there 10-15 minutes before, check it and whichever laptop or computer you are going to use and the LCD projector that you are going to use and check whether it is getting connected and check the entire presentation whether it is flowing freely, smoothly without any kick up or without any hindrance this means you take a quick rehearsal even before others come in the computer that is meant for your presentation. Now, you ensure this and you will also be very confident when you are going to give the presentation.
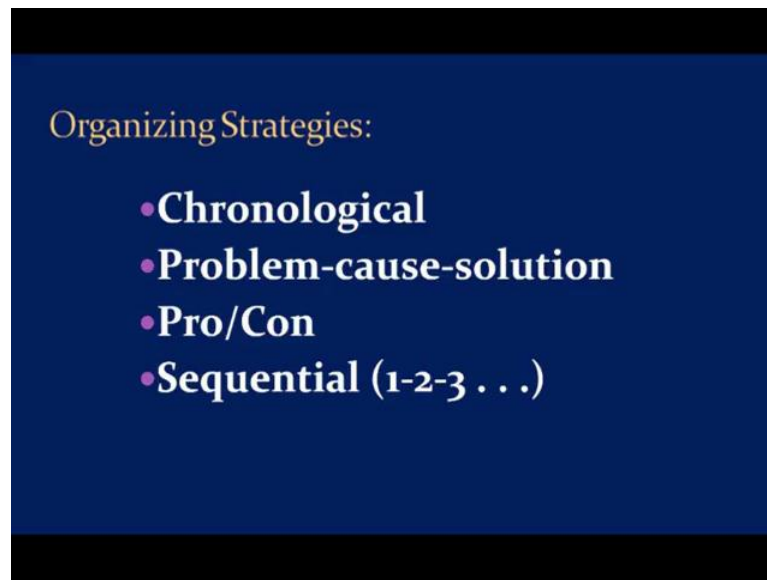
Some quick tips on organizing strategies for your presentation, one way is to use the chronological method that is starting from history. So, seventeenth century, this happens in eighteenth century, this happens in nineteenth century and this happens in twentieth century and correctly this is what I am anticipating and twenty first century, this is likely to happen chronological or you can simply say some certain aspects of how something will behave in a week. So, it happens on Monday, this way Tuesday, like this Wednesday and you can give chronological in terms of history and in terms of date the first thing comes that first you can also use problem caused solution method. So, this means you want to say that people are so much affected by the problem of pollution.

Now, what causes pollution and where it is causing? So, you can say that air pollution water pollution. So, there are many other types of pollution, but you can say I am restricting my talk to these two types of pollution and what are the agents which cause pollution. So, that is cause and what are the solutions that you can give and the problem pollution is causing and what could be the solution for advantages, disadvantages, merits, demerits, good points and bad points. So, this method is also nice especially if you want to show contrast, compare two things and then make the audience understand which one is better than the other.

The other simple method which I said at the beginning of the presentation is lecture of the sequential method 1 2 3. So, I am going to talk about four important issues. Finally,

you conclude the sequential model and these are the conventionally used ones that helps the audience to understand that you are able to deliver it in a coherent manner, but remember to give that effective presentation that will get you standing ovation and you need to practice, the more you practice the more effective you will become and the more confident you will deliver in the content and the more effective your body language will also become.

Now, before I conclude this module, let me give you some final tips on presentation skills such as you become a professional and as you become an expert, speaker tries to use topics from your own experience.

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Initially, prepare topics which are from many books and materials and which are readily available for example, internet is a bane or boom technology. So, modern inventions talk about computer and so readymade topics are available then you can memorize that and then give small talks, but as you become a professional and then instead of waiting for people to give you topics, you try to use topics from your own experience and you volunteer and you tell them I have walked on this topic and this area which many people are not familiar with and I would like to give a lecture, a small talk on this topic and when you do that, you also try to develop narrative skills, it is just like telling a story and in fact, tell stories to your friends, colleagues and family members and that will enhance your narrative skills.

So, you would plan what should be said at the beginning, middle and end and if there is a suspense story, you know when to break the suspense and how to build it. So, that is narrative skills and try to develop the art of telling somebody, something reporting in the form of telling a story and whenever you get a chance, ensure that you will always give a talk only if you have an objective and never speak without the purpose or do not give useless meaningless and talking is the easiest way to become unpopular and the audience will start hating you running away from what you speak only with a purpose and when you build up and argument in your talk and when you are arguing in favor against something, use interesting examples.

So, the more interesting it will be, the better the audience will be able to remember them and connect them with personal anecdotes and tell how you can relate it to you and what happens in your personal life or how can you relate to this one the way you relate many other people who will be able to relate to your personal experience and then they will be able to understand that better use funny facts. In fact, what I imply by this is use humor, occasional humor and occasional sense of humor will make the audience break the monotony.

In interview, if you can give an intelligent joke and if you can make the people in the interview panel laugh then you can almost be sure that you are getting the job because that will make them look at another aspect of you which generally they have ignored and same thing with presentation also when you use humor. So, they think that you are a very serious speaker and you are a serious scientist and then a researcher, you are giving very serious ideas, but suddenly you go off track, slightly give a funny fact, funny anecdote and that will make people relate to you in a better manner having said this last two points in terms of overall communication you need to communicate clearly.

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If there is no mike and then you are confronted in a situation, you have to give it talk project, your voice which means you need to speak little more loudly as if you are acting before them or as if you are on a stage and then those days if you remember there were no microphones. So, the actors have to shout, just imagine that you have to speak more loudly than normal, it will be unusual at first, but your audience could not notice because in fact, raising your voice is something that will make the audience focus to you and there are speakers who raise their voice to speak loudly so that they even ensure that nobody in the audience will sleep and so loud that they cannot sleep in that loud noise.

But the point I am making is it should be loud enough that they are able to hear it clearly, but if you speak softly then they will notice that this person is speaking so soft and I am not able to hear only and to the people who are sitting in the first row, it is not audible then they become restless and they get distracted and the things which you do not want them to do communicating clearly on the one hand.

But communicating effectively overall is the most important objective of delivering public speech or oral presentation, remember there is no point in giving a presentation that the audience cannot understand. So, if it goes above their height or if it is too low or if you are making it complicated as you very well know then there are some people who use very complex vocabulary. So, even a simple idea becomes very difficult for you to understand, but there are others that I want you to follow who even take a very complex idea difficult subject, but they use simple thoughts and expressions and then they find simple ways of convincing you to understand that it is the method you should follow so that the audience can understand you fully and effectively.
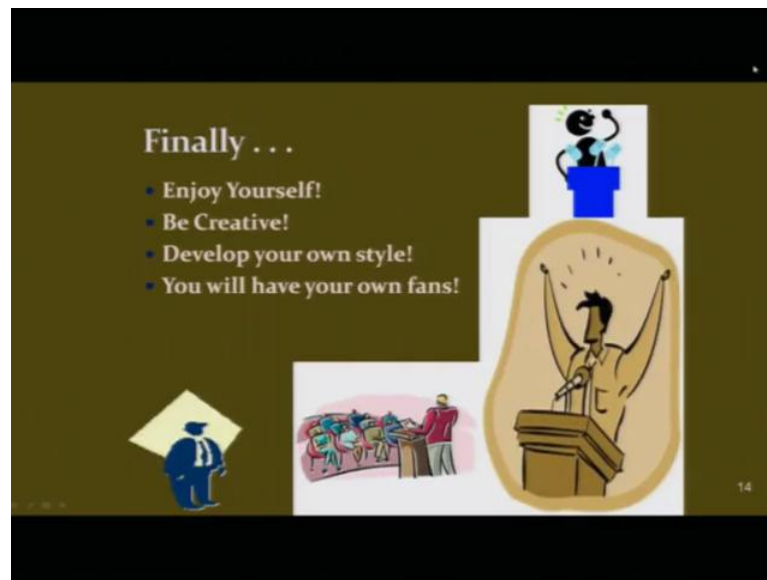
So, if you can do this and keep this in mind, you will definitely become that popular speaker and finally, when you give a talk enjoy yourself, great psychologist like Ibrahim Maslow said that in our life we have opportunities for peak experiences, high tent experiences and one of the high tent peak experiences that you can get is the speech that you deliver before audience and larger the number, the greater your peak experience. When you experience that peak form of your performance, enjoy yourself when you are enjoy yourself giving the talk, the audience will also enjoy your performance and then be creative that I have given you lot of suggestions, but then try to break away even if you think that you can do better than what I have said and if somebody tells you this is the way it should be done, but if you think creatively and if you feel that it can be done this way then better do that, be creative and when you slowly develop yourself in terms of oral presentation and public speech, develop your own style and your own style of narrating things, your own style of telling jokes, your own style of presentation and your own style of preparing slides.

So, make your style and then what we will have is soon you will have your own fans, people will like your own unique style, initially you will be bit embarrassed, bit shy thinking that can I really do this, but just do what comes naturally into you, so that may be your real inner talent and talk out that potential and you will have your own fans and you will get that standing ovation that I have been telling you to visualize right from the beginning.

Now, the last concluding thought after talking to you so much about presentation skills I have given you enough inputs, but look at the famous quote from this martial arts super star Bruce Lee, he says that knowing is not enough.

So, now you know everything about public speaking, but that knowing is not enough, we must apply and you must use it in your presentation, willing is not enough, you are willing to do this and you wish to do this, that is not enough and we must do. Suppose, you do not know how to swim and you go to the library and read tons of books, thousands of books on swimming.

But I ask you that have you ever go to the swimming pool, you say no and have you ever jumped in to the water in the swimming pool, you say no do and you understand that reading hundreds of books on swimming will not help you and you might have read twenty-hundreds of book on how to ride a bicycle, but you are afraid of sitting on the seat and then holding the handle bar.

So, how will you learn cycling, the same thing goes with public speaking and speaking any communication related issue is an art you need to develop and you will develop it only by practice and any amount of knowledge that I give you is not going to be enough as I said at the beginning of the lecture the purpose of these videos, the purpose of my lectures, particularly is not to help you just get a certificate and display to people just do all this assignments, but beyond this certificate and assignment have you learnt

something from this? And learning in that sense, has it done something to your thinking? You believe change in your behavior and have you taken one step and have you followed it up by taking more steps and that is what is meant by willing is not enough, we must practice it and become very trained professional public speaker, do not have any fear for oral presentation, embrace any chance and use all the tips I have given and very soon you will also become a very effective communicator in terms of oral presentation. Wish you all the best.

Thank you.