

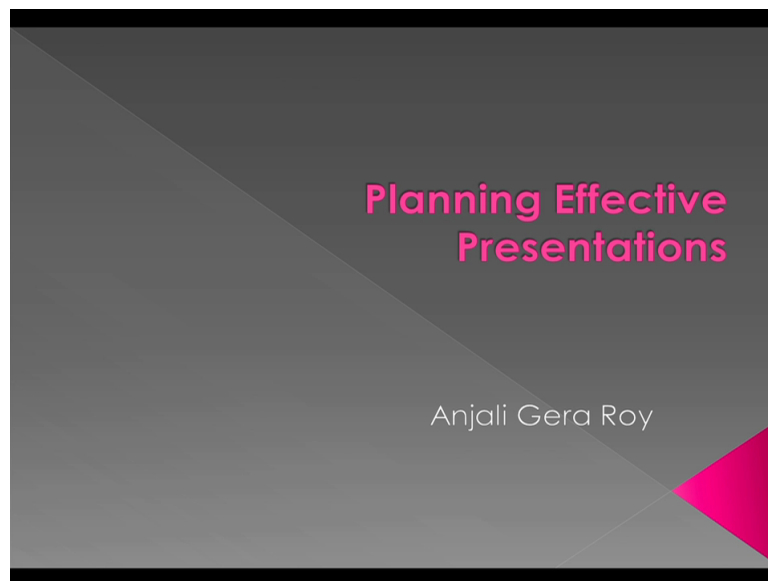
**Speaking Effectively**  
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**Lecture 25**  
**Planning a Presentation**

Hello, we have been rehearsing a whole lot of basic conversational skills. From this unit onwards, this module onwards rather, we are going to move on to more advanced activities such as presentations. how to appear and how to participate in meetings? How to appear in an interview and so on. And we begin with how to make a presentation. How to make killer presentations or what makes a presentation click.

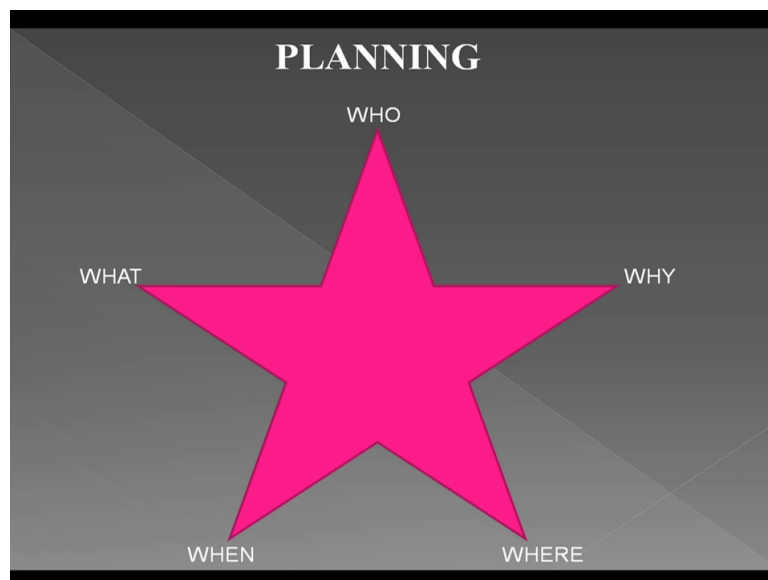
You yourself must have noticed that whenever somebody makes a presentation, it is not the content, but it is the way a person makes presentation that makes you sit up and listen or make you yawn. It happens to me all the time. I have this celebrity writer friend, who you might have watched recently on television. But whenever we go to make a talk or presentation, before the talk ends, he make such an impact. he dresses in a kurta, so he appears like a Guru and by the end of the presentation.

And he make such an impactful presentation that before the presentation is over people are smiling at each other, nodding at each other and before the talk is over he gets invited to another talk. And here I am waiting to be invited, waiting to be noticed. Does not happen because my friend has been making presentations since he was an 18 year old and he has mastered the skill of making presentations.

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So, we will begin with what happens to us, when we are asked to make a presentation. Most of us focus on what we are going to say. Most of us want to impress people. So we decide on, what am I going to say in my presentation? How do I get lot of information? How do I seem intelligent? How do I show that I have done my homework? The problem is precisely that, it is not what you put in the presentation, but many other factors that make a presentation.

So the 'what?' in a presentation really depends on why you are making a presentation? Where you are making the presentation? 'Who?', the 'why?', the 'where', 'when?' That decides what goes into the presentation. So first of all you need to find (yo) out why am I making a presentation?

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**Why am I making this Presentation?**

- Lay down the objectives
  - > General
  - > Particular

WHO? WHAT? WHERE? HOW?

A circular inset image of a woman with glasses and a white top is visible in the bottom right corner of the slide.

You need to lay down the (obje) objectives of your presentation. Of course it will vary depending on the kind of presentation you are making. But you need to lay down your objectives very clearly, the general objectives as well as the particular objectives.

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**General Objectives**

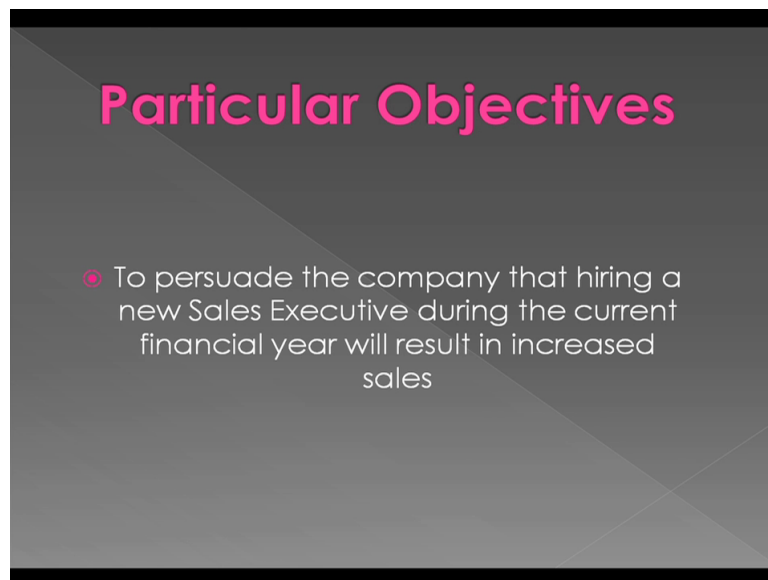
- To inform
- Arouse interest
- To motivate
- To make recommendations
- To persuade or sell
- To inspire action
- Evaluate, interpret or clarify

So your general objectives may not be we never have a single objective. Your objective could be to inform, it could be to arouse interest, it could be to motivate, it could be to make recommendations, to persuade or sell, to inspire action, evaluate, interpret or clarify and it goes on to infinity. Because you might have different reasons for making presentations. Now, as students of course we are asked to make only informative presentations. We are supposed

to show what kind of information we have collected and we have to present that information as effectively as possible to experts.

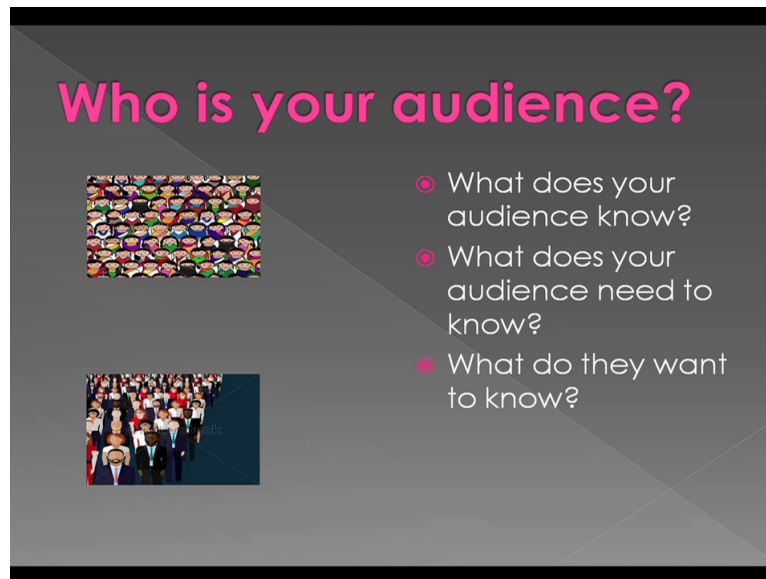
But later in life, in your professional life, you will be making a whole lot of presentation which will require you to have and any of these or any other infinite objectives.

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But at the same time from a general objective, it is not just enough to say that my objective is to persuade. You have to have a very particular objective. Persuade people to do what? To persuade the company that hiring a new sales executive during the current financial year will result in increased sales. So you have to state, write down the objectives of (wa) why you are making a presentation? What is your particular objective? Because only then you can get the results you want.

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## Who is your audience?

- What does your audience know?
- What does your audience need to know?
- What do they want to know?

The (ss) second thing that you need to take into consideration is, who is your audience? Who are you making this presentation to? And in this you need to know, what does your audience know? What does your audience needs to know? What do they want to know? Take for instance, you might have a vague idea of what your audience knows, but it may not be the same as what they need to know or you think that they need to know something that it is not necessarily what they want to know.

In my English class I strongly feel that my students need to learn, improve their vocabulary and if I put them through some good rich text, they will be able to do it. But my students are not interested. They go to sleep if I think, if I start doing what I think they need to know. Instead they want to know, how do I improve my communication skills? How do reading Gabriel Garcia Marquez help me to improve my professional communication? So I need to know, what do they want to know? It is just not enough for me to decide what they need to know.

What is your audience's language? Now, if you are computer scientist and you are explaining what computers are?, to somebody who does not understand your technical terms like hardware and software and how many GBs and stuffs like that. would people listen to a presentation like that? Suppose you are making a presentation to lay persons. No. So you need to know your audience's language. By language we do not (kno) mean the language of the region. But what kind of, do they need expert language? Do they need an informal language?

Depending on their age, their education level, their familiarity with the subject you are speaking about, you need to cater, you need to tailor your language to fit the audience's language. Now what are your audience's interest? That is equally important. What are your audience's interest? you want them to talk about soccer and they are interested in cricket. So, you need to, suppose you are using all your analogies from soccer, it is not gonna gut any eyes with them because they are more familiar with, they are fans of cricket.

And if you were used to use terms from there, maybe you would be able to wide better with them. What do you want your audience to know? Now you might have that as your agenda also. What do you want them to know? So suppose you find that you are making you are creating a campaign about polluting the waters of a river. And you are talking to an audience who are wasteful in the use of water and the way they release their effluents into the river. So what perhaps you need to upraise them of what is happening.

Say, 'what is happening to the Bellandur Lake in Bangalore? What happened to the lake because of the effluents being released or the damage that being?' So, sometimes you want the audience to act on that. And in order to do that you need to inform them what you know you.

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**You and the audience**

- Know your attitude towards the audience
- Know the audience's requirement of you
- Try to inform, persuade and entertain, not impress

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You and the audience. Know your attitude towards the audience. Now that is very important. What is your attitude towards the audience? Are you very often we who are in the academic professions, we used to talking down because most of the time we talking into students. And

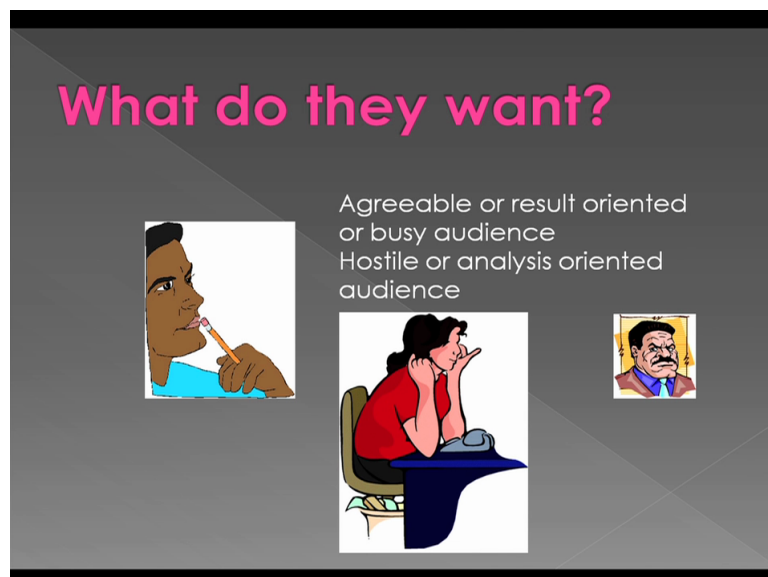
the students, we feel, do not know as much as we do. So usually we adopt a very (dum) patronizing, very superior attitude and as if we are dealing with people who do not know.

Now that if we use that kind of attitude we are talking to our peers or our equals, that would be very annoying. The tone would be very annoying to the audience. Know the audience's requirement of you. What does the audience want of you? That is equally important. Now I think most of us have this problem. That whenever we go to make a presentation, we want to know what kind of impact we have made. We do not think of what are the results we want.

We want to inform our audience, we want to persuade our audience. We do not want to impress them with the knowledge. So, you decide what you want them to do. Do you want them to act on what you have said? Even if you are not very impressive. So suppose you speak in Queen's English and your audience do not understand Queen's English or they feel distant from you because you are speaking Queen's English.

Now instead of that if you were to speak their language and explain to them what you are saying in their language. Maybe you earn their trust, you strike a repo with them and probably they are more likely to listen to you rather than if you are sand or fish and they think that you are not one of them.

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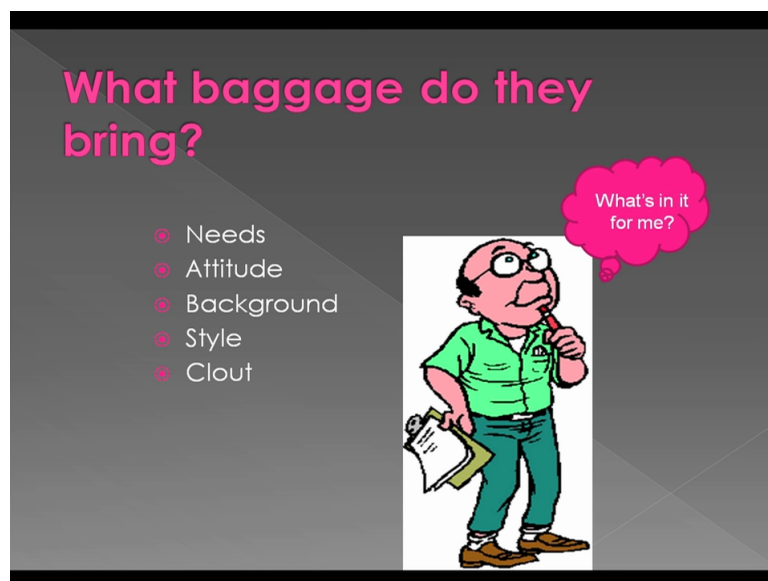
So what do they want? Are they agreeable or result oriented or busy audience or they are hostile or analysis oriented audience? I am sure we all face this. Whenever we have an audience who are friendly towards us, who are agreeable, or who are result oriented. We go with a very positive mindset. We know that they are going to be receptive to our ideas. Even

if they are busy they will be receptive. But when we think that the audience are hostile, that we are going to encounter opposition from them.

Whatever you say, mind you, it happens to all of us because presentations, meetings, interviews in real life are not ideal scenarios. They always hidden agendas. So there is a possibility that the audience is hostile. They are not inclined to agree with. They come with that attitude or they do not want you to make a good presentation. So they deliberately introduce interrupt you or they do something so that your presentation does not work. What do you do? It is easy to handle an audience who is neutral or friendly.

Do not you find yourself doing it in a presentation? our students have mastered this game. They plan their friends in the audience and they say, 'whenever I am making or whenever I am looking, I look at you and you will smile at me and you will nod'. And the friends are supposed to do. They are supposed to smile and nod, look at them very encouragingly. So that they do not lose their nerve. So you have to analyze your audience to see what kind of, it is better to know before-hand, what kind of audience you are likely to have.

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What baggage do they bring? Now we talk about their needs, their attitude, their background, their style, their clout. This is the baggage. These are the five things we look at. So most important thing is, okay you are making a presentation you are a great speaker, but (wa) why should someone come and waste his or her time? Why should they come and attend your talk. Because ultimately people want to know what is in it for me.



So good speakers know instinctively that if I can find out what they need, if I can promise them something which is going to help them, immediately this audience are going to sit up. So in my classroom if I say, 'I am going to tell you something which will help you in the end-sem exam paper', immediately I find all the sleepers in the back row have woken up. People have stopped yawning, they are sitting up in the chairs, they are (sitty) ready to make notes.

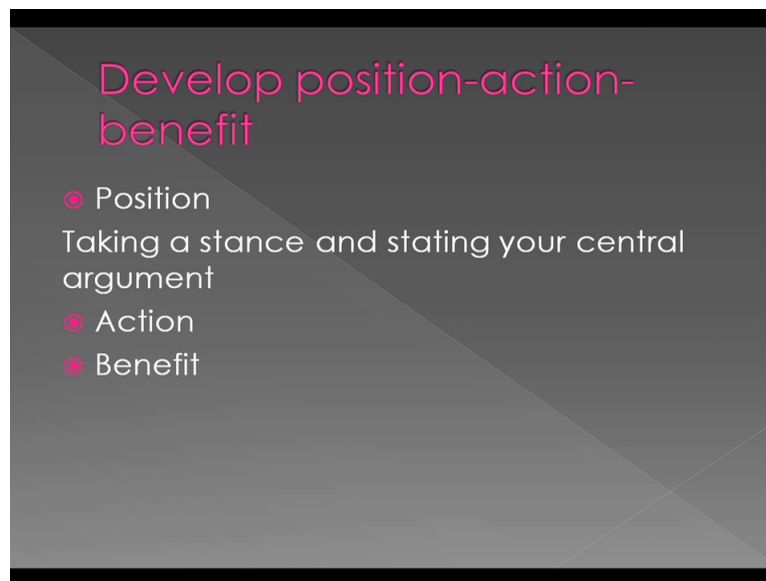
But in real life we say, 'okay I am going to teach you a trick how to make a million dollars or become a crore-pati and people will immediately if because that incentive usually works the people. And people say, 'yes okay let us listen to him or her and see what tricks we can follow'.

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So now the 'what?' goes into the presentation is really determined by the 'why?' and the 'who?' So this is something I should have begun with, is that when we think of presentations, we normally think that people just come and make a presentation and some are naturally good, some are naturally bad. It is not so. Presentations, 99% of the presentation, only 1% of your presentation is a presentation proper. The rest of the 99% like success is perspiration. It is all the planning, it is all the hard work you put into the presentation. So the 'what?' goes into is determined by the 'why?' and the 'who?'

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Expert suggests this strategy that you develop a position, action and benefit. So you need to take a position. Whatever topic you are presenting on, or you are giving a talk on, most of us just talk about that topic. We summarize whatever information we have related to that topic. That is not enough. It is really important that you take a stand point. You identify a central argument. Take a stance and state your central arguments. So what is your position towards that? Okay.

So even if it is a controversial topic like, capital punishment. What is your position on that? You feel that yes people who commit even the most heinous crimes, they should be punished but I am opposed to capital punishment because it is taking off human lives. So or you can justify, yes the most heinous of crimes deserve the most painful or the worst of punishments, which is capital punishments. We do not like doing it but we need to do it sometimes. So you must take a stance. then what is the action would you want as a result of that?

Maybe you are making a speech where you are appealing against reservations in the educational institutions. So you feel that reservations are not going to help people to come up to the level of the general category people students. So you, this is the action. You want the policy makers to take note and say that this argument that I make or (persua) my persuasive skills will actually help the policy makers to make a decision based on what I am saying and what is the benefit.

So suppose in IIT I am or in India, I am making a (su) suggestion and I say, 'what is the benefit of it?' it will bring peace, it will (pre) prevent conflict or hostility between different

classes or different caste and so on, if we extend reservation or we do not extend reservation it is not going to help.

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**Get your Act Together**

- Capturing Ideas
- Brainstorm
- Note down every idea on a post-it note
- Eliminate ideas that are redundant
- Group together similar ideas under three to five key areas
- Explanations, evidence, benefits become your subpoints
- Structure your ideas
- Outline ideas
- Formulate a thesis



So you also have to think of the benefits. Now, getting your act together. That is the next stage. You have decided on your main argument, what is going to be your main argument. You are going to decide on what action people want to take and what benefit is going to bring them. Now you move on to capturing your ideas. Now what happens to you when you are asked to make a presentation? Usually we all do, a last man at marathon. The night before we sit up all night and we decide ok I am going to now put together my presentation.

But that is not how a presentation ideally should be (pres) prepared because you might get ideas anytime. Therefore you must capture the idea that comes to you. Maybe you are talking to your friend over the cup of tea in the office canteen or you are driving home and you noticed something. So an idea can come to you anywhere and whenever the idea comes to you, like Einstein got his idea, right? So wherever you are, which place you are in, capture that idea, put it down, note it down.

In olden days we used to (not) note it down on a card or on index card. Today we have technologies. You can note it down on your PC, you can note it down on your cell phone, you can note it down whenever you want. That this is the idea I am going to put in my presentation. Now the next thing is to brainstorm. What is brainstorming? Everyone knows what the term brainstorming is.

Whenever people get together and think of different ideas about something, put together you know, just wildly throw ideas and think about it without coming to any decision, that is brainstorming. That is how we understand it. Now how do we use brainstorming in making presentations? In making presentations, brainstorming means that do not try to (begin) work in a structured coherent manner from the very beginning. Instead of that use the process of rethinking. Do not let structuring (inhabits) inhabit your thinking.

Whatever idea comes to you, even if it is the wildest idea that comes to you, do not eliminate it. You must put it down, note it down on the posted note and you know, suppose you are asked to make a presentation in a month from now, in the next 30 days a whole lot of ideas would come to you and whenever that idea comes to you, put it down on a posted note. Now, say even if your sitting the night before making a presentation, you have this whole lot of posted notes where you have jotted down, scribbled the idea that came to you.

What is the next stage? The next stage is to eliminate ideas that are redundant. So suppose I am making a presentation on 'Non-violence defines India as a nation'. Suppose I am making this presentation. Now I have just watched, it is 23rd March, two days from now and I have just been watching the Bhagat Singh films which the media is undating us with. And I remember I see okay no, the non-violent leader was very intolerant towards the others who advocated violent means.

Or when Bhagat Singh and his associates first threw the bomb in the Assembly. What was their intention? It was not to kill anybody. It was really to attract attention. Now I am not going to use the Bhagat Singh film. I am not going to use a Hindi film obviously. if I am making a very serious presentation. I might, but I may not. So, what I would do is, I have this idea, but at this stage I feel, no, the kind of audience I have, they are not very friendly. They might have not seen this film. So immediately eliminate this idea.

That is the first stage. Eliminate (whatever) whatever does not belong. Whatever you think does not fit in or you are not going to use. That is the first stage. The next stage is to organize your ideas. So suppose you have 100 ideas. 100 ideas are far too many, but say you have 50 ideas and you have now eliminated 20 of them because you thought there were too wild or they were unrelated. Suppose you are talking about the history of violence in Africa. Now what does it have to do with India?

So you say, okay I do not want to use this. so you will eliminate it and now you have to organize these ideas. How do you organize the ideas? The next stage would be to group together similar ideas. So if you have ideas which are similar to one another. So say, suppose you have written down violence in France's Furnace Idea of Violence, the Gadar Movement, Bhagat Singh. Okay? These are three related ideas. So you can put them under one sub-heading, which is alternatives to non-violence. You could group these 3 ideas that came to you under one sub-heading.

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**Get your Act Together**

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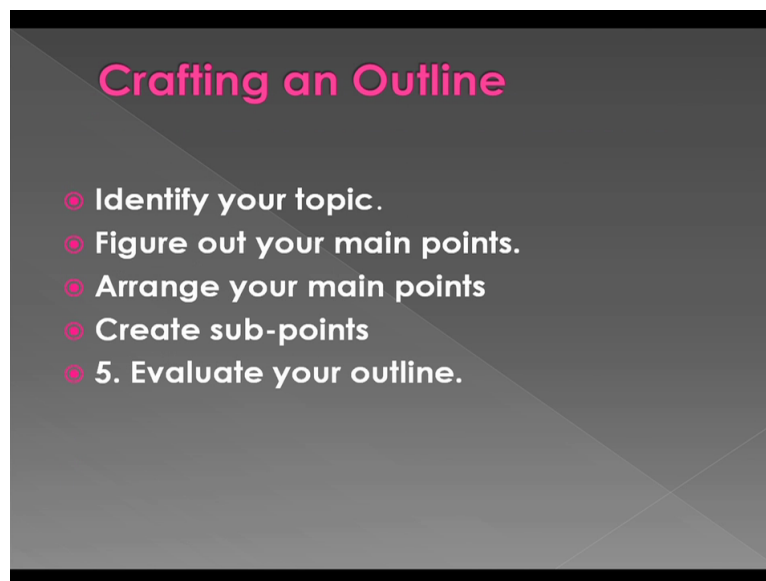


Now at the end of it what you have is, you should not have more than 3 to 5 ideas in your presentation. Otherwise it becomes too long. 3 to 5 at the most is enough and within the 3 to 5 ideas, key areas, you can have other sub areas. And the explanations, evidence, benefits become your sub points. The next thing is to structure your ideas. What do you mean by structuring your ideas? Do you always have to present your key ideas in a chronological order? Or can you present them in a geographical order?

Or will you do it in a, you will start from the beginning and you will come to the end and then come back to the beginning again? Or would you use a causing effect logic to a present your ideas? So you have to think of which idea you are going to, which pattern you are going to use. You are free to use any patterns so long as there is a pattern. And the pattern will be (de) decided by your content. So suppose your presenting the sales figures of all India sales figures.

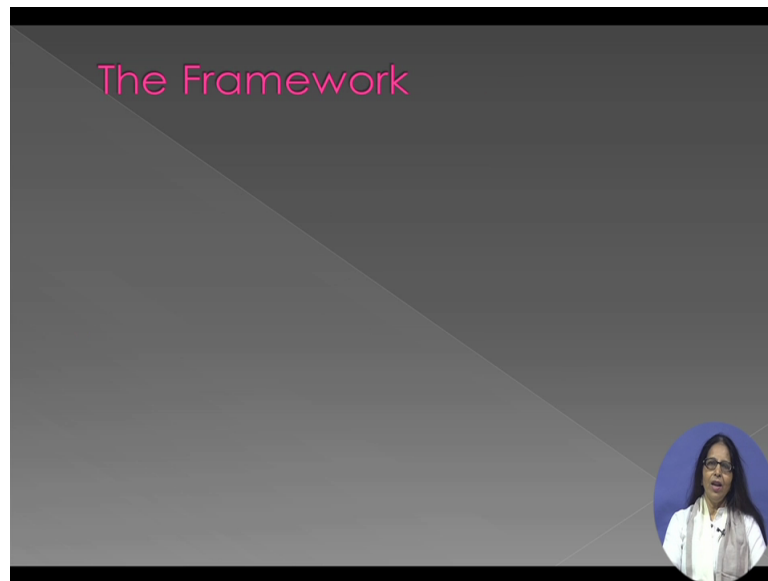
Now maybe a geographical distribution, like you can say, okay figures from the north, figures from the south, figures from the east. That might be a way to it. But suppose you are tracing the history of dance in India, you would use a chronological sequence. You will begin from the beginning and you come to present. So your topic with partly decide what your structure would be. From structure we move on to preparing and outlying and I am now going to show you how to prepare an outline. None of us prepare an outline.

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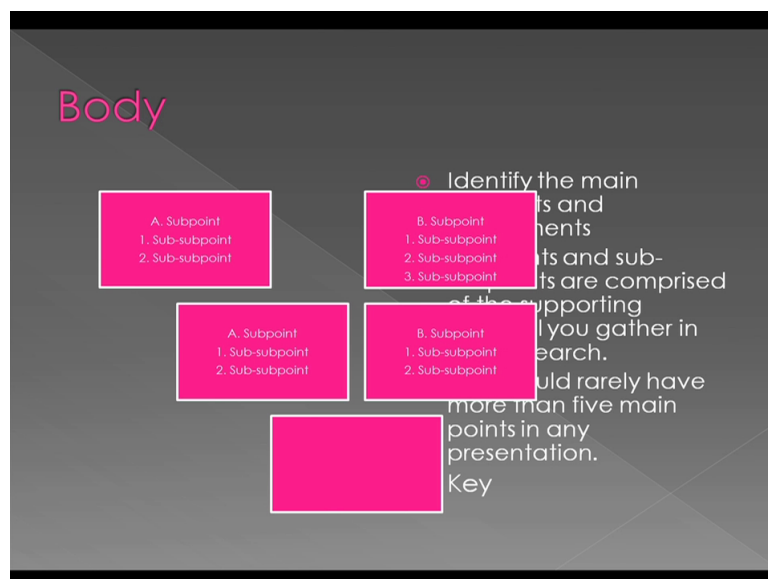
Let us look at how to prepare an outline and how do you craft an (out) outline. First of all you need to identify your topic. What is your topic? Figure out your main points. Arrange your main points. But do not forget brainstorming. I told you that first have to capture your ideas. Now within your ideas you have to figure out what will be your main points and the next thing is arranging your main points, creating your sub points and then evaluate your outline.

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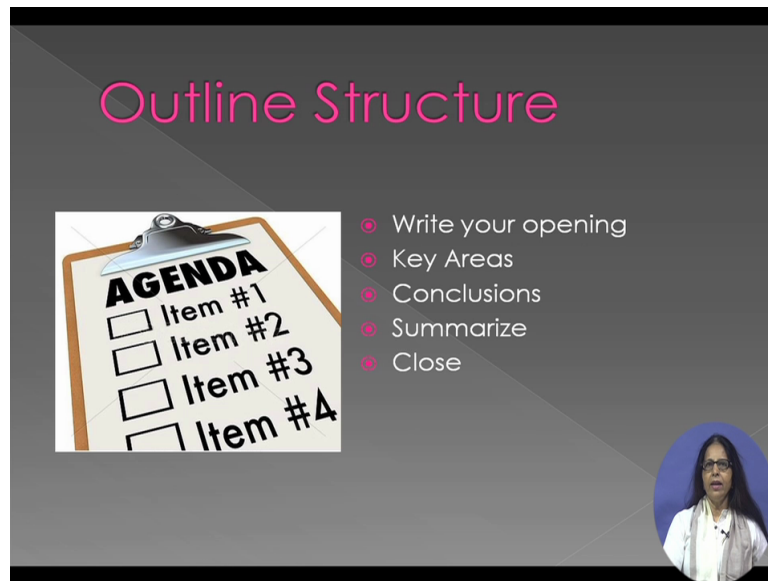
How do you (eva) evaluate the outline? how do you structure the talk? Now I have put them together, they are not very visible because I did not know how to make them. But say you have three key areas here. You have key area 1, you have key area 2 and key area 3. Now within the key area 1 you have sub point 1, sub point 2, sub point 3. Within Key area 2, you have sub points 1, 2, 3 and you know, so on. Then you have an introduction and conclusion. So this is the way we normally structure our talk. I am sorry this is an extra slide. We just return to the slide.

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The body of your presentation. How do you start and where do you end?

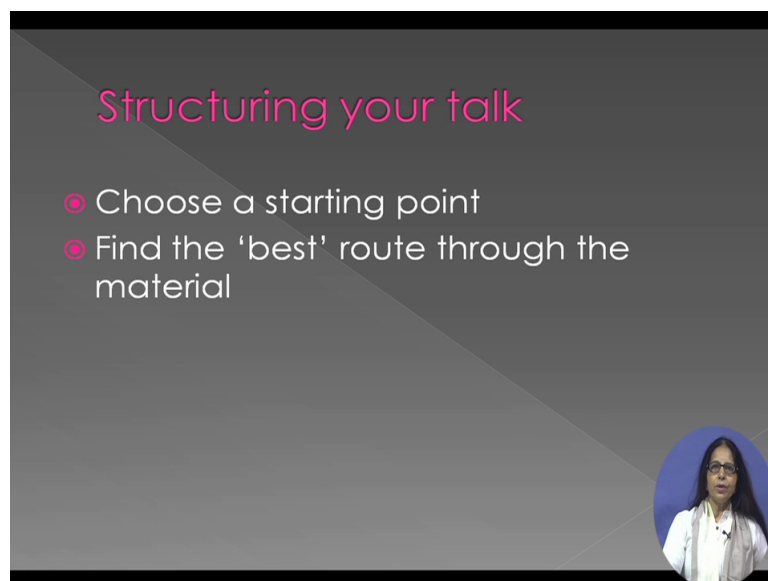
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The slide features a dark grey background with a light grey diagonal line. At the top, the title "Outline Structure" is written in a pink, sans-serif font. On the left, there is an image of a clipboard with a white sheet of paper titled "AGENDA" in bold black letters. Below the title, there are four items listed: "Item #1", "Item #2", "Item #3", and "Item #4", each preceded by a small square checkbox. To the right of the clipboard, there is a bulleted list of five items in a light pink color: "Write your opening", "Key Areas", "Conclusions", "Summarize", and "Close". In the bottom right corner, there is a small circular inset video of a woman with dark hair and glasses, wearing a white top, speaking.

I need to tell you that in whenever like when we were children from our childhood, we have been told, you should have an introduction, you should have a conclusion and then you should have a middle. But when you are making a presentation, there are two more things you need to do. In addition to your introduction, you need to have an opening. What is an opening? We will go into that in more detail later. So in addition to the introduction you need to have an opening and in addition to (hav) your conclusion you must have a close. Just remember that.

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The slide features a dark grey background with a light grey diagonal line. At the top, the title "Structuring your talk" is written in a pink, sans-serif font. Below the title, there is a bulleted list of two items in a light pink color: "Choose a starting point" and "Find the 'best' route through the material". In the bottom right corner, there is a small circular inset video of the same woman from the previous slide, speaking.

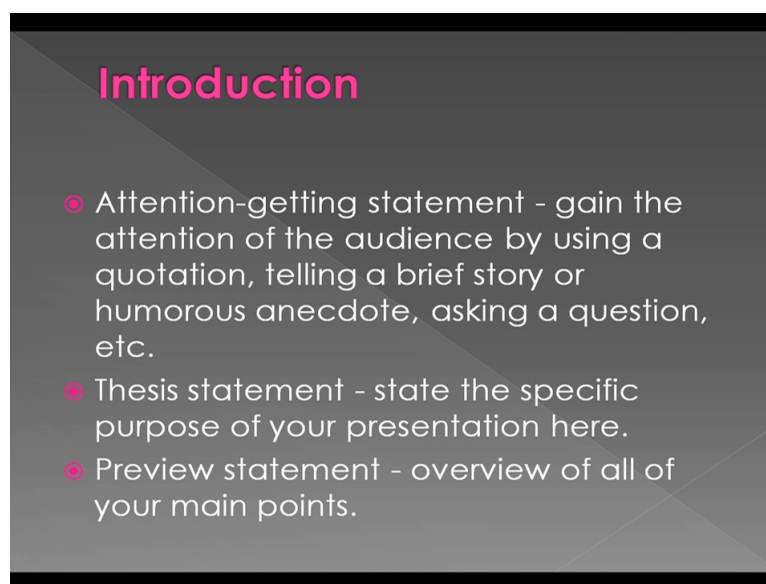
Now, when you are structuring your talk, you need to (star) choose a starting point. As I said, where will you start? Will you start from beginning or will you start from the middle? You



have to think of the best route. How will you run so the material? Suppose you have 5 key areas, how will you run through the material? Which area would you place the first at beginning? Now here the rules of writing and speaking vary. In writing what do we do? In writing we start with the least important point and we move to the most important point.

In speaking with do the opposite. We start with the most important. Why? Because when you are, speaking people do not have the patience to wait for you to come to your main point. You have to grab their attention. So state your most important point first and then go on to the least important points.

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Okay, now what is, as I said, in an introduction, in addition to introduction you must have an opening. What is an opening? Opening is an attention grabber. Anything which will help you grab the attention and also strike a rope with your audience. That is the objective of an opening. Later on as we move through these modules, these units, we will show you how to make an effective opening but there are (wa) what you need to do is, do not leave it to the last moment.

That I will go there and I will make a very impressive opening. Because it will not work. You will be nervous. You will be uh tongue tied. You will not be able to find a very effective way of breaking the eyes with your audience. Or you will not find an effective way of saying something interesting to (cap) capture your attention. Think of something that works for you and write out your opening, write the beginning.

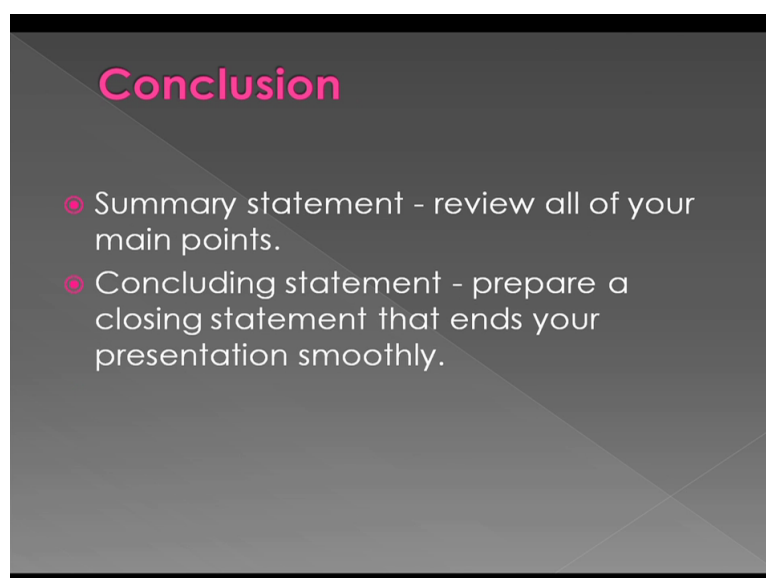
It could be a story, it could be quotation, it could be an anecdote, it could be a question. The next thing is to (state) make your thesis statement. State your objective. What is the specific purpose of your presentation? Do not state your topic. The topic is there on your topic slide. Instead of that you state your objective. What are you going to do today? So today like I said, today we are going to move on to more advanced communication skills such as presentation skills. That is the objective of my presentation today. State your objective clearly.

And then you talk about the order in which you will go. So most of us await for the audience to guess the order in which you are going or do not provide any cues to the audience. But tell the audience, first I will do this, first I will show you the figures then I will show my conclusions. So do not use the standard structuring device but state the order. First I will provide you and overview then I will show you the findings and then I will give my own conclusions or my own work in this area.

So always state the order because the audience need to know the, see visually we have cues. We have dividers like, we have sections of your report where you have bold headings to show, that this is the separate section. In speaking we do not have because you are speaking continuously. So you need to tell your audience that first 10 minutes I will talk about this, next 10 minutes I will talk about this.

So the audience, after while waiting for you to move on to the next section and when you are later we will show you when you move on to next section, how do you so use transitions to show that now I am moving on to the next section.

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And then we come to conclusion where you put down all your summaries reviews of all your main points. That is your summary statement and your concluding statement, which is preparing a closing statement that ends your presentation smoothly. So again there is a difference between the conclusion and the close. Because conclusion is a conclusion of your topic but close is a way of saying goodbye or taking leave. Just like an ice breaker.

In a closing, the best (cl) closing is one where you arouse your audience to take action. By the end of the presentation they are ready to do something. They are ready to buy your product or they are ready to kill or whatever. Whatever your objective will be.

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Now we talk about (spo) support materials. We will have a separate section on it but I will quickly show you what are the support materials and how do you use support material. Because you need to prepare it. So prepare the material. Have clear purpose for the material. Make sure the material is clear and legible. here we are talking about visual material, such as making PowerPoint presentation but we can also have other support material.

Suppose you are the sculpture or you want to show people things you have made or you want them to feel how a stone looks like. So you might distribute those. That could be your support material. It could be your handouts. It could be your survey. Any support material or your data. Whatever support material you have, it need not be only visual material it need not be only your PowerPoint presentations. But when it comes to your PowerPoint presentations, make sure the material is clear and legible.

Use layout as part of the message. Use the material in the right places and make sure everyone can see the material. Remember this is something people forget. Make a clear purpose for the material. Because suppose you are very good at making PowerPoints or very good at animations. I find lot of people try to impress just by using visuals or by using PPTs. Yes, you like the PPT. You say PPT was very good.

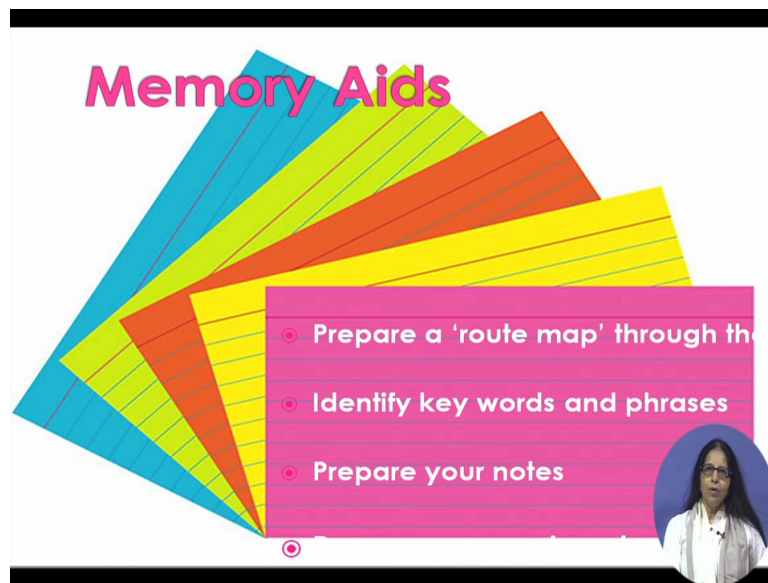
You can do it but so long as you complement with the if there is really a need for it. If there is no need for it, there is no point in impressing people with your interesting visuals.

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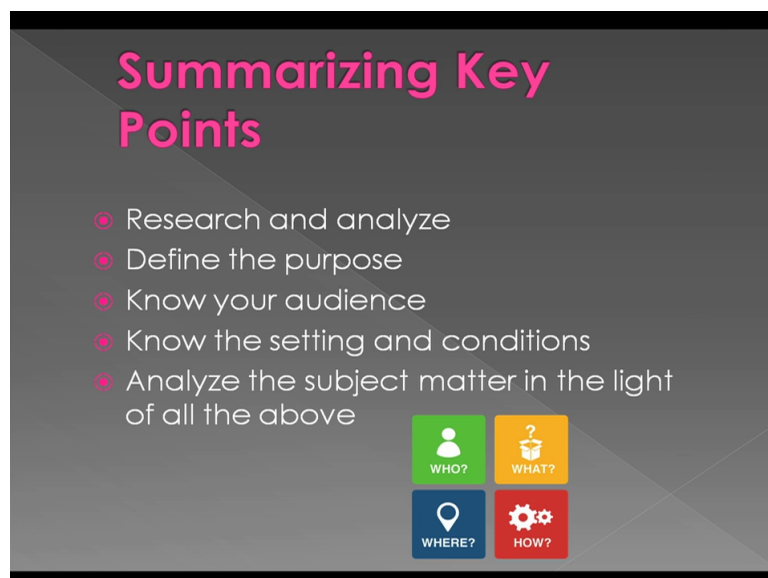
Now there are four ways of giving your talks and your preparation. We will go accordingly. Depending on whether you are going to read, whether you are going to memorize, whether you are going to give an extemporary talk or you are going to give an impromptu talk.

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We will go on to these later but your materials will depend on whether you are going to write your entire presentation or you just going to make your PPTs or are you going to memorize the whole thing, you will have a script for yourself or would you just have small notes or you just walk in because you are such an experience speaker that you do not need anything. But mind you, make sure that you have a route map. Prepare a route map through your material. Identify your keywords and your (phra) phrases and prepare your notes.

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So let us summarize this part of this unit in which we talked about planning your presentations, planning effective presentation and as I said making a presentation only is only the tip of the iceberg. The (res) rest of it is how you plan and prepare for your presentation.

So let us sum up. Research and analyze, define the purpose, know your audience, know the setting and conditions and analyze the subject matter in the light of all the above. Okay.