

**BUAD 3000—INTEGRATED SKILLS FOR MANAGEMENT**  
**SESSION 12**

I. Today's Session

- Effective Presentation Skills

II. Presentation Skills—A Lifetime of Use

- We're going to work on a technique today that will enhance your skills
- Each individual and needs are unique
- So our mission today is . . . to the greatest degree possible, expand the communications impact of everyone in this class.
- Presenting is an essential skill for success in any business endeavor.
- Virtually every "greatest fear" list ranks "Public Speaking" in their Top 5.
- But if "public speaking" or presenting is just talking, and talking is what we do every day, why the trepidation, the concern, the discomfort, the FEAR?

III. Our Technique

- 70% of our waking hours are spent communicating with our voice
  - We do it so often that we take the ability (like any other ability riding a bike, etc.) for granted.
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- Brain-to-Brain = Eye-to-Eye
    - "The 85% Rule" -
    - Communication is always a 2-way medium (you both send and receive!).

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III. The Technique (Continued)

- In fact, the average time we spend scanning and receiving each individual stimulus can range between .3 and 1.3 seconds per input.
  - To enhance our natural communication skill, we're going to work very hard on extending that "scanning time" to an average of 5 seconds per input.
- Nervous? Of course I'm Not!!! (Are too!)
- A great story can't be a great story unless it's told!
  - How to do this? There are several suggestions, but here are 2 . . .
    1. Do something natural immediately beforehand.
    2. When presenting, focus on people not rocks
  - The greatest aid in controlling nervousness AND improving our delivery impact is to focus, not just on people but on their eyes.
  - 5 Second Rule in action—
  - Gaining eye contact with your listener forces him to focus his eyes on you AND your message!
  - Establishes a more natural (1-on-1) style of communicating
  - Creates a greater connection
  - From your listener's POV
    - ✓ Gives a feeling of importance
    - ✓ Gives a feeling of involvement
    - ✓ Creates a more personal connection to the speaker's message

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III. The Technique (Continued)

□ Selling vs. Persuasion and Presenting

- Selling =
  
- Persuasion =
  
- Unfortunately, most people confuse the order of the two.
  
- To persuade, what is necessary first, is to UNDERSTAND YOUR LISTENER/AUDIENCE (or those you're trying to persuade)!

IV. Our Physical Communication Style

□ We're going to focus on a few key points.

- Remember the 85% rule
  
- "Dress for Success"—
  
- Physical faux pas
  - ✓ Poor posture
  - ✓ Shuffling feet
  - ✓ Rocking
  - ✓ Jingles
  - ✓ Crossing arms
  - ✓ Coat unbuttoned
  - ✓ Lotus position
  - ✓ Side facing
  - ✓ Talking to your visual aid
  - ✓ Not adding movement
  
- Voice and word choice
  - ✓ Non-words or catch phrases (ah, um, you know, actually, basically, etc.)
  - ✓ Use "hot words" (impact, increase, destroy the competition, etc.)
  - ✓ Love your topic - doing so will create a natural enthusiasm in your voice.
  - ✓ Love your audience - doing so will create a natural connection between you.

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V. Interacting With Your Audience/Listeners

- Being prepared
- Creating involvement - Asking “open-ended” questions of a member of your audience to “get the ball rolling”.
- Being human - You’re not a robot (or an automaton) but a fellow human being. Admit to your nervousness (e.g. A.O. Smith) or admit to something in your presentation that’s not to your liking and then do it again.
- Using pauses - “Catch up time”
- Listen to the question (“Seek first to understand”) before answering. Restate if necessary.
- Meet the Press - Tim Russert
- When answering questions . . . make eye contact and then move on (everyone gets 1 question).

VI. Practice (Raise your hand!)