



MASARYK UNIVERSITY  
FACULTY OF ECONOMICS  
AND ADMINISTRATION

# Presentation Skills

**Jan Řezáč**

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Think back about the last time you had to present:

- How did you feel?
- What was your goal?
- What would you improve?





## Overview

- Aristoteles
  - Ethos
  - Pathos
  - Logos
- Feedback
- Lots of practise



## Fear of speaking in public

- Number 4 biggest fear of people
- Every single person is nervous when he/she has to talk for a big audience
- Richard Branson owns a multibillion brand... But is scared of talking in public

What about your fear of speaking in public?





## Dealing with nerves

- **Calm yourself from the inside**

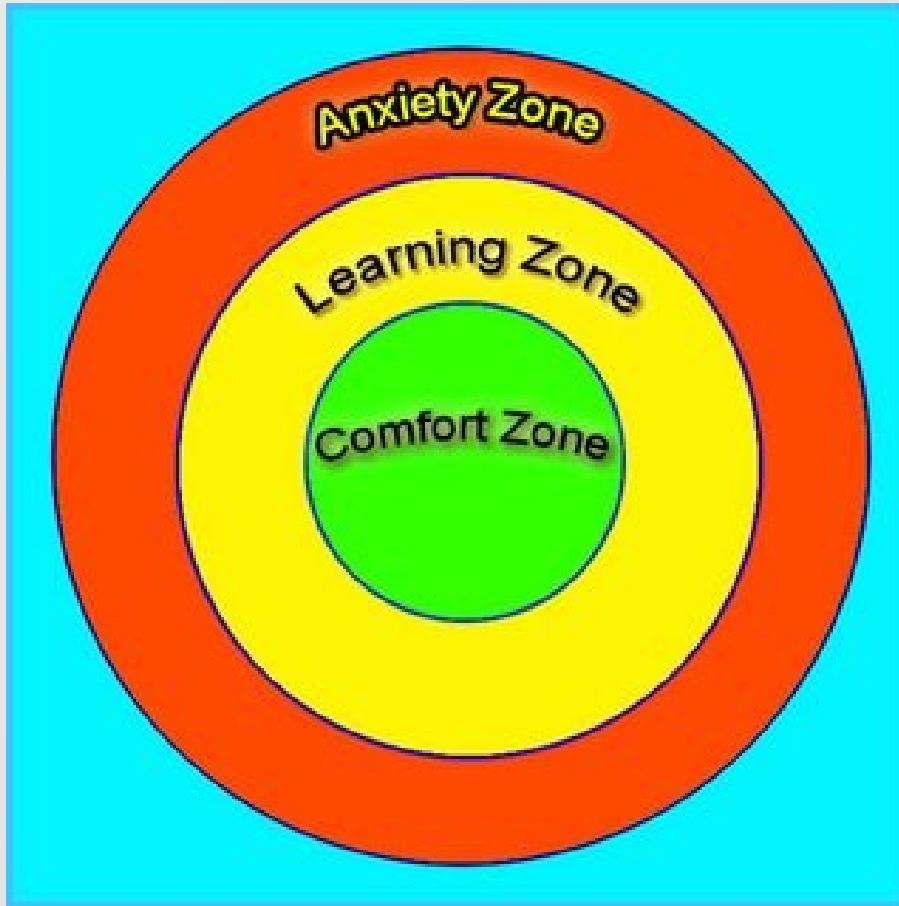
- Practice deep breathing
- Drink water
- Smile
- Use visualization techniques

imagine that you are delivering your presentation to an audience that is interested, enthused, smiling, and reacting positively. Alternatively, imagine only one person.

- Speak more slowly than you would in a conversation
- Move around during your presentation



## Guidelines for this session



## Warm-up exercise!

Let's make a crazy story:



## What makes a presentation a good presentation?

- Inspiring?
- Expressive?
- Good content?
- Enthusiastic?
- Clear?
- Good feeling?

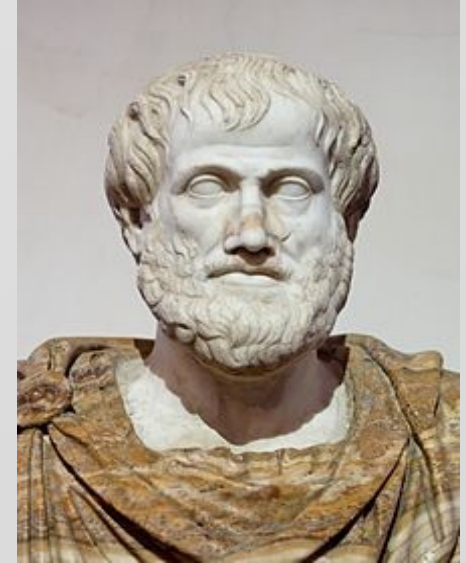


## Aristoteles' Advice

Good speech has three sides:

- **Ethos** (nonverbal communication)
- **Pathos** (language techniques you use)
- **Logos** (facts that you say)

Brilliant presentation embraces all 3 angles.





# Ethos = The way you come across to the audience

*Ethos is the way the speaker shows s/he is a skilled presenter.*

**Expert, involved, qualified, ethical**

Important:

Work on your own style!



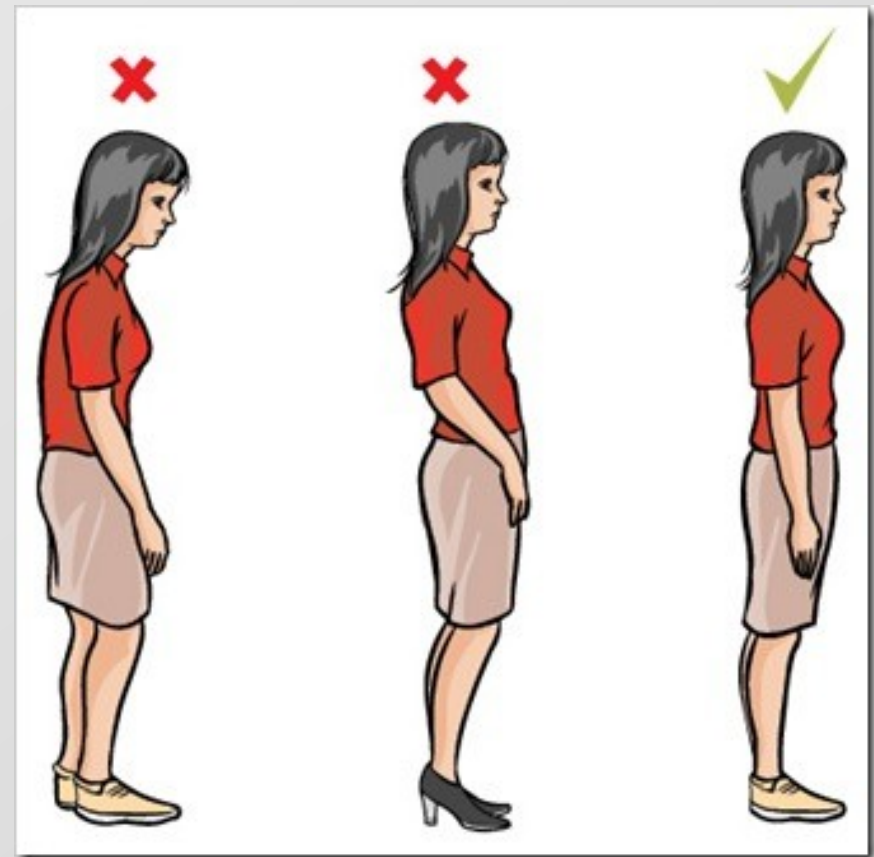


## Ethos → Ways to influence

- Posture
- Hands
- Arms
- Breathing
- Facial expression
- Eyes
- Movement around the room



- Develop own style
- Adapt to different situations
- head
- Movements
- hands



## The Power is in your posture



## What to do with hands?

- It is best if they are relaxed, natural and flexible.
- Make them part of your voice.
- Things you can do include counting, pointing at things or relating to audience.



## Breathing

It is important because you can speak well only when you breath correctly.

- Training here can make a huge improvement in quite a short time.
- One of the most important skills is capacity of your lungs.

Under stress (like when you speak in public) is your capacity halved.



## Exercise

Breath in, than breath out and make a sound for 20 seconds!



## Facial expression

- Smile improves your image
- Open mouth improves your voice
- Facial expression improves understanding



## Eye contact

- Eye contact is crucial in social interaction
- Look straight in the eye or not?

Lighthouse method: Around 1-2 seconds to **Everybody** in the room







## Movement around the room

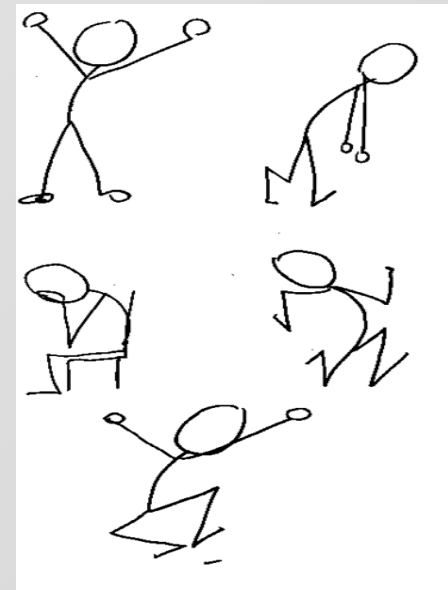
When you present, the room is *your* **playground**

- move around
- change the setting
- use objects



## Ethos - recap

- Relaxed, flexible, confident body movements
- Deep breathing.
- Positive facial expression and eye contact
- Room is yours!



## First group exercise

Each person gets a random object which he/she has to sell to the group in one minute.

Content is not important, try to be expressive.



## Pathos (language techniques)

1. Rule of three
2. Pauses in your speech
3. Intonation
4. Metaphor
5. Analogy



Time for some inspiration...

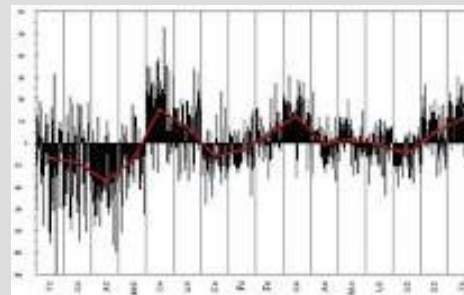


<https://www.youtube.com/watch?v=gevdV4LvipQ>; 1:30

## The Rule of Three

- Have you noticed how often we put on slides precisely **three** facts?
- It is a good number. Two is too little. Four is too much, and people forget.
- Good speakers use it often. But of course - if you have four things to say, say them!





Think about what message/feeling should stick in people's mind after the session.

Say what you want at the beginning.

Repeat it at the end.





## *The spice of speech*

- A **metaphore** helps many times to describe a concept with different terms.
- You can explain an unknown process by making an **analogy** to a known process.
- There are other techniques (simile, allegory, hyperbole). All of these make your speech much more interesting to audience



## Metaphores - examples

- Her hair is blond. – Her hair is the purest gold.
- It was very difficult problem. - It was a Gordian knot.
- “A Porsche is not a car. It is the best engineered executive toy in the world.”



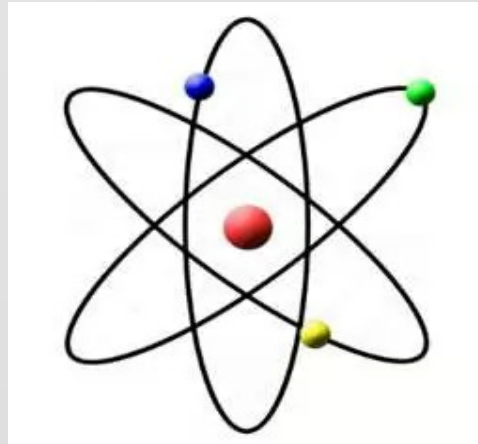
# Analogy - definition

- Analogy is a cousin to the metaphor.
- Metaphor describes just one attribute, that is similar.
- If you use the similarity to describe another attributes, it becomes an analogy.



## Analogy - examples

- Traffic system in Bangkok and blood distribution in the body can have similar problems.
- What is the structure of atoms? Just look at the stars and planets.
- Was the bank of justice broken, as Luther said?



## Metaphors and analogy - exercise

Try individually to describe the following with „the spice of speech“.

- *Go as a tourist into Syria.*

*Our attachment to the internet*

- *Dentist's work.*

- *Marriage after 30 years.*

- ***Your*** *area of expertise.*

- *Something else.*



## Pathos - Recap

- Rule of 3 **works**. Try it.
- Your voice can change with words you say. Do not forget pauses and intonation.
- Analogies and metaphores make complex issues look easy like a piece of cake.



## Logos (facts)

- Usually, you know much more about the situation than your audience.
- Difficult part is choosing and *simplifying* the information you want to say.
- Also important is order in which you will present information



## Structure of Presentation

- All presentations should have an Introduction, a Main Part, and a Conclusion
- There are broadly two ways to structure your powerpoint
- Academic (Ted talks audience) and Consulting (for executives)





## Academic presentation

- Introduction: describes current situation, makes people pay attention;
- Main part: systematically provides facts, interprets them, suggests a solution;
- Conclusion: a summary or a call to action





## Consulting presentation

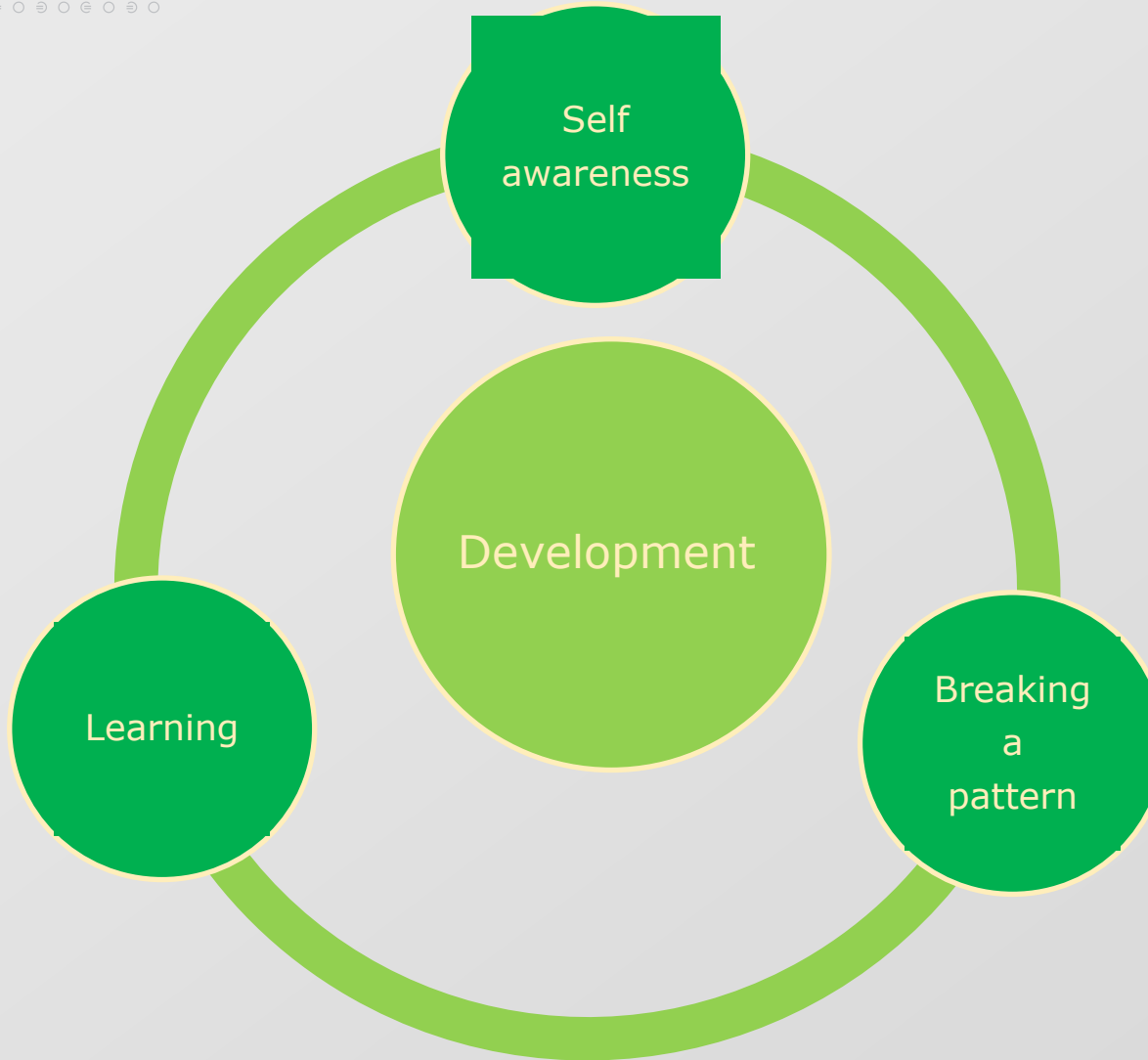
- Introduction: Provides the executive summary including a call to action;
- Main part: States all reasons leading you to your conclusion at first, than provides detail for those;
- Conclusion: presents alternative, possibly credentials



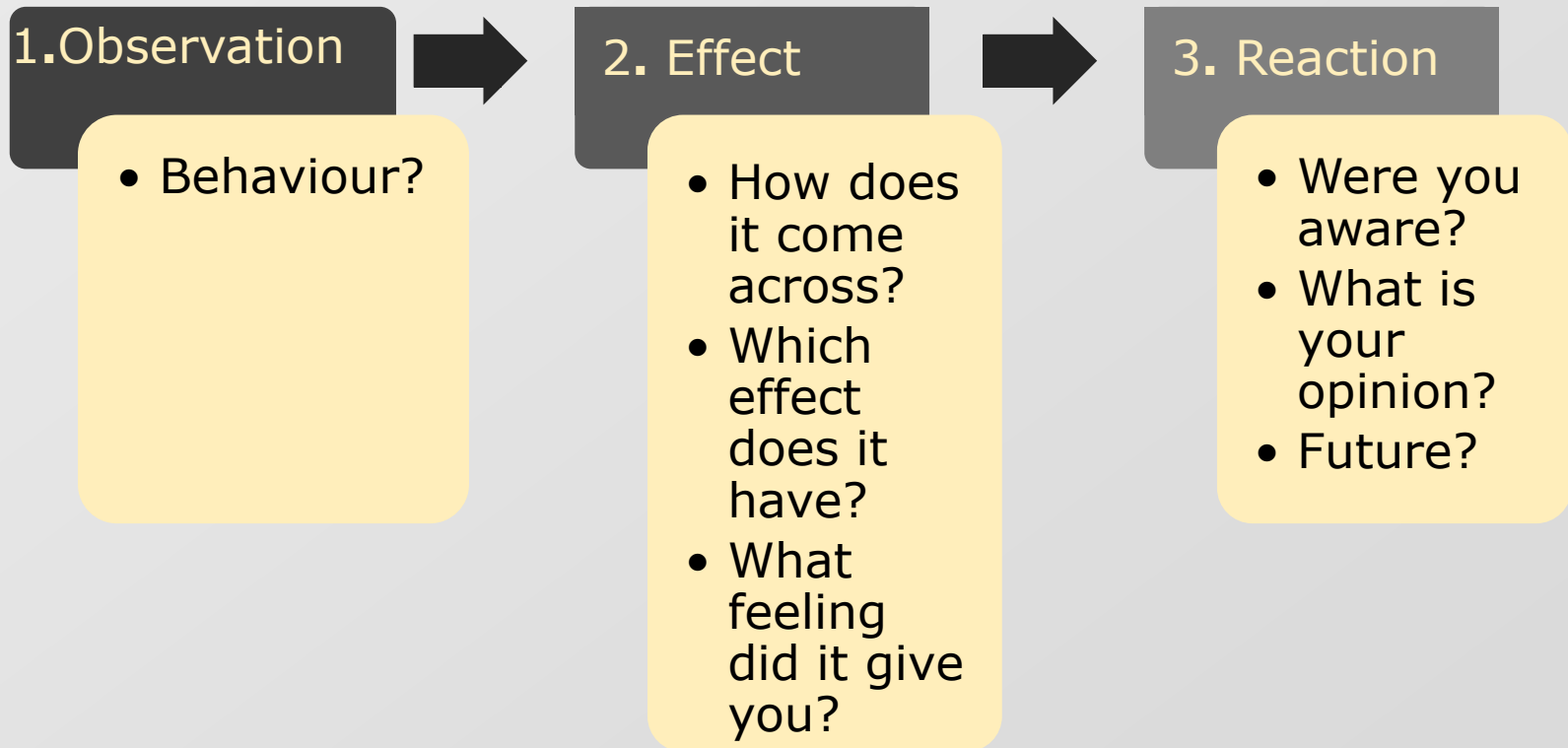
# Feedback

Looking in the mirror in an unbiased way





## Feedback structure



## Feedback rules

### Giving feedback:

- Stay subjective! What you think is an opinion, not a fact. „I think that...”
- Stay specific! Say what happened and when, so the person can learn.
- Stay positive! Helps best to say, what can be improved instead of what went wrong.
- Show respect
- Like a mirror, not an advisor

### Getting feedback:

- Let people finish talking
- Try to understand
- There is no need to defend yourself

## You can give feedback on...

- What feeling did you get?
- Intonation, posture?
- What information do you remember?
- Did the speaker look relaxed?
- And be positive! It takes courage and skills to speak in public

## Final exercise

Now, give us your story (two minutes)!

Best story of your life, your dream...or perhaps something you expect to present soon

Practise in pairs – tell each other your story and work with feedback.



## Recap presentation skills

- Audience LOVES speakers and speeches. Perfection is unnecessary, passion is the key.
- Good posture, gestures and breathing are incredibly helpful.
- Metaphore and analogy are sharp and necessary tools for every speech.





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## Thank you for your attention

