



MASARYK UNIVERSITY
FACULTY OF ECONOMICS
AND ADMINISTRATION

Presentation Skills

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Overview

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



Think back about the last time you had to present:

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



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



Warm-up exercise!

Let's make a crazy story:



What makes a presentation a good presentation?

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

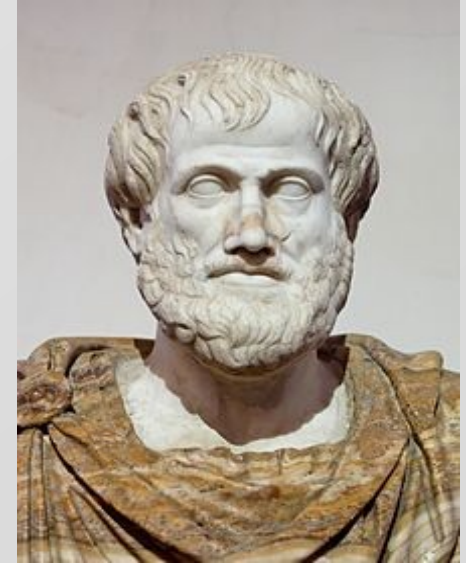


Aristoteles' Advice

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!



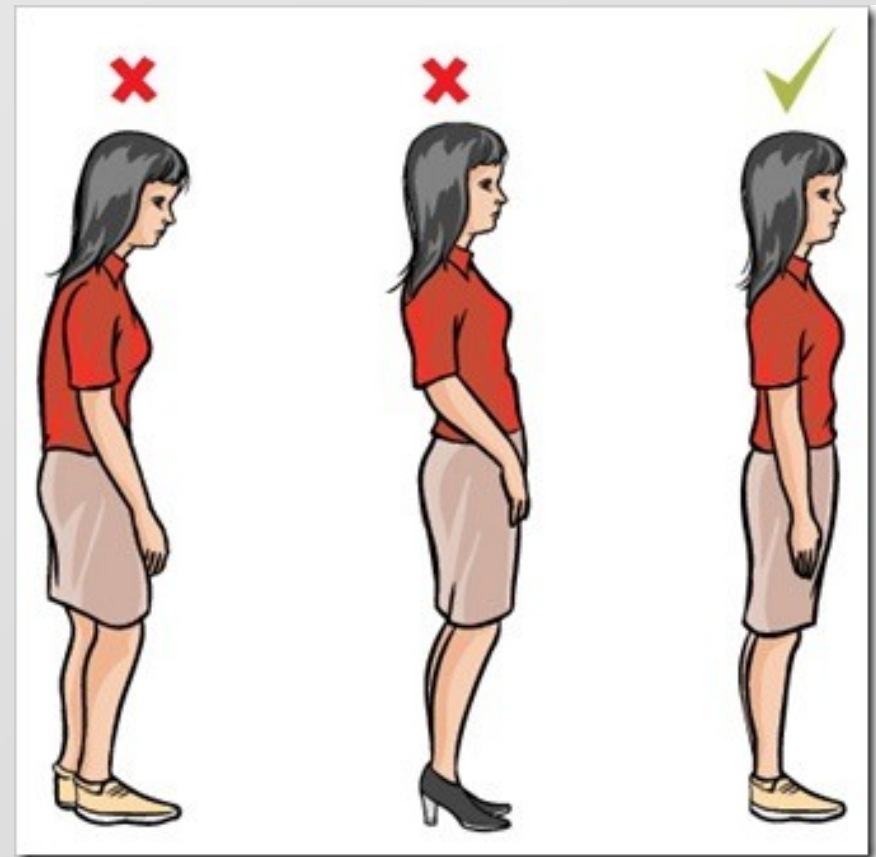
Ethos → Ways to influence

- 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

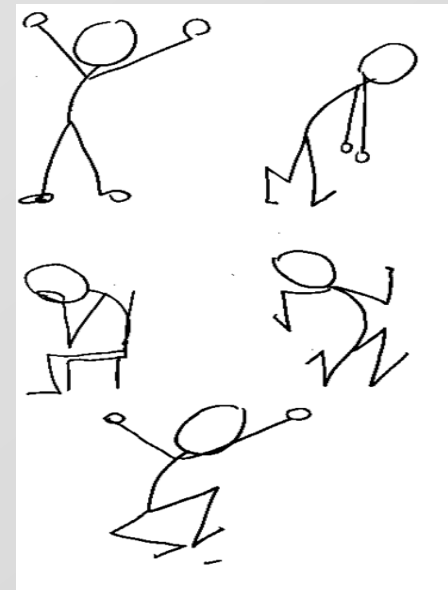
When you present, the room is *your* **playground**

- 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



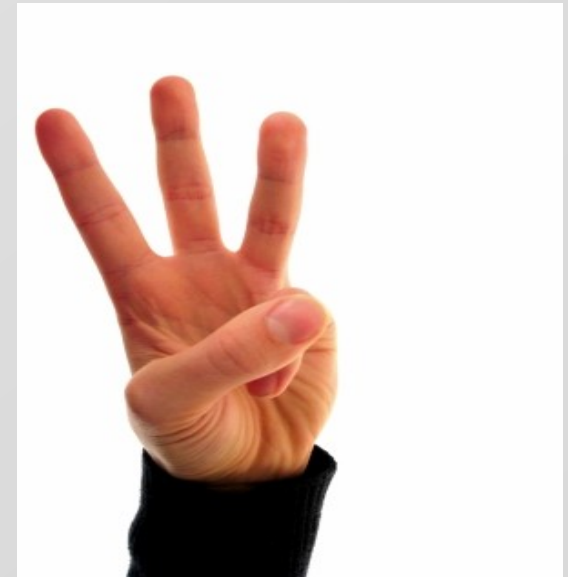
Time for some inspiration...



<https://www.youtube.com/watch?v=gevdV4LvlpQ>; 1:30

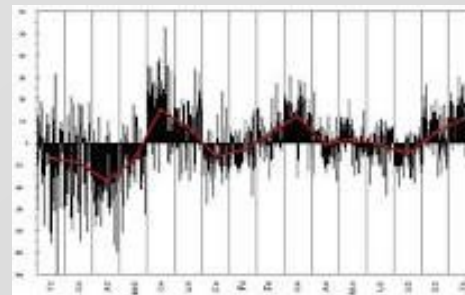
The Rule of Three

- Have you noticed how often there are 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. It is a hint, not a rule.



Pauses and intonation

- It is ABSOLUTELY NORMAL to have a 3 seconds pause.
- You can organise your thoughts, or use the pause to build tension.
- For experienced – work on your intonation. use your voice to target keypoints.



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



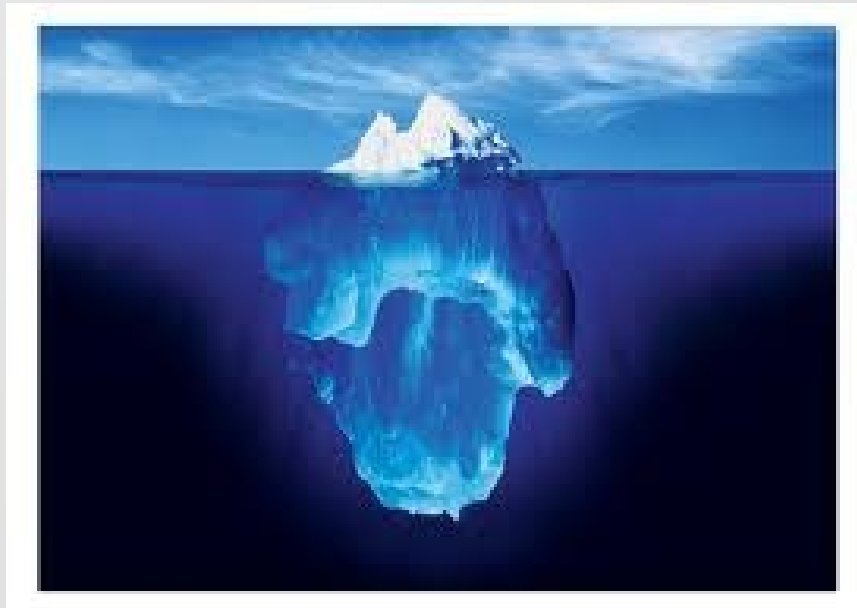
Metaphores - examples

- 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.”



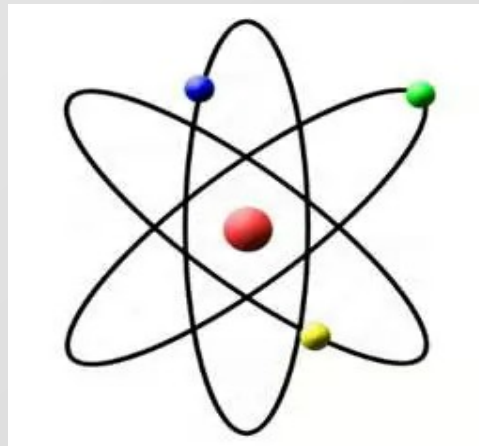
Analogy - definition

- 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

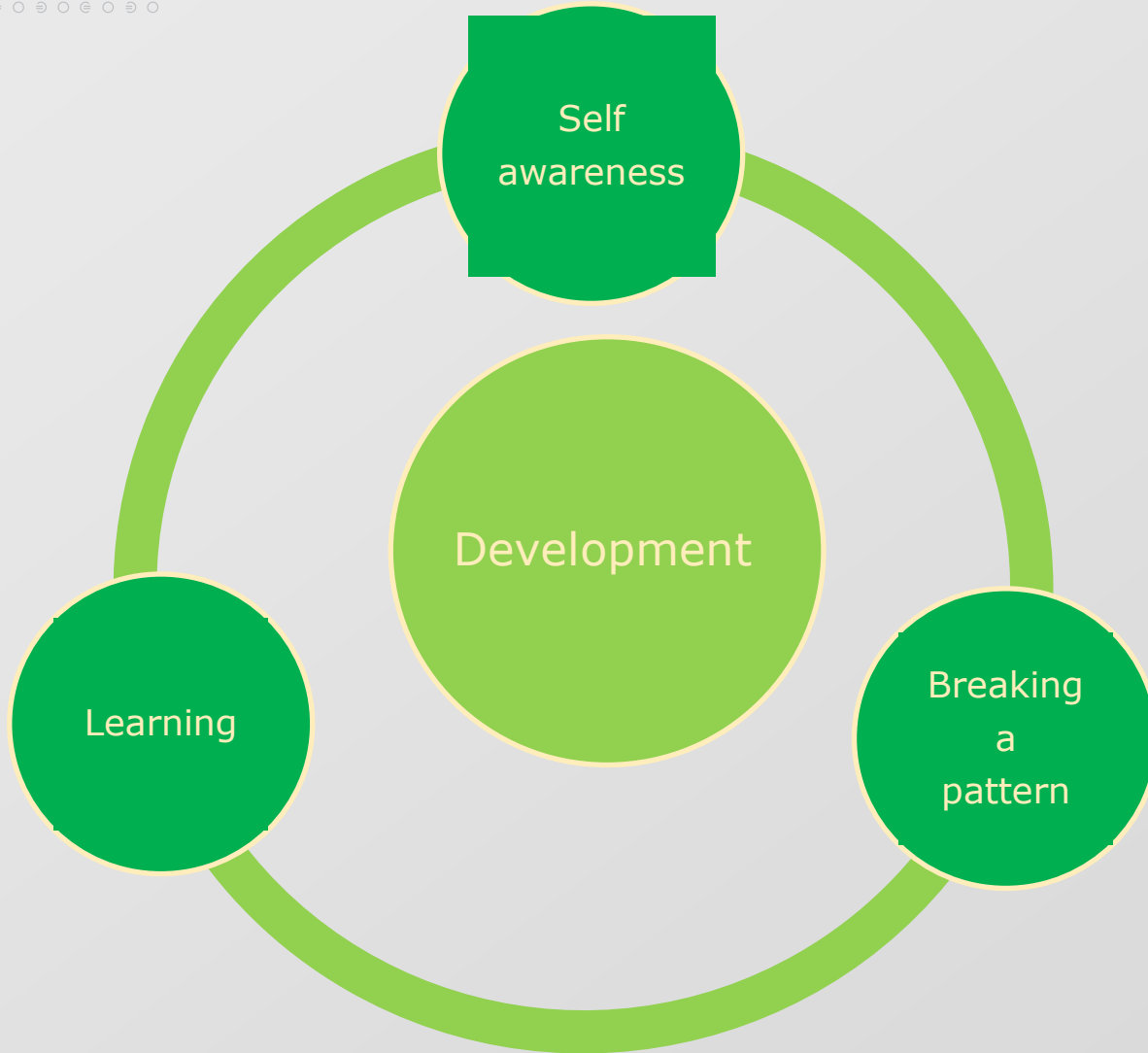
- Introduction: Provides the executive summary including a call to action;
- Main part: States all reasons leading you to your conclusion at first, than provides detail for those;
- Conclusion: presents alternative, possibly credentials



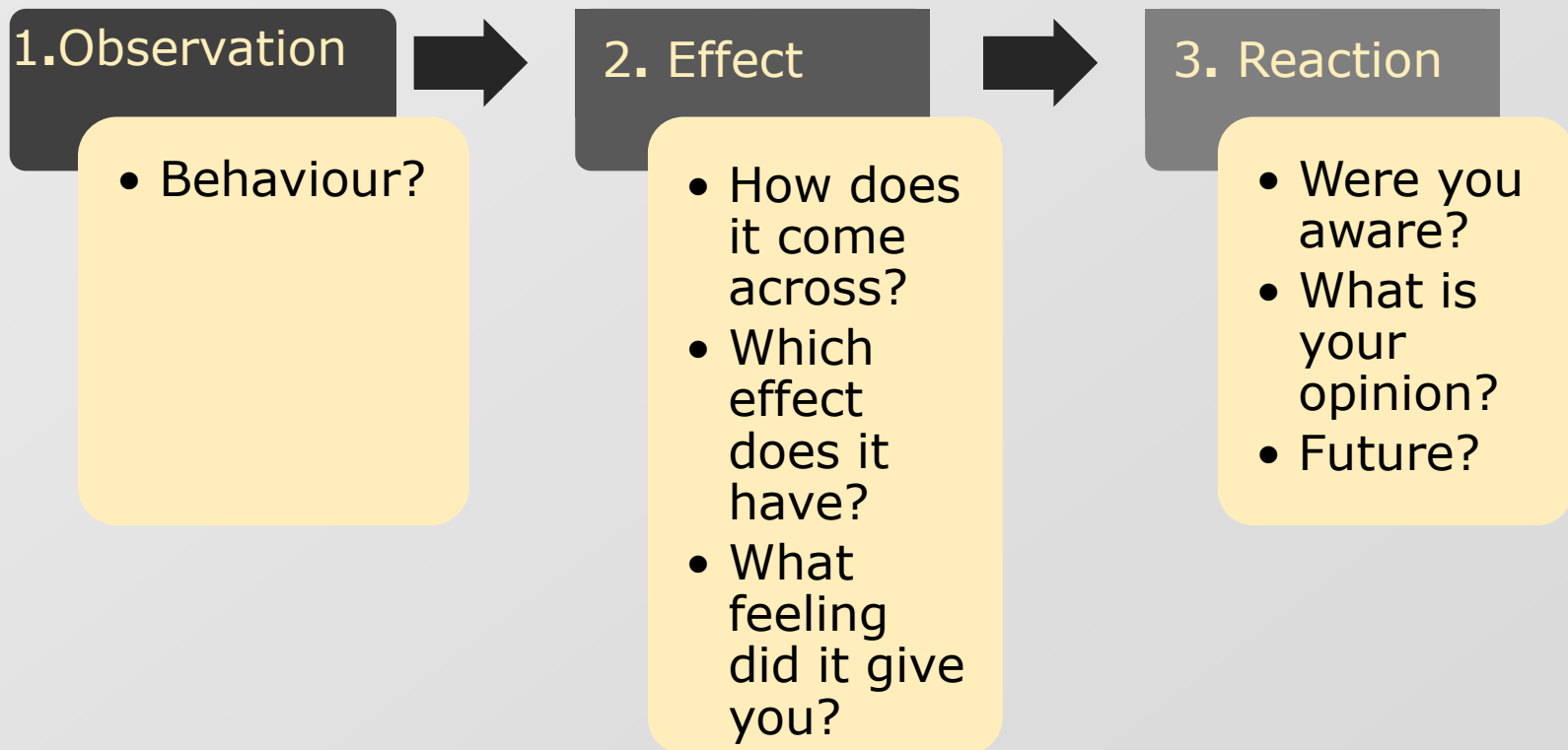
Feedback

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.

- In the presentation, give feedback on: Posture, Hands, Arms, Breathing, Facial expression, Eyes, Pauses, Metaphors/Analogies, Clarity, Structure

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

