



MASARYK UNIVERSITY
FACULTY OF ECONOMICS
AND ADMINISTRATION

Presentation Skills Lecture

Jan Řezáč



What makes a presentation a good presentation?

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





What makes a presentation an enjoyable presentation for the presenter?

- Feeling of accomplishment?
- Good immediate feedback?
- Ideas for improvement?
- Thank-god-it-is-over feeling?





Amy Cuddy - More confidence in 2 minutes



Think back about the last time you had to present:

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



Guidelines for this session



~~LIVE~~
~~LAUGH~~
LOWER YOUR EXPECTATIONS

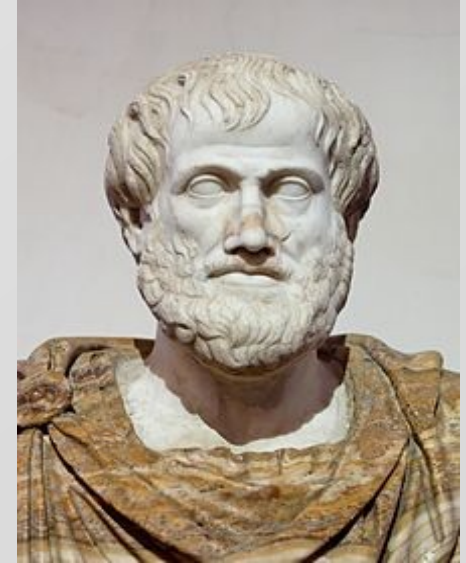
GOOD
ENOUGH
IS THE NEW
PERFECT

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!



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.



3 Ways to Improve Your Communication Skills



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

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



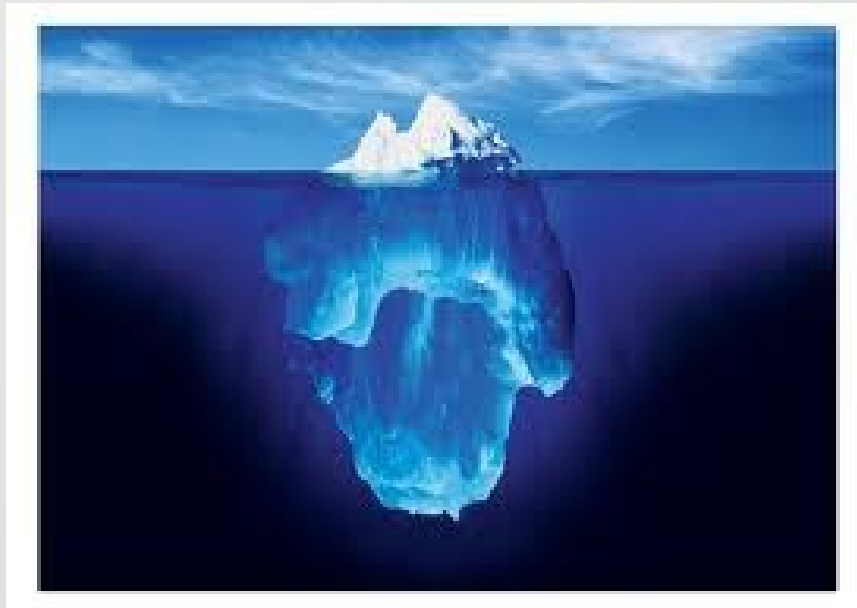
Metaphores - examples

- 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.”



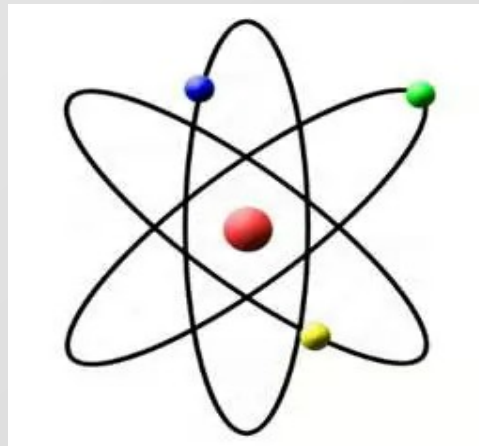
Analogy - definition

- 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



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





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Thank you for your attention

