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PRESENTATION SKILLS: A PERFORMING ART AND TOOL FOR BUSINESS ORGANISATION

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ABSTRACT

Presentation is one of the forms of communication. It is the growing need of the time. Presentation is innate need of human being. It is the seed that is sown biologically in mothers' womb. First it is expected in biological need since the birth then it starts to come in everyday life activities. One has to perform for proper acquisition and to develop efficiency. When one enters in professional life, then same presentation become technical that requires proper training and practice. The relation of employees and standard of an organization depends solely on presentation. It may be in visual or oral form. It has certain structure and different typology according to the need and theme of the product. General form of the presentation is to convey information, direct reporting, persuasion, briefing, status report and image building. There are three basic elements of presentation- Presenter, participants/audience and topic.

Keywords: Presentation, Biologically, Acquisition, Presenter, Audience

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"Tell me and I forget, teach me and I may remember, involve me and I learn" - Benjamin Franklin

Presentation is one of the forms of communication. It is the growing need of the time. Presentation is innate need of human being. It is the seed that is sown biologically in mothers' womb. First it is expected in biological need since the birth then it starts to come in everyday life activities. One has to perform for proper acquisition and to develop efficiency. When one enters in professional life, then same presentation become technical that requires proper training and practice. The relation of employees and standard of an organization depends solely on presentation. It may be in visual or oral form. It has certain structure and different typology according to the need and theme of the product.

General form of the presentation is to convey information, direct reporting, persuasion, briefing, status report and image building. There are three basic elements of presentation- Presenter, participants/audience and topic. The objectives of presentation are to get the message understood and remembered, to capture and hold the attention of audience and through that to add the value to the product and organisation.

Effective communication skills is the "guru mantra" of impressive presentation. How an effective communication skills play its role in presentation can be observed in few instances. As in a class if two students Rohan and Sunita has to present a presentation on their first day college experience in 10 minutes. They are given time to prepare and when actual presentation takes place,

Sunita presents enthusiastically but Rohan lacks in expression.

After the end of presentation students congratulate both but gather around Sunita to ask her secret of such wonderful delineation. Another example if one remembers one's favourite teacher in any period of education, will certainly remember his/her excellent way of teaching with refined communication skills. These examples cite the need of effective communication skills for impressive presentation. In presentation one has to share important information, thought, theory or concepts. Above said three elements are the primary needs of the presentation:

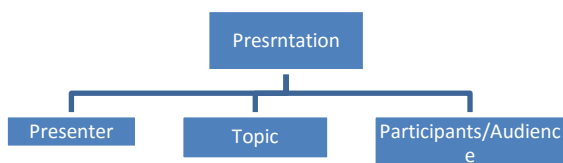


Figure 1. Three Elements of Presentation

In a presentation presenter is the person who present the product on the stage, topic is the given criteria or supposed theme of the presentation and audience is the listener or active participants who value the shared information. Presentation is a performing art. Presenter has to act on the stage. He/she has to perform to actualize and give it live spirit. One has to learn its basics for expert performance. There are certain principles of presentation:

1. Principles of Recency-Subject-matter of the presentation should be up to date and cover current happening and research regarding select field. Key message should be organised in such way that it can reach to all the audience of the presentation and for that purpose it requires to add most acceptable and apprehensible tools. A good research of the topic facilitates participants to make it feasible to general audience. If the matter and technique is obsolete then it does not work. For receny a long message should be converted into smaller one and recap important pointers at the end.
2. Principles of Appropriateness – Presentation is structured for specific audience, When it

matches the need of audience and satisfies their demands it becomes relevant to them. Presentation should be audience-specific. Presenter must know audiences' age, education, status, class and organization. These information facilitates to form the subject-matter of presentation and enhance the scope of its transformation in action.

3. Principles of Motivation- Motivation is the vital flame for both presenter and audience. If there occur disparity then it causes trouble in smooth functioning of communication. If Presenter lacks in motivation, then audience becomes disinterested or if audience lack in proper motivation then it creates difficulty for presenter to present effectively:



Figure 1.1 Lack of Motivation

4. Principal of Primacy- to make an exact scaling in a presentation avoid confusion and give clear guideline for effective presentation. Before actual presentation presenter should chalk out the important key points and should put in first thing first order. This practice helps to deal essential aspects of presentation in desired order.
5. Principles of Two-way Communication- Presentation is one of the forms of communication, it is twofold process. Presenter should not behave like authoritative speaker. He is required to care audiences' query and give them chance to ask, observe, analyse and participate in action. One who communicates with audience develops empathy and intellectual connectivity with them.
6. Principles of Feedback- Feedback is the paramount of communication. The goal of the presentation is to realise the information into

action or to get an order for their product. That goal can only be achieved through positive response of audience. The parameter to gauge the success of a presentation is audiences' feedback. If the feedback is positive then it is succeeded and if feedback is negative then it can be amended through persuasion BUT, if no feedback then it is utter failure of presentation. Presentation has a set process to follow, the first step is to prepare well. Before presentation presenter is required to research the topic, collect information and become up to date. He should gather latest information of the select field. In that process topic can be discussed with the expert of the subject. For example suppose if in a presenter has to present on stock exchange then he should consult to the stock holders or to the expert to get authentic information. This process may give new idea of some voluble information that may enhance the quality of the presentation. After collecting required material presenter needs to draft it in logical order.

Demonstration is next step in the process of presentation. Take a demo of prepared presentation, in that process one can take the help of pseudo presentation in front of friends or family members.

Practice precedes presentation. Before presentation presenter should practice, practice and practice well for boosting confidence. A well prepared presenter can perform better in presentation hall in comparison to extempore and unplanned presentation.

Last step of the presentation is to make impersonal assessment of the presentation. In that process presenter can take assistance of friends or expert. Presenter can assume the outcome or the feedback of audience through these steps and can increase the chance of success. At the last of the presentation never forget to recap the important points of the presentation and to ask for an action or order.

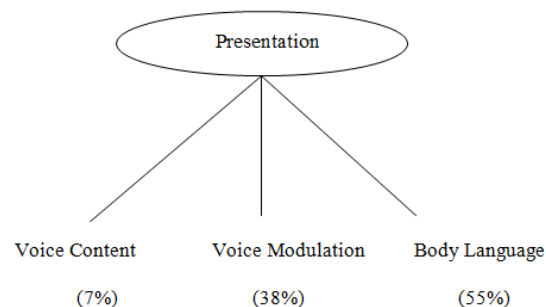
In this globalised era, there are different types of needs and so is the organization. To fulfil required need separate sectors have been established in different scenario. And the message

of these sectors is conveyed by using the tool of presentation. Because of these variations presentation has been classified in typology. There are different kinds of

Presentation:

- I. Presentation That Deeply Involves The Audience
- II. Presentation That Creates Excitement
- III. The Persuasive Presentation
- IV. Presentation That Evoking Emotional Appeal
- V. Presentation That Sells A New Idea
- VI. Humorous Presentation

Presentation is an oral communication, which is divided in three important elements-



The above chart shows that, "manner is more important than matter". Out of 100% voice content is given only 7%, voice modulation that is pattern of speech got 38% and body language is assigned highest value of 55%. When presenter plans for presentation, then these parameters are required to hone.

Presentation is a professional activity and it requires proper strategy to plan for effective delineation. Rudyard Kipling has given the concept of six great helpers for fiction writing.

That can be applied as a guideline to plan a presentation. These are 5 'W' and single 'H' question words:

Why	Who	Where
When	What	How

Six Effective Helpers

Why is consists of an acronym PWIPE³. P stands for the purpose of the presentation that should be clear in the head of presenter. "W" stands for why- why is the presentation being made. "I" stands for "information"- to inform the audience through facts, figures and details.

P stands for "Persuasion" – to persuade the audience through emotional and logical connection of the subject-matter. In "E³" first E stands for "education" in presentation presenter gives useful information and through that tool audience get knowledge, in other word get educated; second E stands for "empathy"- empathy develops a sense of connectivity with the audience, they get involved with presenter and subject matter; third E stands for "entertainment"- presentation is not a monotonous act, it is live and interactive, there should be healthy blend of humour, it may in the form of joke, narration or description of interesting incident, but it should be relevant to the topic of the presentation. Humour makes the environment lighter and increases reception of the audience.

"Who" is audience-specific. It helps to understand the audience. Participant should know the audience; he must aware about education, age, status and personality of the listener. This information helps in designing the right format, tone and manner of the presentation. For an example if one has to visit an unknown place, then the first thing that require is the map of that particular place, it makes the way easy and saves time, money and energy, so is the case with presenter and audience in a presentation. Profile of the audience determines the manner and feedback of the presentation.

"Where" and "When" are two important indicators of place and time respectively. Place decides the context of the presentation, if it is at workplace then it becomes task-oriented or formal in nature, and if it is at home then it becomes relational or casual in nature. Time is an valuable factor for good presentation, it is noted in session plan and agenda of the presentation. In a presentation time is required to follow strictly for the convenience of the participants. It should be justified at both ends from the organizer to participants.

"What" stands for the subject-matter of the presentation. It should not clash the profile of presenter and participants. For an example a non-technical audience should not be given technical presentation or vice-versa; suppose if the audience of social work background is given the presentation of automobile technology, then it would be utter

wastage. So presenter needs to research this aspect properly before presentation.

"How" helps to get positive feedback and how to use tone or voice modulation, body language and words. It suggests that tone should be according to context, body language should be energetic and semantics in the language should be avoided, it should be precise, simple and non-technical. But it doesn't mean to use colloquial or slang words. Language should be dignified that suits the subject of the presentation.

It has been rightly remarked regarding presentation skills that "*presentation is all about the manner rather than matter*". Though it contains of content and specific situation but it needs to perform as an act for indelible impact and positive feedback.

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