LESSON 28



ORAL PRESENTATION

Outline:

Definition and Successful Oral Presentation The Three Step Oral Presentation Process Audience Analysis

Successful Oral Presentation

In your personal life and in the world of business, you orally communicate with your customers, colleagues, associates, superiors, employees, employers and others. But this communication does not need any special preparation as this is simply a face to face conversation in which you can convey your message very easily and without any hesitation. However, at certain occasion you have to talk to a big audience such as employees to convince them to do hard work and customer to trust you.

Definition

The action of communication in which one speaker is doing most of the sending and a number of listeners are doing most of the receiving is known as oral presentation

Successful Oral Presentation

Oral presentation creates mutual understanding between audience and speaker so you will have to give yourself some time to improve your oral presentation skills. For oral presentations, you need the different steps to be effective in your oral presentation. These steps are the following.

• Stages for preparing oral presentations.

• Types of oral presentations.

• Art of delivering the oral message.

• Delivering the speech.

• Nonverbal delivery.

The Three Step Oral Presentation Process

Regardless of your job or the purpose of your presentation, you will be more effective if you adopt an oral presentation process that follows these three steps:

1. Planning your presentation

2. Writing your presentation

3. Completing your presentation

The content and style of speeches and presentations vary, depending on your purpose.

. 187

Planning Oral Presentation



Planning oral presentations is much like planning any other business message: it requires   
analyzing your purpose and your audience, investigating necessary information, and   
adapting your message to the occasion and your audience so that you can establish a good   
relationship.

The four basic purposes for giving presentations are to inform, to persuade, to motivate, and to entertain. Here are sample statements of purpose for business preventative:

To Inform

Here your objective is to clarify, explain a process as a teacher, delivers a lecture to   
inform. In brief, at the conclusion of your message you hope, your listeners have a better   
comprehension of an issue, an idea, a process and a procedure that you have talked about.

To inform the accounting department of the new remote data-access policy.

To explain to the executive committee the financial ramifications of Omni Group’s takeover offer.

To Persuade

Gaining willing acceptance of an idea is objective to persuasion. Note that the key word   
here is willing. Your goal is that after you have finished your presentation, listeners will   
accept your proposal. You hope they will do as you ask them to do. To persuade potential   
customers that our bank offers the best commercial banking services for their needs

To Motivate

To motivate the sales force to increase product sales by 10 percent.

To Entertain

In this type of presentation your purpose is to entertain an audience. Gear the content,   
organization, and style of your message to your audience’s size, background, attitudes,   
and interests.

Audience Analysis

A. Determine Audience Size and Composition

1. Estimate how many people will attend.

2. Consider whether they have some political, religious, professional, or other   
 affiliation in common.

3. Analyze the mix of men and women, age ranges, socioeconomic and ethnic   
 groups, occupations, and geographic regions represented.

B. Predict the Audience’s Probable Reaction

• Analyze why audience members are attending the presentations.

• Determine the audience’s general attitude toward the topic i.e. interested,   
 moderately interested, unconcerned, open-minded, or hostile.

• Analyze the mood that people will be in when you speak to them.

• Find out what kind of backup information will impress the audience i.e. technical   
 data, historical information, financial data, demonstrations, samples, and so on.

• Consider whether the audience has any biases that might work against you.

• Anticipate possible objections or questions.

. 188

C. Gauge the Audience’s Level of Understanding

1. Analyze whether everybody has the same background and experience.

2. Determine what the audience already knows about the subject.

3. Decide what background information the audience will need to understand the subject   
better.

4. Consider whether the audience is familiar with your vocabulary.

5. Analyze what the audience expects from you.

6. Think about the mix of general concepts and specific details you will need to present.