GESTÃO CORRENTE

GC 9 **– Making Oral and Written Presentations**

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PROGRAMA

Part I: Personal Skills

- Developing Self-Awareness
- Managing Personal Stress
- Solving Problems Analytically and Creatively

Part II: Interpersonal Skills

- Building Relationships by Communicating Supportively
- Gaining Power and Influence
- Motivating Other People
- Managing Conflict

Part III: Group Skills

- Empowering and Delegating
- Building Effective Teams and Teamwork
- Leading Positive Change

Specific Communication Skills

- Making Oral and Written Presentations
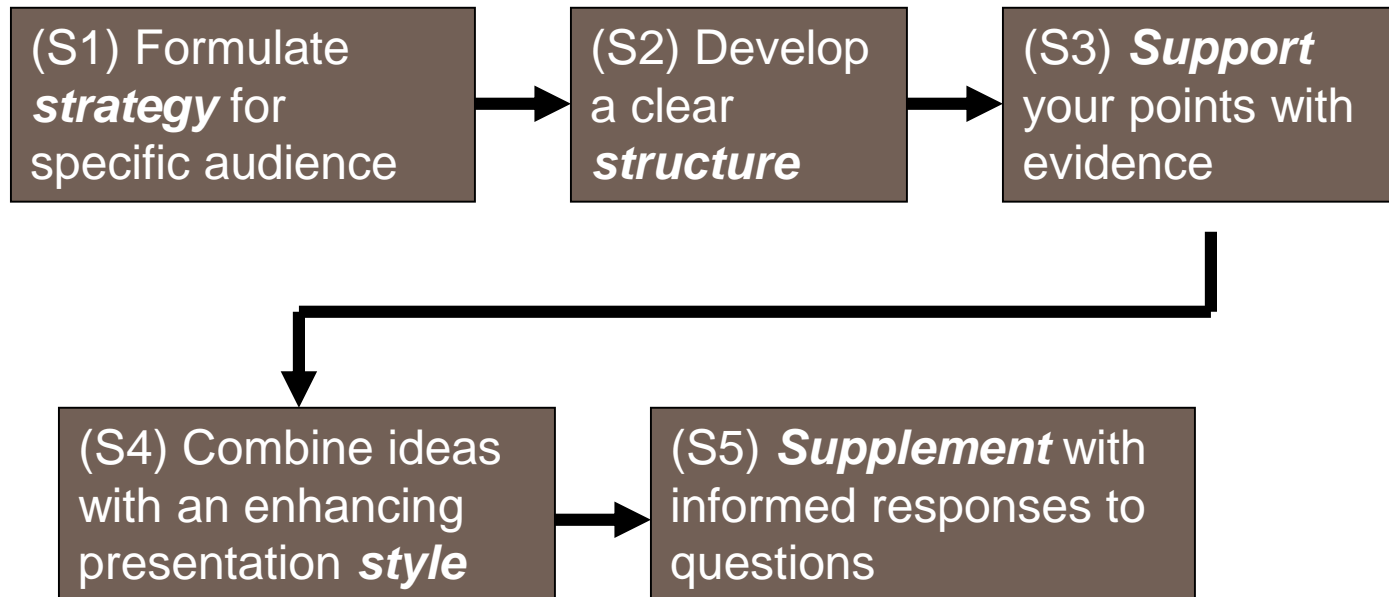- Conducting Interviews
- Managing Meetings

LEARNING OBJECTIVES

- Making informative oral presentations

- Write clearly and persuasively

- Respond appropriately to questions and challenges

THE FIVE S'S OF AN EFFECTIVE PRESENTATION

(S1) Formulate *strategy* for specific audience → (S2) Develop a clear *structure* → (S3) *Support* your points with evidence

(S4) Combine ideas with an enhancing presentation *style* → (S5) *Supplement* with informed responses to questions

S1 - FORMULATE A SPECIFIC STRATEGY

This stage is broken into 3 elements,

1. **Identify your purpose**

2. **Tailor your message to your audience**
   - Start with what they already know.
   - For hostile or uncommitted listeners it is important to develop a two-sided message, presenting both sides of an issue

3. **Meet the demands of the situation**
   - Meet the expectations of your audience
   - Adapt your language (formal or informal) to the situation (keep it one step more intense than your audience's).

S2 - DEVELOP A CLEAR STRUCTURE: A) INTRODUCTION

An effective introduction

1. Catches attention and sets a tone for the message

2. Gives a reason for listening or reading

3. Establishes a road map or quick sketch of the message

S2 - DEVELOP A CLEAR STRUCTURE: B)CHOOSE AN APPROPRIATE ORGANIZATION

Thoughts can be ordered by:

Table A.2, 618

- Time
  - Traces de events in a time sequence (past, present, future or 1st step, 2nd step and 3rd step)
- Causal process
  - Ideas from cause to effects
- Problem-solving sequence
  - Establish the problem and then develops a plan to solve it
- Complexity
  - Start with less complex ideas and add complexity with time
- Space
  - Arranges major points in terms of physical distance (north, central south) or direction (internal, external)
- Familiarity
  - Begins with what the listener knows or believes and moves on to new ideas
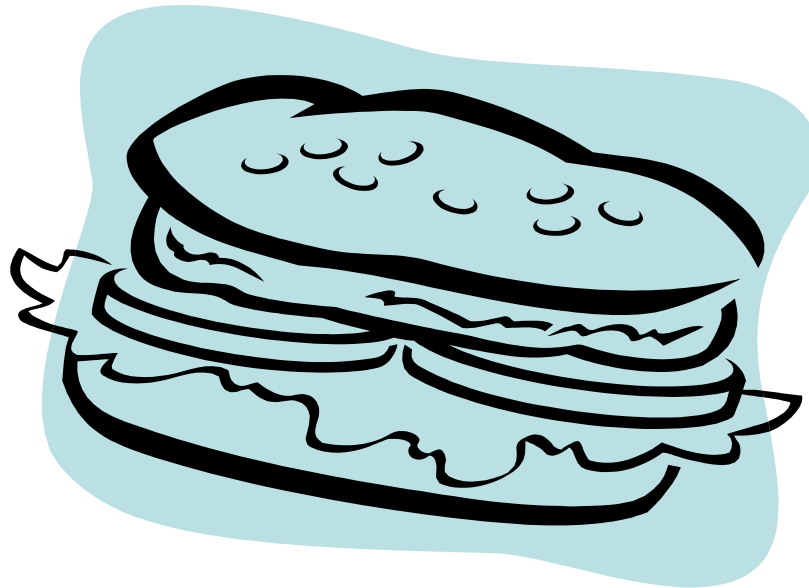
S2 – ORGANIZATION EXAMPLES: C) SANDWICHING

Three Step Process

1. Emphasize advantages of the plan
2. Assess the risks or concerns
3. Reinforce the benefits

S2 - Develop a Clear Structure: d) Transitions and Conclusion

- Use Transitions to Signal Progress
  - "Já analisamos o tema …, agora vamos discutir …"

- Conclude on a High Note
  - <u>Primacy:</u> the power of a first impression
  - <u>Recency:</u> we remember more recent events better than the past

S2 - Develop a Clear Structure: Notes on Introductions and Conclusions

Table A.3, 619

- Refer to the subject or occasion
- Use a personal reference or greeting
- Make a rhetorical questions
- Make a startling statement
- Use a quotation
- Tell a humorous story
- Use an illustration
- Issue a challenge or appeal
- Use suspense
- Appeal to the listener's self interest
- Employ a visual aid
- Refer to a recent incident
- Compliment the audience or a member of the audience
- Refer to a preceding speaker
- Request a specific action

S3 - SUPPORT YOUR POINTS

- **Choose a variety of supporting techniqu**
  - Statistics
  - Testimonies
  - Examples

- **Consider your listeners**

- **Use visual aids**
  - Makes the presentation 50% more memorable
  - Significantly clarifies complex or detailed information
  - Portray you as more professional and better prepared
  - Speeds up group decision making
  - Shortens meeting time by up to 28%
  - Makes your message 43% more persuasive

S3 - Support Your Points: Ckecklist for using visual aids

As you prepare visual aids ask yourself the following questions:

1. Can I avoid making the visual aid the most important aspect of my speech?
2. Can I translate complex numbers into bar or line charts for easier comprehension?
3. Am I comfortable using the visual aid?
4. Is it large enough to be seen by everyone without straining?
5. Is all the print short an neat?
6. Is the visual aid colorful and involving?
7. Are my visual aids professional?
8. Have I made the necessary arrangements for special visual aids in advance?
9. Can I use the visual aid without blocking my audience's view of it?
10. Can I avoid waving the visual aid in front of may face?
11. Can I avoid distracting my listeners by keeping the visual aid covered or out of site?
12. What will I do if the visual aid fails to work?
13. Have I planned for the assistance in advance if they are needed?
14. Will a pointer be needed?
15. Will all charts be secured so I don't have to hunt them on the floor?
16. Am I using a variety of visual aids to increase my listener's interest?
17. If I'm using handouts, can I adjust to the distraction caused by passing them around?
18. Can I speak over the noise of a projector or other machine?

S4 - USE AN ENHANCING STYLE

Oral and written messages require their own **style**.

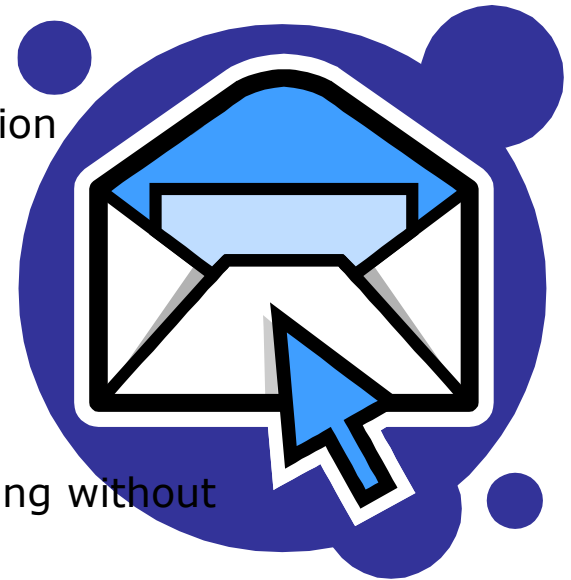# S4 - STYLE IN ORAL COMMUNICATION

Things to consider:

o Prepare your notes

o Practicing the presentation

o Practice using visual aids

o Displaying the appropriate level of enthusiasm

o Delivery, i.e. eye contact, body movement, and the use of space

S4 - Style in Written Communication

Written communication strategies are almost the same pattern as oral presentations.

- Mechanical precision
  - Violations of the rules of grammar and punctuation may affect credibility and disrupt the reader
- Factual precision
  - Accuracy on dates, make meaning clear, avoid omissions and ambiguity.
- Verbal precision
  - Choose the right word to express ideas
  - Ask yourself: Does the phrase convey my meaning without confusion?
- Setting the tone
  - Formal and Informal tone (longer words tend to convey more formality)
  - Importance of tone in e-mails (give background information, organize the message, make careful word choices)
- Using the proper format
  - The physical layout of a message
  - Formats are different for business letters, memos, proposals, etc.

Oral is different because:

Table A.9, 623

- Average sentence length is shorter
- Vocabulary is more limited in speaking
- Spoken vocabulary consists of more short words
- Speakers use more words referring to themselves such as "I", "me", "we"
- More qualifying terms such as "much", "many", …
- More phrases and terms indicating hesitation "it seams to me", "apparently", "in my opinion", "maybe"
- Fewer precise numbers
- Speakers use more contractions and colloquial expressions such as "can't", "wouldn't", "wow".
- Unlike oral communication, written communications can be retained, studied, duplicated and filed for the future.

S5 - Supplement: Responding in an Orderly Manner

1. **Restate the objection**
   - Gives times to think, shows interest, make sure everyone understands the question

2. **State your position**
   - Give a concise, direct statement

3. **Offer support for your position**
   - Provide evidence that shows your position is the right one

4. **Indicate the significance of your rebuttal**
   - Show the impact of adopting your position.

S5 - Supplement: Maintaining Control of the Situation

- Answer questions without getting into prolonged exchanges

- Keep exchanges on an intellectual level, no name-calling

- Don't get trapped into an argument

- It's acceptable to defer an answer to a question

- Plan for the questioner that has a personal agenda

Checklist for Developing Effective Presentations

1. What are my general and specific objectives?

2. What is the context of my communication? (My audience, the situation, etc.)

3. How will I open and close the communication?

4. How will I organize my information?

5. How will I get and keep the attention of my audience?

6. What supporting materials will I use?

7. What visual aids (graphs, charts, objects, etc.) will I use?

8. How will I tailor the presentation to my audience?

9. What format will I use in my presentation?

10. What questions or responses will likely occur?

LINKS TO WATCH

http://apresentacoeseficazes.blogspot.pt/

(O Estilo Steve Jobs)

http://office.microsoft.com/pt-
  pt/powerpoint/HA102078642070.aspx

(Utilizando o Microsoft Office)