

PRESENTATION AND WRITING SKILLS

lecture No. 5

BY

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MGM223



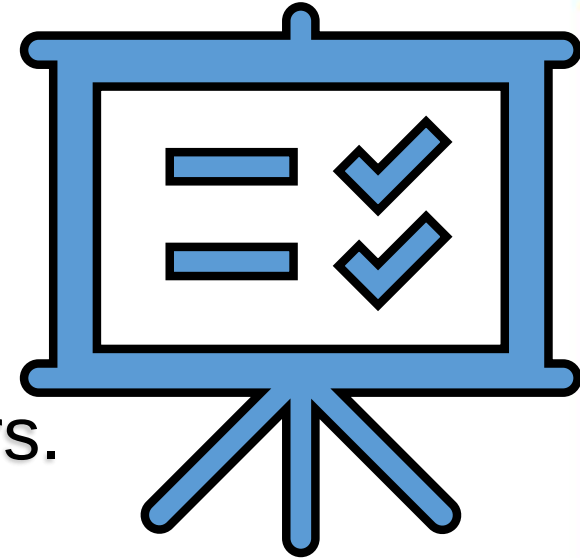
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lecture No. 5 Improving Listening, Nonverbal Communication and Presentation Skills

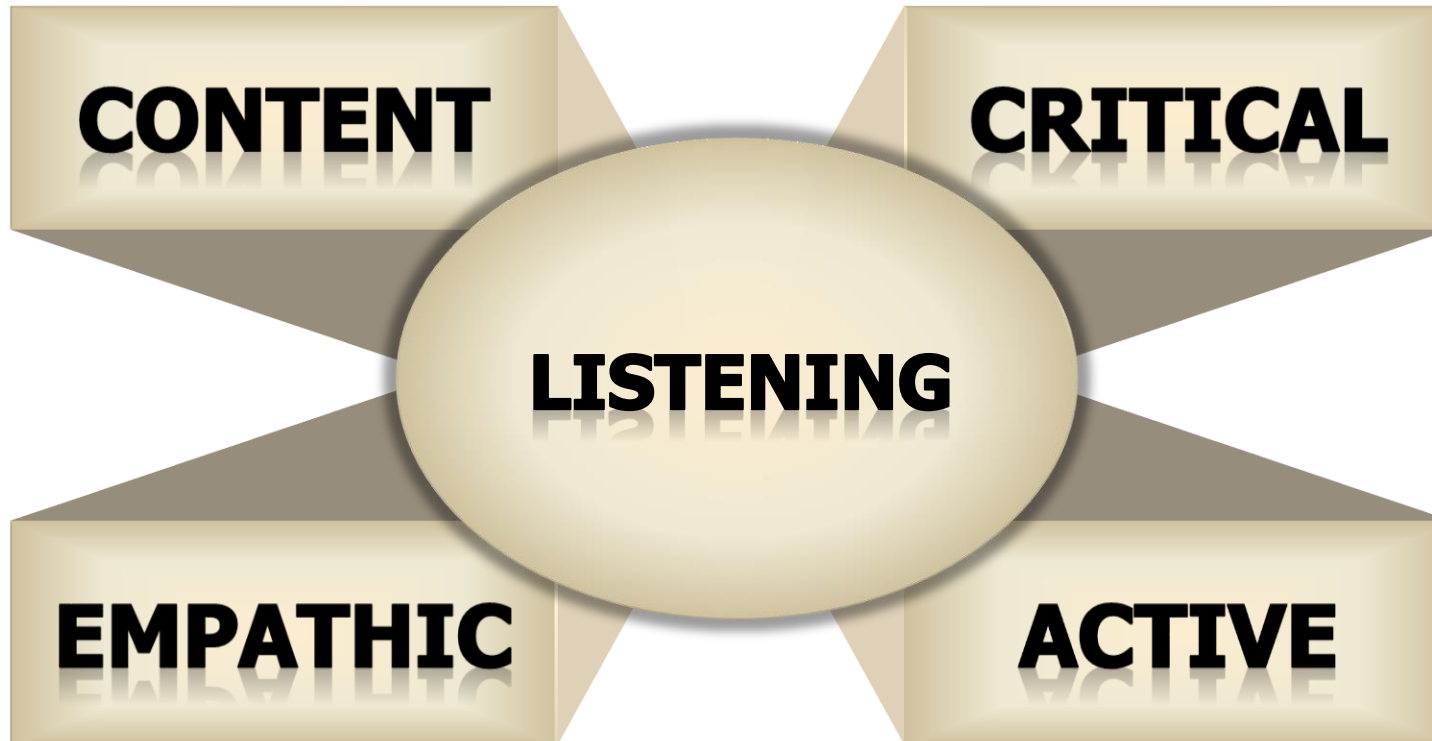
Learning objectives

- ☐ how to improve your listening skills
- ☐ Who are the effective listeners.
- ☐ Know about the listening process.
- ☐ Determine the listening process barriers.
- ☐ Improving nonverbal communication
- ☐ know nonverbal signals
- ☐ Develop your presentation skills.



Improving Your Listening Skills

1



- ❑ The goal is to understand and retain the speaker's message. Just focus on the information.

1

CONTENT

LISTENING

2

CRITICAL

**LISTENIN
G**

The goal is to understand and evaluate the meaning of the speaker's message on several levels.

2

CRITICAL

LISTENING

These several levels are such as

- ☐ the logic of the argument,
- ☐ the strength of the evidence,
- ☐ the validity of the conclusions,
- ☐ the implications of the message for you and your organization,

2

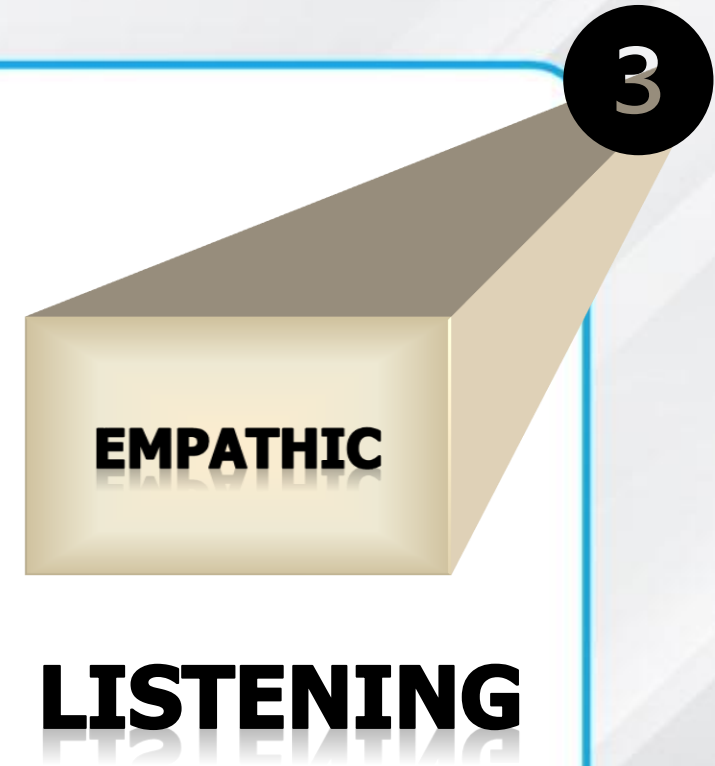
CRITICAL

LISTENING

These several levels are such as

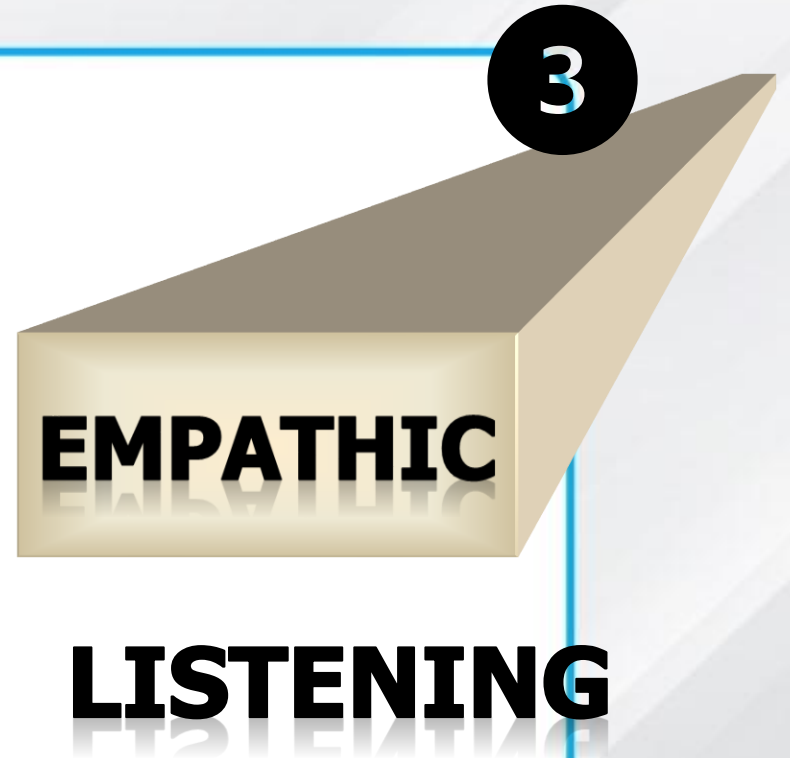
- ☐ the speaker's intentions and motives,
- ☐ and the omission of any relevant points.
- ☐ Be on the lookout for speaker bias, and separate opinions from facts.

The goal of empathic listening is to **understand** the speaker's **feelings**, needs, and wants so that you can appreciate his or her point of view, regardless of whether you share that perspective.



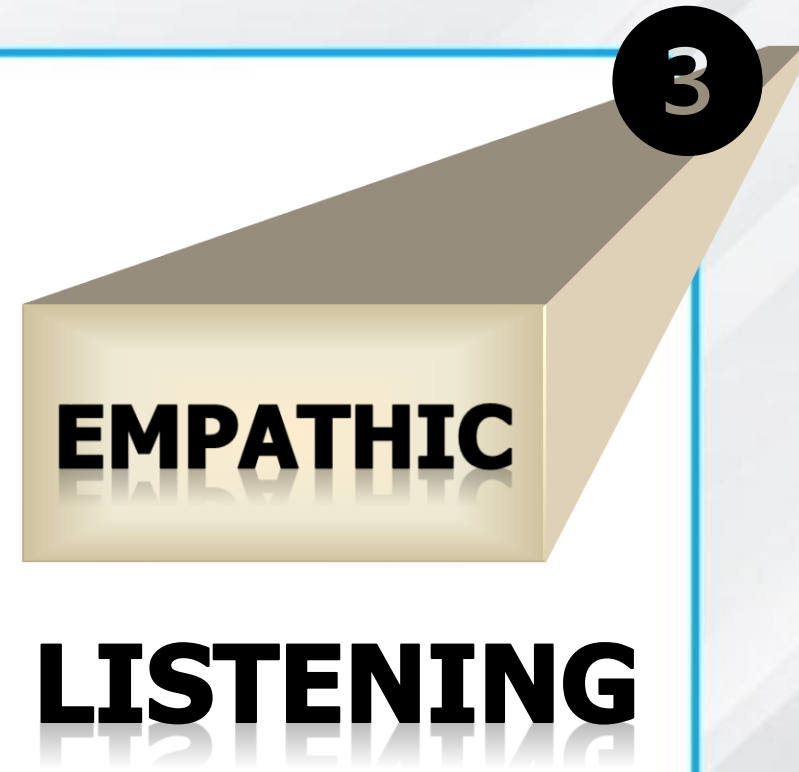
By listening in an empathic way,

- ☐ help the individual vent the emotions that prevent a clear-headed approach to the subject.
- ☐ Avoid the temptation to give advice.

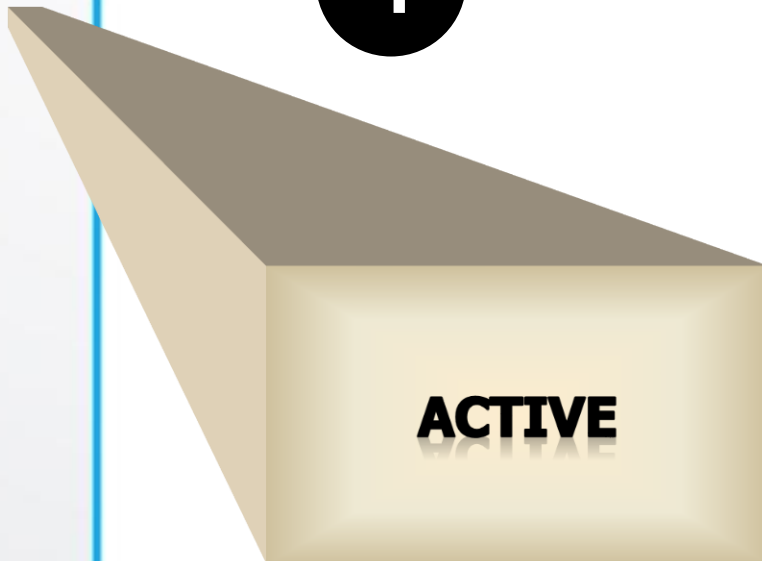


By listening in an empathic way,

- ☐ Try not to judge the individual's feelings.
- ☐ Just let the other person talk.



4

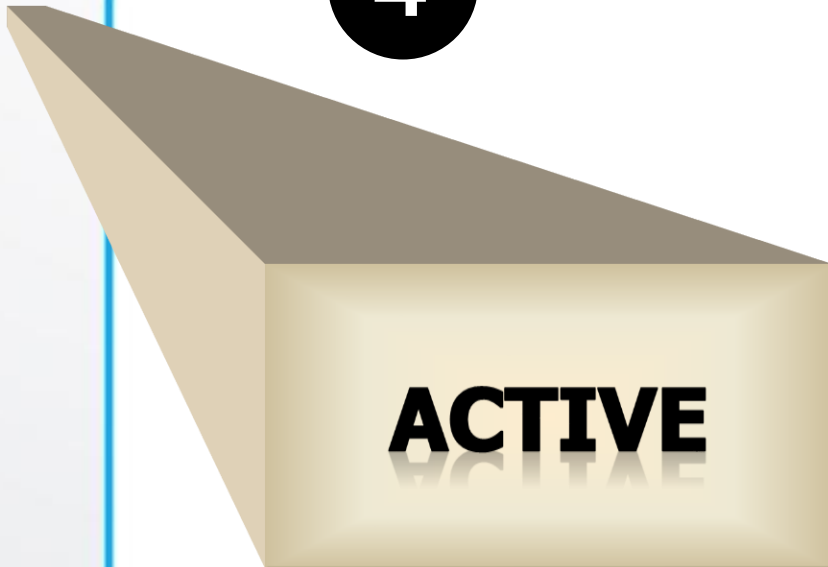


LISTENING

Effective listeners

- ☐ try to engage in active listening.
- ☐ They make a conscious effort to turn off their own filters and biases to truly hear

4



LISTENING

Effective listeners

□ understand what
the other party is
saying.

4

ACTIVE

LISTENING

Effective listeners

- ☐ ask questions,
- ☐ summarize the speaker's message to verify key points,

4

ACTIVE

LISTENING

Effective listeners

- ❑ encourage the speaker through positive body language and supportive feedback.

The Listening Process



- 1. Receiving**
- 2. Decoding**
- 3. Remembering**
- 4. Evaluating**
- 5. Responding**

The Listening Process



1. Receiving

Physically hearing the message and recognizing it as incoming information

The Listening Process

2. Decoding



Assigning meaning to sounds according to your own values, beliefs, ideas, expectations, roles, needs, and personal history.

The Listening Process



3. Remembering

Storing a message for future reference.

4. Evaluating



Evaluate the quality of the information.

5. Responding



React based on the situation and the nature of the information.

Barriers to Listening



Barriers to Listening

1

Potential Barriers

You are unlikely to have control
over some barriers to physical
reception, such as:

1. conference room acoustics الصوتيات,
2. poor cell phone reception,
3. background music, and so on.



Barriers to Listening

1 Potential Barriers

However, you can certainly control
other barriers, such as:

interrupting speakers or creating
distractions that make it hard for
others to pay attention



Barriers to Listening

2

Selective Listening

- ☐ you often stay tuned out until you hear a word or phrase that gets your attention once more.
- ☐ By that time, you're unable to recall what the speaker said; instead, you remember what you think the speaker probably said.



3

Prejudgment

making up your mind before truly hearing what another person has to say.



Barriers to Listening

4

Selective Perception

- ❑ leads listeners to **mold** a message to **fit** what they already believe about a given subject.



Barriers to Listening

4

Selective Perception

- ❑ Even with good intentions, miscommunication can happen when you and the speaker do not share a common language or background.



Barriers to Listening

5

Common Ground



- ❑ Lack of common ground is why **misinterpretation** is so frequent between speakers of different native languages,



Barriers to Listening

5

Common Ground



- ☐ even when they're trying to speak the same language.



Improving Your Nonverbal Communication Skills

Nonverbal communication

is the process of sending and receiving information, both intentionally and unintentionally, without using written or spoken language.

Nonverbal Signals

Verbal Messages

Enhance

Weaken

Replace

Nonverbal Signals

Enhance Verbal Messages

they can strengthen a verbal message (when the nonverbal signals match the spoken words)

Nonverbal Signals

Weaken Verbal Messages

**when nonverbal signals don't
match the words**

Nonverbal Signals

Replace Verbal Messages

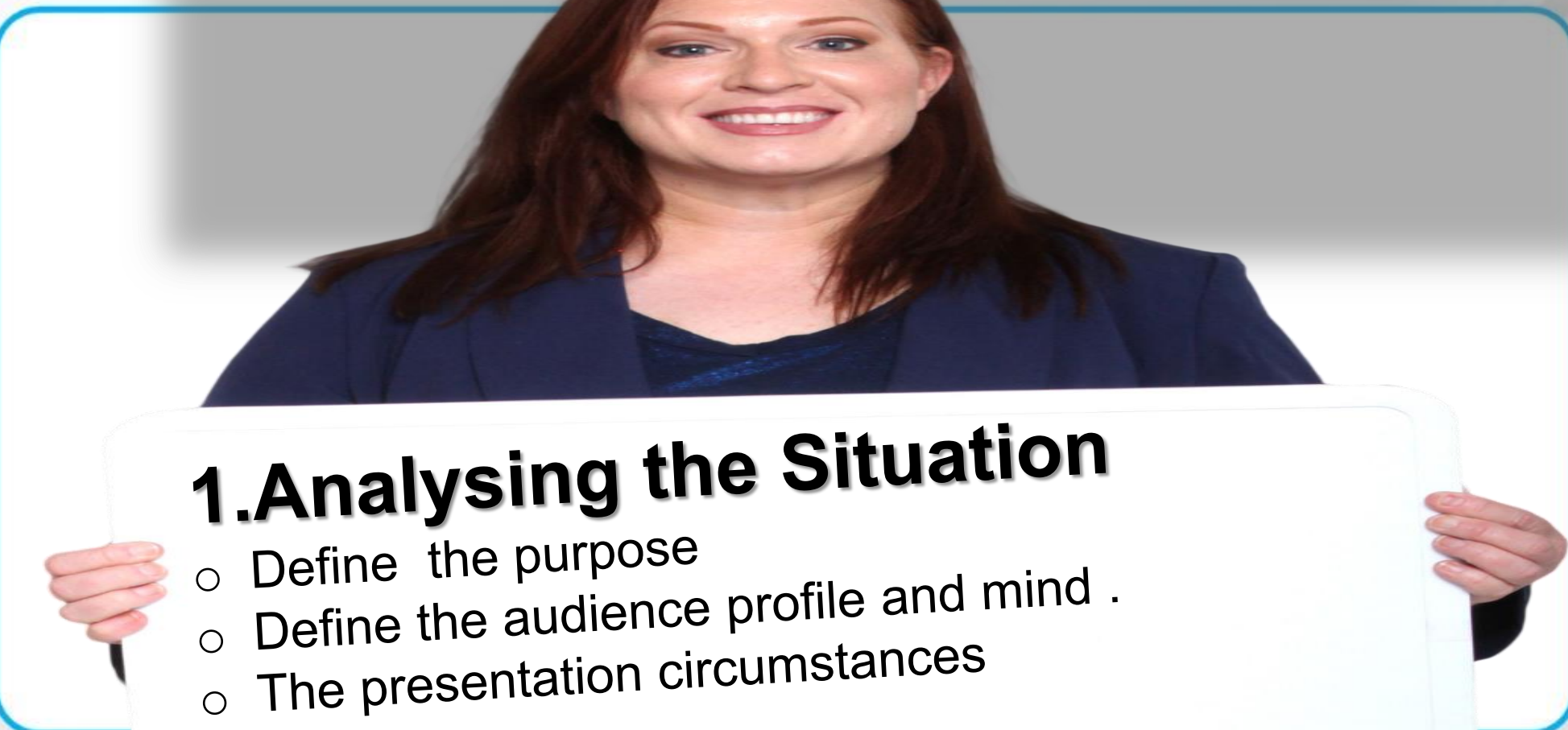
replace words entirely. For example, you might tell a client that a project is proceeding on time and within budget, but your forced smile and nervous glances send an entirely different message.

Improving Your Presentation skills

Planning your presentation

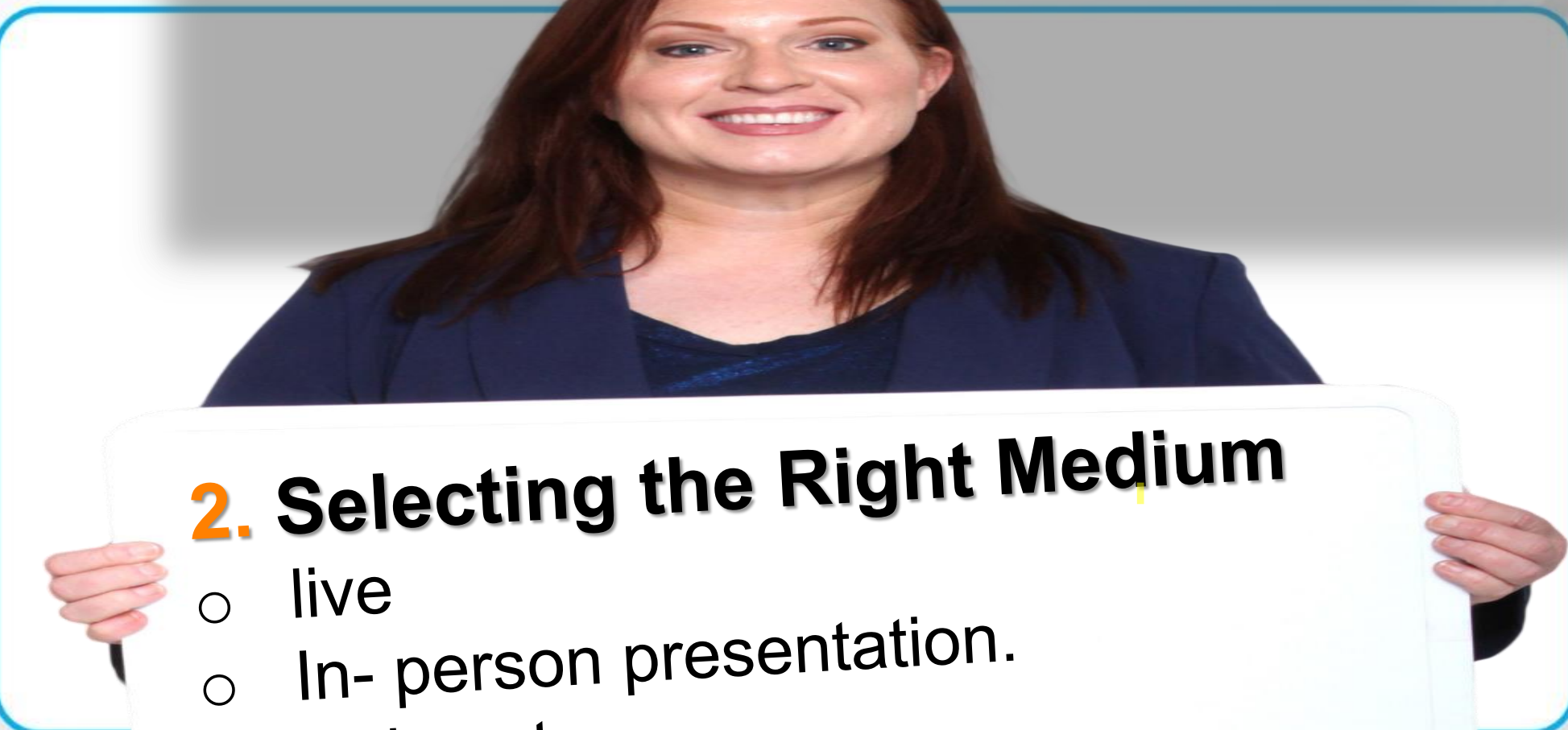


- 1. Analysing the Situation**
- 2. Selecting the Right Medium**
- 3. Organizing Your Presentation**



1. Analysing the Situation

- Define the purpose
- Define the audience profile and mind .
- The presentation circumstances



2. Selecting the Right Medium

- live
- In- person presentation.
- webcasts

Planning your presentation

3. Organizing Your Presentation

Organizing Your Presentation

Organizing a presentation involves the same tasks as organizing a written message:

- 1. Define main idea. (audience needs- the you attitude)**
- 2. Limit your scope.** (strict time limits, the longer you speak, the more difficult it is to hold the audience's attention levels, the more difficult it is for your listeners to retain your key points)
- 3. Select the approach.**
- 4. Outline your content.** (State your purpose, major points and sub points, transitions between major points or sections, your bibliography or source notes, Choose a compelling title)

Presentation introduction. (Arouse Interest To get the audience's attention, builds credibility in your introduction, consider letting someone else introduce you (without exaggerating your qualifications, Preview the Message Identify your supporting point. Indicate the order in which you'll develop those points).

Composing your presentation

Presentation body

Connect Your Ideas(rely on words to connect various parts and ideas, Transitional sentences, Reviews and previews stress the connection)

Hold Audience Attention (Try to relate you're subject to your audience's needs, Anticipate—and answer—your audience's questions.)

Ask for opinions or pause occasionally for questions or comments, if appropriate.

Composing your presentation

Presentation close

Restate Main Points

Finish Strong

Practicing your delivery

Practicing your delivery is helpful because so many things can go wrong in a presentation.

A day or two before you're ready to step on stage for an important talk, make sure you can give a positive response to the following questions:

- **Present Naturally** - Can you present your material naturally, without reading your slides?
- **Know the Material** - Could you still make a compelling and complete presentation if you experience an equipment failure and have to proceed without using your slides at all?
- **Check Equipment** - Is the equipment working—and do you know how to work it?
- **Check Your Timing** - Is your timing on track?
- **Practice the Speech** - Can you easily pronounce all the words you plan to use?
- **Anticipate Questions** - Have you anticipated likely questions and objections?

Overcome Anxiety

- ☐ Don't Try to Be Perfect
- ☐ Prepare and Practice
- ☐ Visualize Success
- ☐ Take Deep Breaths
- ☐ Be Ready to Go
- ☐ Get Comfortable
- ☐ Take a Short Break
- ☐ Stay on Message
- ☐ Make Eye Contact
- ☐ Keep on Going



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Thank You

