

Writing in Organizations

Prepared by Dr. Magdy Alhaj

MGM 202

Lecture 6





مجموعة جامعة
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MIDOCEAN
UNIVERSITY

Making Successful Presentations at Work

Lecture 6

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Course Outline

Lecture 1: Getting Started: Writing and Your Career.

Lecture 2: The Writing Process and Collaboration at Work.

Lecture 3: Writing Routine Business Correspondence& Meeting

Lecture 4: Writing Letters: Some Basics for Communicating with Audiences Worldwide.

Lecture 5: E-Communications at Work Email, Blogs, Messaging, and Social Media

Lecture 6: Making Successful Presentations at Work

Lecture 7: Writing Instructions and Procedures.

Lecture 8: Writing Effective Short Reports.

Lecture 9: Writing Careful Long Reports

Lecture 10: Designing Clear Visuals

LECTURE OUTLINE

- 1. Introduction.**
- 2. Writing a Document Versus Making a Presentation**
- 3. Types of Presentations**
- 4. Formal Presentations**
- 5. Delivering Your Presentation**
- 6. Guidelines for Making Your Presentation**

Introduction

The world of work receives and shares much of its information through informal briefings, collaborative discussions, PowerPoint or Prezi presentations, video conferencing, webinars, and formal presentations. Your employer will expect your oral communication skills in all these situations to be as effective and professional as your writing skills. The goal of this chapter is to help you be a more successful speaker on the job

Writing a Document Versus Making a Presentation

Writing a document and delivering a report both require you to (1) research your topic, (2) plan your organization, and (3) choose your language and visuals carefully. There are, nevertheless, some fundamental differences between these two ways of communicating in the world of work. When you make a presentation, you must focus on these additional items:

- ☐ Your appearance-how you dress, stand, move, and gesture
- ☐ Your delivery-whether you can be heard, your tone of voice, whether you sound confident or nervous
- ☐ The complexity of your subject—your talk must be informative yet concise and easily understood the first (and likely only) time the audience hears it

Writing a Document Versus Making a Presentation

- ☐ The amount of time you have been allotted
- ☐ Your audience's attention span-usually not more than fifteen or twenty minutes
- ☐ The layout of the room-lighting, capacity, acoustics, etc.
- ☐ The equipment necessary for your presentation-screen, monitors, computers, whiteboards, Skype, microphones
- ☐ Your visuals-they must be clear and easily seen, even from the back of the room
- ☐ Your interaction with the audience-questions, comments, and nonverbal responses including laughs, frowns, puzzled looks

Types of Presentations

❑ You will make numerous presentations on the job that will vary in the amount of preparation they require, the time they last, and the audience and occasion for which they are intended. Here are some presentations you can expect to make frequently before different audiences in the world of work.

- 1. For Your Customers or Clients**
- 2. For Your Boss**
- 3. For Your Co-Workers**
- 4. For Community Leaders or Groups**

1- For Your Customers or Clients

- ❑ sales appeals stressing how and why your company's products or services meet your listeners' needs
- ❑ scenarios about why your company is better than the competition
- ❑ demonstrations of your products or services
- ❑ a persuasive overview of your company's contributions to the economy, the community, the environment
- ❑ tours of a company facility

2- For Your Boss

- ☐ progress or status reports on how a project is going
- ☐ an assessment of your job accomplishments
- ☐ a justification of a budget, your own position, or your department or division
- ☐ a summary of a conference or meeting you attended

3-For Your Co-Workers

- ❑ an end-of-shift report, such as those made by police officers and nurses
- ❑ an explanation of a new or revised company policy
- ❑ a training session on job safety, operating equipment, new software
- ❑ a briefing on new job assignments and tasks

4- For Community Leaders or Groups

- ☐ appeals before elected officials
- ☐ an explanation of your group's decision or activity
- ☐ an update on completing a public works project

Formal Presentations

- ❑ While an informal briefing is likely to be short, generally conversational, and intended for a limited number of people, a formal presentation is much longer, far less conversational, and perhaps intended for a wider audience.
- ❑ A formal presentation involves much more preparation. You cannot just dash it off. Just as you did with an informal briefing, you will have to do the following, only more extensively and over a longer period of time:
 - **research the subject**
 - **interview key resource individuals**
 - **prepare, time, and sequence visuals**
 - **coordinate your talk with presentations by your co-workers or boss**
 - **rehearse your presentation.**

Analyzing Your Audience

❑ The more you learn about your audience, the better prepared you will be to give your listeners what they need. Just as you do for your written work, for your oral presentation, you will have to do some research about the audience, emphasizing the “you attitude” and establishing your own credibility. Put yourself in your audience’s place. They will ask: what is your main point, why is it relevant, what benefits are in your talk for them and their company?

Guidelines for Analyzing Your Audience

- **Here are seven key questions to ask when analyzing your audience.**

1. How much do they know about your topic?
2. What unites them as a group?
3. What do they want to receive from your presentation?
4. What is their interest or stake in your topic?
5. What do you want them to do after hearing your presentation?
6. What questions are they likely to raise?
7. What considerations should you give to a multinational audience?

The Parts of Formal Presentations

❑ The Introduction

❑ The most important part of a presentation is the introduction. You can capture your audience's attention by answering these questions:

(1) Who are you? (2) What are your qualifications? (3) What specific topic are you speaking about? and (4) How is the topic relevant to the audience?

❑ Your first and most immediate goal is to establish rapport with your listeners, win their confidence, and elicit their cooperation. Because your listeners are probably at their most attentive during the first few minutes of your presentation, they will pay close attention to everything about you and what you say. Seize the moment and build momentum

The Parts of Formal Presentations

- ❑ The most informative presentations are the easiest to follow. Restrict your topic to ensure that you will be able to organize it carefully and sensibly—for example, a tasty diet under 1,000 calories a day or a course in learning Adobe InDesign or another software package.

The Parts of Formal Presentations

❑ The Body

❑ The body is the longest part of your presentation, just as it is in a long report. It should constitute about 60 to 70 percent of your presentation. Make it persuasive and relevant to your audience by:

- (1) explaining a process
- (2) describing a condition
- (3) solving a problem
- (4) arguing a case, or
- (5) doing all of these.

The Parts of Formal Presentations

❑ Ways to Organize the Body Here are a few helpful ways you can present and organize information in the body of your presentation. When you write a report, you design your document to help readers visually, supplying headings, bullets, white space, and headers and footers (see “The ABCs of Print Document Design” . In a presentation, you need to switch from those purely visual devices to aural ones, such as the following:

The Parts of Formal Presentations

- 1. Give signals to show where you are going or where you have been.**
- 2. Comment on your own material.**
- 3. Provide internal summaries**

The Parts of Formal Presentations

❑ The Conclusion

Plan your conclusion as carefully as you do your introduction. Stopping with a screeching halt is as bad as trailing off in a fading monotone. Never introduce a new subject or simply repeat your introduction. An effective conclusion should leave the audience feeling that you and they have come full circle and accomplished what you promised

The Parts of Formal Presentations

- ❑ **What to Put in a Conclusion:** Never introduce old subject or repeat your introduction. A conclusion can contain the following:
- a fresh restatement of your three or four main points
 - a call to action, just as in a sales letter—to buy, to note, to agree, to volunteer
 - a final emphasis on a key statistic (for example, “The installation of the stain-less steel heating tanks has, as we have seen, saved our firm 32 percent in energy costs

Presentation Software

❑ business presentations very frequently rely on PowerPoint or other software such as Corel Presentations, Apple's Keynote, or the web-based Prezi (prezi.com). Knowing how to use these graphics packages is a crucial skill your employer will expect you to have. This software enables you to support and present your talk with concise text and carefully chosen visuals. They allow you to plan, write, and add visuals to your slides

Presentation Software Capabilities

With PowerPoint, Prezi, Corel Presentation, and Keynote, you can:

- ☐ format and edit text
- ☐ import visuals, photos, digital art, graphs, charts, pictograms, infographics
- ☐ incorporate a variety of shapes and symbols—arrows, asterisks, bullets, cylinders, pyramids, and flowcharts
- ☐ offer animation, sound bites, video clips
- ☐ insert icons, logos, and letterheads
- ☐ reuse and revise your presentation anytime

Organize the Presentation

❑ Map out your presentation before you actually create your slides. Following this outline, you can organize your presentation carefully, which is as important as the details you show your audience.

1. Identify the main points you want to cover
2. Divide your presentation into major sections that best accomplish your objective, whether to inform, to persuade, or to document.
3. Include only those supporting details that relate directly to your topic and to your audience's needs. These key points should help you determine the number of slides and visuals to use.

Organize the Presentation

4. Don't overload your audience with so much data on individual slides that you lose, bore, or turn them off.
5. Choose your visuals carefully. Resist the temptation to dazzle your audience with electronic special effects. Your goal is not to create a glitzy show but to represent your company professionally.

Guidelines on Using Presentation Software Effectively

- Here are some tips to ensure the best design and organization of your presentation, whether you use PowerPoint, Prezi, Keynote, or any other program.

Guidelines on Using Presentation Software Effectively

□ Readability

- Make sure each slide is easy to read—clear, concise, and uncluttered.
- Use a type size that is easy to see, even from a distance. For a small presentation on your notebook, use 24- to 28-point type or larger. Increase your type size for headings and titles to 32 points
- Keep your design consistent. Don't switch from one font to another.
- Avoid ornate and script fonts, and do not put everything in boldface, italics, or all capital letters. use boldface (and white type against a blue background) for only the headings

Guidelines on Using Presentation Software Effectively

□ Text

- Keep your text short and simple. Use easy-to-recall names, words, and phrases. Your audience will not have the time to read long, complex messages.
- Use bulleted lists instead of unbroken paragraphs. But put no more than five bulleted lines on a slide, and limit each line to seven or eight words. Don't squeeze words on a line. Include no more than forty words per slide.
- Double-space between bulleted items, and leave generous margins on all sides.
- Title each slide using a question, a statement, or a key name or phrase

Guidelines on Using Presentation Software Effectively

❑ Sequencing Slides

- Keep your slides in the order in which you need to show them.
- Retain the same transition (cover left or straight right) from slide to slide to avoid visual confusion.
- In general, spend about one to two minutes per slide, but don't read each slide verbatim. Summarize main ideas or concisely expand them while looking at your audience, not the slide.
- Time your slides so your audience can read them. Never continue to show a slide after you have moved on to a new topic.
- If you invite audience participation and interaction, build in extra time between your slides. Leave time for questions and encourage returning to earlier slides if members of the audience have specific questions.

Guidelines on Using Presentation Software Effectively

❑ Background/Color

- Find a pleasant contrasting background to make your text easy to read. Avoid extremely light or dark backgrounds that may obscure your text. Stay away from stark backgrounds, e.g., cold white images on a black screen.
- Use the same background for each slide
- Avoid shadowing your text for a “decorative” visual effect.
- Use color sparingly, and make sure it is professionally appropriate. Don't turn each slide into a sizzling neon sign. Avoid hot red, pink, etc.

Key Modern Writing Categories

□ Graphics

- Keep graphics clear, simple, and positioned appropriately on the slide.
- Make certain all graphics are at a high-enough resolution that they will not seem “blurry” or “pixilated” when projected on a larger screen.
- Be sure visuals do not cover or shadow text.
- Include no more than one graphic per slide; otherwise, the slide will appear cluttered, and your text will be more difficult to read.
- Include easy-to-follow graphs and charts instead of complicated tables, elaborate flow charts, or busy diagrams.
- Stay away from clip art; it can make your product or services look unprofessional.
- Don’t bother with borders; they do not make a slide clearer

Noncomputerized Presentations

- On the job you can expect to use a variety of visuals besides those included in PowerPoint presentations. There will be situations in which you may have to use a conventional chalkboard, a flip chart, or an overhead projector to make a presentation instead of your notebook. You will almost surely be asked to prepare handouts that include text, visuals, or a combination to distribute before or during your talk. Regardless of the medium you use, make sure your visuals are
 - easy to see
 - easy to understand
 - appropriately sized
 - relevant
 - accurate
 - professional looking

Noncomputerized Presentations

Getting the Most from Your Noncomputerized Visuals

- The following practical suggestions will help you get the most from your visuals when time and space may prohibit using computer setups.
- 1. Do not set up your visuals before your talk.**
 - 2. Firmly anchor any maps or illustrations.**
 - 3. Never obstruct the audience's view by standing in front of your visuals.** Use a pointer or a laser pointer to direct the audience's attention to your visual.
 - 4. Avoid crowding too many images onto one visual.**
 - 5. Do not put much writing on a visual.**

Delivering Your Presentation

- A poor delivery can ruin a good presentation. First impressions are crucial. Research shows that people decide what they think of you in the first two or three minutes of your presentation. You will be evaluated not only on what you say but on the image you project: how you look, how you talk, and how you move (your body language).

Delivering Your Presentation

- **Here are some ways you can calm yourself before you deliver your presentation:**
 - Give yourself plenty of time to get there. The more you have to rush, the more anxious you will be.
 - Avoid caffeine for a few hours before your talk if it makes you jittery.
 - Take some deep breaths, and then hold your breath while you count to ten. Exhale. This will slow your heart rate and lower your blood pressure.
 - Remind yourself that you have spent hours preparing. Think positive. Your hard work will pull you through.
 - Try to chat with one or two members of the audience ahead of time to relax. See your audience as friends—people who can help your career

Guidelines for Making Your Presentation

- **Guidelines for Making Your Presentation**

Everyone is nervous before a talk. Accept that fact and even allow a few seconds of “panic time.” Then put your nervous energy to work for you. Chances are, your audience will have no idea how anxious you are; they cannot see the butterflies in your stomach. Again, see your audience as friends, not enemies. Remember to do the following:

Guidelines for Making Your Presentation

- 1. Establish eye contact with your listeners.**
- 2. Repond to audience feedback.**
- 3. Speak in a friendly, confident tone**
- 4. Vary the rate of your delivery**
- 5. Adjust your volume appropriately**
- 6. Watch your posture**
- 7. Use appropriate body language.**
- 8. Dress professionally.**

Handling Interruptions

- Be diplomatic if someone interrupts your presentation with a question. Thank the individual by saying, “That’s a good question. I’ll be happy to answer it at the end of the presentation when there’ll be time for questions.” If someone is disruptive during your talk or a question-and-answer session and wants to debate with you, offer to meet with him or her after the session to discuss the point in question. Moreover, if you cannot answer a particular question, say you’ll be glad to get back to the person, and go on to other questions.

when You Have Finished

- Don't just sit down, walk back to your place on the platform or in the audience, or, worse yet, march out of the room. Thank your listeners for their attention and stay at the lectern or at your laptop for audience applause or questions.
- If a question-and-answer session is to follow your speech, anticipate questions your audience is likely to ask. But it's a good idea to give your audience a time limit. For example, you might say, "I'll be happy to answer your questions now before we break in ten minutes for lunch." By setting limits, you reduce the chances of a lengthy debate with members of the audience, and you can then politely leave after your time elapses.



Thank You