

Current Trends in Business Presentations

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ABSTRAKT

Cílem této bakalářské práce bylo popsat jednotlivé kroky a pokyny potřebné pro vytvoření úspěšně obchodní prezentace v souladu se současnými trendy. Na počátku teoretické části je krátce popsán veřejný projev, jeho historie a jednotlivé prvky. V druhé části se práce zabývá tvořením obchodní prezentace. Popisuje například analýzu publika, shromažďování materiálů, přípravu jednotlivých částí prezentace, přípravu vizuálních pomůcek a dává praktické rady jak úspěšně prezentovat, zbavit se při prezentování stresu a udržet pozornost publika. V praktické části jsou všechny tyto poznatky využity při tvoření prezentace pro konkrétní firmu.

Klíčová slova:

Veřejný projev, prezentace, mluvčí, publikum, vizuální pomůcky, současné trendy, řeč těla

ABSTRACT

The goal of this bachelor thesis was to describe individual steps and instructions needed for creating a successful business presentation in accordance with current trends. Public speaking, its history and individual elements are shortly described at the beginning of the theoretical part. The second part of the work deals with creating a business presentation. It describes, for instance, the analysis of audience, gathering of materials, preparation of individual parts of the presentation, preparation of visual aids and gives practical advices how to successfully present, avoid stress while presenting and how to keep the audience interested. All this knowledge is used for creating a presentation for a specific company in the practical part.

Keywords:

Public speaking, presentation, presenter, audience, visual aids, current trends, body language

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INTRODUCTION

In my bachelor thesis I have decided to deal with the issue of creating a presentation according to newest trends.

This topic is really important for every person because the ability to speak in public becomes more important than ever which is also proved by many researches. Even the growth of the internet and other new technologies did not reduce the need for public speaking. Moreover, the higher a person wants to get in a career, requirements for his or her ability increase.

Delivering a presentation is a kind of public speaking I am most familiar with from my studies at Tomas Bata University. We also went through some special courses in order to learn some interesting things and basic rules regarding presenting and we also had a chance to apply these rules in a lot of presentations every semester. And because I have some experience with presenting and I know that it is not easy but important for business life I thought it would be interesting to describe the process of creating a successful presentation from the very beginning.

My bachelor thesis is divided into two parts and has six chapters. First four chapters make the theoretical part. In the theoretical part I deal with creating a successful presentation. I also describe some necessary steps before creating the presentation. These steps include dealing with anxiety, audience analysis and gathering materials. Then it comes to preparing an introduction, body of the speech, a conclusion and also visual aids. In the last section of the theoretical part I deal with delivering this presentation. It means mastering body language, using voice and I also describe which methods of delivery actually exist. All these parts also include some practical tips.

The last two chapters make the practical part of my bachelor thesis. It focuses on creating the presentation for a company I am already familiar with from my practical training. This section includes the knowledge and tips mentioned in the theoretical part.

The main assumption of the thesis is to prove the importance of public speaking and presentation skills nowadays and to describe the process and tips for creating modern and successful business presentation.

“Difficulties mastered are opportunities won.”

- Winston Churchill

I. THEORY

1 PUBLIC SPEAKING

As the name implies, public speaking is the process of speaking to a group of people in a structured, deliberate manner. As Lucas maintains, people can make their ideas public and share them with other people, but public speaking can also be a powerful tool for purposes such as motivation, influence, persuasion, informing, translation, or simply entertaining.

The history of public speaking dates back thousands of years and people have used public speaking as a vital means of communication. The first known book about effective public speaking was written in Egypt about 4,500 years ago. Articulacy was highly prized across ancient cultures and was also extensively studied in classical Greece and Rome. The most important work on public speaking is considered Aristotle's Rhetoric which was posed during the third century B.C.E. and its principles are followed even nowadays.

Nowadays, the ability to speak in public is more important than ever. As Lucas states, in a survey of 480 companies and public organizations, communication skills – including public speaking – were rank first among the personal qualities of college graduates sought by employees. Moreover, this is not the only survey which proved the importance of public speaking. In another survey, college graduates in work force were asked to rank the skills most essential to their career development. Oral communication was on the top of their list. The interesting thing also is that even the growth of the Internet and other new technologies did not reduce the need for public speaking. “There are more avenues to reach people than even before, but there is no substitute for face-to-face communication.” (Lucas 2009, 35) With this idea also agrees a business leader Midge Constanza, who claims that in order to be successful in business it is important to have the ability to stand on your feet, either on one-to-one basis or before a group, and make a presentation that is convincing and believable. Therefore it is very important for every individual to develop communication skills in order to be successful either in personal and vocational life.

“A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.”

- Winston Churchill

2 BUSINESS PRESENTATIONS

Almost everybody has some experiences with presenting and every year, according to a various researches, presenting or speaking in public is on the top of people's fear charts. To reduce the fear of presenting, the speaker needs to be sure about his presentation skills. Of course presentation skills are not something an individual is born with. It is developed and learned during the life. The only way to become a successful presenter is to learn presentation skills and improve them.

There are various types of presentations, but I would like to focus especially on business presentations. Business presentations are presentations used for business purposes. Millions of business presentations are delivered each day but according to Nancy Duarte, the majority of them are not as effective as they might be. There are a lot of possible reasons for ineffective presentations. For example the failure of a presenter or on the other hand poor structure of the presentation or bad visuals. But in my opinion the most common mistake is that majority of these presentations are almost identical. They may look similar, sound similar, have a poor structure they are too long or too short. This causes presentations to be boring with little engagement of the audience. And, of course, if the presentation does not engage the audience, it cannot be memorable and then it cannot be even effective. A person who is preparing a presentation has to realize the key word of nowadays' business world. This word is "difference". In general, this means, that you have to be better and more creative than your competitors, which is not an easy task.

We can also say that presentations have become business communication tool in today's world. Duarte also claims that the importance of communication and presentation skills become more important than ever. (Duarte 2008, 15)

But the requirements on presenter change throughout years and nowadays the audience requires more than in the past. Generally audience wants to be informed and entertained in the same time and this is the sight of the fact which most presenters lose. One of the most successful and most captivating communicators on the world stage was Steve Jobs, who was aware of the fact that the audience wants to be entertained and informed. Presentations of Steve Jobs are infotainment it means he teaches his audience something new, reveals the product and has fun doing it.

"A successful business presentation should be like the TV weather – with visuals and presenter working perfectly together to convey information clearly. And an effective

business presentation should be like a great film – telling story that sticks in the mind” (Business Presentation 2012)

As Rotondo (2001, 1-2) noted, there are three elements of great presentation: content, design, and delivery. Content includes the research and organization of materials. Design is the visuals and delivery is of course how you deliver your message to listeners. These three elements definitely have to go hand in hand to form a great presentation. I will discuss some current trends further on. I would like to focus on American style of presentations and I would also like to mention some useful tips about presentations from Steve Jobs because as it is mentioned above Steve Jobs was one of the most captivating communicators on the world stage and by adopting one of his techniques of presenting the presentation will stand out in a sea of mediocrity, which is very important in today’s world.

“A person can have the greatest idea in the world. But if that person can’t convince enough other people, it doesn’t matter.”

- Gregory Berns

2.1 HOW TO DEAL WITH ANXIETY BEFORE PRESENTATION

“There are two types of speakers, those who get nervous and those who are liars.”

- Mark Twain

(Templeton 2010, 117)

Actually most of the people are afraid of public speaking or presenting. This fear of speaking in front of the other people is called “Stage Fright”. Lucas uses the following definition: “Stage fright is anxiety over the prospect of giving a speech in front of an audience” (Lucas 200, 9) A lot of people love talking but they are nervous when they have to deliver the presentation. In my opinion the main reason is that every presenter feels exposed while presenting. But the good news are that many experienced presenters say that the speaker can also use his nervousness to give him that extra energy that he needs to give a good performance. (Grussendorf 2007, 14) And the second positive thing is, that the anxiety can be partly overcome by following points discussed below.

2.1.1 Transforming a Negative Force into Positive One

One of the ways how to overcome the anxiety is transforming a negative force into positive nervousness. “Do not think of yourself as having a stage fright. Instead, think of it as a stage excitement or stage enthusiasm.” (Lucas 2009, 10) When the speaker is able to do this, he is no more victimized by the anxiety. Instead he is vitalized by it.

2.1.2 Preparing and practicing

„Failing to prepare is preparing to fail.“ (Grussendorf 2007, 14) As many experienced presenters state, the preparation is the key to a successful presentation. Another key to a successful presentation is practicing the presentation before you deliver. But it is not enough just think the presentation through. Presenter should act it out, in front of friends, of family, time each section of the presentation and develop a schedule.

2.1.3 Shifting the Focus

Another way how to deal with anxiety is to shift a focus. As Templeton (2010, 122) describes people tend to get what they think about the most. And it is well known that our thoughts affect the way our bodies respond. If somebody thinks he can do it, he usually can. Because of this, it is important to focus on the desired outcome. It increases the chances of success and gives the speaker confidence.

2.1.4 Using Positive Self-talk

To use positive self-talk may also be a very useful tool for increasing confidence and dealing with anxiety. One of the most important things to this point is that according to Templeton (2010, 122) most audiences want the speaker to be successful and therefore they do not wait for speaker to make mistake. This is exactly what the presenter should keep in mind.

2.1.5 Memorizing the Material for the Presentation

Memorizing the material for the presentation is definitely not a good idea. Once the speaker has his script fully memorized it is always easier to lose the way. Much better is to divide the presentation into the points and learn only these points. And then, when the speaker will get lost, these points will help him get back on the track.

2.2 AUDIENCE ANALYSIS

“The trip to the land of Speech Disaster usually starts with failure to know important facts about your audience. It is up to you, the speaker, to choose the right message and delivery style for each group and each situation.” (Templeton 2010, 15)

As Lucas states, all good speakers are audience-centered. Of course this does not necessarily mean that speaker has to compromise his beliefs, he should remain true to himself, but it is necessary to adapt message to the audience’s needs, background, interests, level of knowledge regarding the speech and also to their attitudes towards the topic of presentation. The collection of listener’s background, interests, level of knowledge and so on is called, as I mentioned at the beginning of my bachelor thesis, listener’s frame of reference. In other words it means that we as listeners respond to speeches and presentations not as they are, but as we are. (Lucas 2009, 96-98)

Therefore, every speaker should ask himself a few questions before he works on his presentation: “To whom am I speaking?” or “What do I want them to know, believe, or do as a result of my presentation?” After answering these questions, speaker can determine the purpose of his speech, organization of the message, and also delivering the presentation in more detail. (Lucas 2009, 97)

I really agree that the analysis of the audience is a very important part of creating any presentation. My opinion is that people are very egocentric. As far as I am concerned in presentations, I have always wanted to know why this presentation is relevant or important for me and why I should care about the topic. Because of this, every speaker should answer these questions before he or she starts creating a presentation.

2.3 HOW TO GATHER MATERIALS

Next step in preparing any presentation is gathering materials. The main question about research or gathering materials is of course which information should a speaker use and which are redundant. “You can find data in many sources. But the key is not to find the most information available, but to find the best information available.” (Templeton 2010, 35)

As Templeton maintains, when speaker finds something and he does not know whether to include it to his presentation or not, he would ask himself following questions: “How does it support my purpose?” “Is it from a credible source?” or “Will including this material help lead logically to my conclusion?” (Templeton 2010, 34)

These questions along with audience analysis can help the speaker to avoid so called “expert syndrome”. A person, who suffers from the expert syndrome, has a need to expound on a topic beyond listeners’ knowledge. This speaker may overload his audience with too much information and details but the only effect is that the listeners stop listening after half an hour of such presentation.

2.4 HOW TO CREATE AN INTRODUCTION

Introduction is a very important part of every presentation. Although according to Klarer (2007, 18) most of the people still think the most important part is the body of the presentation. However, the speaker creates the first impression via introduction and as we all know the first impressions count and the speaker will never have a chance to make another first impression. Moreover, most of the experts hold the opinion that almost every person forms his opinion of other people within four minutes. Some of the experts even say that it lasts only two minutes.

“Most audiences make up their minds about your credibility within the first three minutes of hearing your introduction. In that short time, the members of your audience decide whether to engage listening to your message.” (Templeton 2010, 70-71) That is the reason why it is very important to spend quite a lot of time with creating introduction. Moreover, according to my own experiences, in case of the introductions that I have prepared if it is successful, my confidence for the rest of the presentation is much higher.

2.4.1 Main Goals for the Introduction

Every speaker should always make sure he or she starts a presentation in a purposeful way. As Templeton states, there are six main goals, which might be achieved in the introduction:

- Gain attention of the audience
- Set the tone of the presentation
- Stay relevant to your topic
- Create a positive relationship with the audience
- Involve the audience in the presentation
- Put the message of the presentation in context (Templeton 2010, 71-72)

In order to inform the audience about the content of the presentation and make the introduction interesting for the audience, it is essential for the speaker to accomplish these

goals. But when preparing introduction, the speaker may keep in mind that the introduction should not constitute more than 10 to 20 percent of the speech.

2.4.2 Which Questions are to be answered in the Introduction?

Speaker who will answer following questions in the introduction of his presentation will have a great chance to make a good first impression and catch the attention of the listeners.

Who is the speaker? This part should include either his name and his post or job in the company he represents via presentation. Klarer (2007, 20) claims that especially in American style of presentation the speaker should not to be excessively brief about himself because English-speaking audience wants to get as much information as possible about the presenter.

What is the topic of the presentation? Most of the presenters confuse the topic of the presentation with its title. To avoid this it is beneficial to tell a story regarding the topic. But the speaker should make sure that he or she is one of the persons who can tell stories. Another tip from experienced speakers is to repeat the topic of the presentation several times in different words. The effect is that every listener, even the distracted one, will know what the presentation will be about. (Templeton 2010, 73; Klarer 2007, 21-22)

Why is the presentation relevant for the audience? The presenter should believe that his presentation is important and in this part of introduction, his duty is to tell the audience why they should think so too. This is called “Personalization”. After personalization, the topic will not be abstract anymore and it ensures easier confrontation with the topic for an audience and higher concentration. (Klarer 2007, 23)

What is the outline of the presentation? Every speaker should be aware of one thing – not everybody is familiar with the topic. That’s why the speaker has a duty to describe the exact content of the presentation – step by step. This helps the audience to understand. Current trends state that the optimal outline has three main points. The simpler the outline is the audience will more likely remember it. (Klarer 2007, 23-25)

Which media will I use in my presentation? It is not hard to imagine that if the speaker let audience know the presentation will include some pictures, videos or that they will have an opportunity to look closer to the new product of the company the audience will look forward to it. This technique is called “Media-Teasing”. (Klarer 2007, 25) The audience will be full of expectations and their concentration will be higher.

How long will the presentation take? As we all know, time is money especially in business field. The optimal length of the presentation is from 15 to 20 minutes. In this period people are able to pay full attention. In the case the presenter needs more time for his presentation he should divide it into parts and then have a short break after each part. (Klarer 2007, 26)

When will be time for questions? This is very important for the audience. Audience can ask the questions either during the presentation or after the presentation. Both of them have the pros and cons. In my opinion most of the presenters prefer audience to ask questions after their presentation. The main benefit is that speaker can be fully concentrated on the question. (Klarer 2007, 27-28)

2.4.3 Techniques That Increase Attention

To get initial attention of the audience is usually easy. The audience gives the speaker attention even before he utters a single word. But more difficult task is to keep the attention of the audience once the speaker starts talking. In order to avoid the loss of the attention there are some techniques or methods which are used most often. (Lucas 2009, 187)

Ask the audience a rhetorical question. Rhetorical question is “a question that the audience answers mentally rather than out loud.” (Lucas 2009, 190) The result of asking rhetorical question is that the audience will think about the presenter’s words. As Klarer maintains (2007, 33) one of the options how to include the rhetorical questions into the introduction is to change the outline into the rhetorical questions. It means that instead of three main points in outline to discuss, the outline will be divided into three questions or three problematic sectors.

Another technique how to get the attention of the audience is to tell the story or to use the anecdote. As Templeton states, the story is an effective way how to make a point and anecdote can illustrate theme of the presentation and makes the message come alive to the audience. (Templeton 2010, 73) But to tell the story is not as easy as it seems. As it was mentioned before, the speaker might be sure that he or she is the person who can tell stories. If he or she is not, telling the story can be counter-productive.

To make a bold statement is also a good way how to increase the attention. The boldness of the statement may shock the audience and then it hooks their attention. Templeton states the example of the bold statement. Officer Davis’s began the talk on home security this way: “Four of ten Americans will be the victim of a crime this year. Look

around this room. There are forty of us here. Which four will be the victims?” (Templeton 2010, 76) This is in my opinion a really shocking one. I think the result will be that people will be more focused on the speech because everybody would like to know how to solve this problem or how to protect themselves.

Another way is to begin with a quotation. Today in the world of modern technologies it is no problem to find a quotation to every subject. The speaker might use a brief quotation which is related to the presentation. In the case the quotation is not short enough it might be a good idea to paraphrase the parts of the quotation which relate to the topic. According to some sources the best quotation for the introduction may be thought-provoking and humorous one. (Templeton 2010, 78; Lucas 2009, 190)

When the speaker uses the humor in the introduction it is a good way how to establish friendly atmosphere with the audience. Nowadays there is one rule that the more original the humor, the better. (Templeton 2010, 77) But again, the speaker should consider whether the humor fits the situation.

The last technique how to increase the attention of the audience is using visuals. As Templeton (2010, 78) states, the visuals get the attention immediately most likely because people are very curious so they will be looking forward something original and interesting. There are also some rules regarding creating visuals which will be mentioned in part three.

2.5 HOW TO CREATE THE BODY OF THE PRESENTATION

The body is the longest part of the presentation. As Lucas states, the most important thing about the body of the presentation is its organization, because the audience demand coherence. “Unlike the readers, the audience cannot flip back to a previous page if they have trouble grasping a speaker’s ideas. In this respect a presentation is much like a movie. Just as a director must be sure viewers can follow the plot of a film from beginning to end, so must a speaker be sure listeners can follow the progression of ideas in a speech from beginning to end.” (Lucas 2009, 166) This means that every presentation should be organized strategically.

2.5.1 Most Serious Mistakes in Organization

According to Klarer, there are three main mistakes speakers make when organizing the presentation:

- Missing relationship between main points and topic

- Too many main points (or they are confusing)
- Illogical order of the main points (Klarer 2007, 38)

In every presentation there should be a relationship between main points and topic of the presentation. In other words, every point of the presentation is the puzzle piece. And these puzzle pieces have to form the whole puzzle (presentation).

Another mistake is including too many main points. As Klarer states, including a large number of main points in the structure of the presentation is the most common and in the same time most serious mistake speakers make. Due to the large number of the main points, listeners can be confused and even lost in the structure of the presentation. Therefore it is recommended to include from two to five main points. (Klarer 2007, 39; Lucas 2009, 168) For example Grussendorf (2007, 9) states, that the most common way to structure a presentation is to have free main parts, and then subdivide them into three smaller sections. Moreover, every presentation of Steve Jobs is divided into three main points.

Once the speaker has the main points of the presentation, it is crucial to put them into the logical or strategic order. The speaker can organize the main points in various ways depending on the topic, purpose and audience. But in general there are five main orders. “Chronological order follows a time pattern, spatial order follows a directional pattern. In casual order, main points are organized according to the cause-effect relationship. Topical order results when the speaker divides the main topic into subtopics. Problem-solution order breaks the body of the speech into two main points – the first showing a problem, the second giving the solution.” (Lucas 2009, 180)

2.5.2 Connectives

Connectives are a great tool for making the presentation more unified and coherent. In other words they help tie a speech together. “Connectives are words and phrases that join one thought to another and indicate a relationship between them.” (Lucas 2009, 180) We can distinguish four major types of speech connectives.

First of the connectives are transitions. Transitions are used when the speaker has finished one thought and moving to another. Transitions state the idea the speaker is leaving and the idea he is coming up to. (Lucas 2009, 177)

Next connectives are internal previews, which are the statements that let audience know what the speaker is going to discuss. They are more detailed than transitions.

Internal summaries are another way how to tie a speech together. Internal summaries remind the audience what they have heard. They should be used after each main point in order to help the audience to remember the important points. And it is also jumping-off point for switching to another point. (Klarer2007, 42)

The last ones of the connectives are signposts. “Signposts are very brief statements that indicate exactly where the speaker is in the speech.” (Lucas 2009, 179) Frequently, the signposts are numbers. Signposts are for example following: The first cause, the second cause, the final cause. Or the speaker can also use the signpost to focus attention of the audience on key ideas: “The most important thing to remember...” Very important thing about signposts also is that they should be used to keep the speech fluent. (Lucas 2009, 179)

2.6 HOW TO CREATE THE CONCLUSION

“Great is the art of beginning, but greater is the art of ending.”

- Henry Wadsworth Longfellow

The speaker has the greatest chance to make an impact on the audience at the beginning and at the end of the presentation. Moreover it is known that people tend to remember the first and the last thing they hear. Therefore it is essential to give the audience all the information they need in the introduction and also in the conclusion. In order to find out whether the conclusion and the introduction are prepared properly, some sources recommend speaker to read the introduction and the conclusion and then empathize with the audience and ask himself one question: “Do I understand the content of the presentation even from the introduction and the conclusion?” In the case he does, the introduction and the conclusion are prepared properly. As Templeton states, the introduction and the conclusion are closely related and she recommends creating them in the same time. (Templeton 2010, 85)

There also some rules regarding the conclusion. Firstly, the speaker should always signal the end of the speech. One way how to do it is through what the speaker says. For example: “Let me end by saying...” Or second way is by use of the voice, for example tone, pacing, intonation and rhythm. The second rule is that the presentation should end on time. As it was already mentioned, the length of the presentation might or even should be mentioned in the introduction and the speaker should keep what he promised to the audience. Another rule is that the speaker should not introduce new information in the conclusion. (Lucas 2009, 198) Everything what the speaker mentions in the conclusion have

to be already mentioned during the presentation. In the case the speaker introduces new information in the conclusion it can be confusing for the audience. And the last rule is that the speaker should always thank the audience for coming.

Further on I would like to discuss the goals which should be achieved in the conclusion and also conclusion techniques.

2.6.1 Main Goals for the Conclusion

As Templeton states, conclusion is the final opportunity for the speaker to make his point with the audience. Therefore there are some goals which a good conclusion should accomplish:

- Put the capstone on the talk
- Help the audience remember
- Move the audience to take the action (Templeton 2010, 86)

In general it means that a great conclusion brings the communication process to a close and the speaker has the last chance to emphasize important things or make the main points more memorable. And last but not least thing is that the aim of every persuasive speech is to convince the audience to do, to think or to feel something. Otherwise the speaker failed. (Templeton 2010, 86)

2.6.2 Conclusion Techniques

Experienced speakers also use some ways to end the presentation. In the following paragraphs I would like to describe seven basic techniques. These techniques can be used separately, but most of the speakers combine two or more of them.

First one is summarizing speaker's points. As Lucas (2009, 200) states, restating main points is the easiest way to end a speech. Sometimes the summary can consist of repeating the main points, but the most common method of summarizing is to make a general statement about the main points. It is crucial to summarize and repeat the information because it is proved that the audience will remember more of the presentation if they will hear it more than once. The main question regarding the summary is how often might the speaker summarize? In general, speaker should summarize every main point of the presentation except the last point because just after the last point follows another summary

of whole presentation. Klarer recommends following structure of the presentation in order to avoid double summary in the short period of time:

Introduction	Content of the presentation
Main part	1 st point
	Summary
	2 nd point
	Summary
	Last point
	NO SUMMARY!
Conclusion	Summary of all the points above (Klarer 2007, 54)

Another way how to end the presentation is by usage of the quotation. As Lucas (2009, 200) states, a quotation is one of the most common and effective devices to conclude a speech. But speaker would choose a quote relevant to the topic and resonates with the audience.

Referring to the introduction is also a good way how to end the presentation. When referring to ideas in the introduction, speaker gives the audience psychological unit. And in the case the speaker opened the presentation with a question, the ideal conclusion include an answer to tie the presentation together. (Templeton 2010, 88)

3 VISUAL AIDS

“One study showed that an average speaker who uses visual aids will come across as better prepared, more credible, and more professional than a dynamic speaker who does not use the visual aids.” (Lucas 2009, 268) This statement only proves that the visual aids are very important components of the presentation nowadays. Thanks to the visual aids the presentation is more interesting for the audience and they grasp it more easily. As Lucas maintains, the properly used visual aids can increase the persuasiveness of the presentation by the more than 40 percent. (Lucas 2009, 268)

As we all know we cannot stop the progress and thanks to the progress there are more and more new kinds of visual aids every year. Visual aids are used by presenters in order to somehow differentiate their presentation from the competitors and visual aids may help the speaker to gain memorable and effective presentation which is in the same time interesting and entertaining for the audience. But every presenter should be aware of one thing. As Hospodářová (2004, 80) claims the visual aid which is not properly created or used is counter-productive. Listeners would be confused, attention would be much lower and it can elicit disagreement or even doubts.

To avoid counter-productive usage of visuals it is better to use visuals only in the strategic parts of the presentation and substitute the visuals for the body language. This leads us again to the American style of presentations. In the American presentations the speaker's personality is more important than the visuals. They use the visuals as the tool not as the most important part of the presentation. (Klarer 2007, 115)

Because all these things mentioned above prove that visuals of every presentation are undoubtedly important and because the most common tool for presenting visual aids is definitely PowerPoint, I would like to describe using PowerPoint properly in order to avoid the failure of visual aids and thus the presentation itself.

3.1 HOW TO PREPARE SLIDES IN POWERPOINT

No matter what the topic of the presentation is, the presenter will be always expected to use PowerPoint, Keynote or any other software to create slides, because in today's busy world it is difficult for the audience to pay full attention to the presentation without slides or visual support. PowerPoint is easy to use and almost everybody can create the slides without any training. But according to Templeton (2010, 105-106) this is the main problem. As it was already mentioned PowerPoint is the tool and every presenter should use this tool in order

to somehow support his presentation. If it does not, it is better not to use it because “visual aids are effective only when they are integrated smoothly with the rest of the speech.” (Lucas 2009, 276)

The main task when preparing slides always have been converting the outline of the presentation into bullet points. But according to newest trends and researches presenters use less and less wordy slides. For example the presentations of Steve Jobs completely devoid of bullet points. Instead he relied on photographs and images. Moreover, a new research into cognitive functioning (how the brain retains information) proved that bullet points are the least effective way of delivering important information. This can be also due to the fact that according to John Medina human brain interprets every letter as a picture so wordy slides literally choke our brain. Moreover, it is also proved that human brain has two sides. The left side stands for math, facts, analysis and data. On the other hand, the right side is for music, art, emotions and mood. The scientists proved that during any presentation people can hear the presenter, or they can read the slides but the presenter should not make them do both. So if the slides are full of fluent text and then the presenter talks over it, the brain goes into panic and quickly shuts off.

So the advice is to limit the information on the slides, to use more images and to give the audience the time to absorb. Presenter should also keep his presentation simple for everyone to understand but also entertaining at the same time. For example Steve Jobs presentations are strikingly simple and highly visual.

But the question still is how many slides might presenter use? According to current trends, the ideal and most effective length of the presentation is from 10 to 30 slides and the presenter should spend from 10 to 60 seconds per one slide. It does not matter whether the presenter decides to use bullet points in his slides or not, he should also follow some basic rules regarding slides. The rules are discussed further on.

3.1.1 Only One Concept per Slide

Rotondo and Rotondo compare this to feeding a baby. “You need to spoon-feed your audience the information. Just like a baby will not accept more than one spoon of food at a time, your audience will not accept more than one concept per slide.” (Rotondo and Rotondo 2002, 32) I definitely agree. In my opinion it would help to create a logical structure of the presentation. The presenter describes the main points concept by concept. And this can help speaker to understand more easily the content of the presentation.

3.1.2 Wording

During whole presentation the attention of the audience should be focused on the presenter and not on the slides. Therefore, as I mentioned before, it is useless to have a lot of text on the slides. Because of this the presenter should put only key words or phrases on his slides. According to Rotondo and Rotondo (2002, 33) the audience will want to know more about those key words or phrases. It means that this is the good way how to engage the participants. Another benefit of using short phrases is that they are usually more effective than long sentences. Speaker may use whole sentence only if want to use the quote. (Templeton 2010, 109)

It can be also useful to delete non-impact words from the slides. Those are words such as “while”, “that” of “but”. And presenter also would not use the intensifying adverbs “really” and “very” on his slides. (Rotondo and Rotondo 2002, 34)

3.1.3 Rule of Six

“Use no more than six lines per slide and no more than six words per line.” (Templeton 2010, 109) The text on the screen also should be readable at six feet from the screen and within six seconds. This rule would help every presenter not to overload the audience with too much information. Another advantage of this rule is that there is not too much text on the slides and therefore the text could be big enough for all participants to see it. However I would like to discuss the size and type of the font later.

3.1.4 Consistency in Structure

It is important to put the verbs and nouns of the bullet points in the same tense (past, present, future) and also in the same voice (active, passive). This is called parallel sentence structure and it can help the audience to understand the text more quickly and easily. (Rotondo and Rotondo 2002, 34)

Sample of using parallel sentence structure:

- “Create several outlines” instead of “created several outlines”
- “Review the topic” instead of “review of the topic”
- “Sell the theme” instead of “the theme will be sold” (Rotondo and Rotondo 2002, 34)

3.1.5 Capitalizing

Capitalizing is very interesting topic. Presenters are usually not sure whether to capitalize only the first letter of the first word, or whether to capitalize first letter of every word or whether do not capitalize at all. But Rotondo and Rotondo maintain that adults are used to memorize lowercase words because they see them in books, newspapers or magazines. Therefore if the speaker capitalizes the first letter of every word, people usually read each word separately and then go back and make sense of the phrase as a whole. So it takes them longer time to understand the meaning. On the other hand when the speaker capitalizes only the first letter of the first word, the audience will see it as a whole and can understand it faster. (Rotondo and Rotondo 2002, 35)

The only exception regards the titles of the slides. Presenters usually want the audience to pay attention to the titles of the slides. Therefore, in order to achieve the full attention there should be capitalized the first letter of every word. This is called “title case”. The result is that it will put a little more emphasis on the information the presenter is about to discuss. (Rotondo and Rotondo 2002, 35-36)

The last possibility how to write the text is to write it in all caps. But it is not a good idea and presenters should avoid all caps. “Research has shown that a long string of words in ALL CAPS is actually harder to read than is normal text. “ (Lucas 2009, 277) Therefore Lucas recommends usage of all caps only for titles or individual words which needs special emphasis.

3.1.6 Fonts

The visual aids should be definitely seen clearly by anyone in the room. That is the reason why the font type and size matters. In general there are two main classifications of fonts. First of them is called “serif fonts”. These fonts have small curls at the end of each letter and this is why they are most suitable for printed materials (brochures, books, etc.) The examples of serif fonts are Times New Roman, Book Antiqua, Bookman Old Style, Calisto and Garamond. (Rotondo and Rotondo 2002, 55; Templeton 2010, 108)

Another type is called “Sans-serif fonts”. In the contrast to serif fonts, sans-serif fonts are clear and straight. Therefore these fonts are more often used for electronic presentations. Another reason why these fonts are used for electronic presentations is that people are more likely to read these fonts even from the most distant point of the room.

Sans-serif fonts are for example Arial, Century Gothic, Eras, Lucida Sans or Helvetica. (Rotondo and Rotondo 2002, 55, Templeton 2010, 108)

It is not recommended to mix these two types of fonts together. And it is also not recommended to mix together more than two different fonts of one type. “Most experts recommend using no more than two fonts in a single visual aid.” (Lucas 2009, 277) Lucas states that one font should be used for the title of the slide or for the major heading and the second one for subtitles or for the text itself. Actually using more than two fonts may be distracting or even confusing for the audience.

With regard to the font size it is also better to follow the basic rules. It is obvious that the regular size of the font used in books etc. is too small for the visual aids. “Most experts recommend using at least 36-point type for titles, 24-point type for subtitles, and 18-point type for other text.” (Lucas 2009, 277) I agree with this idea. I like when it is possible to read the text written on the slides clearly without any problems.

3.1.7 Color

“Color adds cloud to a visual aid. When used effectively, it increases recognition by 78 percent and comprehension by 73 percent.” (Wilder 1994, 101) As we can see from the previous statement, using colors effectively is very important part of presentation in PowerPoint because they set mood, tone or for example expectations of the presentation. However the main question is: “How to use them effectively?”

Some colors are more suitable for the background and some for the foreground (texts, charts, etc.) In general we distinguish two families of the colors. These are “hot” and “cool” colors. Hot colors, which are for example reds, yellows and oranges, are best suited for the foreground, because they catch the attention. On the other hand cool colors, greens, blues and purples are suitable for the background. (Rotondo and Rotondo 2002, 63)

Nevertheless it is not only about hot and cool colors. Every color has its own message. Further on I would like to briefly describe some of the most commonly used colors. As it was mentioned before, green is great color for the background or when the speaker needs the interaction with the audience. It also indicates money, growth and relaxation. It is also suitable for the highlighting. (Rotondo and Rotondo 2002, 64)

Purple color is another one suitable for the background. It encourages vitality and especially lighter shades of the purple tend to be humorous. Therefore speakers should not use this color when speaking about some serious topic. Red is the most dominant color. It

calls and holds the attention to the message and stimulates the audience to take action. But when speaking about business and especially about financial presentations presenters should be beware of using red. Using red for the numbers or bullets indicates a wrong message.

Orange color usually encourages communication. It is also happy, intelligent and rebellious. It is recommended to use the orange as an accent color. It also looks great in the combination with the dark background. Yellow stimulates the brain and promotes decisiveness. It is very similar to orange color - it is recommended to use it for the accents and in the contrast against a dark background. But big areas of the yellow color can be irritating. White is usually used as a text color. White is freshness, new, innocent and pure. But when the speaker uses white as the main background color it needs some accent colors. Black color is sophisticated, emphatic and final. It is associated with finality. Black can also highlight the information.

There are also some rules regarding usage of the colors on the slides. The first thing the speaker should be alert is that some colors do not work well together. This is because the two colors used in the combination may look similar to the audience. Therefore the speaker should use two colors which can be easily differentiated. (Lucas 2009, 278) Another rule is that most of the time, dark background with light letters will give the presenter the best result. (Templeton 2010, 10) As Rotondo and Rotondo (2009, 68) state, the most popular combination for the business presentations is dark blue background with yellow letters, which is used in over 90% of all business presentations. But there is again one word of warning. Templeton (2010, 107) states that in the case the speaker presents in a bright room, light background is much better choice.

3.1.8 Graphs and Charts

As it was already mentioned, graphics are more powerful than words. Further on I would like to describe the usage of graphs and charts in the slide presentation.

“Graph is a visual aid used to show statistical trends and patterns.” (Lucas 2009, 270) Graphs should be as simple and clear as possible. In general we can distinguish three main types of graphs. Most common graph is a line graph which uses one or more lines to show some changes over time. Second one is called pie graph which is used to “dramatize relationships among the parts of a whole.” (“Lucas 2009, 271) This graph should ideally have from two to five segments. The last one is called bar graph which is “a graph that uses vertical or horizontal bars to show comparisons among two or more items.” (Lucas 2009,

273) The main advantage of this graph is that it is usually clear, even for people who do not have background in reading graphs.

“Chart is a visual aid that summarizes a large block of information, usually in list form.” (Lucas 2009, 273) As Lucas states, the biggest mistake made by presenters is that charts they create include too much information. Pikhart (2011, 21) recommends to use about three columns and three rows. When the speaker cannot shorten the information included he might divide this information into more charts.

Basically, before the speaker shows the graph or the chart to the audience, he should prepare them for it. This is called “teasing”. Speaker actually uses the psychological trick while teasing. Audience will look forward to the graph they will see, they will be curious and this increases the attention. (Klarer 2007, 102)

3.2 PRESENTING VISUAL AIDS

“No matter how well designed your visual aids may be, they will be of little value unless you display them properly, discuss them clearly, and integrate them effectively with the rest of your presentation.” (Lucas 2009, 279)

Pikhart describes the most common problems of presenting visuals:

- Standing in front of the visuals blocking the view of the audience
- Not facing the audience when showing visuals
- Twisting the whole body
- Standing far away from the visual (Pikhart 2011, 15)

To avoid not only those mistakes it is always better to follow some basic rules recommended by experienced speakers.

3.2.1 Display Visuals on Visible Place

It is always better to check the speech room in advance. It is great opportunity for the speaker to make sure if the font is big enough to be visible even from the most distant point of the room and whether the color of the slides is suitable or not. Or he will have at least the chance to try different places where he can display the visuals for the audience.

Once the speaker has the ideal place for his visuals, it is crucial to decide where he will be standing during the presentation. As it is mentioned above, one of the most common

mistake is that presenter blocks the view of the audience. Lucas (2009, 279) recommends to stand to one side of the aid and point with the nearest arm. But he also adds the information that the best solution is not to point only with the arm but to use the pencil, ruler or some pointer. Usage of the pencil or pointer will allow the speaker to stay farther from the aid and then he can be one hundred percent sure he will not block the view of the audience.

3.2.2 Talk to the Audience

This point is again connected with Pikhart's list of most common problems when presenting visuals. He mentioned, as you can see above, that some speakers do not face the audience when showing visuals. Of course the speaker might glance at visuals from time to time in some cases it is even needed. But as the Lucas maintains, when the speaker will have his eyes fixed on the visuals all the time he will lost the audience. (Lucas 2009, 280)

Therefore Klarer (2007, 108) recommends the speaker to have the shoe tips always forward to the audience. The reason is that even when the speaker needs to glance at the visuals he will twist only the upper part of the body and after a while he will instinctively turn back. This is in the same time the solution of another problem Pikhart mentioned. When the speaker has the shoe tips always forward the audience he will avoid twisting the whole body.

3.2.3 Explain Visuals clearly but concisely

As Lucas describes, the visuals do not explain themselves. Therefore it is crucial to translate them and relate them to the audience. Speaker might mention the major features and describe what the visuals mean. "Remember, a visual aid is only as useful as the explanation that goes with it." (Lucas 2009, 281)

3.2.4 Hide the Visuals

It is beneficial to show the visuals only when the speaker describes them. As Templeton states, the audience can read faster than presenter can speak. In the case the presenter shows the visuals before he describes them, the audience has finished reading before the speaker had a chance to talk to the points on the screen. And then the speaker is unnecessary. (Templeton 2010, 106)

The same is true about using objects or models. Speaker may hide them until he is ready to discuss them. After the discussion he may put them back out of sight. When using the PowerPoint the speaker should project a blank slide when he is not discussing any visual

aid. (Lucas 2009, 280) But a lot of sources recommend pressing the B on the keyboard for the screen to go black. When the speaker is ready to discuss the visual aid, he will press B again to resume the slides.

4 HOW TO DELIVER THE PRESENTATION

How the speaker says something is often just as important as what he says. The speaker can use his voice and the way he stresses words or makes pauses in sentences to make the presentation more interesting and easier for the audience to follow. (Grussendorf 2007, 9)

But what is a good delivery? Lucas discusses that good delivery does not call attention to itself. In the ideal case it conveys the message of the speaker clearly and interestingly of course without confusing the audience. And the other thing is that ability to deliver the presentation is not something the individual is born with. It needs a practice and every speaker should realize that what works for one listener may fail for another. But in general, presentation delivery is a matter of nonverbal communication. “It is based on how the speaker uses the voice and body to convey the message expressed by the words.” (Lucas 2009, 244) Alton Barbour even states that only 7% of communication is based on words, 38% on volume, pitch and tone of the speaker’s voice and 55% is based on facial expressions and other nonverbal communication. (Duran, 2010)

Therefore it is very important for the speaker to be interested also in the nonverbal communication. Further on I would like to focus on how the speaker can use nonverbal communication in order to increase the impact on verbal message of his presentation.

4.1 METHODS OF DELIVERY

In general we can distinguish four basic methods of delivery. But all these methods have something in common. Steve Jobs claims that the speaker should create an emotionally charged event ahead of time because the brain does not pay attention to boring things.

4.1.1 Reading from a Manuscript

Reading from a manuscript means that the presenter reads the presentation from the manuscript written out word for word. Some speeches or presentations need to be delivered word for word. Especially in the cases when absolute accuracy is needed, for example President’s message or a Pope’s religious proclamation. (Lucas 2009, 245)

Although this method looks easy, not everyone is able to do it well. Bad manuscript presenters for example read too quickly or too slowly, pause in the wrong places, speak in a monotone or they do not even glance at the audience and the result is that it sounds that the speaker reads something to the audience rather than talking to them. (Lucas 2009, 245)

Therefore it needs a practice in order to sound natural and to work on eye contact with the audience while reading.

4.1.2 Reciting from Memory

As Lucas states, it was more usual to recite everything from the memory in the history. But nowadays it is usual to memorize only the shortest parts of speeches, for example introduction of the presentation. When the speaker decides to memorize the presentation, he has to be sure, that he memorizes it so thoroughly that he will be able to concentrate on the communication with the audience, not on trying to remember the words. (Lucas 2009, 245) I do not prefer this method of delivery because as it was mentioned before, once I lost in the memorized text, it is difficult for me to find the way back.

4.1.3 Speaking Impromptu

“An impromptu speech is the speech delivered with little or no immediate preparation.” (Lucas 2009, 246) Almost everybody has experience with speaking impromptu. Everybody might be called to say a few words about something for example at the business meeting, or moreover every person gives a lot of impromptu speeches in everyday conversation.

In order to stay cool when giving some more formal impromptu speech Lucas recommends presenting a speech in four steps. First, the speaker should state the point he is answering, then he might state the point he wishes to make, in the third step it is recommended to support the point with appropriate examples, statistics, etc. And in the last point, the speaker should summarize his point. These four points can also help the speaker to organize his thoughts quickly and clearly. (Lucas 2009, 246) But again, as almost everything, impromptu speech also needs to be practiced. I personally do not enjoy impromptu speeches at all. I prefer to have my speech or presentation, or at least outline prepared in advance.

4.1.4 Speaking extemporaneously

As Lucas discusses, in popular usage speaking extemporaneously and speaking impromptu mean the same. Unlike speaking impromptu, which is discussed above, extemporaneous speech is carefully prepared and practiced in advance. While speaking extemporaneously, speaker uses only notes, but exact wording is chosen at the moment of delivery. But there is still one thing to be aware of. Although the extemporaneous speech is many times

rehearsed, it should still have conversational quality. In general it means, that even practiced and prepared speech should still sound spontaneous. (Lucas 2009, 247)

Ward also claims that extemporaneous speech is the best way how to keep audience's interest. (Ward, 2008) I personally prefer extemporaneous speech the most. I love to have a clear idea about what I am going to tell in the next part of my presentation or speech. In the case of extemporaneous speech, I am also able to partly overcome my anxiety.

4.2 VOICE

As it was mentioned before, 38% of the communication is based on the voice of the presenter. Every voice is unique and once the speaker realizes how to use his voice properly it will be a great advantage for him in every presentation. As Lucas states, a golden voice is certainly an asset, but even if the speaker have undistinguished voice, he can overcome natural disadvantages, learn to control his voice and use it to the best effect. Further on I would like to briefly describe eight main aspects of the voice the speaker should work on to control. (Lucas 2009, 248)

4.2.1 Volume

“Volume is the loudness and force the speaker uses to project his voice.” (Templeton 2010, 145) As we all know, too much volume can be intimidating and even offensive and the audience may think the presenter is boorish, but Templeton claims that most common problem is that presenters use too little volume. In this case, the audience may judge the presenter as lacking confidence or competence. (Templeton 2010, 145-146)

According to Lucas, the presenter should remember, that his voice always sounds louder to him than to the audience. Every presenter should also adjust the volume of his voice to the acoustics of the room and the size of the audience. Therefore he should glance at the people farthest away from him just after beginning of the presentation. If they look confused or if they are straining to hear, the presenter needs to talk louder. (Lucas 2009, 248)

4.2.2 Pitch

“Pitch is the highness or lowness of the speaker's voice.” (Lucas 2009, 249) In every speech or presentation, the pitch can affect the meaning of words or sounds. Therefore it is necessary to use so called inflections, which are changes in pitch. Inflections give the presenter's voice luster, warmth and vitality, make it happy, sad, angry, and they also reveal

whether the presenter is asking a question or making a statement, or whether he is being sincere or sarcastic. Every person also uses the inflections in everyday conversation to convey meaning and emotion. Otherwise the speech is monotone. (Lucas 2009, 249)

4.2.3 Rate

Rate is the pace, quickness and tempo of the speech. Templeton recommends varying the rate of the speed during the presentation to keep attention of the audience. But it is not recommended racing to the end or plodding around. (Templeton 2010, 146)

It is known, that people tend to speak quickly when they are excited or passionate about a subject of the presentation or speech. But what is the ideal rate of the speed? Templeton states that most listeners prefer to hear a moderately fast, resonant voice. Lucas claims that people in the U.S. usually speak at a rate between 120 and 150 words per minute. But he also adds that there is no rule about ideal rate of the speed because it always depends on the vocal attributes of the presenter, mood he is trying to create, the composition of the audience, and nature of the occasion. But in general, the slower tempo is called for when the presenter explains information and faster tempo when the information is already familiar to the audience. (Lucas 2009, 249) On the other hand, Steve Jobs and other experienced speakers claim that the speaker should speak slowly and clear enough that everyone in the audience can understand every word.

4.2.4 Pauses

Pauses can be a very useful tool in every presentation. For example Steve Jobs was aware of the importance of pauses and therefore, we can find a lot of dramatic pauses during his presentations, which make the audience interested in his speech. But the important thing for every presenter is to learn when and how to pause because for most of the people, even the moment of pause can seem like an eternity. Pauses can signal the end of a thought or lend dramatic impact to a statement. Therefore the presenter should use the pauses only at the end of thought unit, never in the middle of it. It is also not recommended to fill the silence with “uh”, “er”, or “um”. These pauses often make the presenter appear deceptive. (Lucas 2009, 250)

“The right word may be effective, but no word was ever as effective as a rightly timed pause.”

- Mark Twain

4.2.5 Pronunciation

People mispronounce words now and again. But if the presenter cannot pronounce the key words of his presentation correctly, the audience may not understand him. Therefore pronunciation of the key words is fundamental. But when the presenter has problems with pronunciation, he should check difficult words in advance. Then he should not focus on his English very much and never correct himself and it can be also beneficial to focus on content rather than problem connected with the level of English. (Pikhart 2011, 7-8) Good news also is that according to newest trends and researches it is not necessary to use difficult words and phrases. It is even recommended to use simple language it means short simple sentences and short simple words.

4.2.6 Articulation

“Articulation is the psychical product of particular speech sounds.” (Lucas 2009, 252) As Lucas states, most of the time poor articulation is caused by laziness. People are failing to manipulate the lips, tongue, jaw and soft palate. Then the speech do not sounds clearly and precisely. Especially people from United States incline to chopping, slurring and mumbling words. But also bad articulation can be improved by persistent effort. When the presenter improves his speech, at least the presentation will be more intelligible. (Lucas 2009, 253)

“Mend your speech a little, lest you may mar your fortunes.”

- William Shakespeare

4.3 BODY

“Posture, facial expression, gestures and eye contact – all affect the way listeners respond to a speaker.” (Lucas 2009, 255) The usage of these and other body motions to communicate is the subject of study called kinesics. Ray Birdwhistell, who is one of the kinesics’ founders estimated that through bodily movement can be sent more than 700,000 physical signals. Moreover, as Lucas discusses, the research also confirmed that people trust their ears less than their eyes, which is something the Greek historian Herodotus observed more than 2,400 years ago. Simply the reality is that we cannot communicate nonverbally. (Lucas 2009, 255) Further on I would like to describe the major aspects of physical action which affect the outcome of the speech.

4.3.1 Personal Appearance

A number of studies have confirmed, that personal appearance play a key role in speechmaking. (Perloff 2008, 235-239) The basis of the personal appearance is to dress and groom properly according to a situation, because the audience see the presenter before they hear him. And the reality also is that the better an individual is dressed, the more positively people judge that person. (Lucas 2009, 256; Templeton 2011, 158)

4.3.2 Movement and Gestures

Almost every speaker who begins with presentations is not really sure what to do with his body while presenting. Because of nervousness, speakers do so called quirks. These quirks can for example be shifting weight from one foot to the other or fidgeting coins in the pocket. But again, if the speaker has the effort to remove those quirks, he can do it. Once the speaker starts to feel more comfortable in front of the audience, these quirks disappear. (Lucas 2009, 256-257)

But there are also some gestures which are not allowed in any situation. For example the speaker should never put his hands in both pants pockets when standing before the audience because this gesture signals that he or she has something to hide, or that he or she does not want to be there. Another bad gesture is fidgeting, which signals insecurity or face touches which could mean embarrassment or insincerity. On the other hand, there are also some good gestures, which are highly recommended to use while presenting. Presenter should a two-handed open-palm movement to emphasize a big point, or keep hand gestures between the waist and shoulders. And it is also not recommended to use the same gestures over and over in a pattern. (Templeton 2010, 160-161)

In any case, gestures and body movement should appear natural and spontaneous, therefore it is not recommended to focus on gestures too much, speaker might think about communication with the audience and the gestures will take care of themselves. Lucas also recommends spending some time with rehearsing how he will behave at the beginning and at the end of the presentation, because starting and ending the presentation properly is one of the most effective ways how to improve speaker's image with the audience. (Templeton 2010, 158; Lucas 2009, 256-257)

4.3.3 Eye Contact

“Looking directly at audience members help them connect with you as a person, moreover, most people in an audience have more trust and confidence in speakers who look directly at them.” (Templeton 2010, 164)

Establishing eye contact is without any doubts very important, but it is also influenced by cultural background, as many aspects in communication. For example if the speaker in United States refuses to establish eye contact he or she is perceived as tentative, or may be seen as insincere or dishonest. Arabs, Latin Americans, and Southern Europeans tend to look directly at the person with whom they are talking and on the other hand, people from Asian countries and parts of Africa tend to engage in less eye contact. In general it is recommended to look at the audience 80 to 90 percent of the time the speaker is talking. (Lucas 2009, 257)

II. ANALYSIS

5 INTRODUCTION TO THE PRACTICAL PART

In the practical part I have decided to create a presentation for a company. I have chosen the company I am already familiar with from my practical training. The practical part will include the guidelines for preparing a slide presentation and for presenting it according to new trends and rules.

The practical part of my bachelor thesis regards the company TOSHULIN, a. s. This company takes a part in various trade fairs all over the world. Therefore it is important to know how to present the company and its products properly. During my work on the presentation for TOSHULIN, I tried to imagine the situation, that a presenter presents the company and its machines to a potential customers, investors or business partners.

5.1 BASIC INFORMATION ABOUT THE COMPANY

TOSHULIN, a. s. is one of the world's leading producers of technically advanced machine tools – vertical turning lathes and vertical turning centers. The company is based in Hulín, the Czech Republic and it was established in 1949. Since that time the company has delivered more than 13,000 vertical lathes and vertical turning centers to 60 countries in the world. (TOSHULIN, 2011)

The TOSHULIN vertical lathes and vertical machining centers have been designed for highly efficient and precise turning operations and they also integrate other technologies used at chip machining. Their typical application can be found in such cases, when customers require high performance, multifunctional technology, variability of tooling, precision and especially the turn-key solution prepared according to specific customers' wishes. Thanks to their variability, the TOSHULIN machines are used in many industrial branches – manufacture of power equipment, bearings with big dimensions, valves and fittings, aircraft engines and many others. (TOSHULIN, 2011)

As it was mentioned before, the company also participates in Trade Fairs. This year, TOSHULIN participated and will participate in the trade fairs in Germany, France, UK, China, Brazil, Russia, Czech Republic, Kazakhstan and Turkey. The company also has a lot of foreign customers, especially from English-speaking countries, therefore it is essential for the company to create its business presentations according to the expectations of their customers and trends.

6 TOSHULIN PRESENTATION

For my presentation about TOSHULIN I have decided to use dark blue background with yellow and white letters. As it is mentioned in my bachelor thesis, dark background with light letters will give presenter the best result moreover the company TOSHULIN is the producer of machines, and dark blue background with white letters will give me the feeling of steel or metal which should be very beneficial in this case. For the titles, I have decided to use yellow letters in order to emphasize them.

Another thing is usage of fonts. In my presentation I use Sans-Serif fonts which are best with electronic presentations, because they are clearly visible even from the most distant place in the room. I also do not mix more than two types of fonts. For titles I use Century Gothic and for other text I use Arial. In order to make the text on the slides more visible, I use 40-point type for titles and 30-point type for other text. With regard to titles, I use title case which means that the first letter of every word is capitalized in order to emphasize it.

I have also decided not to use common bullet points. I rather use for example smiles because interesting bullet points catch the attention of the audience and the text connected with it is easier to remember. It is also mentioned in the theoretical part that it is optimal to have from 10 to 30 slides in one presentation. Presentation I have created has 20 slides, which is in my opinion ideal.

During whole presentation I do not use non-impact words and intensifying adverbs on the slides. I also observe the six-by-six rule it means that there are no more than six lines per slide and no more than six words per line. This is enough to the general appearance and rules regarding the slides and now I would like to move on to the particular slides.

6.1 INTRODUCTION



“Good afternoon, ladies and gentlemen! I am very happy that so many of you could make it today, especially since this is probably the busiest time of the year I really appreciate it.” In this part of the introduction the presenter welcomes the audience and builds the rapport with them.

“Let me start by introducing myself. My name is.... and I am the marketing manager in the company TOSHULIN. As you all know, my presentation today will focus on the company TOSHULIN which is one of the world’s leading producers of technically advanced machines.” Here comes the part of the presentation, when the presenter is expected to tell the audience his name and position in the company, because one of the rules is, that if the presentation is to be successful, it is necessary for the presenter to be in limelight. Therefore it is necessary for the speaker to speak about himself. In this part the speaker also leads the audience to the topic.

“This topic is of particular interest to those of you who are interested in buying some reliable, performing machines with a long tradition or to those of you who needs a trustworthy and loyal business partner.” It is also necessary to tell the audience why the presentation is relevant for them, which is done in this part of the introduction.

Contents of the Presentation

- 😊 History of the Company
 - 👉 Earlier Products
- 😊 Company nowadays
 - 👉 Successes
 - 👉 Current Products
 - 👉 Employees Statistics
- 😊 Video



“To give you a general idea of our company, I have divided my presentation into three main points. First of all, I will tell you when did it all start? – In other words I will talk about our company history. By the company history I mean how the company was founded and also I will show you some most important machines produced in the past. After that I will talk about what does it mean when you say TOSHULIN nowadays, it means that I would like mention some basic things about current machines and will also show you some interesting statistics regarding employees of the company.” In this part the presenter duty is to introduce the audience to parts of the presentation. The easiest way how to do it is by converting points of the content into the rhetorical questions.

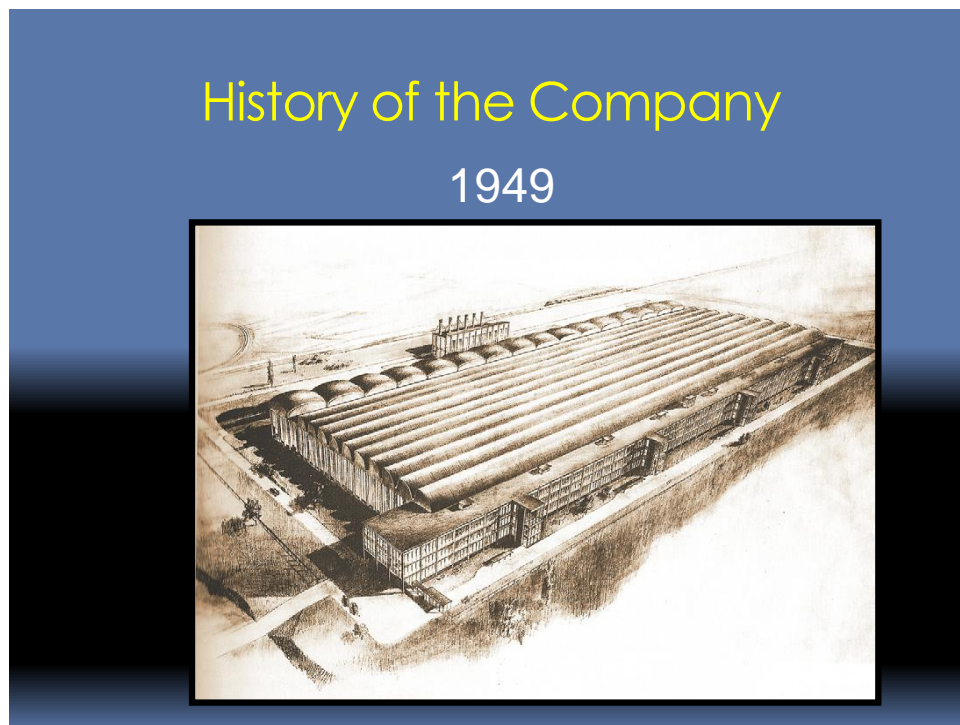
“To illustrate my points, I have also prepared a short promotional video about the company as the last part of the presentation. Moreover, the whole presentation will be illustrated with pictures and charts.” This is called Media-Teasing and it is the simple way how to increase audience’s attention, because after telling them that the presentation will include some pictures or videos, the audience will look forward to it and they will pay attention.

“My actual presentation should last no more than 30 minutes and because of the tight time schedule, I would like you to hold your questions till the end.” As it is mentioned in the theoretical part of my bachelor thesis, ideal length of the presentation is from 15 – 20 minutes, because in that time, the audience is able to pay full attention to presenter.

Presentation I have created lasts more than 20 minutes, but I do not think it would be useful to divide it into two parts because it does not exceed the limit too much. It is also necessary to tell the audience when will be the time for questions and in the case the presenter would like to answer the questions after the presentation, it is also a good idea to tell the audience why is it so. In this case, the audience should hold their questions till the end because of the tight time schedule.

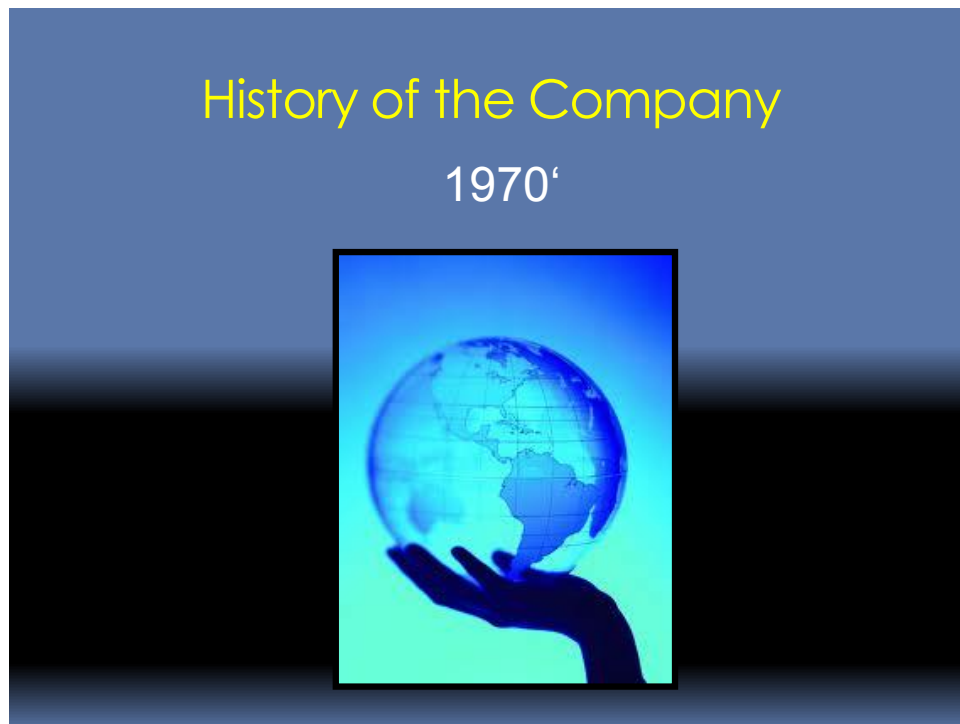
“If that is okay with all of you, I will begin with my first point, which is the history, of the company.” This sentence indicates transition to the main part of the presentation.

6.2 BODY OF THE PRESENTATION



“TOSHULIN is one of the world’s leading producers of technically advanced machines – vertical turning lathes and vertical turning centers. The tradition of the company known in the past as TOS Hulín originated in 1949 when the machinery plant began to be built in Hulín. In 1949 the company was known as independent national enterprise ZPS Hulín. The interesting information about the company also is that the TOSHULIN hall, which you can see in the picture, is one of the last important works within the classical era of Zlín rationalism. And its creator was the architect Zdeněk Plesník who had been involved in the creation of Zlín.”

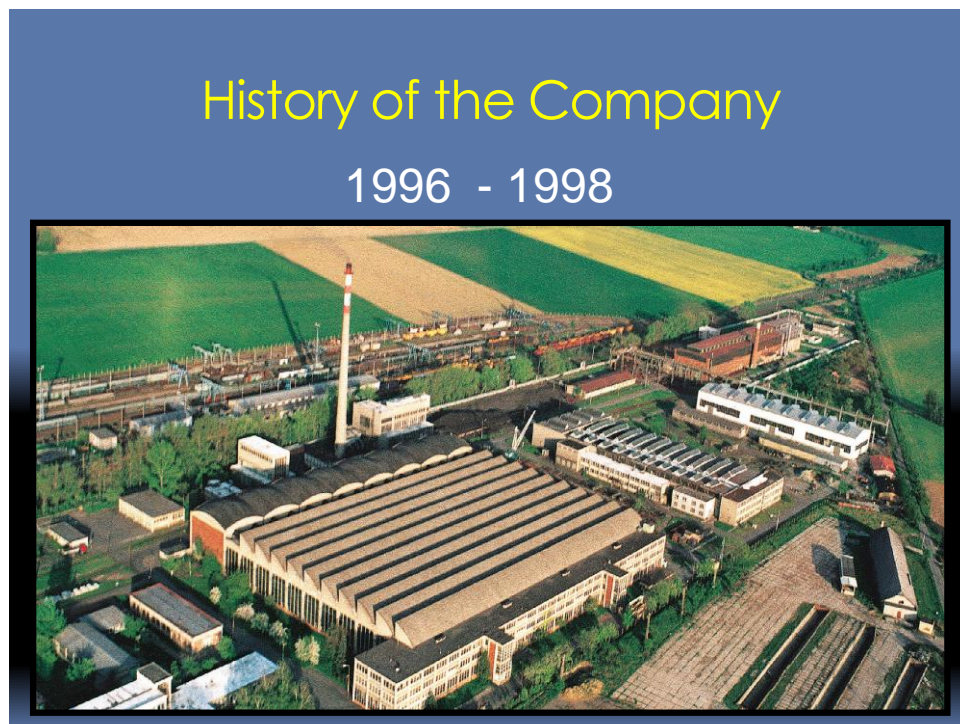
In this part of the presentation, the presenter tells the audience the general facts and information about history of the company. I have decided not to use too much bullet points for my slides because as it is mentioned in my bachelor thesis, the newest researches proved, that bullet points are the least effective way how to tell the information to the audience. Therefore, I have decided to put only the most important information on the slide, which is the year of establishment of the company and the rest of the slide creates the picture of the TOSHULIN hall in 1949.



“ZPS Hulín became an independent national enterprise TOS Hulín at the end of sixties, exactly in 1969. In the seventies, a further increase in the export of machinery produced in Hulín took place, which did not involve only the markets of the Soviet Union and other countries of the Council for Mutual Economic Assistance, which from today's perspective can be taken for granted, but also to the demanding markets of the Western European countries. Czech engineering had held a very good reputation throughout the world since the First Republic, i.e. from a period when TOS Hulín had not even existed yet, and thus had no history. And actually it was a good reputation that also helped the Hulín Company to reach Western markets - of course, in combination with the very solid quality and characteristics of the machines they produced. In this time, TOS Hulín became a major exporter. Its machines reached the markets of some 60 countries around the world, including exotic ones, such as India or Algeria. This leads me to the point, where I would

like to tell you some basic things about some of the interesting products from the company history.”

In this slide I have also decided not to use bullet points. Generally, my idea was to divide slides regarding the history of the company according to important years. In this part of the presentation I also talk about the fact, that TOS Hulín became a major exporter to many countries of the world. Therefore, I have used the picture of the Earth on the palm of the hand. It gives me the idea that the company really reached these markets all over the world.



“The most important milestone in the history of TOSHULIN came in 1996 when TOS Hulín state enterprise was privatized and new company TOSHULIN, s.r.o. was established. Thanks to it, a new era for the company had commenced. It was and continues to be a successful era, which is also confirmed by the long-term references in terms of our ongoing customers, such as General Electric, Rolls Royce and Snecma. Moreover, since 1997 the economics of TOSHULIN have always reminded profitable which has brought great financial stability to the company. Another important milestone came in 1999, when the owners of the company reached a decision concerning its transformation into a Joint-Stock Company. This was an additional step forwards increasing the transparency and the prestige of the company. This is actually all I wanted to say about history of the company. In the picture you can see the TOSHULIN hall in 1998 and this is also how the hall looks like

nowadays. So let's move onto the next point of the presentation in which I will tell you some basic information about most important machines in the history of TOSHULIN."



"The company had passed through several development periods of machinery manufacturing. In 1959 the company manufactured the first vertical lathe with continuous feeds and with the NC line motion control system equipped with the copying attachment. This vertical lathe was made on the basis of the company's own documentation. The really interesting thing is that the plant started manufacturing this generation of machines as one of the first ones in the world."

I think that this slide has a function of some shocking statement. In my opinion, when a presenter says something like "first one in the world", or something similar, everybody will pay attention because it is really catchy statement.

Earlier Products



1970' vertical lathes with automatic exchange of tools, SKQ

“A fundamental change in the development of vertical lathes occurred in 1970'. All partial innovations of individual types of vertical lathes were discontinued and it was decided to design a new range of vertical lathes of the SKQ series, which would already comply with all requirements for modern machine tools with numerical control. These machines were, in the future, to have replaced all the types of vertical lathes, which had been produced up to that time. Some of the machines produced in Hulín also had a great success in the world.”

Earlier Products 1977 SKQ 12 NC



“One of the vertical lathes of the SKQ series, vertical lathe, SKQ 12 NC, was evaluated in the year 1977 as the best product in its field by the trust of Factories of Engineering Technologies and also as the Best Product by the Federal Ministry of General Engineering. The machine was designed to allow a derivation of even more difficult variants, such as the possibility of eccentric drilling with positioning of table, grinding, milling, etc. In the year 1978, the SKQ 12 machine received a gold medal at the trade fair in Brno. In the year 1979 the SKQ 12 machine with NC Philips received at Leipzig trade fair a gold medal, as you can see in the left picture.”



“Here in the picture you can see the building of TOSHULIN in 1949 and this is really all I wanted to say about my first point, our company history. Before I move on to the next point, let me just summarize the major issues. The tradition of the company TOSHULIN is originated in 1949 and is located in Hulín. In 1949 the company was known as ZPS Hulín. ZPS Hulín became an independent national enterprise TOS Hulín at the end of sixties, exactly in 1969. In 1959 the company as the one of the first ones in the world manufactured first vertical lathe with continuous feed, but it was not the only important machine the company have produced. In 1970‘ the company decided to design a new range of vertical lathes of the SKQ series with numerical control. One of the machines of this range was evaluated in the year 1977 as the best product in its field by the trust of Factories of Engineering Technologies and also as the Best Product by the Federal Ministry of General Engineering. As you can see from my short survey of our company history, we have always

been very strong in producing reliable machines for industrial use. This is the field in which we have been the market leader in the Czech Republic over the past 60 years, and this is also the area in which we see our core competence for the present as well as the future.”

As it is mentioned in my bachelor thesis, after every main point, there should be intentionally included the summary of basic facts. These little summaries will help the audience to remember it better and moreover, it is the last chance for the persons who did not pay full attention before to hear about it once more.

“Obviously, our product range has changed considerably over time, thereby showing our continuous effort to adapt to new markets and trends.” In this part the speaker intentionally transits to another part of the presentation.

“This actually brings me to my second main point – the company TOSHULIN nowadays.” There are used so called transitions, which should be included in the main part of the presentation to achieve fluently sequence of information and in the same time this sentence announces the next point.



“In the past, the company has shown its ability to adapt itself not only to the varying market conditions but most of all to the increasing customers’ demand on quality, accuracy and reliability of supplied machines. Creative abilities of specialists from the designing and technical department, application of up-to-date manufacturing and assembly technologies together with the high quality distribution within the worldwide sales network have enabled TOSHULIN to become successful on the industrial advanced markets. Moreover, during its

existence the company has delivered more than 13 500 machine tools to 60 countries of the world,“

Company Nowadays

- 👍 Most profitable company in the Czech Republic
- 👍 No 1. Company of the region



The image shows an award certificate titled "OCENĚNÍ" (Award) for the 4th annual competition "FIRMA (#1) KRAJE" (Company #1 Region) in 2008. The recipient is TOSHULIN, a.s., which placed 1st in the Zlín region. The certificate is issued by INC Consulting spol. s r.o. on May 14, 2008. It also includes a message encouraging companies to actively work with people and support their employees, and mentions the organizers Blanka Vitouchová and INC Consulting spol. s r.o.

“which is not the only success the company have. According to the chart of engineering sector NACE 28-4 from 2011, TOSHULIN is the most profitable company in the Czech Republic in this sector. Interesting information also is that TOSHULIN, for the second time in its recent history, has received the award for being the No. 1 Company of the region. This award means that TOSHULIN is evaluated by other companies as very positive and attractive employer, which has a both a consistently positive history and production programme.”

Company Nowadays

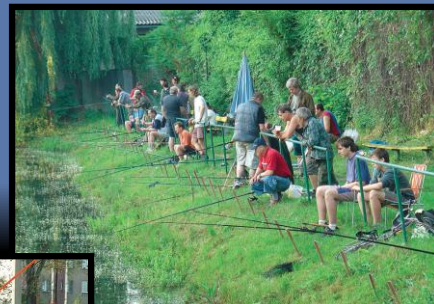
Gold medal from the Brno Trade Fair



“Another success for the company came when TOSHULIN was awarded a gold medal for the POWERTURN 1600 machine against strong competition at the Brno Trade Fair.”

Company Nowadays


- Educational Project
- Events for the employees



“Company also tries to be more competitive by educating its employees and every year the company organizes events for the employees for example a Summer Fishing Competition, a Christmas Party and also, from time-to-time, Open Days.”

Company Nowadays

- 😊 441 employees
 - 👉 87% men
 - 👉 13% women
- 😊 Average 40.5
- 😊 51 years



“In this part of the presentation, I would like to mention one more thing regarding our employees. Company TOSHULIN is employing 441 employees, of whom 87% are men and 13% are women and the average age of TOSHULIN’s employees is 40.5 years. Really interesting information also is that in the year 2009, the maximum time-length for employment in our company exceeds 51 years. This employment relationship with one employer is one of the longest overall in the Czech Republic. And this is actually all I wanted to say about company nowadays and now I would like to move on to some of the current products of the company.”

Current Products

Concrete machine Powerturn II



“In 2009 TOSHULIN developed a "concrete machine", type POWERTURN. Its essential parts – the bed and the column – are made from concrete. Due to this application of concrete, the machine should have considerably better properties in thermal expansion and greater oscillation resistance. Moreover, the completely new tool exchange and linear motions on hydrostatic guideways have been designed for this machine. The machine is delivered to the aircraft industry, which is conditioned by its properties.”

Current Products

SKL vertical lathes and vertical turning centers



“Next modern machines TOSHULIN produces are the SKL vertical lathes and vertical turning centers. They are supplied in three sizes with table diameters of 800, 1000 and 1250 mm. Unlike other vertical lathes manufactured in TOSHULIN, these machines utilize a welded frame formed by the bed, two columns, rail head and ram. Additionally, the two-column design of these machines provides a larger swing capacity. The machines enable variable modifications of their design and provide high table speeds. The SKL machines are successfully used for machining of special and difficult-to-machine materials.”



“The SKAT special vertical lathes with sizes 1250 mm and 1600 mm tables are designed for complete machining of railway wheels and of low ring-shaped workpieces (bearing rings), which are made of high-quality metal. Obviously, I can only provide you with a very concise survey of our detailed product range. However, by picking some of the major machines as examples, I think that you will be able to get a pretty solid notion of where we stand and where we are going with our machines. You can find all the necessary information on our web page, www.toshulin.cz, which is in English, Czech, Deutsch and Russian and you can even order the current catalogue there.”

Summary



“Just like in the case of the first summary, you can have a look inside the TOSULIN building and you can find out, how it looks nowadays. So before I move on to the promotional video of our company, let me just summarize basic points regarding the company TOSHULIN nowadays. During its existence the company has delivered more than 13 500 machine tools to 60 countries of the world. Which is the clear evidence of company’s success. But it is not the only success the company has. In 2008 the company has received the award for being No. 1 Company of the Zlín region. In 2011 the company was named the most profitable company in the Czech Republic in engineering sector and the company has also received a gold medal for the POWERTURN 1600 machine against strong competition at the Brno Trade Fair. And because the company would not be able to reach such a great outcomes without its employees, company tries to educate its employees and organizes events for the employees every year. Nowadays, the company has 441 employees with average age 40.5 years.

TOSHULIN’s philosophy consists in the maintenance of competitiveness in the global market on a long-term basis, which means being an innovative company and introducing sophisticated machines to the market. You can have a look at all the current machines in TOSHULIN website www.toshulin.cz. This leads me directly to the last point of our presentation, which is the short promotional video. The video can also have a function of summary. So I hope you will enjoy it!”

Video

<http://www.youtube.com/watch?v=NsYVu01C96I>



“I hope you have the general knowledge about the company and its history now and this also bring me to the very end of my presentation. In this part of the presentation it is very important to indicate that the presentation is over.”

6.3 CONCLUSION



Thank you for your attention!!

“In conclusion, I’d like to point out to you once more how our company history, our product range and our employees form an interdependent intricately interwoven network. It is these three main assets that make us what we are – one of the world’s most leading producers of technically advanced machines. Our long-standing experience and high standard of quality for more than sixty years make us one of the most reliable, if not the most reliable, supplier on the market. During its existence the company has delivered more than 13 500 machine tools to 60 countries of the world.”

This is the final summary, which should give the audience the answers on the rhetorical questions from the introduction. First rhetorical question in the beginning was “When did it all start?” The conclusion gives the audience the answer – sixty years ago. Another question was “What does it mean when you say TOSHULIN nowadays?” The answer is following – it is one of the world’s most leading producers of technically advanced machines and one of the most reliable suppliers on the market.

“I’m convinced that the TOSHULIN Company not only has a rich sixty-year history, but also a very strong present and an especially optimistic future. Because important aspects of success are self-confidence, humility and generosity and I am sure that our company evinced all these three important aspects. The company target is to serve Czech and foreign customers also in the future and to develop it even more.”

This part is called outlook. In the outlook, the presenter expresses his own opinion which is supported by the information from the presentation. This part is also very important because it might convince the audience about the relevance of the topic once more.

“I would like to thank you all for your attention and your patience. I have done all the talking so far, but now we might have at least 20 minutes for discussion and I will be happy to answer any questions you have.” In this part it is important to thank the audience for their patience and their time and at the same time to initiate question period.

CONCLUSION

The goal of my thesis was to prove the importance of public speaking and presentation skills nowadays and to describe the process and tips for creating modern and successful business presentation.

The theoretical part was divided into two sections. In the first chapter I focused on public speaking and in the rest of the theoretical part, I described the process of creating a presentation. Opinions of some specialists and results of some researches to prove the importance of public speaking and presentation skills are also mentioned. Further on, the necessary steps for both before creating the presentation and during the creating itself are described. I also mentioned the most common mistakes when creating a body of the speech which might be very useful for every presenter. Moreover, requirements on presenter are higher than before and nowadays people are not able to pay full attention without any visual aids. It means that the presenter is even expected to prepare some visuals and people mostly use PowerPoint. Therefore, I also described some basic rules regarding creating slides in PowerPoint. And because the success of the presentation does not only depend on the logical order of the information in the presentation, but it has to go hand in hand with delivery, I also included the chapter dealing with delivering of the presentation. In this chapter I describe what kinds of delivery actually exist and then using the voice and body language.

In the practical part my task was to create a presentation for the TOSHULIN company according to tips and knowledge mentioned in the theoretical part of my bachelor thesis. I did not expect how strenuous it is to choose only the relevant information and not to overload the presentation with too many details. I also tried to describe some slides according to rules mentioned in the theoretical part.

According to my own findings the main goal of the thesis, to prove the importance of public speaking and presentation skills nowadays and to describe the process and tips for creating modern and successful business presentation, was achieved. I also think I have explored the most important steps that should appear in the process of preparing a successful and modern presentation, but on the other hand the speaker or the presenter has to always put in some effort.

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