

MUCO

MORAVIAN UNIVERSITY COLLEGE OLMOUC

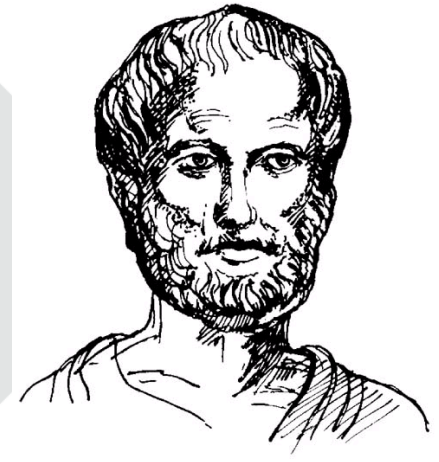


Communication Skills for Managers

PRESENTING

Base - RHETORIC

- antiquity
- science of speaking and art of speaking
- rhetorician = speaker
- rhetorical schools
- rhetoric – politics
- Aristotle – „Rhetoric“ – The Five Canons of Rhetoric

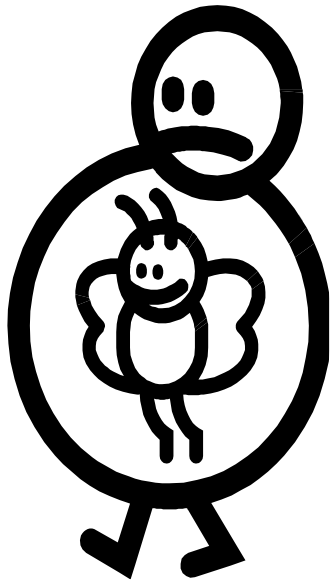


The Five Canons of Classical Rhetoric

1. Invention (evidence)
2. Arrangement (logical sequence, the essential info)
3. Style (style of speech according to its content and the audience)
4. Memory (learn by heart, speak off the top of the head)
5. Delivery (elocution, means of expression)



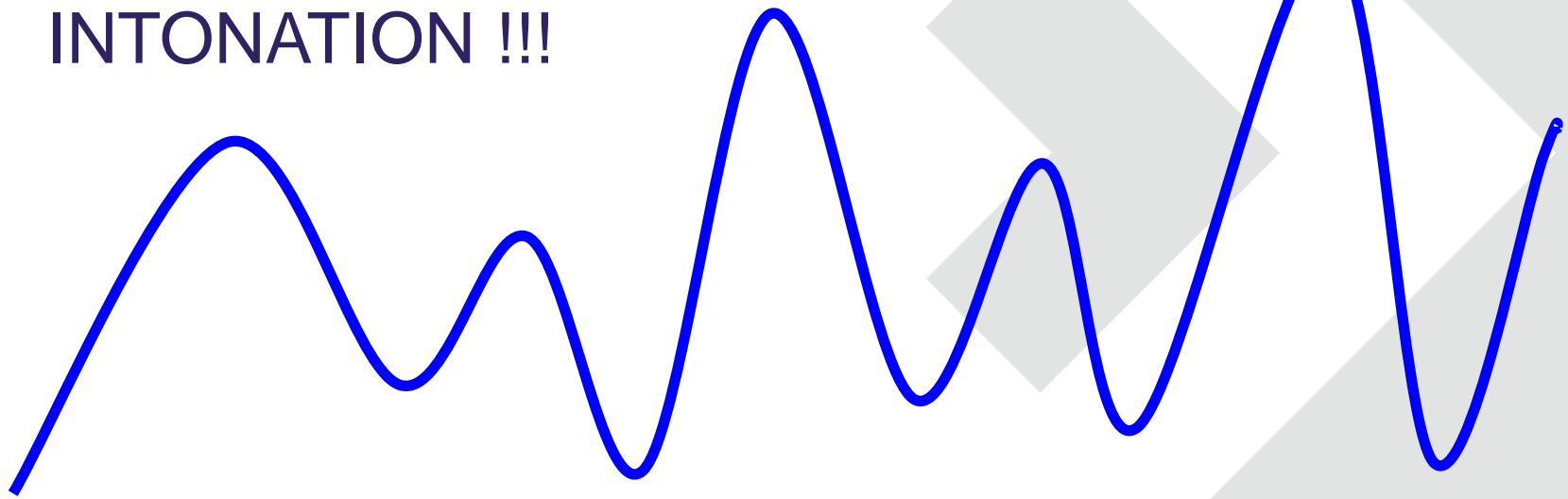
STAGE FRIGHT



1. Relax (physical exercise, rev up blood)
2. Breathe (stand erect, breathe deeply and slowly – into the stomach)
3. Start self-confidently (don't pretend – except of the beginning)
4. Write the introduction (note card – large font)
5. Start

VOICE

- 38 % of the overall impression
- timbre
- keeps the audience's attention
- **INTONATION !!!**



VOICE – frequent faults (1/2)

- monotony
- hastiness
- shortness of breath
- high voice
- weak voice

VOICE – frequent faults (2/2)

- slurred speech
- verbal padding
- accent / dialect
- fatigue

VOICE – how to improve it (1/2)

- recording
- loud reading
- breathing exercises
- pronunciation – emphasis on vowels



VOICE – how to improve it (2/2)

- voice modulation
- speech during exhalation
- depth of voice
- water (NOT hot, cold, sparkling, milk)

SPEECH TECHNIQUE

- language
 - literary
 - ! professional deformation ! (too nerdy)
 - ! foreign words !
- sentence structure
- rhetorical questions
- „psychobreaks“
 - humorous story
 - personal experience

BODY LANGUAGE

- 55 % of the overall impression
- movements and posture
- facial expression
- gestures
 - palms
 - hands
 - arms
 - touches the face
- eyes
- appearance



AUDIOVISUAL MEDIA

Rules

- Attention
- Understanding (visual aid, graph, diagram...)
- Memory
 - 10% reading
 - 20% listening
 - 30% vision
 - 50% vision and listening
 - 70% what we say
 - 90% what we say and do

AUDIOVISUAL MEDIA



*„I hear and I forget.
I see and I remember.
I do and I understand.“*

Konfucius

AUDIOVISUAL MEDIA

COLOURS

- **red** (active colour, limited use, remember)
- **yellow** (attract attention, pleasant, !dark background!)
- **blue** (light b = yellow, dark b – relaxation, unimportant)
- **green** (light g – negative, dark g – best visible)

Colour-blindness

- 10% of men; 0,5% of women
- red and green

PURPOSE OF THE PRESENTATION

AIDA

- **Attention** – attract attention
- **Interest** – arouse interest
- **Desire** – to meet the expectations
- **Action** – to stimulate required action



PREPARATION OF PRESENTATION

PANIC - 5 elements of a good presentation

- Purpose
- Audience
- Need
- Information
- Communication

PREPARATION OF PRESENTATION

PANIC +

1. Definition of audience
2. Duration of presentation
3. Exact definition of topic or terms
4. Collecting of information
5. Keywords from the handouts (+ supplements)

PREPARATION OF PRESENTATION

6. Sorting ideas into chapters
7. Composition of rough presentation
8. Reading text while keeping time in mind
9. Text correction
10. Reading text while keeping time in mind
11. Text correction

PREPARATION OF PRESENTATION

12. Sufficient orientation in the topic

13. Laying the text aside

14. Creation of supporting materials (note card)



PREPARATION OF PRESENTATION

introductory starting sentence

MAIN POINTS

notes

time

1.	3 min
2.	5 min
3.	2 min
4.	8 min
5.	4 min
6.	6 min
7.	2 min

final sentence (appeal, message)

STRUCTURE OF THE SPEECH

INTRODUCTION

BODY

CONCLUSION

Introduction

- **get the attention**
- **excite the interest**
- **arouse the confidence**
- **first impression**
 - the first 60 seconds → idea and conclusion among the audience about the whole presentation
 - 20% part of the overall tone of the presentation

Body

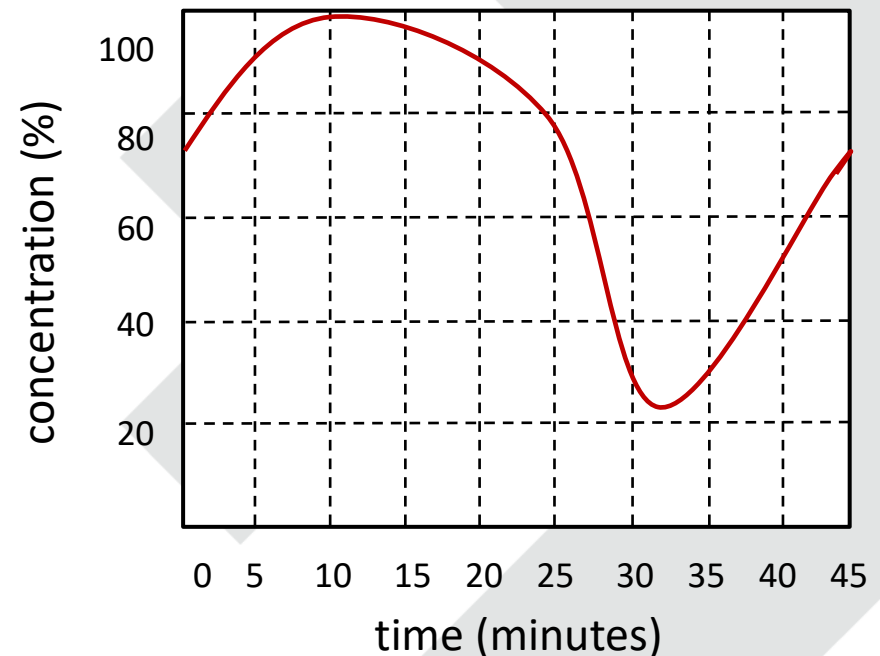
- content of presentation
- emphasis on structuring



Principles for the body of presentation (1/2)

KISS:

- „**K**ee**S** It **S**hort and **S**imple“



Principles for the body of presentation (2/2)

3 X:

- listeners can remember only 20 % of what was said
(Pareto principle 20/80)
- !!! repeating !!!

*„Tell people, what you want to say to them,
then tell it to them,
and finally tell them what you told them.“*

Conclusion

- **summary of the most important**
- **motto, appeal**
- **last impression**



ANALYSIS OF THE SPEECH (1/2)

1. Was I sufficiently prepared?
2. Did I say everything I wanted?
3. Was my speech fluent and logically structured?
4. Did I make a slip of the tongue?
(problematic words, syllables...)
5. How long have I been talking?

ANALYSIS OF THE SPEECH (2/2)

6. Did I keep listeners interest?
7. Did I make the contact with listeners?
8. Did anybody look disapprovingly?
9. Did listeners laugh?
10. Did anybody fall asleep?

Hope that all of you are awake...

Thank you for attention !!!



Discussion



Why communication skills?

Why in english?

Your communication experiences – funny/creepy story?