

COMMUNICATION SKILLS FOR MANAGERS

8. PRESENTATION SKILLS AND BODY LANGUAGE

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Objectives of the presentation:

- Understand the basic prerequisites for good presentation skills
- Understand the importance of charisma and confidence for a manager
- Perceive the basic elements of body language

Presentation outline:

1. Presentation Skills
2. Charisma and Trust
3. Body Language

1. Presentation Skills

- Presentation skills are a fantastic key to achieving charisma and leadership.
- For a successful presentation, the presenter must master the principles and fundamentals of effective presentation.
- A presentation is not just a formal appearance at a lectern in front of a room full of listeners (any appearance in front of colleagues, customers, an interest group, at formal meetings during speeches, etc. can be considered a presentation).

1. Presentation Skills

- The goal of presentation skills is primarily to achieve one basic requirement:
 - to make the presentation engaging for the audience - and to keep the audience's attention throughout the presentation (all the time);
 - this means in particular:
 - actively using aids and materials;
 - being able to work with the text and sentence structure;
 - working with the elements and stages of an effective presentation;
 - to structure the presentation correctly.

1. Presentation Skills

- Presentation skills include mastering the correct:
 - speech techniques (intonation, verbal means to gain interest);
 - vocal hygiene;
 - the use of non-verbal means of communication;
 - image (clothing, non-verbal signals);
 - managing stage fright;
 - the role of the moderator (conflict resolution);
 - improvisation (working with audience questions and reactions, argumentative minimum)
 - leading the discussion and checking the audience's understanding of the topic
 - maintaining a positive atmosphere.
- There is a lot of support material on these skills. Let's look at some specific ones.

1. Presentation Skills

1) Speech technique and vocal hygiene:

- there are many subcategories here;
- I am not an expert in rhetoric (it is not even the main aim of this presentation) - so let us just look at two key issues of spoken word technique:
- the first visible problem is poor intonation and sentence ending (i.e., it is the wrong pitch of the voice in a given part of the sentence);
- the main reasons for this problem are:
 - linguistic clumsiness caused by poor speaking (typical for children, but often also adults);
 - nervousness.



1. Presentation Skills

1) Speech technique and vocal hygiene:

- the following rules apply to both of these problems:
 - training and gaining experience (especially in public) - the more one speaks, the more:
 - his intonation skills increase;
 - he can be calm when speaking;
 - why are women generally better speakers than men?
- breathing exercises:
 - breathing (especially correct exhalation) is the basis of correct speech technique;
 - an oxygenated mind is more agile and calm.

1. Presentation Skills

1) Speech technique and vocal hygiene:

- the second common problem is depth of voice;
- this is a very cheap and unnecessary mistake that has major implications for presentation skills and general perception of the person (again, a major leadership and charisma issue);
- compare a speech in which they are the main source of the voice:
 - the neck and the mouth;
 - the abdomen (diaphragm and lower abdomen);
- so we have the equation: quietness  depth of source (belly)  depth (coarseness) of voice;
- each of us can use our full potential and have maximum (charismatic) depth of voice.

1. Presentation Skills

2) Non-verbal means of communication and image:

- extremely supportive of leadership and charisma:
- it contains many key elements - let's highlight two:
 - facial and body language (acting):
 - gesticulation;
 - facial expressions - especially eye contact;
 - body position;
 - clothing, especially his:
 - appropriateness;
 - colour harmony.

1. Presentation Skills

3) Managing stage fright:

- a very common, pressing problem;
- it affects everyone (some more, some less);
- a few tips:
 - training and experience;
 - breathing and meditation exercises;
 - starting with a joke - laughter and good mood is an excellent way to reduce nervousness and stage fright;
 - psychologist;
 - special Tip:
 - earlier presence in the room and "feeling the environment";
 - in case of a late arrival, start the conversation immediately and make eye contact and create a cheerful mood (create a leadership position).

1. Presentation Skills

4) Improvisation:

- working with questions and audience reactions and argumentative minimum;
- unfortunately, it cannot be completely taught;
- can only be improved:
 - by experience;
 - by careful preparation of the presenter, who must:
 - know well what he/she wants to talk about, i.e. have a clear structure of the presentation - it does not have to be memorized (as needed, but sometimes a literally memorized presentation can be a disadvantage);
 - understand perfectly the subject he/she is explaining.

1. Presentation Skills

5) Leading the discussion and checking the audience's understanding of the topic:

- cheap medicine:
 - regular checking of attention and understanding;
 - involving the audience in the examples;
 - interspersing long presentations with examples and light-hearted "jokes" (not jokes upon any terms);
- the advantages of audience involvement:
 - improves their attention;
 - makes them feel important:
 - they have a greater degree of affection for the presenter;
 - are more willing to get involved of their own volition.

1. Presentation Skills

6) Achieving and maintaining a positive atmosphere:

- the literature mainly describes the phenomenon of "maintaining a positive atmosphere";
- but it is important to achieve a positive atmosphere;
- this is facilitated by the above points + the following recommendations:
 - a) openness is the most powerful weapon;
 - b) interactivity and humorous involvement of the audience;
 - c) not allowing humiliation (grovelling) of any of the listeners.

1. Presentation Skills

- 6) Achieving and maintaining a positive atmosphere:
- d) Manipulation in order to win the listener over (emphasizing teamwork and mutual benefit for both sides - for the presenter and the listener), i.e. manipulative phrases that put the presenter in a modest open role:
- "I want you to enjoy it";
 - "Whatever you talk to me about, whatever you discuss with me";
 - "Don't be afraid to interrupt me" (if the nature of the lecture allows it);
 - "Give me positive and negative feedback";
 - "If you don't understand anything, don't be shy to ask - on the contrary, you'll be more of a hero";
 - "You are not my subordinates, but my partners" (attention, it depends on the nature of the presentation);
 - "I'm not going to teach you „experienced experts“ how to manage a company..." (open and not pretentious presenter).

1. Presentation Skills

- 6) Achieving and maintaining a positive atmosphere:
 - e) The audience must enjoy the presentation (what they enjoy is what stays in their heads) - the presentation, lecture or any talk must have:
 - "passion and life" - have emotion;
 - dynamism and momentum;
 - a pleasant working and human environment (good mood).

1. Presentation Skills

6) Achieving and maintaining a positive atmosphere:

f) maintaining the structure of a positive atmosphere:

- introducing oneself (in a way that the presenter does not feel superior to the audience);
- explaining why it is good to listen to the presenter (getting the listeners on my side);
- communicate the basic points of a positive atmosphere mentioned above:
 - encouraging participation;
 - expressing interest in a pleasant atmosphere and a fun way of acquiring knowledge;
 - smile, joke, etc. - above all, openness and authenticity (not making myself a jack of all trades).

1. Presentation Skills

6) Achieving and maintaining a positive atmosphere:

g) maintaining the structure of a positive atmosphere:

- but it is always important to set and follow clear rules so that the situation does not get out of the presenter's control, because he is the team leader during the presentation...important aspects:
 - leadership;
 - charisma.

2. Charisma and Trust

- Charisma:
 - an exceptional quality of a person's personality (personal charm and attractiveness);
 - high development of communication and persuasion skills (ability to influence other people and arouse their enthusiasm);
 - great sensitivity to the emotions of others, an extraordinary ability to evoke such emotions with considerable resistance to being influenced by others;
 - trust and trustworthiness play an important role.

2. Charisma and Trust

- Trust:
 - faith in the integrity, character and abilities of a leader;
 - a key element of any good relationship, especially between manager and subordinates.
- Trustworthiness:
 - a measure of the extent to which people perceive a person as honest, competent and capable of inspiring.

3. Body Language

Thank You for Your Attention