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Introduction

Every professional obligation in the current contemporary world requires certain skills to be adapted and reflected by an individual so that they can gain the right experience in their respective fields and are able to unlock more and improved opportunities in the future. There are numerous skills which can be adopted whereas it has been evaluated that an individual can look forward to being multi-skilled as well, keeping in view the competitiveness of the external environment and the need to portray self-skills as being different and unique (Jackson, 2015). Hence, there have been numerous authors, practitioners and scholars who have expressed their concerns regarding different types of skills which can be equipped along whereas the following discussion will emphasise on the findings of Bradbury (2006) in his book “Successful Presentation Skills” (Bradbury, 2006). Thus, a brief summary of this book along with an in-depth evaluation of the key findings related to the necessary skills to be adopted and reflected, which have been discussed in this book, is provided as below.

Summary and Evaluation

Moving along with the following discussion, the following book “Successful Presentation Skills” has been written by Andrew J. Bradbury. The book has solely emphasised on the importance of presentation skills which refer to being able to explain the deliverables in a specific professional environment and to be able to convey personal opinions or a particular idea as well. Presentation skills are considered highly essential for an organisation because it ensures that the individuals are able to reflect the core purpose of the business or an enterprise effectively, have the right picture of the venture portrayed and the maximum audience to be attracted towards an initiative, an idea or an organisation accordingly (Hanifa and Yusra, 2018). Similarly, it is important to acknowledge and understand the fact that there are various presentation skills which can be used by an individual in the view of presenting their role and representing their organisation successfully. Hence, some of the relevant presentation skills which have been discussed extensively by Bradbury in this book are identified and evaluated in detail in the form of a summary, as below.

The first and foremost important skill which has been identified as an effective and rigid presentation skill is referred to as communication. Presentation in a professional or any given scenario or situation is eventually dependent upon how well the organisational individuals are able to deliver the idea, ensure proper and in-depth understanding of the context being communicated

and having the capability of responding towards the feedbacks or questions raised as well. Similarly, communication skills being focussed to give the right presentation ensures to maintain a good balance in the view of verbal and written communication so that every aspect of the presentation can be guided effectively, the audience can be engaged with maximum interaction and their views can be welcomed effectively so that further improvements can be identified and planned for initiation strategically in the future (Guffey and Loewy, 2022). For example, communicating the role of every member clearly is important which would avoid confusions related to role distribution and management in the future, threatening the efficiency of the outcomes.

Moving along with the following discussion, another important and necessary skill which has been associated with effective presentation skills, eventually remains essential but it is significantly ignored in terms of an actual situation. This skill is referred to as successful and timely decision-making when proceeding with or considering to undertake the delivery of a specific presentation. The decision-making skill solely involves the selection of an appropriate and relevant channel and approach through which the presentation will be communicated (Hamilton, 2013). Presentations can be given verbally and through other forms of interactions as well whereas the decision is critically based on the type of audience along with the matter or the context to be presented in a given setting. For instance, if a decision related to changing the design of the presentation is not initiated timely, then the cost would be reflected on the expected outcomes which could base the career of a majority of the members in the presentation team.

Additionally, Bradbury has focussed on another significant presentation skill which is believed as being very important and essential to be equipped with a person who is expected to proceed with a particular presentation. Before the skill can be evaluated, it is important to understand that having prior experience of presentation is indeed beneficial but it might not be necessary if the following skill has been associated with the individual. Hence, this skill is referred to as having maximum self-confidence. Presenting a particular matter or a specific context is all about confidence which enables an individual to face the audience, trigger their attraction towards the context being presented and mould their attitude, behaviour and perception in the favour of taking a beneficial decision (Hargie, 2021). This required confidence is ultimately gained through sufficient exposure being achieved in the practical environment and holding the belief that the matter being

communicated is authentic and true, which cannot be challenged easily. The key to having a positive self-confidence level is to ensure that maximum and robust knowledge and understanding has been acquired related to the context or a concept being ready to be presented before a significant crowd or audience (Luthans and Doh, 2018).

Proceeding further with the following discussion, it can be summarised that Bradbury has divided his book into two key sections. The first section of the book extends considerations in the light of planning and preparing for a particular presentation. In this way, the individuals who are looking forward to be a part of a presentation group should know what they will be presenting, acknowledging the basic concepts to be communicated and dividing the target audience into different groups so that the delivery of the content can be moulded on the basis of understanding capabilities of the majority. Similarly, the next part of the book focuses on the actual delivery of the presentation within which the human psychological factors such as nervousness needs to be eliminated for which self-confidence remains mandatory and to look forward to establish a beneficial interactive relationship with the audience so that their cooperation can be maximised and they can be willing to participate actively to eliminate any of the possible and potential hassles related to the presentation at present and in the future as well (Carnegie, 2017).

It can be observed and assessed that Bradbury has extended and contributed significant efforts in the light of compiling and publishing his book as he has managed to collect every important piece of knowledge for this book and has used various practical examples throughout the write-up so that strong effectiveness can be maintained in the view of understanding the concepts and the contexts related to the presentation skills being discussed.

Conclusion

Summarising the discussion provided as above, it can be concluded that professional skills are important to be equipped with and hence they vary among individuals based on their level of knowledge and professional exposure as well. Similarly, by acknowledging the different skills which are recommended and mandatory for giving presentations, an individual would be inclined towards developing or improving them further by undertaking different responsibilities and aiming for the professional targets which have been allocated to them. Hence, similar books need to be written frequently so that they can provide detailed knowledge whereas further support through experience and knowledge is also recommended which will make a visible difference in the future.

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