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Introduction

Communication is the act of giving, receiving, and sharing information and is often described as an integral aspect of learning, teaching and expressing oneself, according to ROZALENA (2018). This essay will be focused on analysing the selected source, namely, "Successful Presentation Skills", which is a Book by Andrew Bradbury. The book is focused on enabling business personnel to achieve the best presentation skills possible. The particular section of the book that will be discussed within this essay is the 2nd chapter of the book, which focuses on increasing the communication level of its readers. The essay will provide an understanding of the skill and analyse how I can use it to increase my own communication skills. A further evaluation of what I have learned from this source will also be provided.

Main Body

Main Summary of the Section

The fundamental argument of the book is that effective presentation abilities are crucial for company success and are required in a variety of business settings, as stated by Abdullah et al. (2019). Kogan Page released the book in 2010 written by Andrew Bradbury. The practical guidance in Successful Presentation Skills by Bradbury (2006) addresses the typical issues that presenters frequently encounter. It offers advice on gaining confidence, interpreting body language, and effectively utilising visual aids, making it perfect for both beginner speakers and anybody looking to enhance their communication skills, as per Tang (2019). The 2nd chapter, called "How do you communicate", focuses on describing why most presentations fail and why most business professionals or ordinary people lack basic communication skills and describes methods for better communication skill development. It is shown within the book that the most amount of communication happens visually through body language, after which is the tone of voice, while only a small amount happens through verbal or words. The book educates that body language is the most important factor in communication. It does not matter what a person says. It's the way they say it (Loureiro and Silva, 2019).

Personal Skill Improvement

My ability to concentrate on my own skills and increase my opportunity to improve my communication skills have both substantially benefited from this, as was suggested by Coffelt et al. (2019). After gaining this fresh perspective on communication, I have been able to work on and enhance a few skills. For business professionals, effective communication is essential since it helps them to communicate their ideas with others and gain a deeper understanding of the labour market. This talent greatly aids in carrying out successful interactions with clients and coworkers, winning them over with charm. As a result, improving this talent is crucial both now and in the future. I learned from reading this book how crucial body language is for communicating, especially while giving presentations. I've learned via the examples and scenarios in the book that if my presentation style doesn't engage the audience, no regardless whatever the circumstance, the substance starts to lose relevance (Sharma and Shivakumar, 2019).

The book demonstrates that, in the worst-case scenario, a very incompetent presenter can deliver their content in such a way that the audience member does not really take it in but also starts to lose interest in the subject. The majority of them are relieved that the conference is ended, according to Halm (2020). According to the book, in addition to knowing and comprehending the audience, the two most crucial factors in making a great speech are time planning and energy put forward. I've been enabled to use my time productively and use it to allocate time successfully by understanding the establishment of a plan or a time frame. Since time planning is an important component of every firm, this would also increase my career chances. This would help me prioritise, keep on track, and complete the chores on time. This would also aid with my stress management and success across a variety of industries. Strong leadership, collaboration, and communication would allow me to expand my leadership power, but it has also aided me in strengthening my dedication and attention, which was accompanied by a rise in confidence (Zamfir, 2019).

Lessons Learned

Each person's ability to communicate effectively serves as a wonderful benefit in life and substantially aids in the development of their innate talents, according to ten Braak et al. (2019). This ability not only benefits individuals in one area of life but also serves as a valuable asset in all areas of life and fosters critical thinking and teamwork. This enhances one's writing ability and cooperation, further broadening one's honesty as per ROZALENA (2018). The development of a person's information and abilities during the learning process, as well as their capacity to deal with and manage any circumstance that arises in life, are all facilitated by their presentation and communication skills. They also serve as a fantastic tool for expanding job opportunities and career advancement. They enable a person to handle obstacles in life and aid in the development of problem-solving skills. These encounters serve as valuable possessions for a person and aid in their social and personal development (Abdullah et al., 2019).

It is crucial for students to focus on honing their presenting and people skills during their time in school such that the potential employment prospects are expanded and they may enhance their standard of life, as stated by Tang (2019). They urgently require focusing on the education of life skills in order to enhance their capacity for teamwork. They can greatly benefit from this by developing their teamwork skills, which will also foster connections and increase their assurance and motivation, according to Loureiro and Silva (2019). In addition to helping students stand out from the crowd and apply this mindset to their profession after graduation, the leadership concept they are able to establish in the process serves as a great role model for their lives. I realise that having good presenting and communication skills would immensely aid me in identifying any potential issues that may arise from having too many encounters with other people (Coffelt et al., 2019).

While attempting to expand my personal success and impact, effective time management and the ability to work with others would be significant advantages for me, as suggested by Sharma and Shivakumar (2019). Furthermore, I could improve business interactions by better utilising my communication abilities, which would enable me to recognise and properly address all needs. To efficiently carry out the work description and its operations, however, I still need to

obtain a few other additional abilities. This is a strong critical thinking talent that will help me refine my evaluation methods and identify the best answers to the numerous issues that could arise within a business. Another source for this task, "Critical Thinking" by Haber (2020), makes clear reference to this. The book frequently mentions critical thinking as a crucial twenty-first-century skill that is necessary for success in both schools and the workplace (Halm, 2020).

It may even be argued that critical thinking is essential for survival in the business world, given the predisposition to believe false information, draw erroneous conclusions, and make judgments based on feelings rather than logic. Therefore, that would be my next area of worry.

Conclusion

In conclusion, it can be stated that the essay has fulfilled its aims and goal. The essay has fully described the source utilised and focused on providing an understanding of presentation and communication skills. The essay has also described how the source enabled my personal development in terms of communication and presentation and has also provided a section detailing the lessons learned through the source, such as the importance of proper communication and presentation skills within the business world.

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