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The Importance of Effective Presentation for Organizational Success

*T V S S Swathi**

Presentation is the practice of showing and explaining the content of a topic to the audience or learner. A good oral presentation is well structured; this makes it easier for the listener to follow. It is natural for presentation skill to improve if presentation know-how is taught and presentation opportunities increase. In recent years, great emphasis has been laid on presentation and documentation skills. However, a logical composition is important for writing documentation and giving presentations than report-writing. Presenting well is all about achieving great levels of impact in front of groups of people, and delivering presentations that inspire and motivate others, or communicate information in really powerful ways. Many people find presenting in front of large groups very confronting. But as with most things in life, there are certain techniques to learn that will greatly help improve one's competence and confidence. On scientific analysis, it has been found that the different aspects of presentation are informative, persuasive, inspirational and entertaining. Thus, presentation can be defined as a formal event characterized by teamwork and use of audio-visual aids. This paper conceptualizes the importance, pros and cons, presentation forms and tips for effective presentation for successful organizational development.

Introduction

Presenting the information clearly and effectively is a key skill to get the message or opinion across and, today, presentation skills are required in almost every field. Presentation skills and public speaking skills are very useful in many aspects of work and life like business, selling, training, teaching and lecturing that develops confidence and other social situations. The formats of presentations are oral, multimedia, PowerPoint, short impromptu and long-planned. Good preparation—through certain tips like natural talk to audience, standing rather than sitting, varying the tone, eye contact, using visual aids, checking timings, structuring the presentation, staying focused and alert throughout the presentation, answering honestly and concisely to the questions raised—is the groundwork for making a presentation effective. It is important to state the purpose clearly at the beginning to talk about, report on, to examine, to instruct, to explain, to outline, to fill, to give an overview, to highlight and to discuss the subject of presentation. Presentation should have three main elements: the

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introduction, middle and conclusion. Within the main body of the presentation, divide the key message into three elements and then expand each of these points into three sub-points. If one is using a visual aid such as PowerPoint, limit the number of bullet points to three on each slide and expand on each of these points as one goes along. Presentation programs can either supplement or replace the use of older visual aid technology, such as pamphlets, handouts, chalkboards, flip charts, posters, slides and overhead transparencies. Text, graphics, movies, and other objects are positioned on individual pages or “slides” or “foils”. The “slide” analogy is a reference to the slide projector, a device that has become somewhat obsolete due to the use of presentation software. Slides can be printed, or (more usually) displayed on-screen and navigated through at the command of the presenter. Transitions between slides can be animated in a variety of ways, as can the emergence of elements on a slide itself. Typically, a presentation has many constraints, the most important being the limited time to present consistent information.

Importance of Presentation

Presentation communicates the message in an interesting, succinct and clear way. A famous psychologist says, “People do judge a book by its cover, so the best thing to do is to write a good book and design a good cover for it”.

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reference

Presentations are important to a company or an organization because good presentations improve communications within the company, which improves morale and reduces stress. Miscommunication is very expensive for a company and misunderstandings waste time. It clarifies the company’s policy and improves the chances of selling the product or an idea. Thus, organizations are judged on their presentations. The elements of dynamic delivery include body language (55%), content (7%) and voice (38%).

Those who understand how to present effectively do understand how to structure their presentations, what to say and how to say it in order to make an impact on their audience. Even ‘off-the-cuff’ presentations are more effective if the person delivering it has an understanding of what is required in the presentation process.

The audience would then be more receptive to the message which is being communicated. Further, it gives a chance to the presenter to build up confidence from presentation to presentation. One cannot be a good presenter overnight. Once the presenter has mapped out what he/she wants to say, he/she needs some visual material and, if appropriate, a formal paper or maybe a brief that the audience can read beforehand. For an informal peer review, a whiteboard or a flip chart is fine. For a more formal occasion, the use of a PC presentation package such as PowerPoint may be more suitable.

Advantages

The principal advantage of any presentation is that one can interact with the audience.

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- While presenting one can be able to observe the reactions of the audience based on their body language and can thus revise certain elements of delivery on the spot.
- Presentation allows assessing the level of acceptance of or resistance to what people are saying.
- Emphasizing key points in presentation is much greater compared to a written report like pauses and animations.
- In presentations, visual aids can be used to explain and describe points, thus help audience to fully comprehend the message.
- Finally, presentations assess the audience's degree of comprehension through questioning and observation.

Disadvantages

Whilst there are many advantages to present the message, they must be weighed against the limitations of this form:

- If the presentation does not have a handout, the attendees will have no formal point of future reference.
- The presenter does not have time to provide background information for the audience to help them understand issues and problems.
- An obvious limitation of presentation is that its effectiveness relies on the ability of the speaker to deliver the message.
- The speaker cannot be able to set a pace appropriate to the audience's level of understanding.

What Is Presentation?

A presentation is a means of communication which can be adopted to various speaking situations such as talking to a group and briefing a team. The means of presenting information includes preparing presentation, organizing material, writing presentation, deciding the method, working with visual aids, managing the event, coping with nerves and dealing with questions. The formal presentation is divided into presentation skills and personal presentation in which former is verbal and latter is nonverbal communication.

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The key elements of a presentation consists of presenter, audience, message, reaction and method to deliver speech for organizational success in an effective manner. Who will you be speaking to? What type of presentation? How long? Make sure the text can be read. Use appropriate font size. Learn how to spell with spell check. Use color combinations that work when projected: Beware of backgrounds —not too fussy. Beware of distracting animations. Beware of video. Beware! XXred on green background are the major aspects to be considered for presentation.

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Giving an effective presentation is more than just coming armed with a snappy, well-rehearsed presentation. External factors, such as illness, audio-visual equipment mishaps, and audience antics, affect one's ability to command the attention of the audience and to give a flawless presentation. Hence, one needs to prepare to avoid nervousness, handle unforeseen problems, and deliver one's presentations.

Presentation Forms

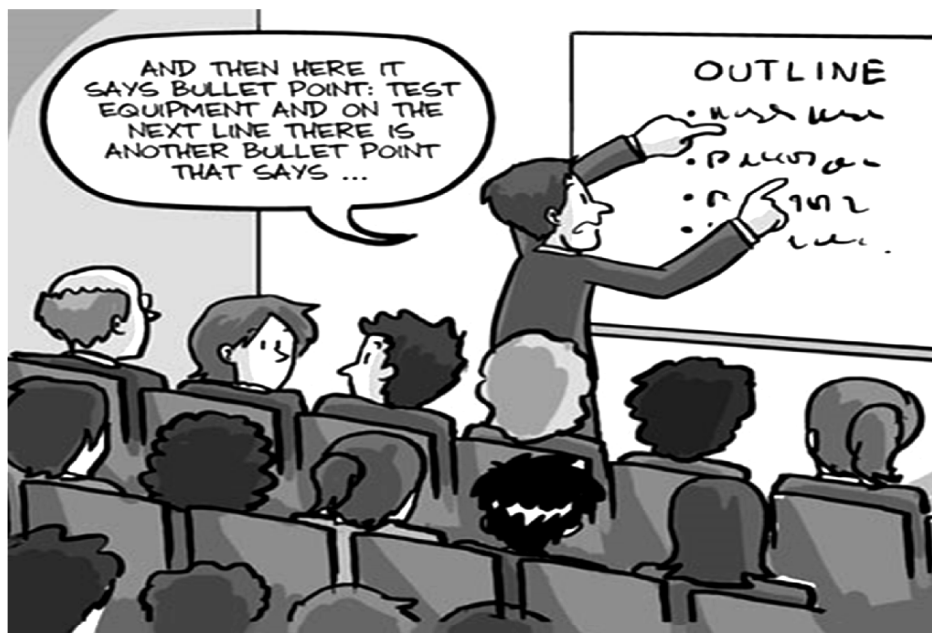
In the business world, there are several ways for making an effective presentation which are discussed below:

Informative Presentations

Informative speech outline can be organized topically, chronologically or spatially. The two distinct categories of this presentation are reporting and explaining. In the former case, presentation brings the audience up-to-date on projects through seminars, workshops, and conferences that include shareholders' meetings. In the latter case,

Author please provide the titles and sources to all the figures. Also, please cite the figures in the text.

Figure 1: xxxxxxxxxxxxxxxxxxxxxxxxx

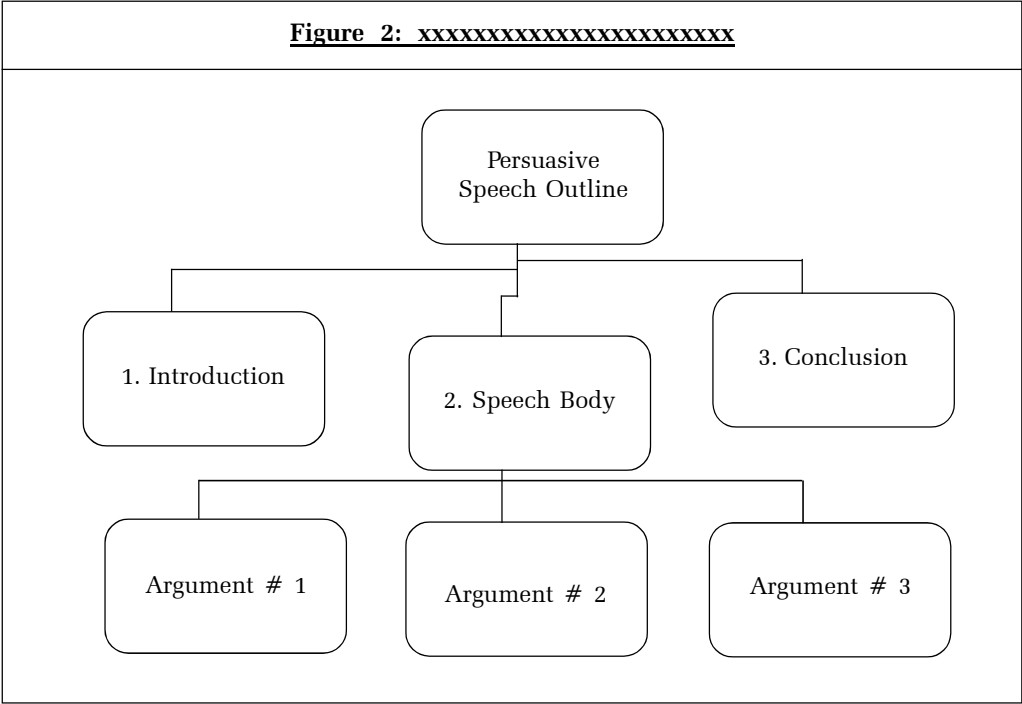


presentation provides information about products and operations.

Persuasive Presentations

It is an attempt to convince the audience to buy a product or service. These presentations are transactional and motivational. Transactional presentations are speech by 'church priest' and motivational presentations are applicable to students to avoid drugs and

alcohol and employees to support new cooperative efforts within the company such as distribution of dividends, reduction in shipping costs and new promotional campaigns. A persuasive speech is a speech that convinces people of certain ideas, values and beliefs.



Goodwill Presentations

The purpose of goodwill presentations is pretty obvious: to build goodwill among people and to build respect for the organization, product, peers and superiors. It takes the form of entertaining like sharing video highlights of sports as well as ceremonials like presenting an award to an employee. Departments and teams within a business organization are rewarded for success at meetings through speech with slideshow. They often take the form of after-dinner speeches, which are often designed to be entertaining.

Sales Presentations

Sales scenario is the single largest category of presentations. Selling products, services or ideas to the business world through presenting a proposal and position to close the deal. The two essentials for success in a sales presentation are knowing and understanding the audience and building rapport. Use a local directory to store files and send them as attachments to clients. The first time you login, you can upload all your assets to show on the cloud and categorize them into ‘shows’. On the clients’ side, they will receive a link and clicking on this link will take them to your presentation.

Figure 3: XXXXXXXXXXXXXXXXXXXXXXXXXXXX



Figure 4: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



Training Presentations

Presenters teach a variety of skills in training sessions that include sales techniques, diversity in workplace, time management, stress reduction, team building and leadership to the participants. A set of clear learning objectives is crucial. It is important that one should fully study and prepare the information that is being presented. Visual aids are a key ingredient to any successful training presentation. It is also a great idea to incorporate video into training.

Figure 5: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



Entertainment Presentations

It is planned to inform, build a positive image and create goodwill. Entertainment presentations are scheduled by clubs, adult education programs and social organizations in a weekly or monthly meeting. Creative opening, showing instead of telling, using a prop, planning purposeful movement and breaking it up are the unique features of this presentation.

Political Presentations

It includes lots of information and builds goodwill. Political presentations take on gigantic proportions in media-crazed society. Politicians present the right image, deliver the right message in the right context and format and develop the right rapport with each audience segment. They are supposed to take a position and build a network and learn how to present the message well and do it better than the competition. They should

Figure 6: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



learn how to use microphones, first be human, talk to the audience not to notes, should not look angry, focus on relevance, conclude, smile, and make them laugh, reframe the question and be prepared.

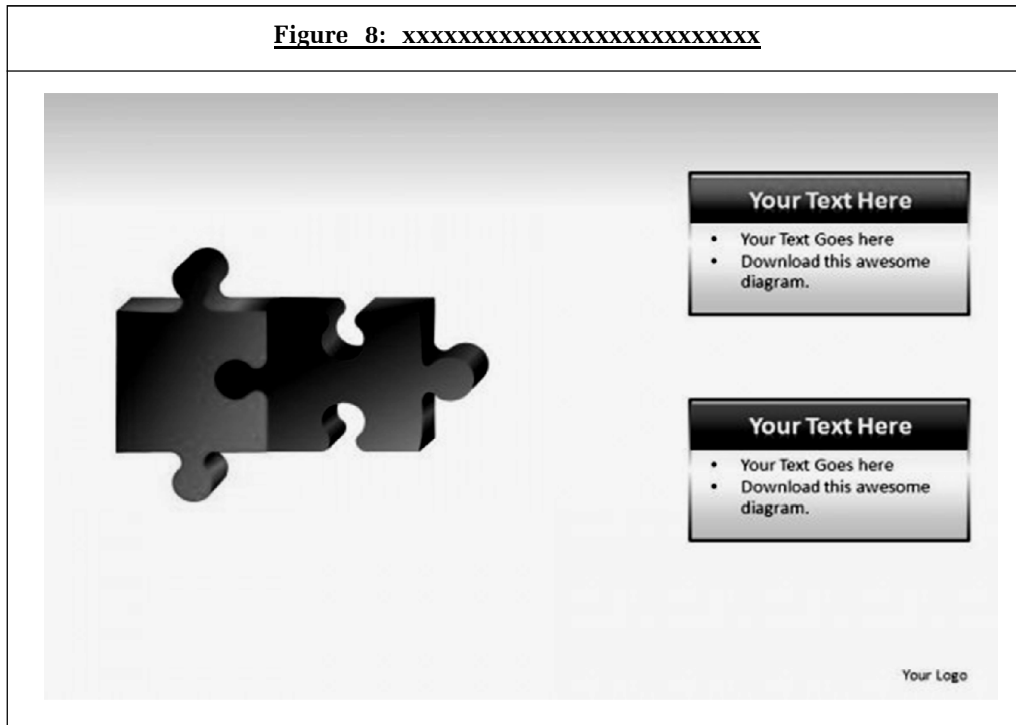
Figure 7: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



Image Building

These presentations are informative, entertaining and goodwill-oriented. Image building presentation represents an effort to position a company or an individual as a leader in an industry or a field. They are used as launching pads for extensive public relations and publicity efforts. It is innovative and dynamic that leads to growth-oriented organization.

Figure 8: xxxxxxxxxxxxxxxxxxxxxxxxxxxx



Motivational Presentations

Motivational presenter knows what makes the audience tick and zero in on their hot buttons. They use high energy presenting tactics in order to capture the audience's attention for the entire message like political candidate's presentations, spiritual leaders, school superintendent and real estate broker. Many participants remember their presenters who inspired them and made a difference in their lives and said they would still like to listen to them. Those presenters who are enthusiastic and passionate about presenting can make an everlasting influence on their participants.

Interviews Presentations

It includes presentations by company spokesperson, political candidate, writer, artist, inventor or other experts appearing on a radio or television talk show or interviewed for a magazine or newspaper. A job interview is another presentation form where the presenter identifies the immediate audience. From writing notes and learning as much as you can by heart, to practicing the tone of your voice, there is plenty to think about.

Tips for Effective Presentation in an Organization

- Start with the end in mind: We should think about the purpose of talk, audience expectation, and important parts of topic, time of presentation and transfer of information.
- Know your audience well: It refers to audience backgrounds, purpose of event and venue of presentation. Presentation preparation starts with solid content which is appropriate and connects with the audience.
- Keep it simple: Simple is hard for the presenter but it will be appreciated by the audience. Simplicity takes more forethought and planning the essence of message.
- Outlining content: The best presenters scratch out their ideas and objectives with a pen and paper on a large white board that makes them feel uninhibited and creative. Key points are outlined and quick ideas are visualized through charts or photos in the PowerPoint.
- Art of storytelling: Good presentations include stories as they are easy to remember for audience. The presenter comes up with good, short, interesting stories or examples to support major points. Good stories have clear beginnings, engaging content and logical conclusion.
- Confidence for presentation: The presenter should build logical flow of presentation, design professional and appropriate supporting materials. One should rehearse with computer and projector several times to melt away nervousness and reduce anxiety that develops confidence.

Challenges for Communication

The following are the challenges for communication:

- Understanding the needs of the client (25%).
- Time to prepare properly (22%).
- Skills for the new technology (14%).
- Choosing the right type of visuals (11%).
- Benchmarking competitors (8%).
- Public speaking skills (8%).
- Training the team members (7%).
- Getting the team to rehearse (5%).

Business Presentation Skills

Usually, for an opportunity to present organization's ideas, products, and/or services to the audience, one needs to work on it for months, for the presentation is their big

moment. While presenting one needs to compete with other's thoughts, questions, and concerns in the minds of your audience and also intended message is competing with all the unintended messages. Therefore, one of the important attributes for successful people in business today is the ability to present well. Today, it is not just what you know that counts but how you present your knowledge to the world. Delivering accomplished presentations is a vital skill in anyone's armory. Presentations can be represented in wide varieties in the form of figures, graphs and charts. Certain illustrations of company's sales performance with relevance to business presentation trends and business presentation skills are shown in Figures 11 and Exhibit 1, respectively.

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Figure 12 depicts the sales growth of product X over products Y and Z in 6 months' time interval in an increasing trend.

In Figure 13, the individual growth patterns of different products have been

Figure 11: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx



presented over 6 months' time period in a consistent manner.

The pictorial representation of sales in different months is displayed in Figure 14 in which the month of June holds the maximum growth capacity comparatively.

Exhibit 1: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Structure Have a logical order: introduction, middle with your main points and a conclusion	Practice Practice beforehand in front of a mirror, with a recorder or in front of a friend	Body Language Smile, make eye contact, stand up straight and move around a bit. Do not hide behind the podium!
Notes and Handouts Have brief notes on postcard sized cards. Have a handout that the audience can take away afterwards	Presentation Skills Bruce Woodcock, <u>bw@kent.ac.uk</u> <u>University of Kent</u> <u>Careers</u>	Speech Speak clearly, confidently, concisely and not too fast. Use every-day language rather than jargon
PowerPoint Keep slides clean and simple. Do not have lots of text on each slide. Use charts, diagrams and pictures	Interaction Build a rapport with your audience. Get them involved by asking and encouraging questions. Use humor if appropriate	Nervousness It is normal to be a bit nervous: this helps make you more energized. Preparation and practice will reduce nerves!

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Figure 12: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

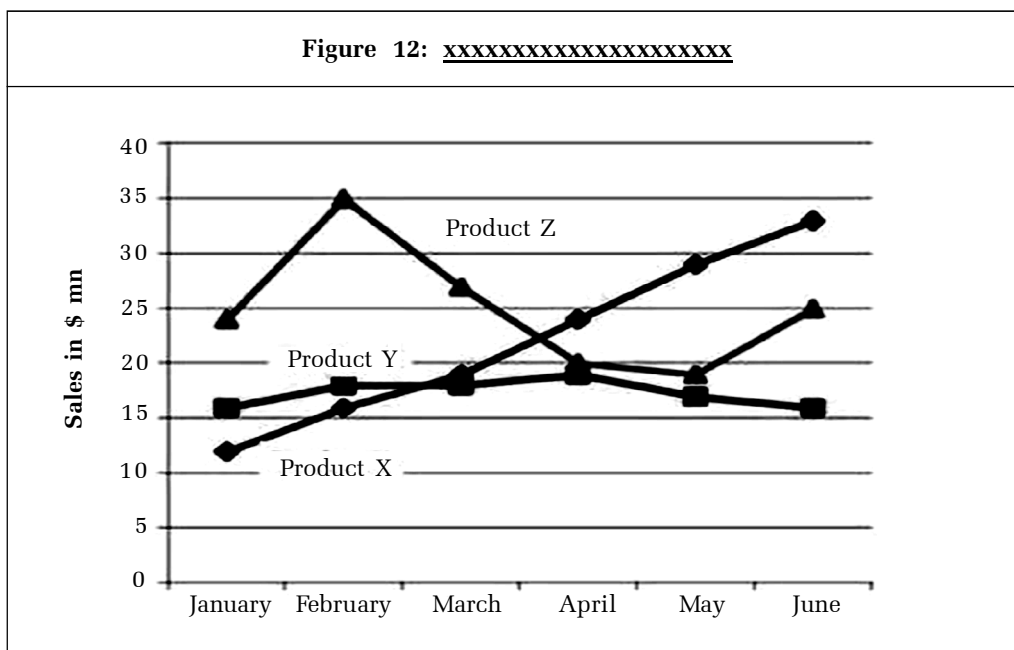
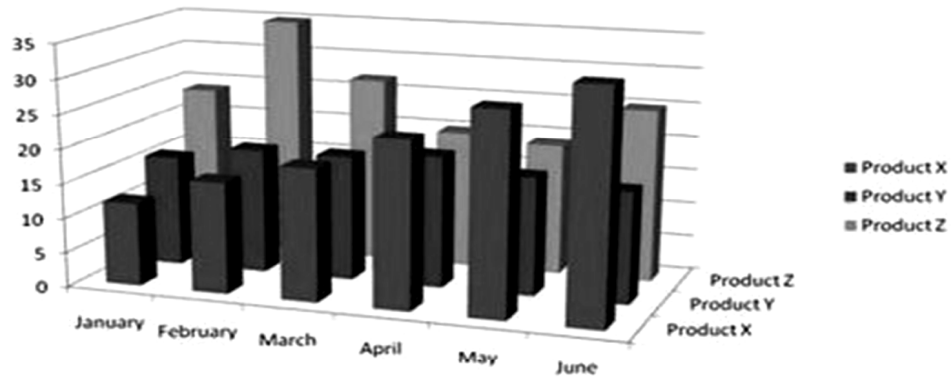
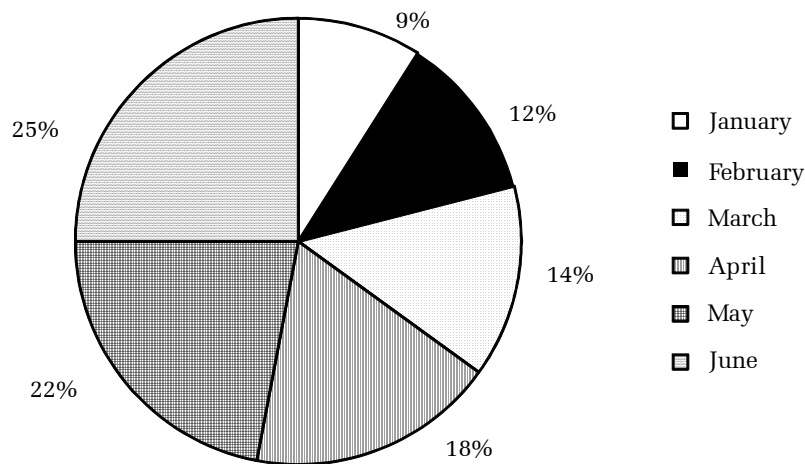


Figure 13: Six Months' Sales Performance



Author please provide the data, so that the figure can be drawn in excel.

Figure 14: Contribution of Each Month



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Conclusion

Presentations can have multiple uses and a long shelf life on a variety of platforms. They are the personification of content and push out information about businesses or a company. It is equally important to use clear, precise, appropriate, dynamic and pleasing simple language. Walt Whitman wrote in *Leaves of Grass*, "The art of art, the glory of expression and the sunshine of the light of letters, is simplicity". Easy grammar and simple, concrete, specific, vivid and sensory vocabulary is listener-friendly. Personal language (I, We, You, Sung, Shintaro, etc.) is better than impersonal language (one,

somebody, a person, people, etc.). Moreover, verbs are more effective than nouns. Tones, pauses, silences, sentence stress, gestures, facial expressions, and postures convey messages and attitudes. Finally, you should welcome questions from the audience and answer them. You can answer most questions using your common sense and experience.

If you follow the steps and tips offered in this paper, you will be able to make effective presentations. In the present competitive environment, presentation plays a vital role in the successful growth of individuals as well as organizations. Hence, the study highlighted several forms of presentations in today's dynamic context. It also enumerated certain tips to be followed by organizations for success in contemporary business situations.☺

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