



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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Name: Lois-Otilia Dolea

Student ID: 2219572

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Lecturer: Dr. Lizeta Demitriou

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**Chosen Source: Bradbury, A. (2006) *Successful Presentation Skills*.
London: Kogan Page.**

Introduction:

Businesses fail or succeed based on the quality of their communication. The capacity to convey information effectively is a crucial business attribute that many individuals struggle to acquire. This is true whether you are training new staff or trying to strike up a conversation with a prospective customer. Every typical issue that arises while giving a presentation is addressed in this updated and expanded version. *Successful Presentation Abilities* is an excellent resource for both the nervous public speaker and the person looking to improve their verbal and nonverbal communication skills. Everything you need to know, from the first draft to the final presentation, is included in this comprehensive handbook. From this handbook we will focus on understanding good presentation skills.

Summary:

Listening to a presenter who is plainly bored and disinterested in the material is one of the most uncomfortable things that can happen during a presentation. Exciting the audience is essential for a successful presentation. If your presentation is boring and repetitive, you will not be able to get anybody excited. Exhibiting interest in what you are talking about will encourage others to do the same. If you want to succeed, you need to show genuine enthusiasm and honesty. When a speaker is lying or exaggerating, even the most disinterested listener will notice. They will lose trust in you and your presentation if they feel any dishonesty on your part. Excellent public speakers are open and forthright with their audiences while exuding genuine interest in their subject matter.

The author of the book explains that the most successful presenters I have seen create and deliver talks that are focused on the listeners rather than the presenter. Think on the takeaways for the listeners. Entertaining and interesting your audience is the key to a successful presentation. It is crucial to think about your listeners and what they are interested in, since every audience is unique. To get people to listen to you, your subject should be something they can use. Effective speakers can simplify even the most convoluted material. Most presentations are given to audiences that know little to nothing about the subject at

hand. To lose your audience's attention and understanding, utilize too technical terminology or ideas. A presentation serves as a method of instruction. You are acting as a teacher to your listeners. The key to making sure your students learn and comprehend what you are teaching is to keep things as simple as possible, as any good educator will tell you. Presenters that are really skilled at their craft may do this. Possessing a friendly demeanor is an asset in any corporate setting, and this is especially true during presentations. If your audience finds you likable and approachable, they will pay closer attention to what you say. Making contact with your audience and smiling are two great methods to show your warmth and charisma. Following these guidelines can help you connect with your audience and enhance the likelihood that they will like you. Your nonverbal cues are more telling than you realize. Most of what we say to one another is not really said. A person's body language may have a significant impact on how they are seen and heard, even if their words bear more weight. Excellent presenters maintain a tall, confident stance. They avoid the unfriendly posture of crossing their arms across their chest. Because it conveys an impression of nervousness, they also refrain from pacing and hiding their hands behind their backs. Keeping your body language kind and approachable can help your audience feel more at ease and trust in you.

The book further elaborates that you should practice your presentation until it is perfect. Even though it may be tough for those with busy schedules to find time to rehearse, it is essential if you want to provide an engaging presentation. The night before a major presentation, I am notorious for staying late and rehearsing. If you are afraid about public speaking, a script is your greatest friend; if you want to sound excellent, write down your speech instead of taking risks by winging it. Do your best to rehearse at the actual location of your presentation. One tactic advocated by those who study the art of acting is to practice one's lines while in a broad variety of situations (standing, sitting, on one knee, arms wide open, on the toilet, etc.). (Okay, the last one is kind of optional.) More practice in a variety of positions and environments will help you feel more confident when expressing yourself. Present your presentation to a friend or coworker as a dry run, or film it and watch it back to see where you can improve. The age-old question "Is that what I actually sound like?" might be answered with an emphatic "yes" while listening to recordings of your earlier speeches.

The author has divided the book on fourteen major sections with each section trying to back up your successful presentation skills. The first chapter gives an explanation of why you need presentation skills and how can they be useful in your life. The second chapter explains how to communicate during a presentation and how to use effective communication skills.

The next two chapters give through details about building confidence in presentation and avoiding panic situations by having a clear objective and plan. It is important to know what your audience wants. If the topic is not what they want to listen, the presentation will never be successful does not matter how good your skills are. Therefore, it is important to know clearly the purpose of your presentation and the needs of the audience. Secondly confidence is one of the key factors in giving a successful presentation because it is your confidence that attracts the audience to your words. This confidence should be showcased through your voice tone, body language and audience engagement. It is important that one produces an aura effect when making eye contact with the audience. This is done by creating a balanced eye contact with audience from all stances from the front rows to the back rows. What most people do wrong is they only maintain eye contact with few front rows and avoid looking at the rest of the audience which showcases their low confidence. This is the reason the author teaches about eye contact maintenance through aura effect. Also, the more at ease you are in your surroundings, the more effort you can put into adapting to them. Spend some time in the presenting space before the big day. Try to get a feel for the acoustics of the space ahead of time by practicing with the equipment (mic, lights, etc.), as well as the seating arrangement and any potential distractions (e.g., a noisy road outside). Whether you consider yourself a Zen master, you should know that positive imagery works. Positive mental imagery increases the likelihood that our desired result will materialize. Instead of telling yourself, "I'm going to be dreadful out there," and seeing yourself puking in the middle of your presentation, tell yourself that you'll get a lot of laughs if you present with the energy of Jimmy Fallon, the elegance of Audrey Hepburn, and the charm of George Clooney. Try thinking positively; it might work wonders. These aspects together teach you solid confidence building when giving a presentation.

What I have learned:

The major set of skills that I have learned from this hand book includes audience engagement, confidence building and effective presentation skills. These skills I feel are of prime importance for any business student or a corporate person. These skills will help me now within my academic career and will help me in preparing better presentations and presenting them in front of audience with more confidence. Furthermore, these skills will also later on help me in my corporate career as I will be able to attract the audience more towards me and feel more confident on giving presentations on any selected topic. So overall I feel that the skills that I have learned from this handbook will be of great use for my whole career.

References:

Bradbury, A. (2006) Successful Presentation Skills. London: Kogan Page.