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## Assignment 1

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## 1. Introduction

The report is going to discuss academic skills that are important for students and their further careers. The report is going to choose a published source called “Successful Presentation Skills” to discuss academic skills like presentation skills. In this book, the report will focus on a chapter called “Where do you want to go”?

### Thesis statement

This report will discuss the summary of the selected chapter and bring out the key discussion related to academic skills in the life of students.

This report will evaluate different skills that are important for the professional and academic careers of individual students. The report will also evaluate some tips related to presentation skills. The researcher will showcase the learning from the book and relationship skills that need to improve. The researcher uses the book chapter of ‘Successful Presentation Skills’ book and other resources to discuss presentation skills.

## 2. Summary of the chapter from the book

The book summarises one key skill called ‘presentation skill’ in the chapter called “Where do you want to go”? The book summarises the importance of presentation skills for employees and organisations. To attract customers, modern firms currently focus on effective, memorable and top-quality presentations. As opined by Bradbury, (2006), differentiation is a key term that helps the company to attract customers more than its competitors in the market. Even the book also highlights that communication skills or effective communication are required for a successful presentation. From the book, it is determined that presentation skill is highly important for organisations to make different types of business transactions. Even organisations require presentation skills in terms of reporting back to the departmental meeting and offering proper guidance to new co-workers through normal office procedures, different types of sales calls include face-to-face or telephone, offering board members the product overview and many more. This chapter of the book takes examples of John F Kennedy and Winston Churchill as great presenters. Their presentation skill became popular because of their desire to interact or communicate effectively. The author of the book Bradbury states that giving an effective presentation is a skill and it is similar to talent. The author also states individual students or learners can focus on learning this skill to increase their chances of getting employable. According to the author, inadequate preparation generates poor presentation. Even the author also states that putting necessary effort and time can offer different results in terms of giving the presentation (Bradbury, 2006).

The book highlights several crucial steps to provide the best presentation such as the presenters having to decide what they require to achieve or whether the formal presentation is the perfect way of achieving the goal. As mentioned by Bradbury, (2006), even these steps include if presenters decide to move ahead with the presentation, they can decide the form that this can take. The presenter has to create a script that suits the best and prepare and design handouts and visual aids. In the end, the presenter has to rehearse properly and do it.

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The processes are simple and can be developed by an individual without having no prior knowledge (Bradbury, 2006).

### **3. Evaluation of the presentation skill**

#### **Importance of skill**

From the secondary source, it is determined that presentation skill has different types of importance in an academic career as well as a professional career. Presentation skill supports an individual to create different innovative ideas while students bring interesting and creative slides to illustrate the talk. Presentation aids usage makes the conversation interesting. The aids also help the students to gain or seek confidence. Miscommunications can be reduced by proper presentation skills, and it also helps to reduce work-related stress. Effective presentation skills create pressure on the presenters in terms of giving presentations and are highly effective with communication (Todd, 2022).

Through effective presentation skills, the presenter can ensure communicating the right things to group members. The presentation skill can help the presenter increase efficiency and effectiveness and avoid miscommunication within the group. Proper implementation of this skill will help an individual eliminate stress which exists among the groups to perform effectively. The importance of this skill in any workplace is having a well-developed presentation, acquainting presenters with their audiences, organisational importance, dressing properly and making this worth the time. In this case, time management and clear communication play vital roles (Todd, 2022).

#### **Tips related to presentation skill**

As a student, I understand the importance of time management and communication skills. During my academic, I often failed to complete my projects both individual and group projects within the time. Failure of meeting the deadline generates time management issues which reduces my marks on projects and hamper relations with the group members. Even during academics, I have to communicate with other members and senior management. However, I failed to make senior lecturers and group workers understand my viewpoints. Even I also was not able to listen to the group members before the presentations. In both cases, presentation skills played a crucial role to improve these skills for my further career development. For me, both of these are weaknesses which directly impact during the presentation itself.

The individual can improve communication skills or speaking skills by focusing on consistent effort given in their presentation skill. It can improve the public speaking of the student, and encourage students to maintain proper body language, delivery and creativity. It will take 6-7 months for me to improve the communication skill for further career development. Through consistent practise and taking advise from experts will also help me to acquire this skill properly. On the other hand, an individual like me can improve time management skills with the help of presentation skills. I need to time and rehearse myself early in the planning stage and should ensure that the presentation starts within the given timeframe. Even I have to time every section of my presentation and summarise the key points to improve my time management skill. It will take 10-11 months for me to improve my time management skill.

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Through continuous practice, time management skill can be improved to grab further career opportunities (Todd, 2022).

### **Lessons to learn**

From the book, I have learnt different concepts and things related to modern organisations and their presentation skill. I think readers can learn from this book that maintaining effective, memorable and top-quality presentations increases customer attention and generates more sales. Even to attract potential customers, differentiation is the key strategy for the company. Even I have learnt about the importance of communication skills while presenting something. Therefore, I think by improving and acquiring presentation skills, I can learn more about the business, increase my ability to develop my network and conduct the proper way through people. Strong presentation skills can also help me to develop morale and make a belief in myself. even proper presentation skills improve the ability to public speaking. Even readers can understand they can effectively interact on a one-on-one basis.

### **4. Conclusion**

The report concludes with one major skill called 'Presentation Skill' and its importance in further career development. The report concludes that the chosen book is 'Successful Presentation Skills' and the chosen chapter from this book is "Where do you want to go"? Even the report concludes the importance of communication during a presentation in this book. Vital business transactions require effective presentation skills. From the report, it is determined that the researcher has two weaknesses such as communication skills and time management skills. For the further improvement of these skills, the role of presentation skills becomes important. The researcher can improve time management skills by timing every section of the presentation and summarising it effectively.

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## Reference

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

Todd, S. (2022). *The importance of presentation skills in the Workplace, Open Sourced Workplace*. Open Sourced Workplace. Available at: <https://opensourcedworkplace.com/news/the-importance-of-presentation-skills-in-the-workplace> (Accessed: March 25, 2023).