

BA BUSINESS MANAGEMENT

Assignment 1

Module: Academic skills

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Executive Summary

This report provides a brief description of presentation skills with the help of a popular academy source. Based on the 'Successful Presentation Skills' the summary of key modules is described in this report. This book identifies the relationship between presentation and communication skills. Reflective analysis to improve these skills and their effectiveness are aligned in this report.

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1. Introduction

The aim of this report is to identify the summary of a particular source such as an academic journal or book. Key skills for a learner need to be evaluated with the help of the source through this report. The learner's reflection on that book and the effectiveness of the learning outcomes will be also described here.

2. Description of sources

Successful Presentation Skills is a popular book by Bradbury which was published in 2006. This book is all about presentation skills and its purpose in research, academic study, review or critical analysis. This book also defines other essential skills of Business Management which help to improve the presentation skill of individuals (Bradbury, 2006). The second page of this book briefly discusses the relationship between presentation and communication which will be evaluated in this report.

2.1 Presentation skills

Presentation skill is one of the most common skills for every business professional as providing basic office procedures, face-to-face or daily sales, attending and reporting back to various departmental meetings and providing a brief demonstration of a new product all requires presentation skills. Page number 2 and 3 of this book provides the effectiveness of strong presentation skill as it delivers effective presentations which can increase future opportunities (Bradbury, 2006). On the other hand, poor presentation skills create various issues and conflicts with others. Most of the time inadequate preparation is the main reason for poor presentation. Good presentation skill does not require a huge experience in particular fields. Sometimes senior members also can be unable to provide effective presentations due to a lack of other basic skills while junior or freshers can perform a good presentation with their effort and willingness.

(Bradbury, 2006). This book provides seven basic steps on page number 3 which are all about delivering a successful presentation with the help of effective communication.

2.2 Communication skills

Communication skills play a vital role in a successful presentation. The seven basic steps are an individual part of the first module of this book which includes the communication process for professionals (Bradbury, 2006). The second module of this book provides the basic structures of communication skills. According to professor Albert, communication can occur on three various levels such as visual, vocal and verbal. 55% of communication is visual which refers to body language, 38% of communication is vocal which includes voice tones and only 7% of communication refers to words (Bradbury, 2006). Based on this percentage it can be easily identified that the success of a presentation mostly depends on the body language of the presenter and attention-grabbing content. The way individuals communicate with the audience decides the success rate of the project. Some real-time incidents of John Kennedy and Richard Nixon are described in this book as examples.

3. Reflection on my skills and their effectiveness

3.1 Effectiveness of communication skills

Decision-making and planning: Effective communication is very essential to improve the decision-making skills of individuals (Mitchell *et al.*, 2021). The professional sector of business management always encourages the employees to take active participation in the decision-making process of their own departments. As a business management student, I need to improve my communication skills not only for my professional career but also to provide me with various opportunities in my academic career. Efficiency in planning is also based on decision-making

skills (Barker, 2013). Individuals can plan their future growth or development plan according to their requirements.

Promote teamwork and collaboration: Verbal and vocal communication promote teamwork skills. Students can easily communicate with the team members and work together to achieve the goals. I have efficient communication skills which help me to take active participation in various team activities in my class. Apart from that I also take part in different community activities and help others to make effective communication. Communication also promotes cooperation inside the workplace which helps to reduce the working stress of the employees. The employees can easily understand their roles and responsibilities and focus to build a positive and trustworthy environment (Mitchell *et al.*, 2021). My efficiency in this skill will provide me with future opportunities and I can get a higher position in a company.

3.2 Effectiveness of presentation skills

Reduce miscommunication: Presentation skill includes the visual and verbal communication of an employee. I can ensure the right communication methods for my team members with the help of this skill. Proper presentation avoids miscommunication and also increases team efficiency (Van Emden and Becker, 2017). I can perform better in various group projects with this skill. Presentation requires a lot of practice and preparation for successful delivery.

Improve time management: Better presentation skills always help to adjust the time according to the tasks. A well-prepared presentation does not face any difficulty due to lack of time and also can be delivered in the provided time slot. I always focus on the time duration of my presentation and create my content based on this. It is always challenging to make attractive and motivating content with clear messages for the audience in a provided time period. While practising time management helps me to boost my content-creating skills.

Builds morale: Successful presentation always requires a depth of knowledge of the subject. Individuals can learn more about the project and increase their network. This skill helps me to build my morale and boost my self-confidence. I can actively participate in various community activities and try to build my network with the wider community.

4. Learning from the sources

According to my learning experiences, this book is very helpful for students and professionals. 'Successful Presentation Skills' not only provides the importance of presentation skills but also admits other skills which influence the presentation. The learning outcome from this book can be divided into these ways.

Handling audience: Page number 124 of this book provides three basic guidelines to handle the audience during a presentation (Bradbury, 2006). First of all the presenter needs to provide full attention to his/her audience and make them comfortable to ask questions. Effective communication is the only way to include the audience with the subject and resolve their queries. The second method is to rephrase the question and encourage the audience to address their answer on their own. Sometimes communication gaps can create issues in this method. The third method resolves this problem and focuses on the body language of the presenter (Bradbury, 2006).

Other areas to focus on: There are several modules which not only focus on the key skill but also focus on other small areas. A learner can easily rectify his/her weaknesses through these modules. Always they need to create a plan B for their presentation if anything goes wrong or any technical problems occur (Bradbury, 2006).

Using theories: Theories provide effective ways to practice these skills in different ways. Communication theories are not only helpful for practising academic knowledge but also provide real-world examples. Professionals can easily -practise different objects of those theories in their

professional life. The learners need to communicate with their teachers and team members effectively (Barker, 2013). This communication can be visual, vocal or verbal but it needs to be connected with the listener. Apart from that, this book also ensures that the learners always need to focus on the overall message of their presentation.

5. Conclusion

This report is based on the popular book by Andrew Bradbury, Successful Presentation Skills. A summary of specific modules is described in this report. The reflective analysis is also evaluated here to identify the improvement of other skills of the learner. The learning outcome of this book is included at the end of this report.

References

Books and journals

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