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## ■UNIT – 5

**PRESENTATION SKILLS**  
**CASE METHOD OF LEARNING**  
**NEGOTIATION SKILLS**

# PRESENTATION SKILLS



## MEANING:

- Presentation is a process through which you present some ideas, some products, some information, some reports, some findings etc. to some individuals or group of individuals with a definite purpose and a clear goal in your mind.

# Features of Good Presentation

- I. Content matching the audience
- II. Language matching the audience
- III. Brevity
- IV. Smooth sequence
- V. Signs of preparation and mastery
- VI. Lively delivery
- VII. Appropriate example

# Elements of Presentation

1. Presenter
2. Purpose
3. Audience

# Types of Presentation

## ON THE BASIS OF PURPOSE



- 1) Monologue presentations
- 2) Guided discussions
- 3) Sales presentations
- 4) Persuasive presentations
- 5) Informative presentations
- 6) Goodwill presentations
- 7) Training presentations

## ON THE BASIS OF NUMBER OF PERSONS



- 1) Individual presentation
- 2) Group discussions

# Techniques of Presentation

- i. Audio visual
- ii. Lecture
- iii. Role – playing
- iv. Sentence completion
- v. Problem – solving
- vi. Demonstration
- vii. Dramatization or skit
- viii. Case studies



# Designing Of Presentation

1.	Introduction	3 Minutes
2.	Main Body	15 Minutes
3.	Conclusion	2 Minutes
4.	Question and Answers	10 Minutes



## 1. Introduction

- Address the audience
- Introduce your self
- Indicate the aim of your presentation, by explaining you also indicate the relevance it for the audience.
- Indicate the main topic of the presentation



## 2. The Main body: -

The ideas should be supported by facts illustration and claims.

## Continued...

The topic discussed in the body should be organized in the logical manner.

- o Chronological order: - Starting with the oldest and ending with the most recent.

- o Spatial order: - Discussing one topic in different places. For e.g. – unemployment in east to west.

- o Causes and Effects: - Describe causes and effects of something; especially suitable when you want to explain why something happened.

For e.g. - The cause of a disaster the effect of...

## Continued...

**Problem and solution :** - Offer a solution for a problem for e.g. How to reduce the rate of unemployment?

o **General to specific:** -

Start with a general picture and then move on to detail.

o **Specific to general:** -

Start with a detail and put it in a more general context.

o **Start with something small and familiar then move on to something larger and less familiar**

### 3. The Conclusions: -

- In the final phase of presentation, you should either summarize the main points of your presentation or conclude what you have said in a certain perspective.
- You should not add new facts to your presentation in the conclusion.
- You should take time to round off your presentation.
- Use a phrase like “with this I would like to conclude my presentation”.

# STAGES OF PRESENTATION

## 1) PREPARING PRESENTATION

- 1) Identifying the topic
- 2) Determining the purpose
- 3) Analyzing the audience
- 4) Gathering the information

## 2) DELIVERING PRESENTATION

## 3) DEVELOPING AND DISPLAYING VISUAL AIDS

## 4) HANDLING QUESTIONS FROM THE AUDIENCE

## Factors Affecting The Presentation

- ❑ Audience analysis
- ❑ Communication
- ❑ Personal appearance
- ❑ Use of visuals
- ❑ Opening and closing of presentation
- ❑ Organization of presentation
- ❑ Language and words
- ❑ Quality of voice
- ❑ Body language
- ❑ Answering questions



## Advanced Visual Support For Man





## Types Of Visual Aids

- ◉ 1) Flip chart
- ◉ 2) Boards
- ◉ 2) Overhead transparencies/projector
- ◉ 3) Poster
- ◉ 4) power point presentations
- ◉ 5) Videos

### Others:

- 1) Tables
- 2) Graphs
- 3) Photographs
- 4) Maps

## Tips pertaining to the use of visual aids

- Use larger fonts, avoid decorative fonts.
- Keep transparencies uncluttered.
- Show only the required information.
- Do not add multiple colors or exciting backdrops to your slides.
- Familiarize yourself with the operation of the overhead projector.
- Be ready with your notes in case of failures.

how does the visual aid help you in making presentation effective?

- Increase audience interest.
- Illustrate key points.
- Signal transition from one part of the presentation to the next.
- Increase impact of message.
- Help listener to retain information.
- Help you present ideas without depending on notes.
- For those not familiar with your language or accents, turn the incomprehensible into something understandable.

## Impact of body language in making presentation effective.

### 1) **Personal appearance:** -

- Makes the first impact on the audience include hairstyle, make - up etc.

### 2) **Posture:** -

- Refers to the way one stands sits and walks.
- A good speaker stands tall; feet together with the weight directly over the instep keeping his chin parallel to the floor.

### 3) **Caution:** -

- A relaxed shoulder indicates that the speaker is discouraged, tired and worn out.

#### 4) **The posture of sitting:** -

- The posture of sitting may convey an air of optimism or sadness or be indicative of a sense of failure or of attractiveness.

#### 5) **Walk gracefully:** -

- lift your feet from the floor. Walk in straight line, on a stride or tiny step.

#### 6) **Gesture:** -

- All oral communication is accompanied by gestures such as shrugging of shoulders, flourish of the hands movement of the head etc.
- These gestures enhance the impact and add a value to what is being said.

### 7) **Facial Expressions:** -

- Face is the most expressive.
- A smile = friendliness
- A frown = discontent
- Raising the eye brow = disbelief
- Tightening the jaw muscles = Antagonism

Can add to the meaning conveyed through verbal m



### 8) **Eye contact:** -

- The eyes are an extension of the brain and a window to the soul.
- A better eye contact leads to more effective communication.

### 9) **Space & Distancing:** -

- It differs from culture to culture.
- In formal gathering it may be ranging from 4 - 12 feet

# Effective Presentation Skills / Strategies

## Assignment

# NEGOTIATION





## MEANING AND DEFINITION :

- Negotiation is a process of bargaining in which two parties, each of whom has something that the other wants, try to reach an agreement, on mutually accepted terms.

# NEGOTIATION PROCESS

**1. PREPARATION AND  
PLANNING**

**2. DEFINING AND GROUND  
RULES**

**3. CLARIFICATION AND  
JUSTIFICATION**

**4. BARGAINING AND PROBLEM  
SOLVING**

**5. CLOSURE AND  
IMPLEMENTATION**



# NEGOTIATION STRATEGI

1. Win – Win strategy
2. Win – lose strategy
3. Lose – win strategy
4. Lose – lose strategy

## DEADLOCK IN NEGOTIATION

Deadlock is a situation in which no progress can be made or no advancement is possible.

Sometimes parties reach an impasse and cannot reach an agreement.



## FACTORS INFLUENCING NEGOTIATION

- ◉ Place
- ◉ Time
- ◉ Subjective factors
  - 1) personal relationship
  - 2) fear
  - 3) future consideration
  - 4) Mutual obligation
  - 5) persuasion
  - 6) practical wisdom