15.280 Communication for Managers
 Fall 2008

Communication for Managers

Presentations: Pulling It All Together

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Agenda

- Keys to effective presentations: Part two
    - Pulling it all together
    - Creating visual aids
    - Owning your delivery
    - Managing Q&A
    - Giving and receiving feedback
- Persuasive presentation lab reminders
- Coming attractions

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Keys to Effective Presentations

Pull It All Together

|	
Develop Strategy/Structure Purpose, audience, credibility, context, direct/ indirect structure	**Create Visual Aids** Uncluttered, purposeful, well titled, consistent
Manage Q&A Plan, listen, answer, summarize	**Owning Delivery** Tone, fluency, confidence, movement, eye contact

Creating Visual Aids

Choose Appropriate Medium

- Flip charts

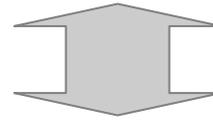- Overhead transparencies

- Computer projection

- Slides

- Video

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Creating Visual Aids
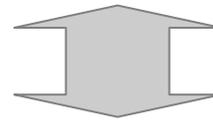
Checklist for Visuals

Consistent

⇕
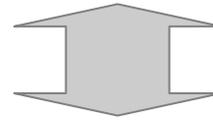
Titled Appropriately

⇕

Purposeful in Use of Color and Special Effects

⇕

Clear and Uncluttered
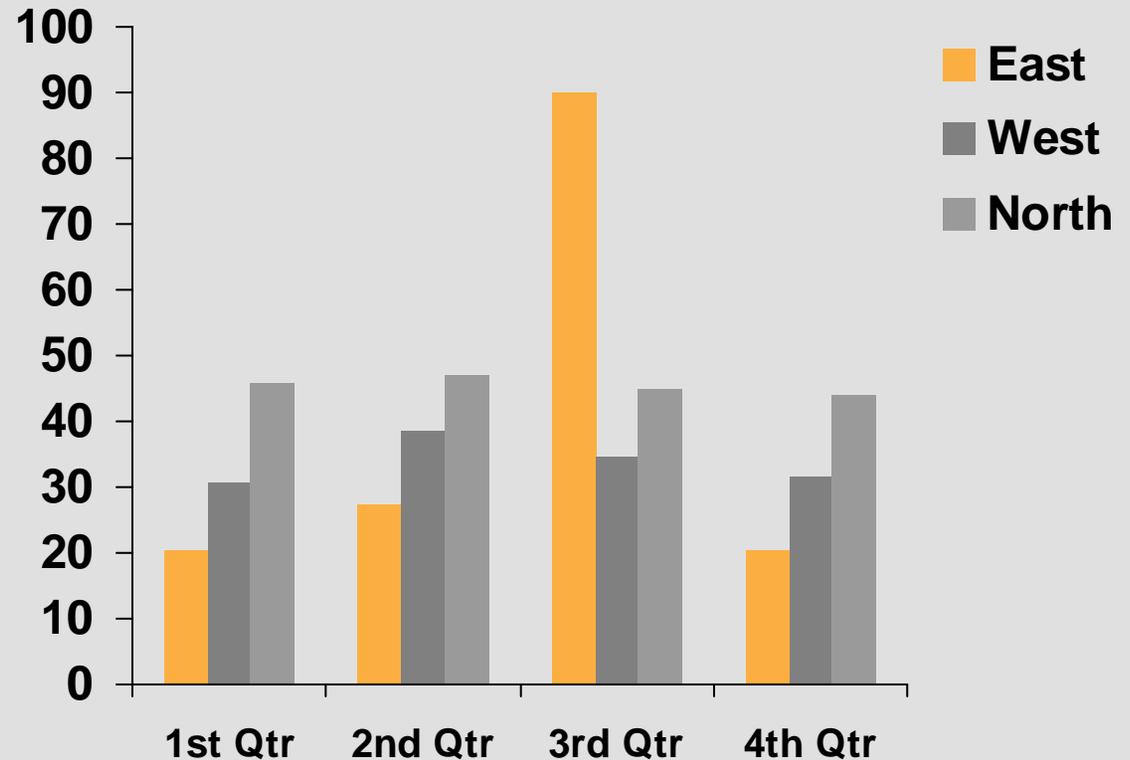
Creating Visual Aids

Use Consistent Template

- Create a simple, clear template

- Test for effective projection; test handouts for note-taking

- Use sharp color contrast

  - Computer projection: Consider white or yellow against dark background

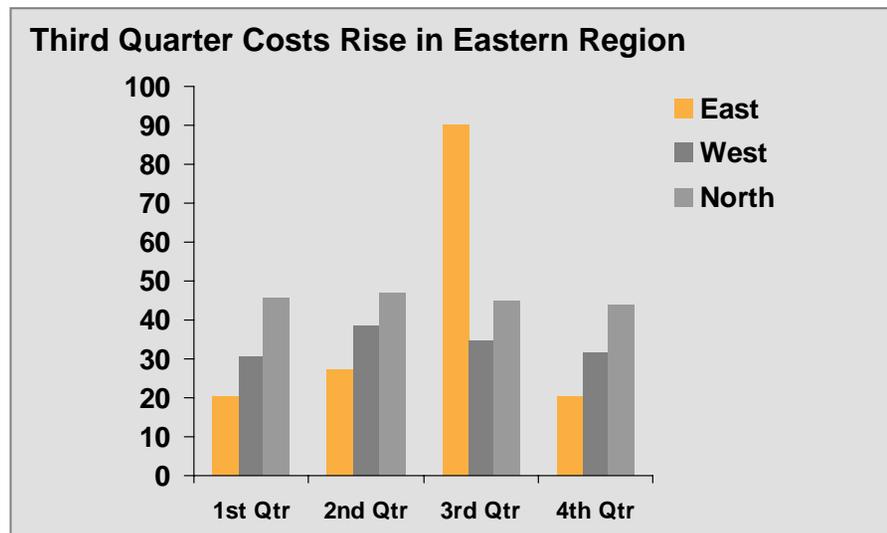 - Transparencies: Consider dark colors against clear background

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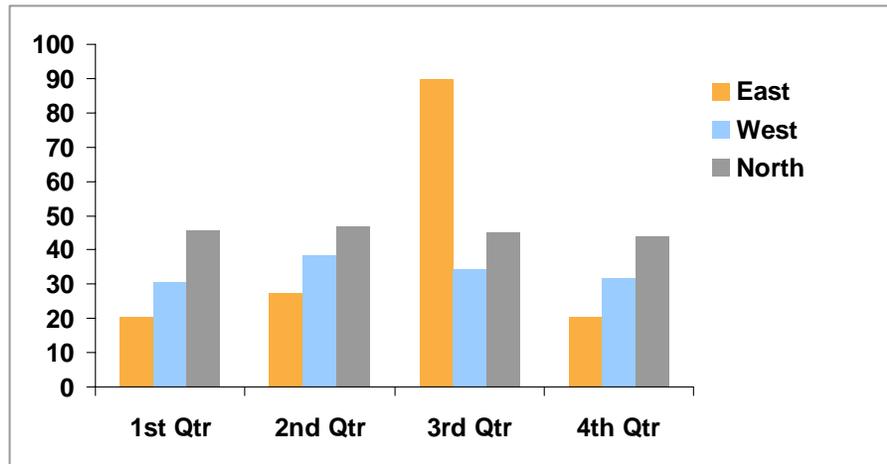# Creating Visual Aids

Use Message Title to Focus Audience Attention

Third Quarter Costs Rise in Eastern Region

Creating Visual Aids
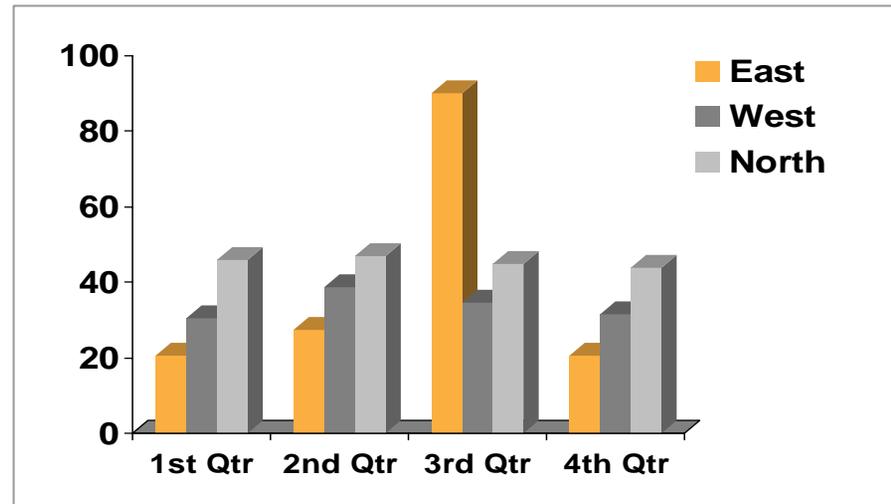
Creating Visual Aids

Avoid Distortion From Special Effects

Third Quarter Costs Rise in Eastern Region

Creating Visual Aids

Use Clear, Concise Text

MAJOR WEAKNESSES IN THE CURRENT ORGANIZATION

Stocks and Bond's present management structure has several important deficiencies that should be corrected in any substantial realignment of responsibilities.

¶ There is no single recognized head of the firm such as a Management Committee, CEO, COO, CFO, etc.

¶ We have observed that there are no clearly defined lines of authority and responsibility for major activities or geographical locations.

¶ It is possible that a real conflict exists between the production department and the administration (e.g., who determines forecasts?)

¶ Inadequate "thinking through" of how much autonomy should be granted to regions (or branches) in various phases of the firm's activities – and what authority in each will be exercised by Corporate Headquarters.

We will discuss each of these in the following chapters.

Strengthen Organizational Structure

- Establish head of firm

- Clarify authority and responsibility

- Increase linkage between production and administration

- Realign regional autonomy with corporate authority

Creating Visual Aids

What's Wrong With This Visual?

Central Engineering Work Mix by Hours Reported
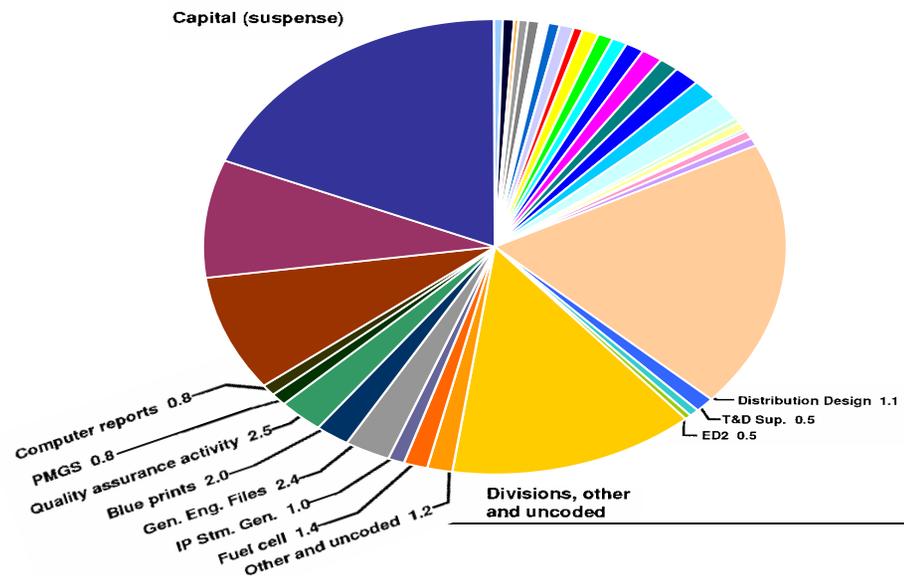
Using Visual Aids Effectively

Checklist

Be Prepared

- Check equipment and room in advance

- Have a "Plan B" in case of technical difficulties

Interact Effectively

- Don't block the screen

- Look at your audience not the screen

- State transitions aloud

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Owning Your Delivery

You are the presentation--the visuals are not.

Managing Q&A

Before	During	After
■ *Plan*, anticipate, and rehearse ■ Set *rules* about timing (during or after)	■ *Listen* before you answer ■ *Answer* using tips	■ *Summarize main point – Regain* the floor for final word

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Managing Q&A

**Use Q&A
to Hone
Your Message**

- Listen actively and answer the question!

- Restate, paraphrase, clarify

- Empathize

- Turn questions to audience or questioner

- Answer honestly

- Look at entire audience – not just questioner!

- Reinforce main points

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Giving and Receiving Feedback

Attributes of Giving Effective Feedback

- Concrete and specific
- Helpful
- Descriptive
- Relevant
- Timely
- Desired

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Giving and Receiving Feedback

Accepting Feedback Received

- Take a moment before responding

- Restate or paraphrase back

- Clarify

- Evaluate feedback later

- Try to understand speaker's point of view

- Take notes

Persuasive Presentation Lab

Reminders

- Review oral presentation evaluation form

- Bring

  - ✓ Blank DVD (+RW Mini)

  - ✓ Written description of context and presentation outline

  - ✓ Paper copies of visual aids

- Timing: Five minutes (strictly timed) plus up to two minutes for Q&A

Coming Attractions

15.311 Organizational Processes	▪ Ethics
15.280 Communication for Managers	▪ Writing Process: Style and Tone ▪ Resumes w/CDO – LEC 6
15.277 Special Seminar in Communication	▪ Structuring an Impromptu ▪ Storytelling about Leadership

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