

Business Presentations



LEARNING OBJECTIVES

1. Apply two important first steps in preparing effective oral presentations.
2. Explain the major elements in organizing the content of a presentation, including the introduction, body, and conclusion.
3. Identify techniques for gaining audience rapport, including using effective imagery, providing verbal signposts, and sending appropriate nonverbal messages.
4. Use visual aids, including PowerPoint and Prezi slides, handouts, and speaker's notes.
5. Explain how to design an impressive PowerPoint or Prezi presentation, including adapting text and colour schemes, and organizing, composing, and editing your slide show.
6. Use effective delivery techniques before, during, and after a presentation including use of voice and eye contact, rehearsal, and keeping audiences engaged.

Organizations today are interested in hiring people with good presentation skills. Why? The business world is changing. As you have seen, technical skills aren't enough to guarantee success. You also need to be able to communicate ideas effectively in presentations to customers, vendors, members of your team, and management. Your presentations will be made to inform, to influence, or to motivate action, or a combination of the three.

Speaking skills are useful at every career stage. A well-known study conducted by business communication researchers found that the number one competency hiring managers look for in new employees is strong oral communication skills, including presentation skills.¹ You might, for example, have to make a sales pitch before customers or speak to a professional gathering. You might need to describe your company's expansion plans to your banker, or you might need to persuade management to support your proposed marketing strategy. Speaking skills rank very high on recruiters' wish lists. As reported in an employer study, between 82 and 95 percent of executives consider oral communication skills very important for college and university graduates.²

This chapter prepares you to use speaking skills to give effective and professional oral presentations. You will learn what to do before, during, and after your presentation; and how to design effective visual aids including PowerPoint and Prezi presentations.

OFFICE INSIDER

Presentation skills are a primary differentiator among you and your peers. Master your presentation skills, and become the master of your career options.

Preparing for an oral presentation means identifying your purpose and knowing the audience.

Audience analysis issues include size, age, gender, experience, attitude, and expectations.

Getting Ready for an Oral Presentation

In getting ready for an oral presentation, you may feel a lot of anxiety. For many people fear of speaking before a group is almost as great as the fear of pain. We get butterflies in our stomachs just thinking about it. When you feel those butterflies, though, speech coach Dianne Booher advises getting them in formation and visualizing the swarm as a powerful push propelling you to a peak performance.³ For any presentation, you can reduce your fears and lay the foundation for a professional performance by focusing on five areas: preparation, organization, audience rapport, visual aids, and delivery.

Know Your Purpose

The most important part of your preparation is deciding on your purpose. Do you need to sell a group insurance policy to a prospective client? Do you need to persuade management to increase the marketing budget? Do you need to inform customer service reps of three important ways to prevent miscommunication? Whether your goal is to persuade or to inform, you must have a clear idea of where you are going. At the end of your presentation, what do you want your listeners to remember or do?

Erick Rosan, a finance manager at AutoFleet, a car brokerage company, faced such questions as he planned a talk for a class in business communication at his alma mater. His business communication professor had invited him back to school as a guest speaker. He was asked to talk about what happened after he graduated, how he uses his skills gained in college in his current job, and what a “day in the life” of his job entails. (You can see the outline for his talk in Figure 11.3, p. 343.) Because Eric obviously knows so much about this topic, he finds it difficult to extract a specific purpose statement for his presentation. After much thought he narrows his purpose to this: *To inform current business students about the realities of the post-college job market using my job as an example.* His entire presentation focuses on ensuring that the class members understand and remember three principal ideas.

Understand Your Audience

A second key element in preparation is analyzing your audience, anticipating its reactions, and making appropriate adaptations. Understanding four basic audience types, summarized in Figure 11.1, helps you decide how to organize your presentation. A friendly audience, for example, will respond to humour and personal experiences. A neutral audience requires an even, controlled delivery style. An uninterested audience that is forced to attend requires a brief presentation. Such an audience might respond best to humour, cartoons, colourful visuals, and startling statistics. A hostile audience demands a calm, controlled delivery style with objective data and expert opinions.

Other elements, such as age, education, experience, and size of audience will affect your style and message content. Erick’s analysis tells him that while students are “forced” to attend, they will also probably be friendly and eager, because he’ll be sharing information they may not be getting regularly from their professors. He decides he’ll use some humour, but also maintain an even, professional tone. Answer the following questions to help you determine your organizational pattern, delivery style, and supporting material for any presentation.

- How will this topic appeal to this audience?
- How can I relate this information to their needs?
- How can I earn respect so that they accept my message?
- What would be most effective in making my point? Facts? Statistics? Personal experiences? Expert opinion? Humour? Cartoons? Graphic illustrations? Demonstrations? Case histories? Analogies?
- How can I ensure that this audience remembers my main points?

FIGURE 11.1 Succeeding With Four Audience Types

AUDIENCE MEMBERS	ORGANIZATIONAL PATTERN	DELIVERY STYLE	SUPPORTING MATERIAL
Friendly They like you and your topic.	Use any pattern. Try something new. Involve the audience.	Be warm, pleasant, and open. Use lots of eye contact and smiles.	Include humour, personal examples, and experiences.
Neutral They are calm, rational; their minds are made up, but they think they are objective.	Present both sides of the issue. Use pro/con or problem/solution patterns. Save time for audience questions.	Be controlled. Do nothing showy. Use confident, small gestures.	Use facts, statistics, expert opinion, and comparison and contrast. Avoid humour, personal stories, and flashy visuals.
Uninterested They have short attention spans; they may be there against their will.	Be brief—no more than three points. Avoid topical and pro/con patterns that seem lengthy to the audience.	Be dynamic and entertaining. Move around. Use large gestures.	Use humour, cartoons, colourful visuals, powerful quotations, and startling statistics.
Avoid darkening the room, standing motionless, passing out handouts, using boring visuals, or expecting the audience to participate.			
Hostile They want to take charge or to ridicule the speaker; they may be defensive, emotional.	Organize using a noncontroversial pattern, such as a topical, chronological, or geographical strategy.	Be calm and controlled. Speak evenly and slowly.	Include objective data and expert opinion. Avoid anecdotes and humour.
Avoid a question-and-answer period, if possible; otherwise, use a moderator or accept only written questions.			

Organizing Content for a Powerful Impact

Once you have determined your purpose and analyzed the audience, you’re ready to collect information and organize it logically. Good organization and conscious repetition are the two most powerful keys to audience comprehension and retention. In fact, many speech experts recommend the following admittedly repetitious, but effective, plan:

Step 1: Tell them what you’re going to say.

Step 2: Say it.

Step 3: Tell them what you’ve just said.

In other words, repeat your main points in the introduction, body, and conclusion of your presentation. Although it sounds boring, this strategy works surprisingly well. This is because in an increasingly wired and mobile and distracting world, people may have trouble concentrating in face-to-face situations, and need to be reminded of important points more than once.⁴ Let’s examine how to construct the three parts of an effective presentation.

Good organization and intentional repetition help your audience understand and retain what you say.

Capture Attention in the Introduction

How many times have you heard a speaker begin with *It’s a pleasure to be here.* Or *I’m honoured to be asked to speak.* Boring openings such as these get speakers off to a dull start. Avoid such banalities by striving to accomplish three goals in the introduction to your presentation:

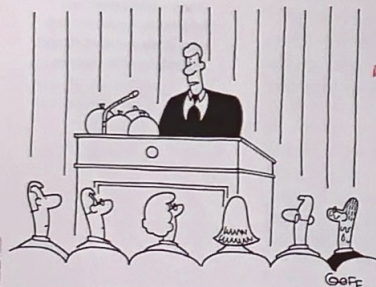
- Capture listeners’ attention and get them involved.
- Identify yourself and establish your credibility.
- Preview your main points.

FIGURE 11.2 Gaining and Keeping Audience Attention

Experienced speakers know how to capture the attention of an audience and how to maintain that attention during a presentation. You can spruce up your presentations by trying these ten proven techniques.

- **A promise.** Begin with a realistic promise that keeps the audience expectant (e.g., *By the end of this presentation, you will know how you can increase your sales by 50 percent!*).
- **Drama.** Open by telling an emotionally moving story or by describing a serious problem that involves the audience. Throughout your talk include other dramatic elements, such as a long pause after a key statement. Change your vocal tone or pitch. Professionals use high-intensity emotions such as anger, joy, sadness, and excitement.
- **Eye contact.** As you begin, command attention by surveying the entire audience to take in all listeners. Give yourself two to five seconds to linger on individuals to avoid fleeting, unconvincing eye contact. Don't just sweep the room and the crowd.
- **Movement.** Leave the lectern area whenever possible. Walk around the conference table or down the aisles of your audience. Try to move toward your audience, especially at the beginning and end of your talk.
- **Questions.** Keep listeners active and involved with rhetorical questions. Ask for a show of hands to get each listener thinking. The response will also give you a quick gauge of audience attention.
- **Demonstrations.** Include a member of the audience in a demonstration (e.g., *I'm going to show you exactly how to implement our four-step customer courtesy process, but I need a volunteer from the audience to help me!*).
- **Samples/props.** If you are promoting a product, consider using items to toss out to the audience or to award as prizes to volunteer participants. You can also pass around product samples or promotional literature. Be careful, though, to maintain control.
- **Visuals.** Give your audience something to look at besides yourself. Use a variety of visual aids in a single session. Also consider writing the concerns expressed by your audience on a flipchart or on the board as you go along.
- **Dress.** Enhance your credibility with your audience by dressing professionally for your presentation. Professional attire will help you look more competent and qualified, which will make your audience more likely to listen to you and take you seriously.
- **Self-interest.** Review your entire presentation to ensure that it meets the critical *What's-in-it-for-me* audience test. Remember that people are most interested in things that benefit them.

Attention-grabbing openers include questions, startling facts, jokes, anecdotes, and quotations.



If you're able to appeal to listeners and involve them in your presentation right from the start, you're more likely to hold their attention until the finish. Consider some of the same techniques that you used to open sales messages: a question, a startling fact, a joke, a story, or a quotation. Some speakers achieve involvement by opening with a question or command that requires audience members to raise their hands or stand up. You'll find additional techniques for gaining and keeping audience attention in Figure 11.2.

To establish your credibility, you need to describe your position, knowledge, or experience—whatever qualifies you to speak. Try also to connect with your audience. Listeners are particularly drawn to and identify with speakers who reveal something of themselves. This is why Erick Rosan plans to talk a bit about his former extracurricular activities at the beginning of his upcoming "visiting alumnus" presentation at his old college, in Figure 11.3. Similarly, a consultant addressing office workers might reminisce about how he started as a temporary worker; a CEO might tell a funny story in which the joke is on herself.

After capturing attention and establishing yourself, you'll want to preview the main points of your topic, perhaps with a visual aid. You may wish to put off actually writing your introduction until

after you have organized the rest of the presentation and crystallized your principal ideas.

Take a look at Erick Rosan's introduction, shown in Figure 11.3, to see how he integrated all the elements necessary for a good opening.

FIGURE 11.3 Oral Presentation Outline

Get Hired, Get Noticed, Get Promoted: One Alumnus' Experience

I. INTRODUCTION

- A. Humorous opening: Even though I'm in a suit and tie today, just seven short years ago I was hanging out in these halls in jeans and a T-shirt, and to be honest, hanging out even more regularly at the weekly campus pub...
 - B. Participation: Can I see by a show of hands — how many of you know exactly where you'd like to end up working after you graduate university?
 - C. Who am I: Like you, I had a pretty good idea/wasn't quite sure [depending on what the hands show] about where to go after graduating, but I learned I had to be quick about making a decision. My name is Erick Rosan, I'm Finance Manager at a downtown Toronto company called AutoFleet, and I'm a graduate of your program. I spend my days making sure my company meets or exceeds its financial goals.
- Transition:* What am I here to talk about? Professor Almonte asked me to talk about how I got hired, then noticed, then promoted at AutoFleet, all within the space of two years. Stop me at any time with questions or comments — just raise your hand.

Captures attention

Involves audience

Identifies speaker

Previews three main points

II. BODY

- A. How did I get hired? The first thing you're probably wondering is how did I land at AutoFleet. Interestingly, because I was an accounting student here, I kept my networking and job search pretty narrowly focused on accounting jobs in major firms. I wasn't having success landing interviews, and an uncle of mine suggested I broaden my search to general finance jobs. I saw the bookkeeper/office manager job at AutoFleet, and even though the title was not as lofty as I was hoping for, I applied, got an interview and got hired, all within two days. You can probably tell I'm a bit of an ambitious guy, so I didn't just want to get hired, I wanted to impress my bosses and move up in the company. So what did I do?
 - B. How did I get noticed? The second thing about working in a competitive industry and a competitive city is to stand out from the crowd. I did this in a couple of different ways: I was highly professional all the time, both in terms of dress and behaviour, but also in terms of the things you've been learning about in Professor Almonte's class: effective professional communication, in writing and in meetings and other face-to-face interactions. Next, I volunteered to do more than was required of me, including research projects, liaising with the marketing and sales teams, and brainstorming ideas and letting my boss know about them. So how did I move from being ambitious to actually being promoted?
 - C. How did I get promoted? You may be surprised by this next point, but I arranged for my own promotion. Once I had been with the company six months, I asked for a meeting with my boss in which I proposed my own promotion! I pointed out the targets I'd met and exceeded, the growth in the company, and the extra work I'd done, as well as positive feedback from colleagues. Then, without mentioning a salary increase, I said I thought it would be a good idea if my title was changed to Finance Manager and my duties increased to bring us in line with competitor firms. My boss got back to me within three days agreeing to the promotion. I'm now manager of two bookkeepers, an office manager, and I co-run sales and marketing meetings with the Sales Manager; I also liaise directly with the outside accounting firm that does our corporate taxes and audits.
- Transition:* Clearly my experience is my own and it won't be the same for you, but let me review some of the key steps I think any of you can take once you've graduated from university.

Uses questions as transitions within body

Uses questions as transitions within body

Establishes main points

III. CONCLUSION

- A. Summary: I hope I've shown you three things in my brief talk today. First, think outside the box to find a job, and talk to people already in your life: they'll have ideas, contacts, and strategies you may not have thought of. Second, do everything in your power to be noticed, meaning put into play the best practices you've been taught about behaviour, productivity, and interpersonal communication. Finally, don't be afraid to hint at or ask for what you'd like to achieve; there's no point in being passive.
- B. Optimistic wrap-up: The good news is that everyone in this room has the tools needed to put these three points into action. In fact, I wouldn't be surprised if there are students in this room even more savvy and ambitious than I have been: people who may end up running companies or divisions within five to ten years. I look forward to hearing about it! In the meantime, I'll show you my LinkedIn profile on the screen: feel free to invite me into your network. Thanks for your time today.

Main points Summarized

Ends on optimistic, helpful note

The best oral presentations focus on a few key ideas.

Organize your report by time, geography, function, importance, or some other method that is logical to the receiver.

Organize the Body

The biggest problem with most oral presentations is a failure to focus on a few principal ideas. Thus, the body of your short presentation (20 or fewer minutes) should include a limited number of main points, say, two to four. Develop each main point with adequate, but not excessive, explanation and details. Too many details can obscure the main message, so keep your presentation simple and logical. Remember, listeners have no pages to leaf back through should they become confused.

When Erick Rosan began planning his presentation, he realized immediately that he could talk for quite a while on his topic. He also knew that listeners are not good at separating major and minor points. Thus, instead of submerging his listeners in a sea of information, he sorted out a few principal ideas. First, college students, worried about where they might work after graduating, need concrete advice about how to become employable workers. Second, students need to be reassured that all the hard work they're currently doing (e.g., assignments, exams, research, etc.) is going to be useful in their jobs. Third, students need to understand what a day in the life of a professional is like: how it differs from that of a student or part-time worker (an experience most students already have). These would become his main points, but Erick wanted to streamline them further so that his student audience would be sure to remember them. He summarized the three points as follows: *get hired, get noticed, get promoted*. As you can see in Figure 11.3, Erick prepared a sentence outline showing these three main ideas. Each is supported by examples and explanations.

How to organize and sequence main ideas may not be immediately obvious when you begin working on a presentation. In Chapter 9 you studied a number of patterns for organizing written reports. Those patterns, and a few new ones, are equally appropriate for oral presentations:

- **Chronology.** Example: A presentation describing the history of a problem, organized from the first sign of trouble to the present. We could argue that Erick Rosan's presentation is chronological: first get hired, then get noticed, and finally get promoted.
- **Geography/space.** Example: A presentation about the changing diversity of the workforce, organized by regions in the country (East Coast, West Coast, and so forth).
- **Topic/function/conventional grouping.** Example: A report discussing mishandled airline baggage, organized by names of airlines. We could also argue that Erick's presentation is topical: topic 1 is getting hired, topic 2 is getting noticed, and topic 3 is getting promoted.
- **Comparison/contrast (pro/con).** Example: A report comparing organic farming methods with those of modern industrial farming.
- **Journalism pattern.** Example: A report describing how identity thieves can ruin your good name, organized by *who, what, when, where, why, and how*.
- **Value/size.** Example: A report describing fluctuations in housing costs, organized by prices of homes.
- **Importance.** Example: A report describing five reasons that a company should move its headquarters to a specific city, organized from the most important reason to the least important (using some criteria to judge importance, of course). Erick's presentation can also be seen as being organized this way; he leaves what he judges to be the most important topic (getting promoted) for last.
- **Problem/solution.** Example: A company faces a problem such as declining sales. A solution such as reducing the staff is offered.
- **Simple/complex.** Example: A report explaining genetic modification of plants, organized from simple seed production to complex gene introduction.
- **Best case/worst case.** Example: A report analyzing whether two companies should merge, organized by the best-case result (improved market share, profitability, good

employee morale) as opposed to the worst-case result (devalued stock, lost market share, poor employee morale).

When organizing any presentation, prepare a little more material than you think you will actually need. Savvy speakers always have something useful in reserve (such as an extra handout, transparency, or idea)—just in case they finish early.

Summarize in the Conclusion

Nervous speakers often rush to wrap up their presentations because they can't wait to flee the stage. But listeners will remember the conclusion more than any part of a speech. That's why you should spend some time to make it most effective. Strive to achieve two goals:

- Summarize the main themes of the presentation, for example "Today, we've attempted to show you/explain for you . . ."
- Include a statement that allows you to leave the podium gracefully, such as "Thanks, ladies and gentlemen, for your time and attention. If you have any other questions . . ."

Some speakers end limply with comments such as "I guess that's about all I have to say." This leaves bewildered audience members wondering whether they should continue listening. Skilled speakers alert the audience that they are finishing. They use phrases such as *In conclusion*, *As I end this presentation*, or *It's time for me to stop*. Then they proceed immediately to the conclusion. Audiences become justly irritated with a speaker who announces the conclusion but then digresses with one more story or talks on for ten more minutes.

A straightforward summary should review major points and focus on what you want the listeners to do, think, or remember. You might say, *In bringing my presentation to a close, I'll briefly repeat my main idea . . .*; or *In summary, my major purpose has been to . . .*; or *In support of my purpose, I have presented three major points. They are (a) . . . (b) . . . and (c) . . .* Notice how Erick Rosan, in the conclusion shown in Figure 11.3, summarized his three main points and provided a final focus to his audience.

If you are promoting a recommendation, you might end as follows: *In conclusion, I recommend that we consider Moncton as the most appropriate home for our new customer service call centre. I make this recommendation using the criteria I've outlined, namely (a) there is an experienced, bilingual workforce available in Moncton, (b) the city is home to other call centres, fostering resource synergies, and (c) Moncton offers the most attractive tax and other municipal and provincial incentives among the cities we've considered.*

In your conclusion you might want to use an anecdote, an inspiring quotation, or a statement that ties in the attention-capturing opener and offers a new insight. Whatever strategy you choose, be sure to include a closing thought that indicates you are finished. For example, *This concludes my presentation. After investigating three qualified Canadian cities in detail, we are convinced that Moncton suits our customer service needs best. Your authorization of my recommendation will enable us to move forward quickly with this important infrastructure and productivity goal. Thank you.*

Effective conclusions summarize main points and allow the speaker to exit gracefully.

Building Audience Rapport Like a Pro

Good speakers are adept at building audience rapport. Rapport is the bond formed with an audience; speakers with good rapport entertain as well as inform. How do they do it? Based on observations of successful and unsuccessful speakers, we can see that the good ones use a number of verbal and nonverbal techniques to connect with the audience. Some of their helpful techniques include providing effective

imagery, supplying verbal signposts such as transitions and repetition, and using body language strategically.

Effective Imagery

You'll lose your audience quickly if your talk is filled with abstractions, generalities, and dry facts. To enliven your presentation and enhance comprehension, try using some of these techniques:

- **Analogies.** A comparison of similar traits between dissimilar things can be effective in explaining and drawing connections. For example, *Good customer service is akin to hosting a good dinner party: people should leave the customer service interaction happier than when they arrived, wanting to come back again.* Or, *Downsizing and restructuring are similar to an overweight person dieting, changing habits, and exercising: painful but necessary.*
- **Metaphors.** A comparison between otherwise dissimilar things without using the words *like* or *as* results in a metaphor. For example, *Those new drill sergeants in Accounting won't let me submit expense claims late, even by five minutes!* or *My desk is a garbage dump.*
- **Similes.** A comparison that includes the words *like* or *as* is a simile. For example, *Building a business team is like building a sports team—you want people not only with the right abilities, but also with the willingness to work together.* Or, *Change management can be about as difficult as converting people to a new religion!*
- **Personal anecdotes.** Nothing connects you faster or better with your audience than a good personal story. In a talk about e-mail best practices, you could reveal your own blunders that became painful learning experiences. In a talk to potential “angel” investors, the creator of a new app could talk about the “cool” factor of seeing a prior app he developed being used widely by young people.
- **Personalized statistics.** Although often misused, statistics stay with people—particularly when they relate directly to the audience. A speaker discussing job retraining might say, *If this is a typical workplace I can safely say that half of the people in this room won't be here within three years—that's the rate of job change these days.* If possible, simplify and personalize facts. For example, *The sales of Creemore Springs Brewery totalled 5 million cases last year. That's a full case of Creemore for every man, woman, and child in the Greater Toronto Area.*
- **Worst- and best-case scenarios.** Hearing the worst that could happen can be effective in driving home a point. For example, *I don't want to sound alarmist, but if we don't listen more closely to consumers in terms of what products they want, we could be the next tech company to land in the graveyard of has-beens.*
- **Examples.** If all else fails, remember that an audience likes to hear specifics. If you're giving a presentation on interpersonal communication, for example, instead of just saying, *Rudeness in the workplace is a growing problem*, it's always better to say something like *Rudeness in the workplace is a growing problem. For example, we've heard from some of our clients that our customer service representatives are using an inappropriate tone of voice.*

Verbal Signposts

Speakers must remember that listeners, unlike readers of a report, cannot control the rate of presentation or flip back through pages to review main points. As a result, listeners get lost easily. Knowledgeable speakers help the audience recognize the organization and main points in an oral message with verbal signposts. They

keep listeners on track by including helpful previews, summaries, and transitions, such as these:

- **Previewing**
The next segment of my talk presents three reasons for . . .
I'll pass things off to Alia, who'll consider the causes of . . .
- **Switching directions**
So far we've talked solely about . . . ; now let's move to . . .
I've argued that . . . and . . . , but an alternate view holds that . . .
- **Summarizing**
Let me review with you the major problems I've just discussed.
You can see, then, that the most significant factors are . . .

You can further improve any oral presentation by including appropriate transitional expressions such as *first*, *second*, *next*, *then*, *therefore*, *moreover*, *on the other hand*, *on the contrary*, and *in conclusion*. These expressions lend emphasis and tell listeners where you are headed. Notice in Erick Rosan's outline, in Figure 11.3, that the specific transitional questions and other elements are designed to help listeners recognize each new principal point.

Nonverbal Messages

Although what you say is most important, the nonverbal messages you send can also have a potent effect on how well your message is received. How you look, how you move, and how you speak can make or break your presentation. The following suggestions focus on nonverbal tips to ensure that your verbal message is well received.

- **Look professional.** Like it or not, you will be judged by your appearance. For everything but small, in-house presentations, be sure you dress professionally. The rule of thumb is that you should dress at least as well as the best-dressed person in the company.
- **Animate your body.** Be enthusiastic and let your body show it. Emphasize ideas to enhance points about size, number, and direction. Use a variety of gestures, but try not to consciously plan them in advance.
- **Punctuate your words.** You can keep your audience interested by varying your tone, volume, pitch, and pace. Use pauses before and after important points. Allow the audience to take in your ideas.
- **Get out from behind the podium/table/desk.** Avoid being planted behind the furniture. Movement makes you look natural and comfortable. You might pick a few places in the room to walk to. Even if you must stay close to your visual aids, make a point of leaving them occasionally so that the audience can see your whole body.
- **Vary your facial expression.** Begin with a smile, but change your expressions to correspond with the thoughts you are voicing. You can shake your head to show disagreement, roll your eyes to show disdain, look heavenward for guidance, or wrinkle your brow to show concern or dismay. To see how speakers convey meaning without words, mute the sound on your TV and watch the facial expressions of any well-known talk show host.

Planning Visual Aids

Before you give a business presentation, consider this wise Chinese proverb: “Tell me, I forget. Show me, I remember. Involve me, I understand.” Your goals as a speaker are to make listeners understand, remember, and act on your ideas. To get them interested and involved, include effective visual aids. Some experts say that we acquire 85 percent of all our knowledge visually. Therefore, an oral presentation

Knowledgeable speakers provide verbal signposts to indicate when they are previewing, summarizing, or switching directions.

The way you look, how you move, and how you speak affect the success of your presentation.