

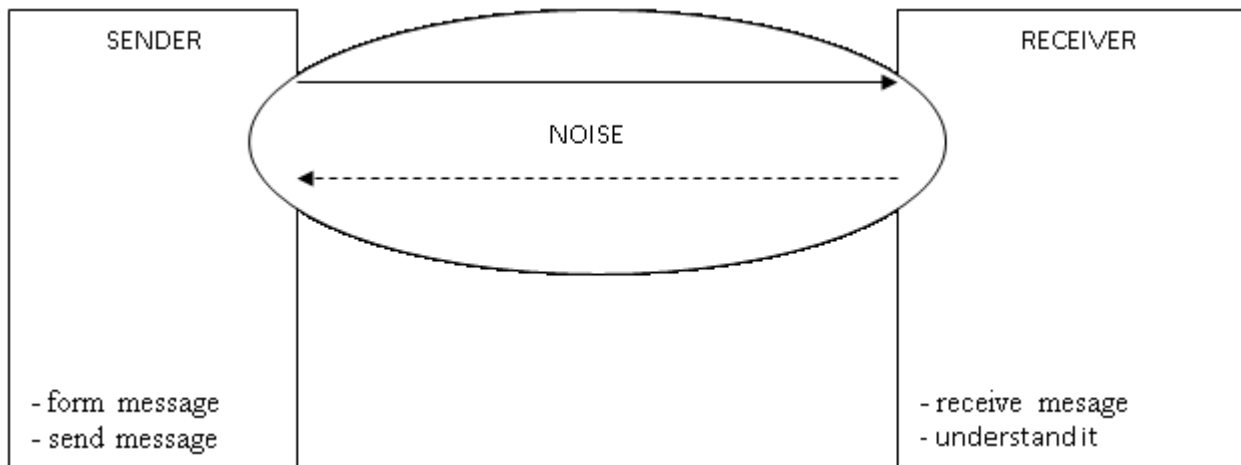
**MUNI
ECON**

HOW TO BUILD A PRESENTATION

Seminar 10

The objectives of communication

- the aim is to get the information across in such a way that the receiver will accept it.



Getting the message across

GETTING THE MESSAGE ACROSS

- verbal= oral or written method of transmitting meaning through words;
- nonverbal = any part of communication that does not use words.

Empathize

try to understand and be sensitive to the feelings, thoughts, and situation of others.

Repeat

rephrase the key points a couple of times; “tell them what you’re going to tell them → tell them → tell the what you’ve told them”.

Use timing

find a time when the receiver is less likely to be distracted by other matters.

Be descriptive

focus on the problem, rather than be personal (if you have negative information to convey).

ACTIVE LISTENNING

4 types of listeners:

non-listener

marginal listener

evaluative listener – hears the words but doesn’t get the meaning;

active listener – hears and understands the message

Listen

listen to the content of the message; try to hear precisely what is being said.

Empathize

try to perceive the speaker’s feelings about what is being said through the way that the message is delivered.

Be interested

as any behavior, active listening requires motivation. Try to take the view that there is always something of value in a conversation and actively look for it.

Provide feedback

by rephrasing the speaker’s ideas; this demonstrates your interest and helps the speaker determine whether you understand the message.

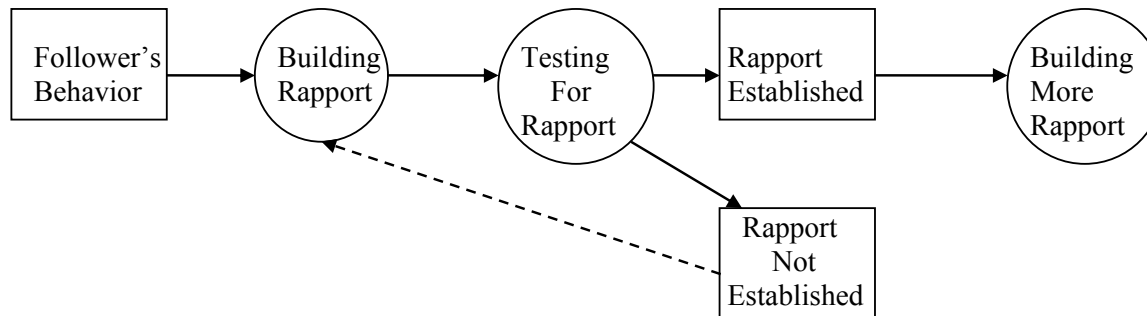
Persuasive communication

Rapport = being attuned to other people verbally or nonverbally so that they are comfortable and have trust and confidence in you.

Pacing = establishing rapport by reflecting what others do, know or assume to be true (saying or doing something similar, matching some part of their ongoing experience).

Leading = getting other people to pace with you (attempting to influence them to consider other possibilities).

Having behavioral adaptability = having enough range in your own behavior to pace with the person or persons with whom you are interacting.



How to build your presentation

- Start with the GOAL in mind - what are your objectives?
- Identify your audience
- Think about the structure
 - Sequential argument
 - Hierarchical decomposition
 - Question orientated
 - Pyramid
 - „Meaty sandwich“
- Create visual aids
- Prepare for the (oral) delivery
 - Getting your audience's attention
 - Creating rapport

Possible presentation structure(s)

- Sequential argument
- Hierarchical decomposition
- Question orientated
- Pyramid
- „Meaty sandwich“