

# PR SENSE

Communicate the communication

India's First Corporate ezine

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Theme of the month

**Presentation skills**

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Contact

[www.corpezine.com](http://www.corpezine.com)

[editor@corpezine.com](mailto:editor@corpezine.com)

## PR-e-FACE: From the desk of Editor-in-Chief

### Grab every opportunity to practise presentation skills

Due to the lack of focus given in the educational institutions for language and business communication, presently, many of the working professionals show poor communication skills. Presently, even the technical people are required to communicate effectively with their clients.



In the online survey conducted by us for this edition of ezine, we found that many young professionals do not possess adequate presentations skills. Stage fright, poor organizing ability, lack of clarity, lack of fluency pose them great challenges.

In this edition, we have attempted to bring out some of the easy steps to develop presentation skills. We have also brought out some of the expert views and tips to improve the skills.

Presentation skills cannot be acquired by reading books. Those who want to develop the presentation skills need to practice continuously. They should grab every given opportunity and try to improve their skills.

We are confident that this edition will help the young aspirants, to improve their presentation skills.

*K. Srinivasan*



**Make a right impact  
avoiding wrong approach**

**Invest time to perfect the  
art of presentation**

**Grab every opportunity**

## Challenges of presentation

A snap survey was conducted online during November 2010, exclusively to study the various challenges faced by the corporate professionals, while making presentations. Following challenges emerged cutting across the nation.



### From the speakers perspective

1. Stage fear
2. fluency and communication skills
3. self confidence
4. structuring the presentation.

### From the audience perspective

1. Not connecting to the needs of the audience
2. Reading the PowerPoint slides
3. Lack of clarity in the presentation
4. Not confining to time Schedule - either too short or too long
5. Bad preparation of PowerPoint slides.



Your presentation should be

Clear (ideas)

Unambiguous (appropriate words)

Focussed towards audience  
(delivery to create desired impact)

# **Prime Point's Image Audit**

**Key to unlock the locked minds**

[www.imageaudit.com](http://www.imageaudit.com)

For enquiries

[imageaudit@prpoint.com](mailto:imageaudit@prpoint.com)



## Five steps to make good presentation



### Step – one Information Gathering

1. About the audience profile.
2. About the theme of presentation and information connected with the theme.
3. About the duration of the presentation.

### Step – two Preparation

1. Structure the contents using 5 W and 1 H (where, who, why, when, what and how).
2. Use PowerPoint or speaking notes.
3. Organise the content to suit the audience. Use pictures and other visuals.
4. anecdotes/stories/experiences to be used to make the presentation interesting.
5. For marketing presentation, adopt AIDA model (Attention, interest, desire and action).
6. Prepare your slides only for three-fourth of the time allotted.
7. Rehearse mentally and/or physically.
8. when you have too many points mention briefly all ( or important but speak about one or two appropriate points keeping, audience, time and relevance).



## Five steps to make good presentation



### Step – Three On-stage presentation

1. Your appearance should be neat and acceptable to create the best first impression.
2. If you have stage fright, before starting your presentation, take a deep breath.
3. Start your presentation calmly without fear and with confidence.
4. Deliver your presentation systematically; do not read the PowerPoint presentation robotically.
5. Usage of anecdotes, stories, humour is important.
6. Give importance to body language and voice modulation; be enthusiastic and smile.

### Step – Four Connecting with audience

1. Keep revolving your eyes and observe audience reaction.
2. Keep eye contact with them.
3. Engage the audience in conversation and involve them.
4. Ensure that your contents relate to the audience; Give only what they can consume; Do not showcase your knowledge and expertise.
5. Speak for the occasion.



## Five steps to make good presentation



### Step – Five Sum-up and feedback

1. Before closure of your presentation, sum up and give your final message.
2. Confine to the allotted time and do not exceed.
3. Thank the audience.
4. Handle your Q & A Session gracefully; If you do not know an answer, accept this and promise to provide separately.
5. Get the honest feedback from your friends and from others for future improvement.

## Five things to be avoided in the presentation

1. Exceeding the time allotted.
2. Not connecting with the audience.
3. Monotony - Reading the slides in the PowerPoint.
4. Using unparliamentarily words.
5. Over confidence – making presentation without proper understanding of the audience and the theme – Not making adequate preparation.



## Managing impromptu speech – 5 Tips



When a person is requested to deliver a speech without prior notice, it is known as "Impromptu speech". This will unnerve even the best public speaker. If you are asked to deliver a speech, without notice for few minutes, follow the given tips:

1. Within the short time available, develop 3 to 4 main points, depending on the time and topic; Note it down either in a piece of paper or in the white board, if available.
2. Take a deep breath before starting and mention confidently that you are asked to talk impromptu.
3. Develop the points which you have planned and combine with your experience or anecdote; Do not include too many points, which may confuse the audience.
4. If possible, include some quotes from your memory to suit the talk.
5. Thank the audience and close your talk with your message.

During November 2010, K. Srinivasan, Editor-in-Chief of *PreSense* met Former Indian President Dr APJ Abdul Kalam. He requested Dr Abdul Kalam to give a brief message on "Why innovation is needed for developing the nation". Dr Kalam sat in silence for 10 seconds and requested Srinivasan to record the impromptu speech. In his message of 60 seconds, he powerfully packed his ideas and brought out a wonderful message.



We are sharing this video, as an excellent example of 'impromptu speech'. Please click the link to listen to the message of Dr Abdul Kalam.

<http://www.poduniversal.com/2010/11/innovation-is-key-for-national-and.html>

# PRince

by- Triambak Sharma

[www.cartoonwatchindia.com](http://www.cartoonwatchindia.com)  
[cartoonwatch@gmail.com](mailto:cartoonwatch@gmail.com)



Sir.. A Client wants  
POWER POINT PRESENTATION  
to propose a girl..



## Lord Rama gives 7 tips for presentation



An interesting incident about the components of "Presentation skills" is narrated in Valmiki Ramayana, the great Indian epic.

In the Ramayana, Hanuman meets Lord Rama and Lakshmana for the first time in the forests and introduces himself and his master Sugriva. This is the first meeting of Hanuman with Lord Rama. Impressed with the way Hanuman communicated, Lord Rama admires the communication and the presentation skills of Hanuman.

In the 7 slokas, Lord Rama explains the important aspects of communication skills of Hanuman, that impressed him most. They are:

1. Hanuman spoke very briefly. Not too long or too short. He spoke only for the required level
2. He also spoke with clarity and without ambiguity
3. He spoke without any grammatical errors
4. He used only appropriate words, that cannot be replaced with any other word
5. He spoke in a medium voice that is audible to the other person. Not too loud or too feeble
6. His pronunciation of words was correct. The way he was pronouncing the words was like a music and it was pleasant
7. All the words spoken by him, went to the heart straight.

These above seven skills are applicable to us also, for making effective presentation.

Please watch the podcast interview with Mr B S Raghavan IAS (Retd.) on the above 7 aspects.

<http://goo.gl/YBVio>



## 7 tips for effective PowerPoint presentation

1. Use pleasing background colours and proper fonts. Normally, for title and text, font size 36 and 24 are suggested. However, you can use increased fonts, depending on the visibility required; Do not use dark fonts with dark backgrounds. (see picture)



2. Follow 6 x 6 principle while making slides (6 words per line and 6 lines per slide). Do not paste a full paragraph in the slide.
3. Use the PowerPoint slides as a support to your presentation; Spend more time in your speech; If needed, keep the slide in invisible mode, when you are speaking, to avoid distraction.
4. Embed audio and video in your presentation, to make the presentation more lively and interesting.
5. Use pictures and graphics liberally.
6. Avoid unwanted animation in the slides, to avoid distraction of the audience.
7. Prepare only sufficient slides to suit your presentation. It is always preferable to customise your slides during every presentation.

## Dr Abdul Kalam enjoys the cartoons of our ezine

Mr Triambak Sharma, Cartoon Editor of our ezine *PreSense* and Editor of *Cartoon Watch*, Raipur met Dr APJ Abdul Kalam at Raipur on 23<sup>rd</sup> November 2010. During that meeting, Triambak Sharma showed him the past PRince cartoons published in the ezine. Dr Abdul Kalam is seen enjoying the PRince cartoons. (photo)



## Important links of Prime Point Foundation

[www.prpoint.com](http://www.prpoint.com)

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[www.imageaudit.com](http://www.imageaudit.com)

[www.action2020.co.cc](http://www.action2020.co.cc)

[www.corpezine.com](http://www.corpezine.com)

[www.eltf.co.cc](http://www.eltf.co.cc)

[www.poduniversal.com](http://www.poduniversal.com)

[http://prpoint.blogspot.com](http://http://prpoint.blogspot.com)

[www.kural.co.cc](http://www.kural.co.cc)

## Toastmasters International



“Toastmasters” is a non-profit organization that helps members to improve their public speaking/communication & leadership skills. Toastmasters provide a mutually supportive environment for people to share their knowledge and learn from each other. Toastmasters International is a “Learning by Doing” forum and has a vast presence across the globe.

Toastmasters has served over four million people, and today the organization serves over 260,000 members in 113 countries, through 200 clubs in India and 12,842 clubs in the world. For more details visit their site [www.toastmasters.org/](http://www.toastmasters.org/) or contact [saro@employees.org](mailto:saro@employees.org)

For one day workshop on Presentation skills

Contact

[ceo@prpoint.com](mailto:ceo@prpoint.com)

## Inspiring speech of Winston Churchill



Various authors in the 1920s–1940s mentioned Churchill's stutter and Churchill described himself as having a "speech impediment", which he consistently worked to overcome. His dentures were specially designed to aid his speech.

After many years, he could finally state, "My impediment is no hindrance".

Please listen to his famous speech, which inspired the people during World War II.

"We shall defend our island, whatever the cost"  
<http://www.youtube.com/watch?v=qdOFNTYDEWA>

## Era. Sezhian, renowned Parliamentarian gives tips for effective presentation

Mr Era. Sezhian is an octogenarian and is a globally well known Parliamentary debater. He has served Indian Parliament for nearly 25 years. Whenever, he rose to speak in Parliament, even the Prime Ministers used to be attentive and listened to his speech very carefully.

On behalf of *PreSense* and *PodUniversal*, we interviewed him to know his secret behind his success as Parliamentary debater. He gave the following tips:



1. Avoid flowery languages; use simple words.
2. Clarity is important.
3. Remember that people who are listening to you are not inferior to you.
4. Communication should be to share your knowledge and improve others.
5. Embed morality and value in your communication.

Please listen to his interview in the following link:

<http://goo.gl/6Xxoo>

## PrePresenters of PReSENSE



**K. Srinivasan**  
Editor-in-Chief



**V. Rajendran**  
Strategic Editor



**Triambak Sharma**  
Cartoon Editor



**A. Rekha**  
Coordinating  
Editor



**R. Janani**  
Content Editor



**K. Bhavani**  
International  
Editor  
Singapore



**Archana Verma**  
International  
Editor  
USA



**Divya Sesa**  
International  
Editor  
UK



### Awards

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[editor@corpezine.com](mailto:editor@corpezine.com)

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