Chapter 15

Presentation and Data Response

INTRODUCTION

Presentation of data and information forms a critical part of the work of managers and supervisors in any business. Conveying business related information to other stakeholders in the business provides them with the information to make strategic, tactical and operational decisions. Presenters can learn good presentation skills to enable them to present more confidently.

Overview

TOPIC	CONTENT	CONTENT DETAILS FOR TEACHING, LEARNING AND ASSESSMENT PURPOSES
Presentation and Data Response	- Factors that must be considered when preparing for a presentation/ before making the presentation. - Factors that must be considered by the presenter while presenting/during the presentation. - Factors that must be considered after the presentation/ handling feedback professionally. - Areas for improvement of the next/a future presentation. - Examples of non-verbal presentations - Designing a multimedia presentation to include visual aids - Effectiveness of visual aids.	- Outline/Explain factors that must be considered when preparing for a presentation/ before making the presentation. - Outline/Explain factors that must be considered by the presenter while presenting. - maintain eye contact - use visual aids effectively - move - do not speak fast - use pauses effectively, etc. - Explain how to respond to questions about work and presentations/handle feedback after a presentation in a non-aggressive and professional manner. - Discuss/Explain how to identify areas for improvement of the next/a future presentation. - Motivate/Make recommendations for future improvements based on feedback from presentations. - Give examples of non-verbal presentations, e.g. - written reports, - scenarios, - types of graphs (e.g. line, pie, bar charts) - as well as other types of non-verbal information such as pictures and photographs. - Discuss/Explain how to design a multimedia presentation to include visual aids, e.g. - start with the text, - select the background, - choose relevant images/create graphs, etc. - Explain/Evaluate the effectiveness/advantages/disadvantages of visual aids.

15.1 Key concepts

These definitions will help you understand the meaning of key presentation concepts that are used in this chapter.

Term	Definition
Presentation	The act of communicating information/data to an audience/stakeholders in an organisation.
Data Response	Interpretation and analysis of information provided.
Feedback	Information about a presentation by an audience which is used as a basis for improvement.
Non-verbal presentation	Presentation of information to an audience without using spoken words.
Visual aids	Refers to charts/pictures/images that help to clarify a point/enhance a presentation.
Tables	A set of facts/figures systematically displayed, especially in columns.
Graphs	Two-dimensional drawing showing a relationship between two set of variables by means of a line/curve/bars.
Diagrams	A drawing showing the appearance/structure/workings of data in a schematic representation.
Flipchart	A large pad of paper, bound so that each page can be turned over at the top to reveal the next page, used on a stand.
Hand-outs	Printed information provided to the audience to accompany a presentation.

Let's master This topic

15.2 Factors that must be considered <u>before</u> making the presentation

- List the objectives and main points of the presentation.
- Capture main aims in the opening statement of the presentation.
- Information presented should be relevant and accurate.
- Be fully conversant with the content of the presentation.
- Prepare a rough draft of the presentation with a logical structure that includes an introduction, body and conclusion.
- In conclusion, summarise the key facts and how it relates to the objectives/shows that all aspects have been addressed.

15.3 Factors that must be considered <u>during</u> a presentation

- Make eye contact with the audience and look in all directions.
- Be audible to the audience.
- Adjust your voice level and tone to avoid monotony.
- Add some appropriate humour in the presentation.
- Use visual aids effectively to enhance the presentation.
- Put the most important information first to capture the audience attention.
- Summarise the presentation in the conclusion.

15.4 Factors that must be considered <u>after</u> making the presentation/ professional handling of feedback

- Ensure that you understand each question/what is being asked.
- Rephrase questions if uncertain, before responding.
- Listen carefully to each question and think carefully before responding.
- Address questions and not the person.
- Acknowledge good questions.
- Remain professional/polite/calm/non-aggressive.
- Do not get involved in a debate or argument.

Activity 1

1. Study the list of factors below and indicate whether the factors refer to **before**, **during** or **after** a presentation.

   Use the table below to present your answer

	BEFORE	DURING	AFTER
1			
2			
3			
4			
5			

1.1. Create visual aids that will consolidate the information to be conveyed to the board of directors.
1.2. Apologise for an error and promise to provide everyone with the correct details.
1.3. Find out about the venue for the presentation, e.g. what equipment is available
1.4. Pace yourself and do not rush or talk too slowly.
1.5. Keep the presentation short and simple.
1.6. Do not allow one member of the audience to dominate the session and ask all the questions.
1.7. Avoid answering difficult questions when the answer is not known.
1.8. Make appropriate use of gestures e.g. hands, to emphasize points.
1.9. Prepare for the feedback session, by anticipating possible questions or comments.
1.10. Stand upright and avoid hiding behind the equipment.

(10)

Answers to Activity 1

	BEFORE	DURING	AFTER
1	Create visual aids that will consolidate the information to be conveyed to the board of directors.√	Pace yourself and do not rush or talk too slowly.√	Apologise for an error and promise to provide everyone with the correct details.√
2	Find out about the venue for the presentation, e.g. what equipment is available√	Keep the presentation short and simple√	Do not allow one member of the audience to dominate the session and ask all the questions√
3	Prepare for the feedback session, by anticipating possible questions or comments√	Make appropriate use of gestures e.g. hands, to emphasize points√	Avoid answering difficult questions when the answer is not known√
4		Stand upright and avoid hiding behind the equipment√	

(10 x 1) (10)

15.5 Areas for improvement of the next/a future presentation
- Revise objectives that were not achieved.
- Use humour appropriately.
- Always be prepared to update/keep information relevant.
- Reflect on any problem/criticism and avoid it in future presentations
- Any information received as feedback from a presentation should be analysed and where relevant, used to update/amend the presentation.
- Reflect on the time/length of the presentation to add/remove content.
- Increase/Decrease the use of visual aids or replace/remove aids that did not work well.
- Reflect on the logical flow of the format/slides/application of visual aids.

15.6. Examples of non-verbal presentation
- Tables
- Graphs
  - bar graph
  - line graph
  - histogram
  - pie graph
- Diagrams
- Illustrations/Pictures/Photographs/Scenarios
- Written/Business reports
- Flip charts
- Handouts
- Slide shows

15.7. Factors to be considered when designing a multimedia presentation

- Start with the text.
- Select the background.
- Choose images/graphics that may help to communicate the message.
- Add special effects, like sound and animation
- Use legible font and font size
- Keep slides/images/graphs/font simple.
- Make sure there are no spelling errors.
- Use bright colours to increase visibility.
- Limit the information on each slide.

Factors to considered when designing a multimedia presentation takes place during preparation

When you are required to explain or discuss the effectiveness you must provide either the advantages or disadvantages or both depending nature of the question

15.8. Effectiveness of visual aids

POWERPOINT SLIDES	
Advantages	**Disadvantages**
• Easy to combine with sound/video clips • Video clips provide variety and capture the attention of th audience.	• Unable to show slides without electricity/data projector. • Less effective to people with visual impairments.
OVERHEAD PROJECTOR	
Advantages	**Disadvantages**
• Summaries/Simple graphics may be easily explained on transparencies. • Transparencies can be prepared manually or electronically on the computer.	• Not easy to combine with sound/audio. • Unorganised transparencies may convey an unprofessional image.
INTERACTIVE WHITEBOARD/SMART BOARDS	
Advantages	**Disadvantages**
• Images can be projected directly from a computer so no external projector is necessary. • Additional notes that were added during the presentation can be captured on the computer after the presentation.	• Can only be used by a presenter who knows its unique features. • Cannot be connected to any computer as special/licensed software is needed to use it.
HANDOUTS	
Advantages	**Disadvantages**
• Meaningful hand-outs may be handed out at the start of the presentation to attract attention. • Copies of hand-outs can be distributed at the end of the presentation as a reminder of the key facts.	• Handing out material at the start of the presentation may distract the audience. • Some details might be lost/omitted as it only summarises key information.

POSTERS/SIGNS/BANNERS/PORTABLE ADVERTISING STANDS/FLAGS	
Advantages	**Disadvantages**
• Useful in promoting the logo/vision of the business. • Able to make a positive impact when placed strategically in/outside the venue	• Only focusses on visual aspects as it cannot be combined with sounds. • May not always be useful in a small venue/audience as it can create a 'crowded' atmosphere.
FLIPCHARTS/WHITEBOARDS	
Advantages	**Disadvantages**
• Mainly used for a small audience to note down short notes/ideas. • Very effective in brainstorming sessions as suggestions are summarized/listed	• Illegible handwriting may not contribute to a professional image. • It is time consuming to prepare

Activity 2

2.1 Read the scenario below and answer the questions that follows:

CALEB'S PRESENTATION

Caleb, a successful entrepreneur was invited to address the management and employees of Kaydon International to improve the employee morale. Caleb prepared a PowerPoint presentation and copies of hand-outs.

2.1.1 Identify TWO forms of visual aids mentioned in the scenario above. (2)

2.1.2 List THREE other forms of visual aids. (3)

2.1.3 Discuss the advantages of ONE of the visual aids identified in QUESTION 2.1.1 in enhancing a presentation. (4)

2.1.4 Advice Caleb on how he can improve in his next presentation. (8)

ANSWERS TO ACTIVITY 2

2.1.1 Forms of non-verbal presentations
- Electronic Slides/slide shows√
- Hand-outs√

(2)

2.1.2 Other forms of non-verbal presentations
- Tables√
- Graphs√
- Diagrams√
- Illustrations√
- Flip-charts√
- Written reports√

Any (3 x 1) (3)

2.1.3 Advantages of PowerPoint
- Easy to combine√ with sound/video clips.√
- Video clips can provide variety√ and capture the attention of the audience.√
- Can be saved electronically for future use.

Any (2 x 2) (4)

OR

Advantages of hand-outs
- Meaningful hand-outs may be handed out at the start of the presentation√ to attract attention.√
- Copies of hand-outs can be distributed at the end of the presentation√ as a reminder of the key facts.√

Any (2 x 2) (4)

2.1.4 Areas for improvement
- Caleb should revise objectives√ that were not achieved.√
- He must use humour√ appropriately.√
- Always be prepared to update/keep his information√ relevant.√
- Reflect on any problem/criticism√ and avoid it in future presentations.√
- Any information received as feedback from a presentation should be analysed√ and where relevant, used to update/amend her presentation.√
- Reflect on the time/length of the presentation√ to add/remove content.√
- Increase/Decrease the use of visual aids√ or replace/remove aids that did not work well.√
- Reflect on the logical flow√ of the format/slides/application of visual aids.√

Any (5 x 2) (10)