Integration Week 2015

BUSINESS PRESENTATIONS

AND COMMUNICATION SKILLS

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Activities

PART 1  How to speak well in public?
The principles of oral communication

PART 2  Short presentations by students (3 mins each)

PART 3  How to prepare a good speech
How to prepare a good Power Point
HOW TO SPEAK WELL IN PUBLIC?

“The illiterates of the future will be those that do not know how to learn, forget and relearn” (Alvin Toffler)

SPEAK WELL IN PUBLIC → forgetting a set of prejudices and mental blocks
FORGETTING A SET OF PREJUDICES / MENTAL BLOCKS

1) The ability to talk is innate.
2) I show signs of agitation.
3) I do not need any script.
4) I should use a convoluted language.
5) I have no sense of humour.
6) I must explain everything.
7) Orator or actor?
1) Is the ability to talk innate?

Natural predisposition is not all!

We can get excellent results, with determination and applying what we learnt.
2) Do I show signs of agitation?

“Any good speech is characterized by nervousness” (Cicero, De Oratore, 55 BCE)

According to some studies, the agitation of the speaker perceived by the public is half of that felt by the speaker.
3) Do I really need a script?

“Relying on the inspiration of the moment: this is a mistake that has ruined the careers of many promising speakers. *The best way to get inspiration is preparation*”

(Lloyd George)
4) Should I use a convoluted language?

Use the simplest sentence:

INCOMPREHENSIBLE = MEANINGFUL
UNDERSTANDABLE = SUPERFICIAL
5) Should I use humour?

“Make often the audience laugh”
(Cicero, De Oratore, 55 BCE)
6) Should I explain everything?

“The most important object of my study room is the wastepaper basket” (Ernest Hemingway)

SYNTHESIS !!!

- Repeat the main ideas
- Eliminate secondary ideas
- Embellish the talk with curiosities, experiences, jokes
7) Orator or actor?

ORATOR = ACTOR
SOME IMPORTANT CONCLUSIONS:

1) Being right is not enough. We have to explain it.

2) Any speaker can persuade one of something himself does not believe. It is just a matter of technique.

3) A good speech is never spontaneous. It must be prepared.

4) An orator seems more natural if he prepares the speech.
REFERENCES

• Cicero. De Oratore (55 BCE)

• Dale Carnegie. Public Speaking and Influencing Men in Business (1937)


• [http://www.aresearchguide.com/3tips.html](http://www.aresearchguide.com/3tips.html)