

Integration Week 2015

BUSINESS PRESENTATIONS AND COMMUNICATION SKILLS

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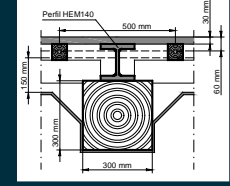
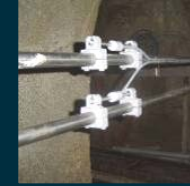
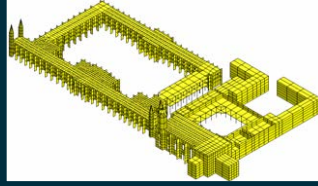
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University of Minho
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ARCCHIP- ITAM



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

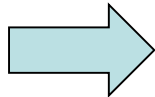
How to prepare a **good speech**

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?



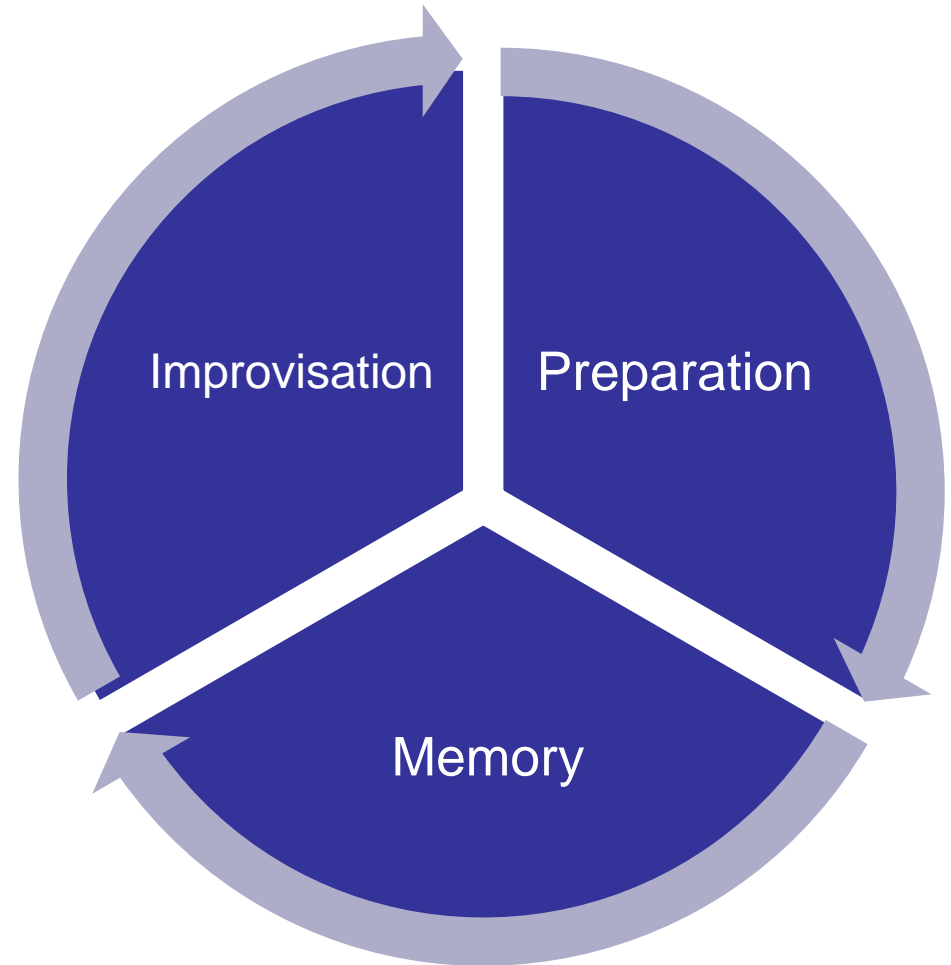
“Any good speech is characterized by nervousness”
(Cicero, De Oratore, 55 BCE)

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?



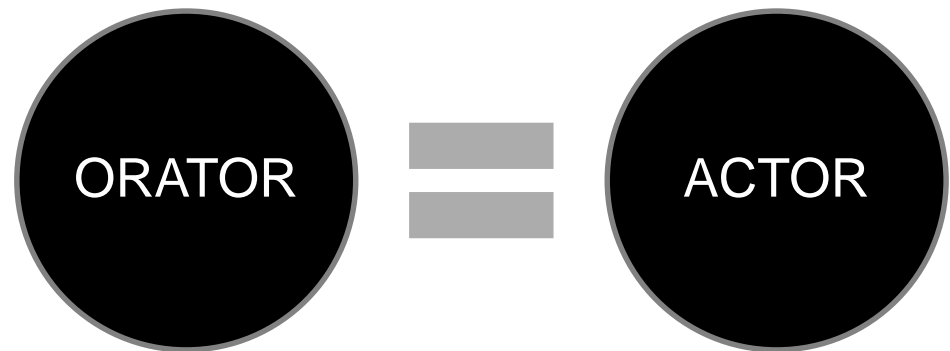
“The most important object of my study room is the wastepaper basket” (Ernest Hemingway)

SYNTHESIS !!!

- **Repeat** the main ideas
- **Eliminate** secondary ideas
- **Embellish** the talk with curiosities, experiences, jokes



7) Orator or actor?



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.angelfire.com/ab/speakers/main.htm>
- <http://www.aresearchguide.com/3tips.html>

