

Integration Week 2013

**BUSINESS PRESENTATIONS
AND COMMUNICATION SKILLS**

Luca Pelà

Universitat Politècnica de Catalunya, Barcelona, Spain

luca.pela@upc.edu

Paulo Lourenço

Universidade do Minho, Guimarães, Portugal

pbl@civil.uminho.pt



University of Minho
University of Padova

Czech Technical University in Prague
Technical University of Catalonia

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(Technical) Communication Problems

- 1) Overuse of jargon (Experts vs. Non-experts)
- 2) Verbosity (Why saying it in five words if you can use 5000?)
- 3) Illiteracy (Loss in basic language skills: grammar, spelling, writing, reading and speaking)
- 4) Carelessness (Think about the audience)
- 5) Lack of technical skills or knowledge (Do not be afraid of making a course)



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Documents, Reports, Pamphlets: Always

- 1) Identify and write for a specific audience
- 2) Set a length limit and stick to it
- 3) Have a non-expert proofread what you have written
- 4) Strive for simplicity, brevity, and clarity
- 5) Keep a dictionary on hand (and use it!)
- 6) Use graphics and examples to support or clarify ideas
- 7) Summarize the highlights of what you have written and place the summary at the beginning of the report.



Documents, Reports, Pamphlets: Never

- 1) Use jargon, but if you must, clearly define the terms you use
- 2) Write more than can reasonably be expected to be read and understood
- 3) "Embellish" what you've written with irrelevant and nonessential in-formation to prove "productivity"
- 4) Allow your thinking and work to become sloppy and unprofessional
- 5) Employ graphics that do not clearly support ideas explained in the written text
- 6) Take your writing skills for granted ("Oh, the secretary will fix the grammatical and spelling errors")



Presentations on Meetings: Always

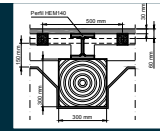
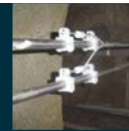
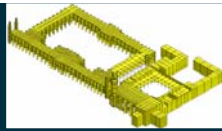
- 1) Identify and speak to a specific audience
- 2) Keep presentations short, and focus only on highlights
- 3) Leave more time for questions and discussion than was used for the presentation
- 4) If possible, practice the presentation ahead of time
- 5) Be a good listener, giving each person who speaks your careful attention
- 6) Anticipate likely questions and prepare answers ahead of time
- 7) Prepare and distribute an out-line of what you are going to say
- 8) Check the working condition of slide projectors, etc., and keep spare equipment on hand.



Presentations on Meetings: Never

- 1) Speak longer than about an hour without a break
- 2) Read notes, but rather use them only for reference and to organize ideas
- 3) Speak so long that not enough time is left for a full discussion
- 4) Act defensively, search for excuses, or give circuitous answers to questions. Lies / fabrication hardly ever goes unnoticed





THE PRINCIPLES OF ORAL COMMUNICATION



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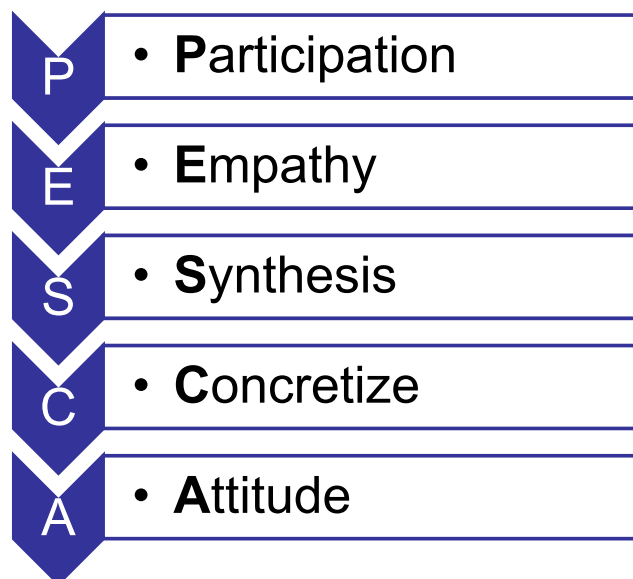
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THE PRINCIPLES OF ORAL COMMUNICATION



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PESCA

PARTICIPATION



- **Rhetorical** questions
- **Direct** questions (i.e. with answer by public)
- **Activities** (exercise, problem, idea, criticism, etc.)



PESCA

EMPATHY



- Before the presentation, think about the **needs** and **interests** of the audience.
- Throughout the presentation, interpret non-verbal **signs by the audience**, e.g. expressing tiredness, doubt, surprise, fatigue, discomfort, etc.



PESCA

The secret of boring people lies in telling them everything (Voltaire)

SYNTHESIS

- Recognize **principal ideas**
- Choose ideas **interesting** for the audience
- Organize the chosen ideas according to a **scheme**
- **Repeat** principal ideas to fix them (*repetitive techniques*)



PESCA

CONCRETIZE

- Data
- Examples
- Simple language



PESCA

ATTITUDE



- Self-confidence
- Positive attitude towards audience
- Share your knowledge



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HOW TO SPEAK IN PUBLIC



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HOW TO SPEAK IN PUBLIC

COMMUNICATION	
VOICE	BODY LANGUAGE
Volume Speed Pronunciation Intonation Respiration Silence	Eye contact Smile Body posture Gestures



Voice: 1) VOLUME



Attract audience's attention. Self-confidence.

The first man on moon was Neil Armstrong

The first man on moon was Neil Armstrong



Voice: 2) SPEED

New concepts: speak **slower**.

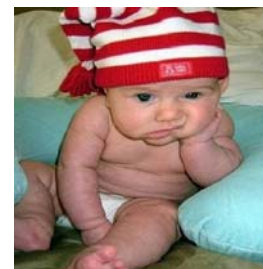


3) PRONUNCIATION

Lack of clarity: less **value**
to speech, less **credibility**.



Voice: 4) INTONATION



The NATO troops entered Kosovo yesterday. They discovered many cities destroyed. There were groups of Kosovans screaming desperately. The soldiers did not care about it and they just paid attention to achieve their goals. The public opinion is asking if they did well. Perhaps a receptive attitude by the troops would have been more appropriate.



Voice: 4) INTONATION



The NATO troops entered Kosovo yesterday. They discovered many cities destroyed. There were groups of Kosovans everywhere. They were screaming, desperately! The soldiers did not care about it and they just paid attention to achieve their goals. “Did they do well?” one wonders, “Wouldn’t a receptive attitude by the troops have been more appropriate?”



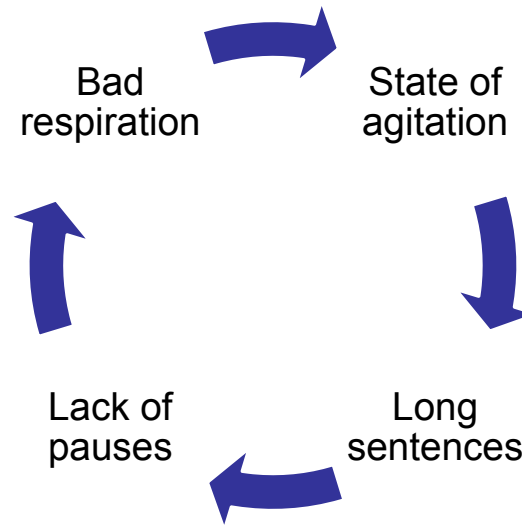
Voice: 4) INTONATION



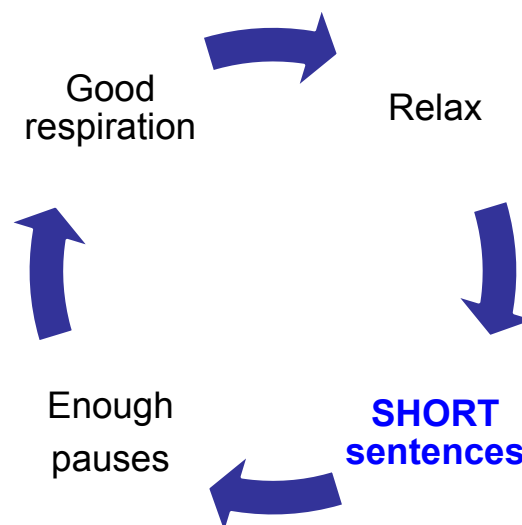
*The NATO troops entered Kosovo yesterday. They discovered many cities **destroyed**. There were groups of Kosovans everywhere. They were **screaming, desperately!** The **soldiers** did not care about it and they just paid attention to achieve their goals. “Did they **do well?**” one wonders, “Wouldn’t a **receptive attitude** by the troops have been more appropriate?”*



Voice: 5) RESPIRATION



Voice: 5) RESPIRATION



Voice: 6) SILENCE

Only silence is great; everything else is weakness (Alfred de Vigny)

The speaker, using silence correctly:

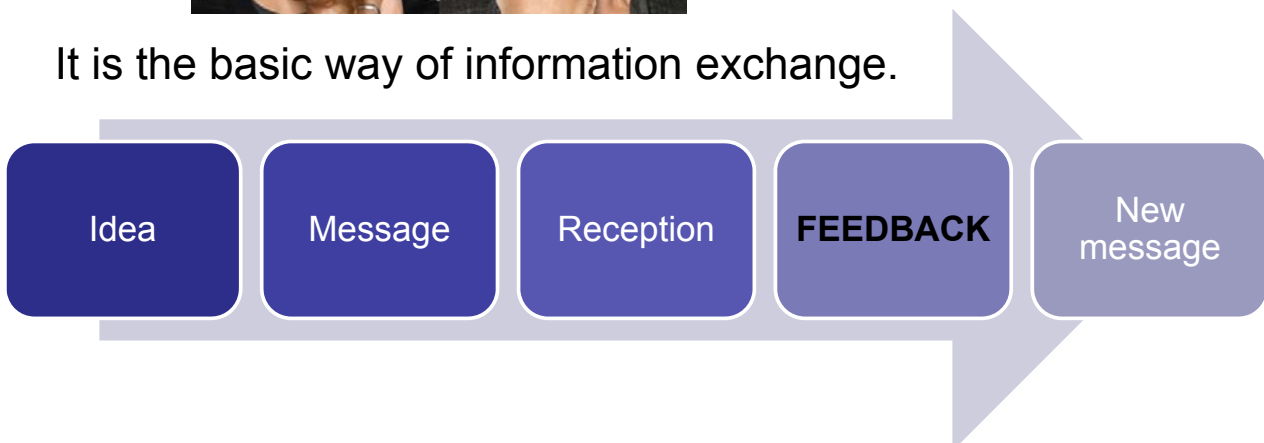
- shows he is **not nervous**;
- **breathes** better;
- measures **forces**;
- can announce effectively an important **message**, separate different **parts** of the speech, attract **audience's attention**.



Body Language: 1) EYE CONTACT



It is the basic way of information exchange.



The eye contact also shows **self-confidence**.



Body Language: 2) SMILE

The best way to start a speech.
Audience loves smiling speakers.



When we smile we look likeable, friendly, we implicitly say
“I am glad to stay with you and to share my ideas with you”



Body Language: 3) POSTURE

- **WRONG** postures:

MEN: **combat** posture (feet apart, stretched knees, chest out and shoulders back)

WOMEN: **closed** posture (arms and legs crossed and head slightly bent)



Body Language: 3) POSTURE

- **Equilibrium posture** (*Sandy Liver*)

stand up (do not be seated),
shoulders relaxed, feet steady and
aligned with armpits, arms
downwards along the sides.



- It is the **basic** one, to be complemented with gestures.



Body Language: 3) POSTURE

Some helpful advices:

- Show the **whole body** → confidence, calmness, sincerity
- **Move** sometimes (not too much)
- **No cyclic movements** → agitation, insecurity
- Do not **cross arms** (defensiveness) or **legs** (insecurity)



Body Language: 4) GESTURES

Energy, sincerity, credibility,
persuasion

- 1) Gesticulate **naturally**
- 2) **Spontaneous** gestures
- 3) According to **speakers's personality**
- 4) Do not **exaggerate!**



Body Language: 4) GESTURES

Some helpful advices:

- Show always your **hands**
- **Avoid tics** (e.g. do not play with objects, do not touch your hair or your ear, etc.)
- Prefer **expansive movements** with all the arm instead of moving just the forearm
- **Slow and entire** movements, avoid sudden interruptions



CONCLUSIONS

P E S C A



AND NOW IT IS YOUR TURN !!!



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		Name								
1. <i>Rock in the sea</i>	Presence									
2. <i>To measure forces</i>	First silence									
3. <i>Abraham Lincoln</i>	Initial questions									
4. <i>Tamer</i>	To look at / observe public									
	To dominate with silence									
5. <i>Enthusiasm</i>	Impulse, dynamics, fire, anger (voice tone)									
	Gestures									
6. <i>Implication</i>	Itinerary questions									
	Form "we"									
	To incite to an action (Objective)									
7. <i>To leave a print</i>	Say four times									
	Comparison image									
8. <i>Moderate debate</i>	Acknowledge of receipt									
	"Yes" (Listener)									



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