Apprehension and Organization
Important parts of any presentation

- Attention getter
- Introduction
- Preview
- Transitions and signposts
- Review
- Conclusion
Organizing a presentation

Most common strategies of organization
- Topic
- Chronology
- Causal
- Pro/con

Rules for outlining
- Parallel wording
- Coordination of meaning (matching significance)
- Subordination (general to specific sub points)
- Division (into at least two sub points)
Communication Apprehension

Communication apprehension

- Fear or anxiety associated with real or anticipated communication with others

Apprehension in a variety of situations

- Interpersonal
- Group
- Public speaking

Public speaking is consistently among Americans’ top five fears
Managing fear of public speaking

Cognitive restructuring
- Acknowledging automatic thoughts
- Debunking worst case scenarios

Systematic desensitization
- Start with small non-threatening situations
- Work up to more people and larger groups

Visualization
- Imagine delivering a successful speech
Verbal and nonverbal delivery tools

- Volume and amplification
- Pausing and punching
- Pitch
- Rate
- Gestures
- Posture and stance
- Movement
- Appearance
- Disfluencies
Visual Aids

- Visuals for communication
- A problem-solving tool
- Public speaking
- Panels and conferences
- Presentation

Think visually:
- You have to communicate to yourself
- Drawing is more engaging
- Relationships are difficult

Think about:
- Expert
- Interest
- Skills

Mind mapping:
- Mind maps
- Pain
- Challenges

Basic shapes:
- Content
- Sad
- Angry

Internal communication:
- 2 minutes
- 2 examples
- End with action

There is nothing you can’t make a symbol for.

Viz think:
- Visuals for communication
- It is kinda scary
“People who know what they’re talking about don’t need PowerPoint”
The evidence indicates that PowerPoint, compared to other common presentation tools, reduces the analytic quality of serious presentations of evidence.

Edward Tufte, *The Cognitive Style of PowerPoint*

“Death by presentation”
What makes for a poor PowerPoint presentation?
Is PowerPoint worth it?

Yes! When used properly, with...

Simplicity, naturalness, elegance
Use PowerPoint Properly

- Redundancy
- Efficiency
- Organization
- Memorable
- Image appeal
The Power of the Image
Problem!!
Twist of Fate

Boeing is depending on a few nuts, bolts and screws to assemble its test 787. Below are the 787’s main segments, where they are being manufactured and some of the fasteners Alcoa is supplying:

- Vertical fin: U.S.
- Movable trailing edges: Australia
- Aft/mid fuselage; horizontal stabilizer: Italy; U.S.
- Wing box: Japan
- Ergo-Tech
- Threaded lockbolt
- Sleeved lockbolt
- Eddie bolt

Forward fuselage: U.S.

Mid fuselage: Japan

Photos: Boeing; Alcoa

Source: Alcoa
Solution.
Other tips

❖ Reveal the PPT when you are ready to discuss it
❖ Blank space is valued
❖ One idea per slide
❖ Limit transitions
❖ Avoid sound effects
❖ Titles should be arguments
Challenges we face

We lost 3% of our market share last year

Our stock price is down by 7% from a year ago

Customer complaints are up by 14%

Retention of key people is down by 5%
WE ARE IN SERIOUS TROUBLE

We lost 3% of our market share last year

Our stock price is down by 7% from a year ago

Customer complaints are up by 14%

Retention of key people is down by 5%
Excel in the Q&A

- Assume we have questions
- Recognize face
- Answer briefly and concisely
- Handle difficult questions
Assessment

☑ **Anchors**: Select appropriate scale anchors

☑ **Adaptation**: Any assessment instrument likely requires some adaptation in wording, formatting, or content:

☒ Clearly articulate learning objectives of the assignment.

☒ Translate the learning objectives into ordinal rubrics.

☑ **Reliability**: A measure is consistent (e.g., across items or dimensions, assessors, situations, times)

☑ **Validity**: A measure measures what it is intended to measure.
Assessment

- Presentation Assessment of Speaker Skills (PASS): Rubrics
- Presentation Assessment of Speaker Skills (PASS): Instrument
- Informative Speech Assessment Form (COMM 103)
- Persuasive Speech Assessment Form (COMM 103)
- Competent Group Communicator Assessment Form
- AACU Oral Communication Rubric/Scale
The most elemental rule of assessment

“I think you’ll find that my test results are a pretty good indication of your abilities as a teacher.”
"We'd now like to open the floor to shorter speeches disguised as questions."