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UNIVERSITY OF GALWAY

CT 3112 - PROFESSIONAL SKILLS – TOPIC 1: COMMUNICATION SKILLS

Effective Presentation skills – Aims and Importance

Dr Natalia Resende

Aim of Presentations

- To transfer information
- To communicate views
- To influence others

End result is to ensure your message is:

- Understood
- Remembered



Why develop your Presentation Skills?



Why develop your Presentation Skills?

Today, presentation skills are required in almost every field.

- The ability to communicate and present is essential for success
- Lack of effective presentation skills can derail career advancement



Aim of Presentations

What can presentations do for you?

- They put you on display
- They give you a chance to speak

They allow you to:

- Initiate discussions
- Ask questions
- Raise issues
- Invite views



Aim of Presentations

"The ability to successfully present may be one of the most important tools an individual can have today"

John Fallon



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Why develop your Presentation Skills?

- At interviews, as the interviewer or interviewee
- At meetings, face to face or in a conference call
- At networking functions, meeting new people or meeting people you have not seen for quite a while
- Speaking to colleagues and staff
- Delivering a presentation to clients detailing a technical topic or selling a product
- Presenting at conferences
- Speaking at large internal meetings
- Speaking with suppliers
- Speaking with clients
- Presenting training
- Attending training



How to achieve better presentation skills?



The Importance of Presentation Skills...

Presentation Skills verses Effective Presentation Skills

- Everybody has presentation skills
- But some are better than others



The Importance of Presentation Skills...

The primary goal is for your presentation skills to get better with every presentation that you deliver



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Why develop your Presentation Skills?

Business Success

Success of a product (i.e. Apple/Steve Jobs)



Presentation stress reduction

- The better you present the less stressed you are
- Become a better communicator
- Become more willing to present



Why develop your Presentation Skills?

“Better presentations don't guarantee you success but they give you a better fighting chance of success”

George Torok



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Conclusion

- Being well presented in the workplace – in a presentation, in a meeting, during a discussion with a colleague or client is essential
- A presenter or staff member is given an added advantage over someone who is less than polished in public speaking when he or she can get up and deliver a well-constructed, confident presentation in front of a group of colleagues
- Superiors notice the confident approach, which translates into other parts of their role. Staff who are highly skilled in their area of expertise, but hate public speaking, will still be appreciated, but they may just get more kudos and more accolades if they can articulate their approaches and knowledge in a more confident manner

Adrienne McLean

