

CT 3112 - PROFESSIONAL SKILLS - COMMUNICATION SKILLS

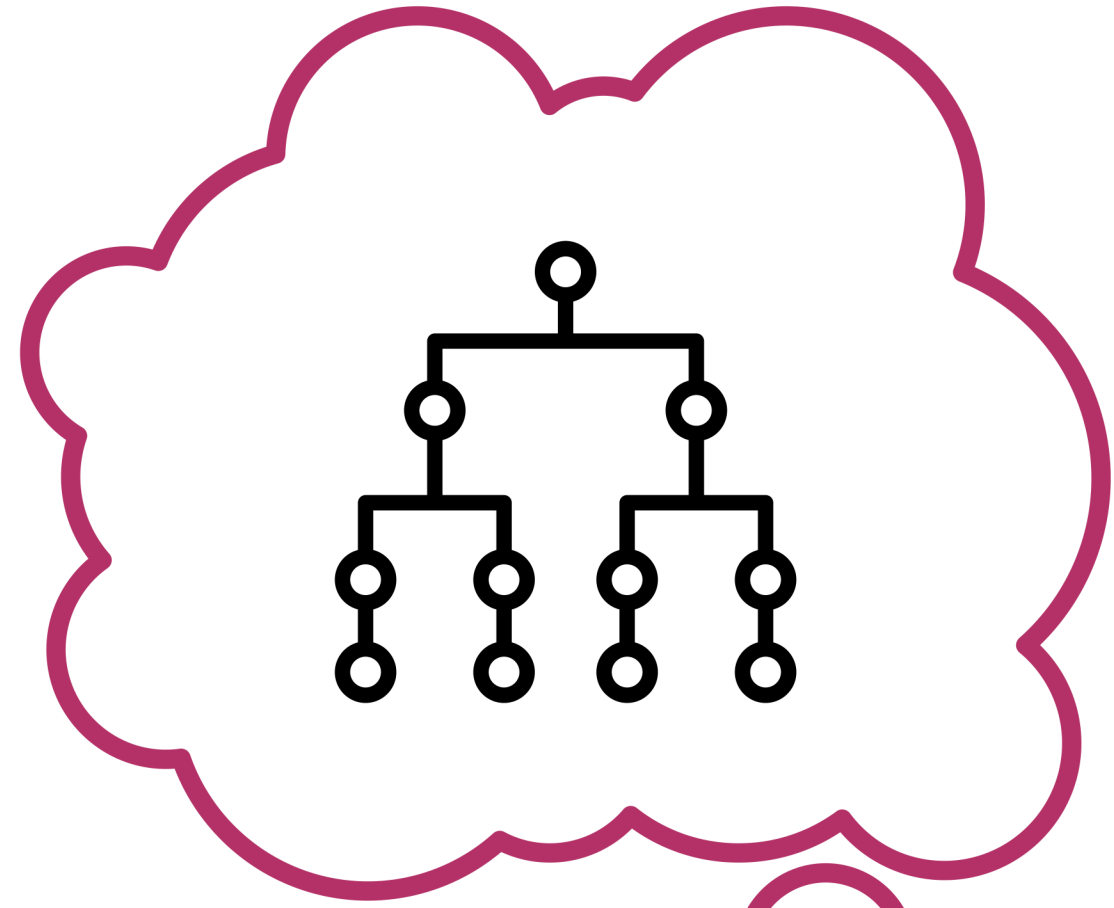
Effective Presentation skills –Structure of a Presentation

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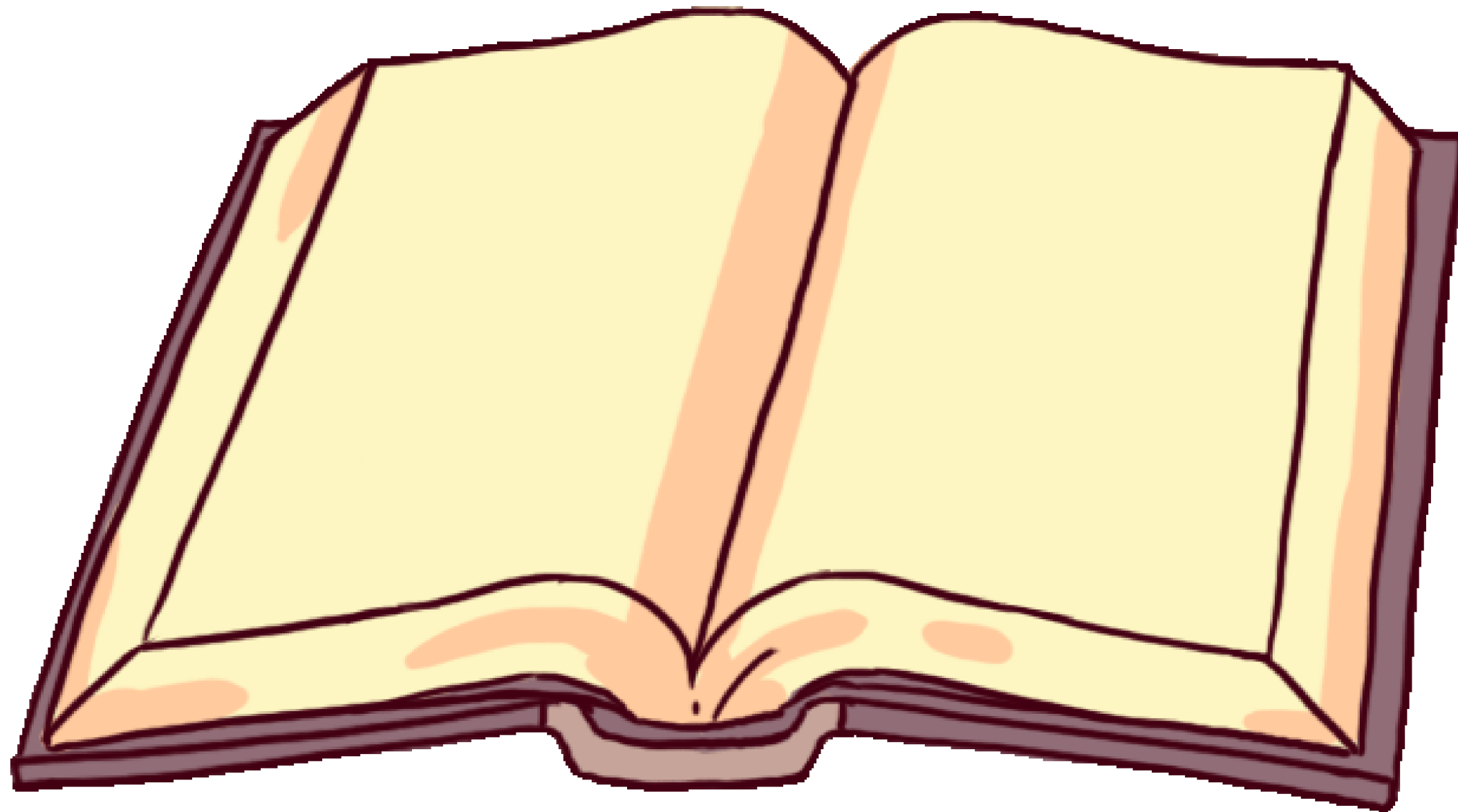
*The* BEGINNING

MIDDLE

THE END



**middle**





## The middle

- Aligned with the introduction
- Main topics
- Each main topic has subtopics
- Logical sequence

## Logical sequence:

- What are the main points I need to address?
- What does the audience need to know first/second,etc?
- What do they need to know by the end?
- Are my main points structured in a logical/coherent way?
- What evidence will I use to support these points?



# **Content should be logical and understandable**

- Story boards/maps
- Simple to the complex
- Present incrementally, concisely and in order
- Chronological order
- Clear sections and headings to provide structure
- Lead from one point to another



## Begin the first topic:

*"I would like to **start** by showing you..."*

*"The **first point** I would like to address is..."*

*"Let me **first** introduce/stress/show/present..."*



## Develop this point:

*"This is important especially because..."*

*"This is problematic because..."*

*"The solution we bring for this is..."*



## Conclude the first topic:

*"We can see from this example that..."*

*"As the evidences show..."*

*"As graphs 1 and graphs 2 show..."*



## Begin the second topic:

*"**Secondly**, I would like to show..."*

*"The **second** point I would like to address is..."*

*"**Another** important issue of consideration was ..."*



**develop the second topic:**

*"another important point here is ..."*

*"This means that..."*

*"In addition to the first point..."*



## Conclude the first topic:

*"We can see from this **second** point that"*

*"By following this argument we can now see that ..."*

*"We can assume..."*

*"this shows..."*



**A third topic could be the last one or not.**

*"Finally, we need to look at..."*

*"The **last point** I would like to address is..."*



## Last topic:

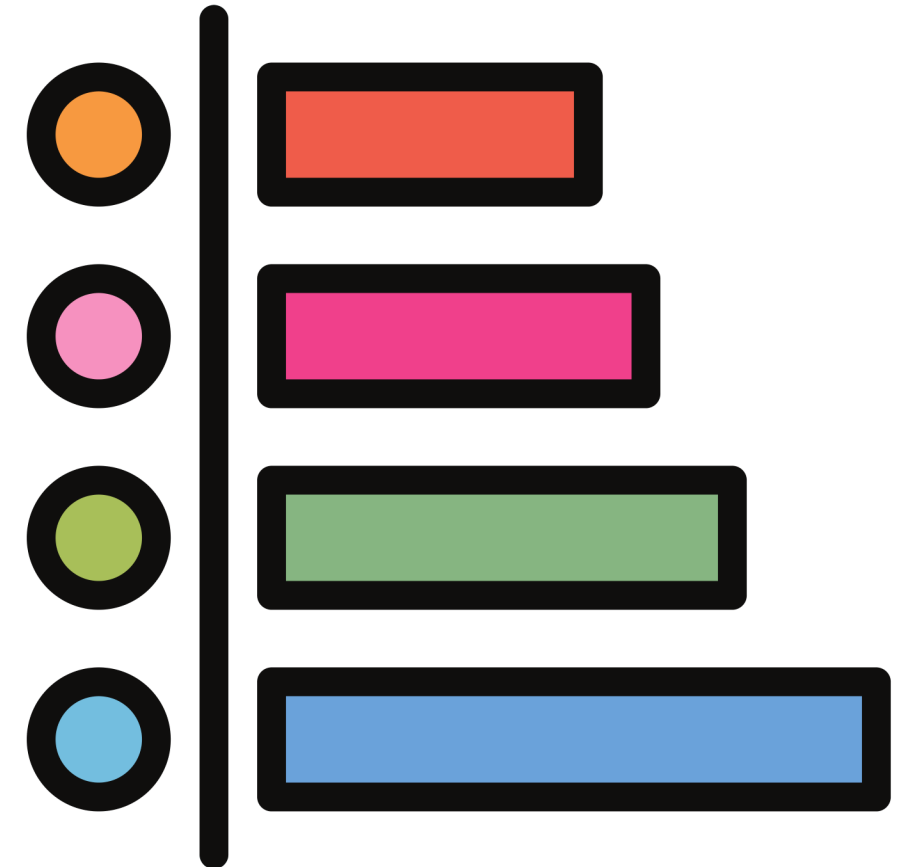
**Add a conclusion considering the previous topics:**

*"This situation exists because..."*

*"It's worth noting that..."*

***"Taken together, these results show that there is enough evidence..."***

***"Considering all these points, we can assume that ..."***





## Each topic should follow this structure:

- Introduction to the topic
- development with supporting evidence
- conclusion

This structure also shows that you should develop the narrative incrementally using vocabulary that signals this: ***"in addition"***, ***"another point/evidence"***, ***"It is worth noting.."***

## **Other techniques**

### **Comparisons**

"comparing the first graph with the second graph, we can see that..."

### **Emphasis**

"'d like to stress that..."

### **Analogies**

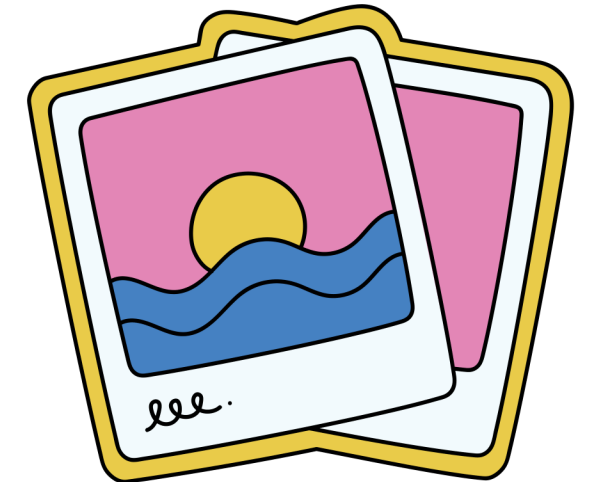
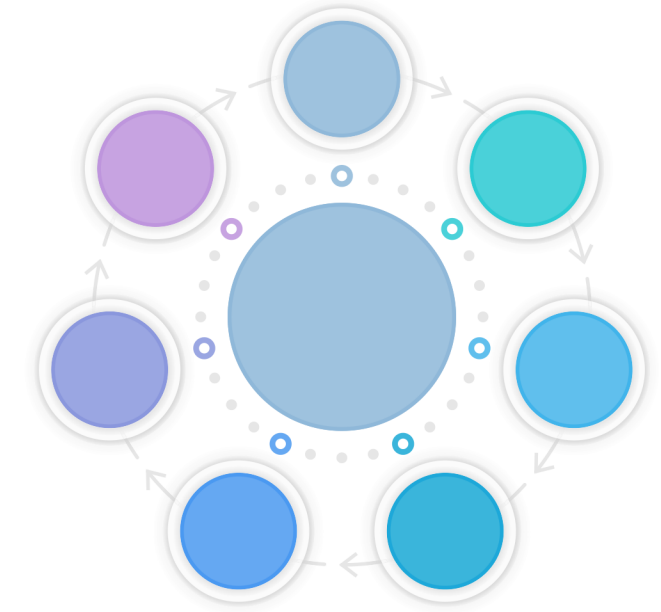
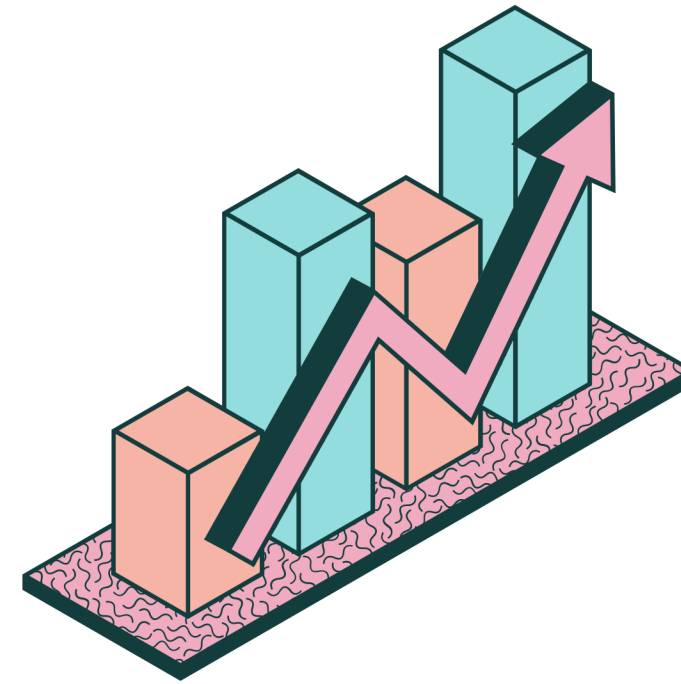
"This is similar to..."

"This is is in a sense analogous to..."

When developing the topic:

## Visual Aids

- Diagrams
- Pictures
- Videos
- Testimonials



## **When considering using supportive material think about:**

- What will add clarity
- What will add authority
- What will add entertainment

## Timing

- 3 key points are sufficient for a 10-15 minute presentation
- 6 key points are sufficient for a 30 minute presentation
- 8 key points are sufficient for a 45 minute presentation