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MINISTRY OF EDUCATION,
YOUTH AND SPORTS

Základy efektivní komunikace a prezentační dovednosti

Fundamentals of Effective Communication and Presentation Skills

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"The training is aimed at the researchers of the Institute of Mathematics of the Czech Academy of Sciences. The cost of the training is covered from the OPVVV project CZ.02.2.69/0.0/0.0/18_054/0014664 Institute of Mathematics CAS goes for HR Award - implementation of the professional HR management."
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ABOUT ME

- originally lawyer and economist
- over 17 years of teaching languages (English, French...)
- over 5 years teaching soft-skills (presentation skills, communication skills, critical thinking, rational arguing, negotiation...)
- entrepreneur in the field of language learning and IT (HR, project management, strategic management, leadership...)



ABOUT YOU

- what is your name?
- what is your job?
- what are you great at?
- what would you like to learn today?
- what is my biggest problem with presentations?



OUR TO DO LIST

- essentials of communication
 - what is communication
 - why do we misunderstand each other so often
- how to think of a presentation
- structure of a presentation
- visual aids and aspects of an efficient presentation
- how to engage your audience
 - getting attention
 - how to persuade
- dealing with questions



WHAT IS THE PURPOSE OF COMMUNICATION?

- why do we communicate?
- how many parties are there?
- who is responsible for delivering the message?
- why do we misunderstand and why are we misunderstood?



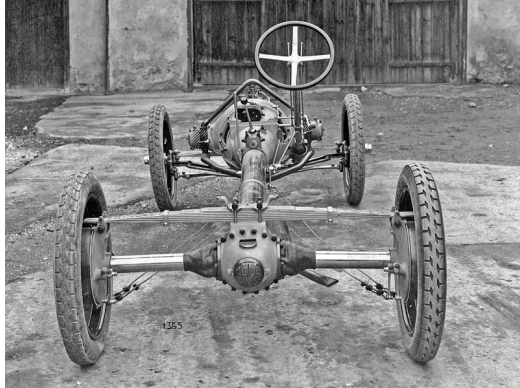
ORIGINS OF MISUNDERSTANDING

Close your eyes and try to visualize A CROWN



ORIGINS OF MISUNDERSTANDING

Close your eyes and try to visualize A CAR



ORIGINS OF MISUNDERSTANDING

Please focus on the following video, the success requires undivided attention, silence and uninterrupted focus.

<https://www.youtube.com/watch?v=vJG698U2Mvo>



ORIGINS OF MISUNDERSTANDING

- situation misunderstanding
 - variable circumstances
- contextual misunderstanding
 - varying perception of reality
- stereotypical misunderstanding
 - affected by personal experience, perception of other context



HOW TO THINK OF A PRESENTATION

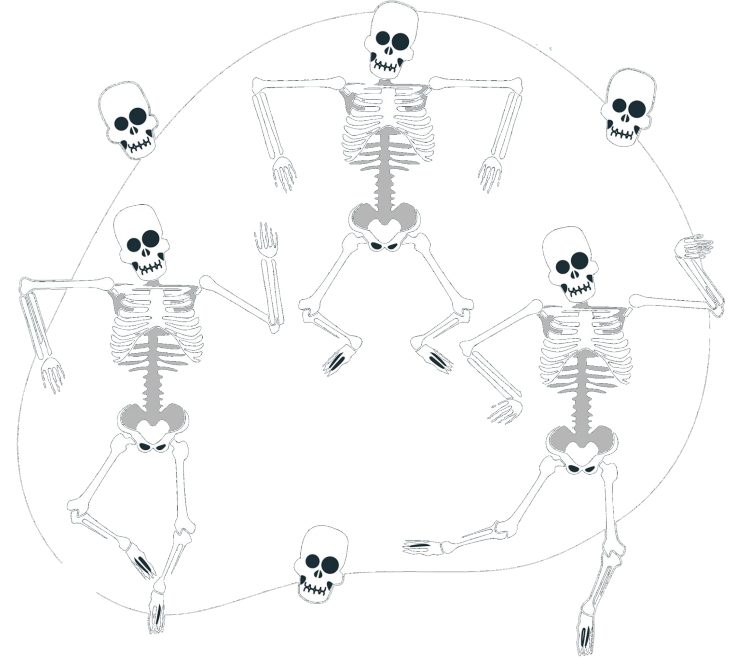
- SUBJECT
 - what is the topic?
 - is it simple enough?
- PURPOSE
 - inform
 - inspire
 - persuade
 - entertain
- AUDIENCE
 - are they familiar with the topic?
 - motivation
 - location



STRUCTURE OF AN EFFICIENT PRESENTATION

Essential parts of any presentation:

- hook
- introduction and content list
- body
- summary/conclusion/call to action
- questions and answers



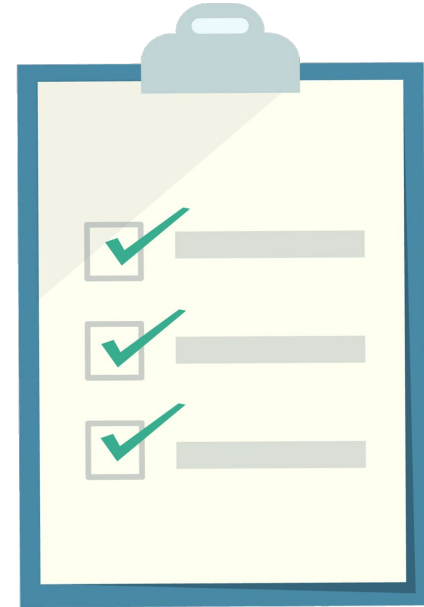
HOOK

- how to get the attention
- what is the purpose of a hook
- fun fact/ interesting trivia/ shocking information
- visual hooks
- body language



CONTENT LIST

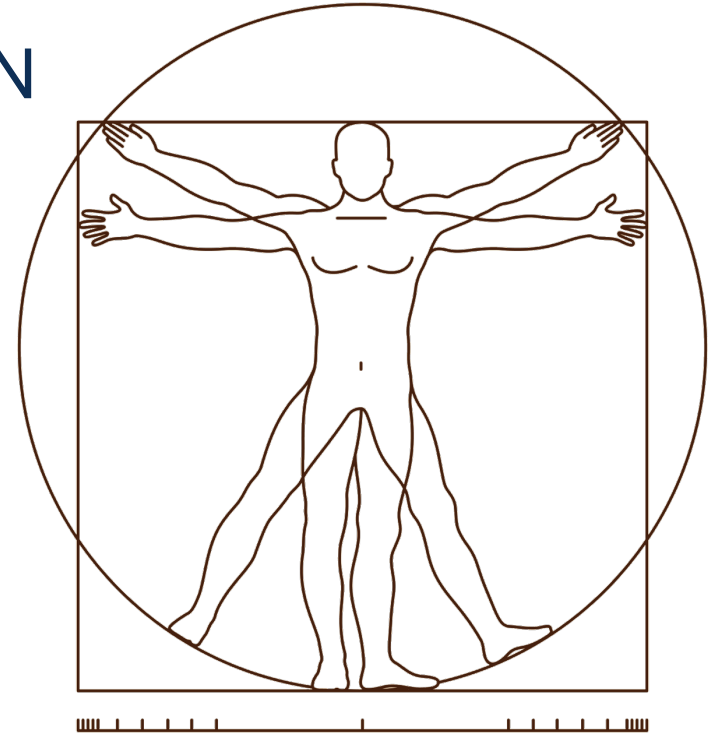
- essential in any presentation over 3 minutes
- get further attention
- gain trust of your audience
- don't forget about the boring formalities
- keep it brief



BODY OF THE PRESENTATION

DRAW A FLOWER...

- structure is everything
 - identify key points and stay focused on them
 - summarize each key point
 - create “icons”
- simplify
 - analogies
 - stories
- use fewer words
 - do not overcomplicate
 - do not overexplain



SUMMARY/ CONCLUSION/ CALL TO ACTION

- go through main points/icons again
- go back to your purpose
- do not thank for the attention

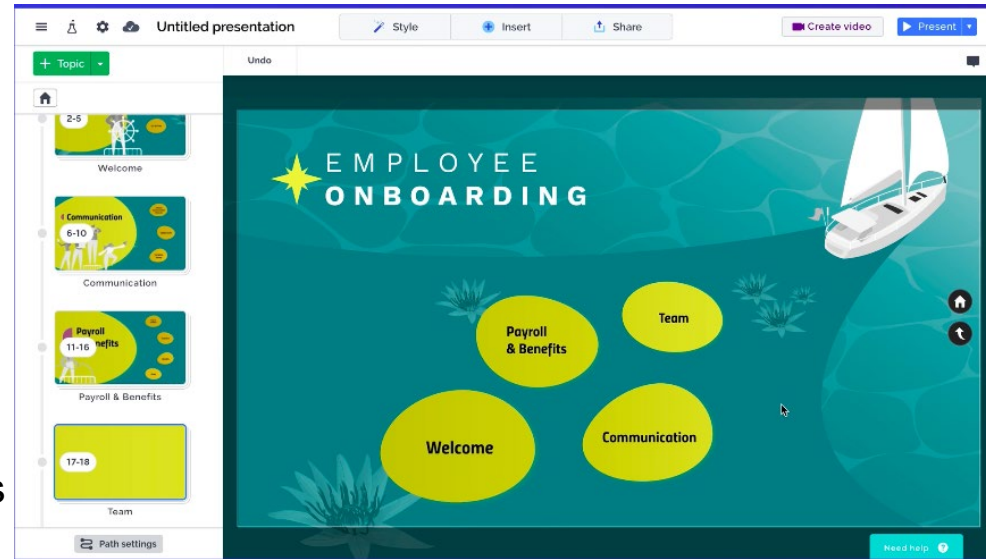


VISUAL ASPECTS AND AIDS

Do not distract from your speech.

How to choose?

- PowerPoint, Keynote, Impress, Google Presentation...
 - linear structure
- Prezi and other Mind Maps
 - non-linear, scalable
- non-for-presentation tools
 - technical or complex presentations
 - live demos



WHY AND HOW TO ENGAGE YOUR AUDIENCE

Why do we need to engage our audience?

entertain, persuade, ensure understanding, educate...

How to engage?

- body language
- eye contact
- haptic reactions
- quick polls
- vocal response



DEALING WITH QUESTIONS

- say thanks
- repeat the question
- respond
 - right away
 - we will get to that
 - leave for individual response



LITERATURE

- KAKU, M.: *Einsteinin's Cosmos*
- FEYNMAN, R.: *Surely You're Joking Mr. Feynman*
- FEYNMAN, R.: *Lectures on Physics*
- FEYNMAN, R.: *Pleasure of Finding Things Out*
- CIALDINI, R.: *Influence, PsycheSociology of Persuasion*
- ROVELLI, C.: *Order of Time*
- ANDERSON, C.: *TED Talks*

