15.280 Communication for Managers
Fall 2008

Communication for Managers

Minto Pyramid: Organizing Your Ideas
Oral Presentations: Part One

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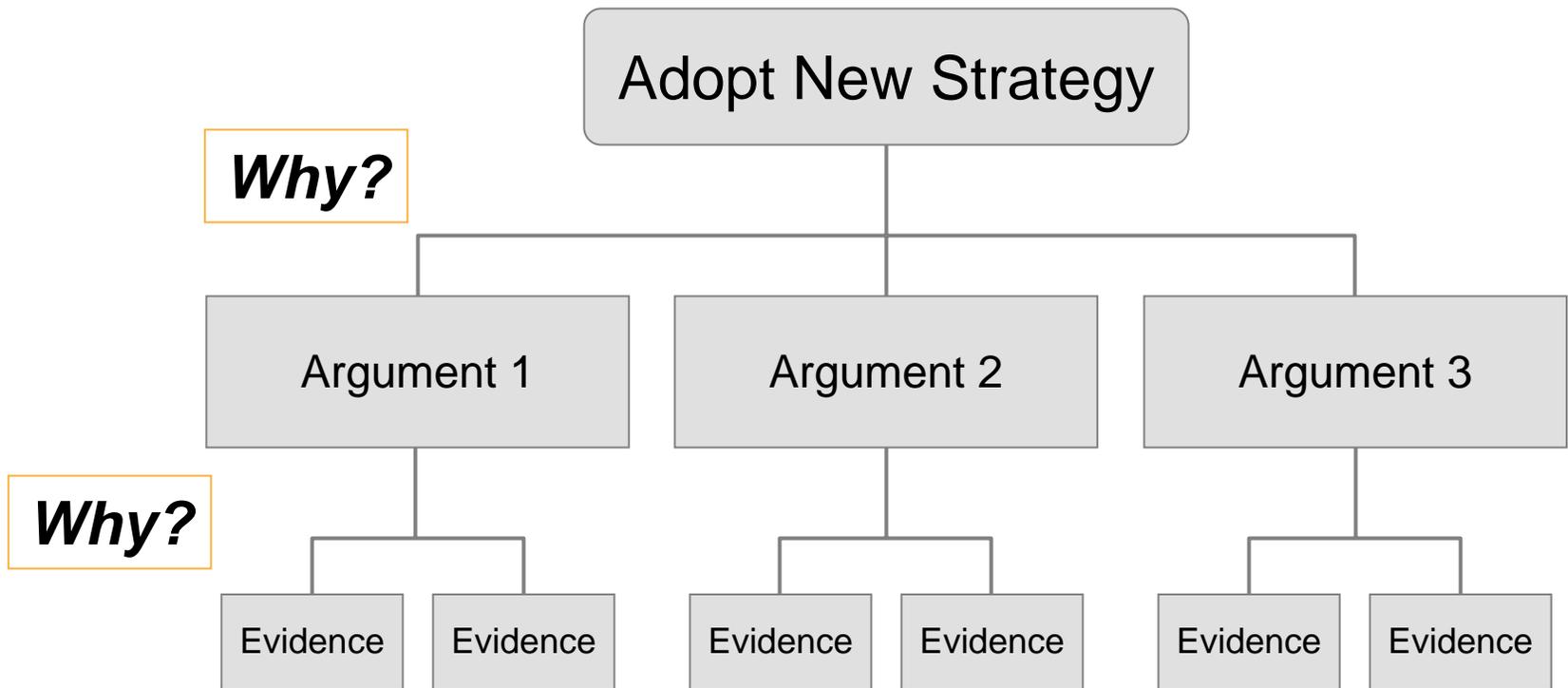# Agenda

- Minto Pyramid: Organizing Your Ideas

- Keys to Effective Presentations

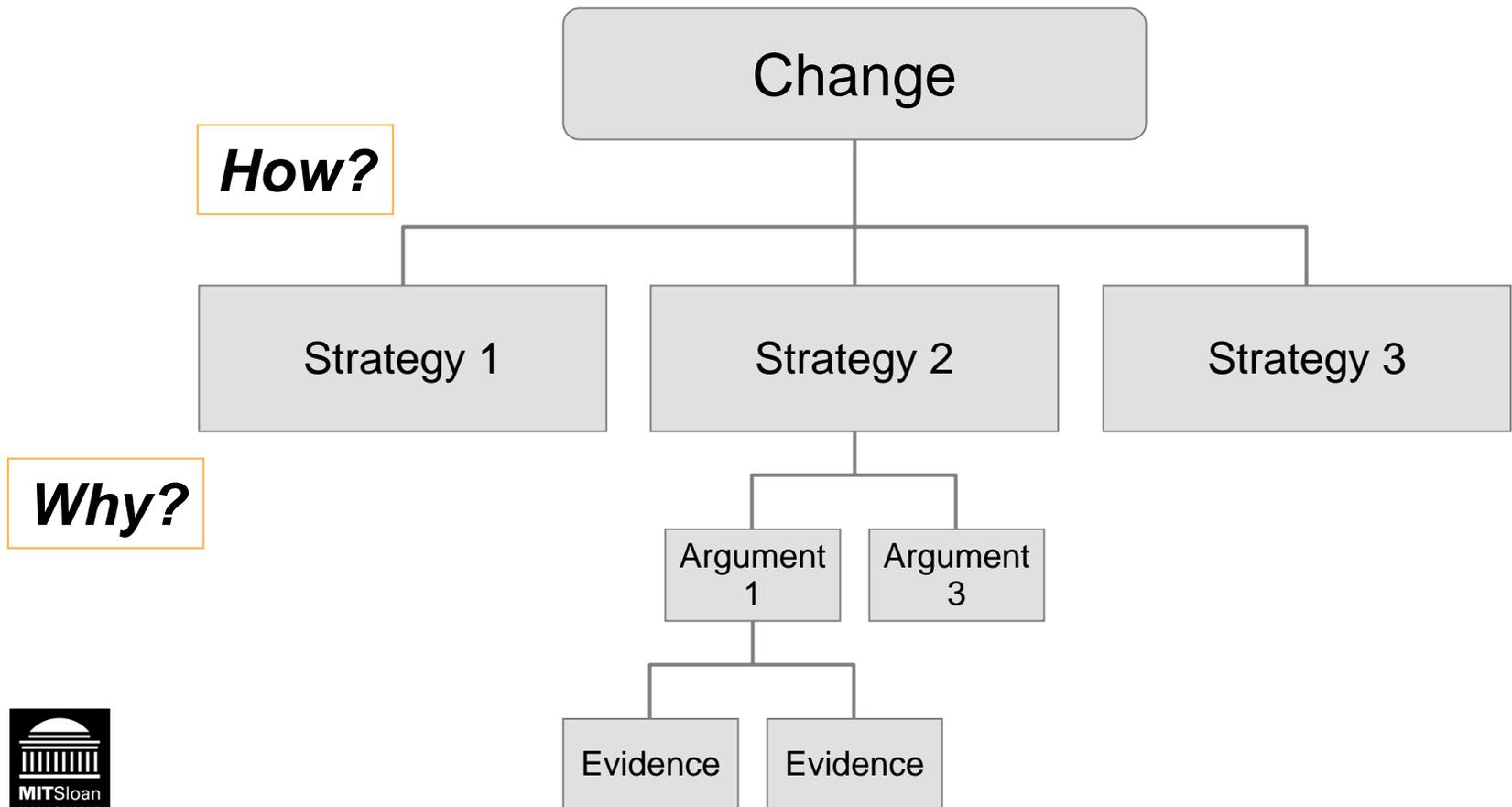- Craigstone Corporation: Team Exercise

- Coming Attractions

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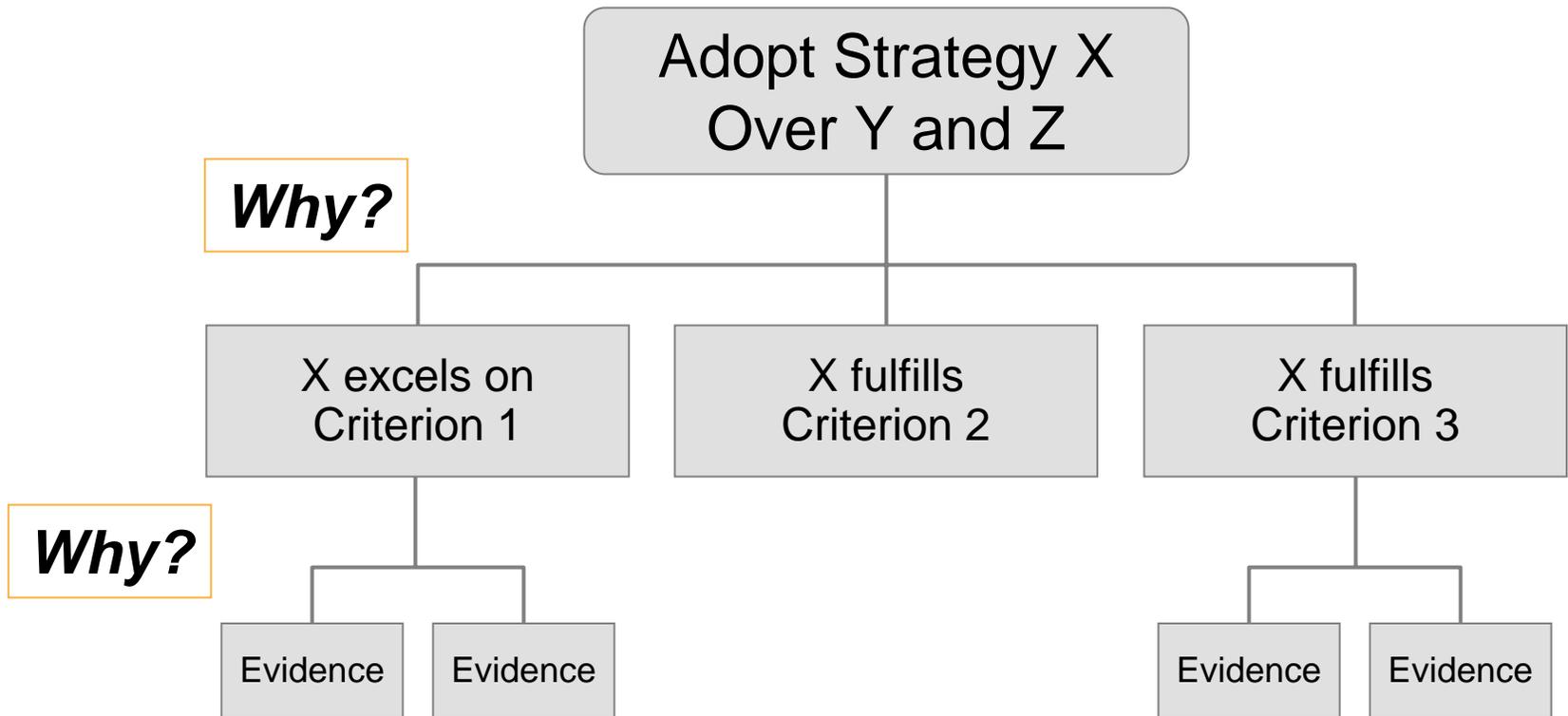# Minto Pyramid: Organizing Your Ideas

Recommending Strategy

Minto Pyramid: Organizing Your Ideas

Recommending Change

Minto Pyramid: Organizing Your Ideas

Recommending Strategy X

Keys to Effective Presentations

1	**Strategy**
2	**Structure**
3	**Delivery**
4	**Visual Aids**

Keys to Effective Presentations

1
Strategy: Analyze the Situation

Purpose

Audience

Credibility

Cultural Context

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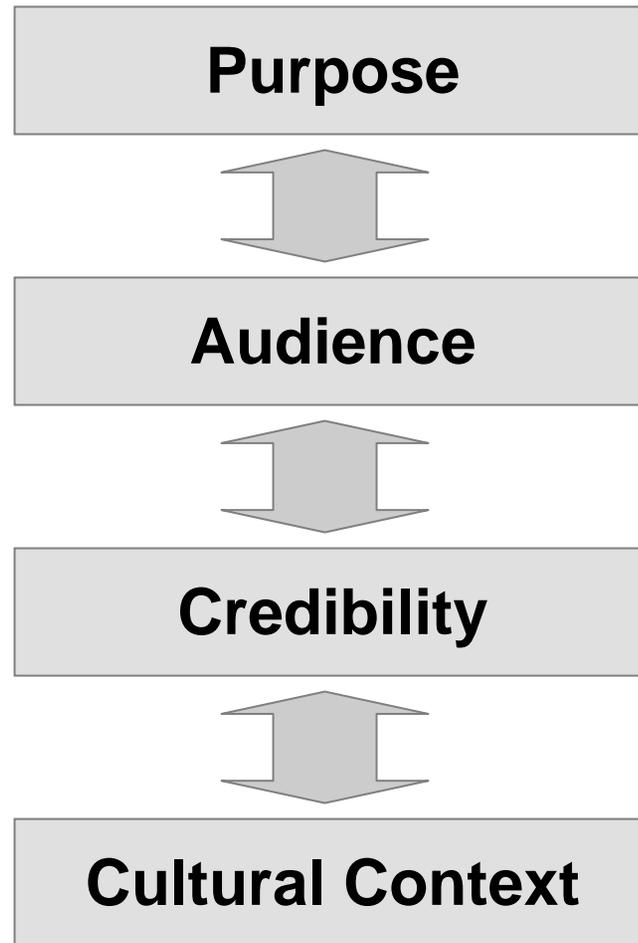
Keys to Effective Presentations

2
Structure: Organize the Presentation

▼ Indirect Structure

- Start with question and end with recommendation
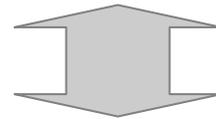
- More typical in academic and technical settings

▲ Direct Structure

- Start with recommendation, support it, then reiterate it

- More typical in business settings and to managerial audiences

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Keys to Effective Presentations

3
Delivery: Convey Your Message

Vocal Channel

Nonverbal Channel

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Keys to Effective Presentations

3
Delivery: Convey Your Message

Vocal Channel: How You Sound

- Strive for natural variation in tone, pitch, rate

- Use pauses for emphasis

- Convey enthusiasm

- Avoid filler words

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Keys to Effective Presentations

**3
Delivery:
Convey
Your
Message**

Nonverbal Channel:
How You Look

- Project confidence and knowledge

- Connect with the audience

- Leverage nonverbal tools

  - ✓ Posture and stance

  - ✓ Gestures

  - ✓ Movement

  - ✓ Facial expressions

  - ✓ Eye contact

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Keys to Effective Presentations

4
Visual Aids:
Enhance
Your
Presentation

Visual Aids Can Help

- Clarify structure

- Emphasize important ideas

- Illustrate relationships or objects visually

- Enhance and maintain interest

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Keys to Effective Presentations

**4
Visual Aids:
Enhance
your
Presentation**

Visual Aids:
Checklist For Use

- Check equipment and room in advance

- Have alternatives in case of equipment failure

- Avoid blocking audience's view

- Interact with visuals effectively

- Focus on your audience, not the visuals

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Keys to Effective Presentations

**4
Visual Aids:
Enhance
your
Presentation**

**Visual Aids:
Important Design
Considerations**

- Maintain consistent and simple template
- Keep uncluttered and readable
- Title appropriately
- Limit use of color
- Avoid distortion of special effects

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Coming Attractions

15.311 Organizational Processes	▪ Social Psychology ▪ TEAM DAY
15.280 Communication for Managers	▪ LEC 4: Oral Presentations: Part Two Visual aids; Handling Q&A; Giving and Receiving Feedback ▪ DUE in class LEC 4: Visual Aids exercise
15.277 Special Seminar in Communication	▪ Giving and Receiving Feedback ▪ Structuring an Impromptu

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