15.280 Communication for Managers
Fall 2008

For information about citing these materials or our Terms of Use, visit: http://ocw.mit.edu/terms.
Communication for Managers

Minto Pyramid: Organizing Your Ideas
Oral Presentations: Part One
Agenda

- Minto Pyramid: Organizing Your Ideas
- Keys to Effective Presentations
- Craigstone Corporation: Team Exercise
- Coming Attractions
Minto Pyramid: Organizing Your Ideas

Recommending Strategy

Why?

Adopt New Strategy

Why?

Argument 1
- Evidence
- Evidence

Argument 2
- Evidence
- Evidence

Argument 3
- Evidence
- Evidence
Why?

Recommending Strategy X

Adopt Strategy X Over Y and Z

Why?

X excels on Criterion 1

Why?

Evidence

X fulfills Criterion 2

Evidence

X fulfills Criterion 3

Evidence

Evidence
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
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
Keys to Effective Presentations

3 Delivery: Convey Your Message

Vocal Channel

Nonverbal Channel
### Keys to Effective Presentations

<table>
<thead>
<tr>
<th>3 Delivery: Convey Your Message</th>
</tr>
</thead>
</table>

#### Vocal Channel: How You Sound

- Strive for natural variation in tone, pitch, rate
- Use pauses for emphasis
- Convey enthusiasm
- Avoid filler words
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
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
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
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
# Coming Attractions

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.311</td>
<td>Organizational Processes</td>
<td>Social Psychology, TEAM DAY</td>
</tr>
<tr>
<td>15.280</td>
<td>Communication for Managers</td>
<td>LEC 4: Oral Presentations: Part Two Visual aids; Handling Q&amp;A; Giving and Receiving Feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DUE in class LEC 4: Visual Aids exercise</td>
</tr>
<tr>
<td>15.277</td>
<td>Special Seminar in Communication</td>
<td>Giving and Receiving Feedback</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Structuring an Impromptu</td>
</tr>
</tbody>
</table>