



# SKILL DEVELOPMENT

(HOW TO DELIVER THE BEST PRESENTATION OR SPEECH)

LECTURE 1

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# CONTENTS

- Skill Development
- Presentation
- Negotiation
- Debate
- Public Speaking
- Event Management
- Body Language.



# INTRODUCTION

Looking out into a sea of faces while standing on a stage can be one of the most intimidating experiences of your career. It doesn't matter if it's a group of 12 people in a board room or an auditorium filled with thousands of people -- giving the perfect presentation is no easy feat. It's also pretty critical to your success in delivering the message you want to deliver.

Some guidelines for **giving great presentations** emerged from various researches. Follow the 10 commandments, and you'll be well prepared to wow the audience during your next presentation.

# THE 10 COMMANDMENTS FOR GIVING THE PERFECT PRESENTATION



- Understand Your Audience's Sacrifice
- Be Infotaining
- Work the Room
- Be More Energetic Than Ever
- Give the Audience Time to React
- Plan Audience Interaction
- Let the Audience Love You
- Make Sure Your Presentation Has "Ups and Downs"
- Plan for Laughs and Applause
- Know Your Surroundings

# UNDERSTAND YOUR AUDIENCE'S SACRIFICE



- Think about it: if you're speaking to 100 people for an hour, you're consuming 100 hours of time.
- This is time your audience could be spending at the office, with their families, catching up with friends, or working on other projects.
- So before you utter your first word on stage, understand what your audience has given up for you, and make sure you've invested an equal amount of time in preparation to make their time worthwhile and well spent.

# BE INFOTAINING



- Teaching isn't enough. Yes, your audience wants to learn, but in order to soak up all the knowledge you're giving them, they need to be interested and paying attention.
- This is why it's important to incorporate some humor and a compelling story into your presentation.
- In other words, you need to inform your audience **in an entertaining way**: be Infotaining. Furthermore, be personable.
- Tell personal stories, mention your pets, and mention your kids; find a way to make a personal connection with the audience to keep them engaged.

# WORK THE ROOM



- Don't stand in one spot on the stage for the whole presentation.
- On the other hand, don't walk around *so much* that it's distracting.
- Instead, before you begin your talk, pick 4-6 people who are spread out randomly throughout the audience. Then do your best to speak to each of these people during your presentation.
- This will help you naturally walk around the stage and address all portions of the audience, making everyone in the room feel like they're a part of your presentation.

# BE MORE ENERGETIC THAN EVER



- Speaking to large audiences requires you to be a more energetic version of yourself.
- Project your voice, sound excited, and make sure your passion for the topic comes through.
- The more energy you have, the more engaged the audience will be, and if you're excited, your audience will get excited.
- But if you're lame and boring, there's a good chance your audience will also be bored.



# GIVE THE AUDIENCE TIME TO REACT



- When you're on a stage, a second or two of silence can seem like forever. But in reality, it's exactly what your audience needs.
- If you make a joke, give them a couple seconds to laugh. If you're showing an interesting statistic, give it a second to sink in. If you're trying to get across a complex or particularly important idea or concept, say it, pause, and then say it again.
- Giving your audience a few seconds to react or absorb the information you're giving them is one of the simplest things you can do to **make your presentation instantly better.**

# PLAN AUDIENCE INTERACTION



- For smaller audiences, planned interaction is critical.
- It's a great way to get the audience engaged and demonstrate that you understand what they want to hear.
- Prepare questions to ask your audience, and time when you will pose the questions.
- However, be warned: the bigger the audience, the harder it is to ask them questions and expect a response.
- Plan ahead for all of your interaction based on the size of your audience.

# LET THE AUDIENCE LOVE YOU



- In EVERY case, the audience desperately wants you to succeed on stage.
- In fact, they're actually afraid FOR you. If you've ever attended a session during which the speaker totally tanked, you know that it's intensely uncomfortable to watch someone choke on stage.
- So the more it looks like you're confident and having fun up there - no matter what is going on in terms of tech glitches, getting stuck on your words, forgetting something, or whatever else it may be - the happier and more satisfied your audience will be with your presentation.
- Remember: your audience has no idea what you plan to say, so if you mess up, they probably won't know you messed up. Be confident, and let them love you.

# MAKE SURE YOUR PRESENTATION HAS "UPS AND DOWNS"



- Presentation design and training expert Nancy Duarte writes a lot about this topic in her book, *Resonate: Present Visual Stories That Transform Audiences*, and it's a really great read.
- The basic premise is that, as a presenter, you can't constantly keep building your audience up and up during your presentation, and the best presentations have a key element: hope.
- In order to create hope, you need to provide your audience with "ups and downs".
- Specifically, you need to flip flop back and forth between the current problem you're addressing and the new solution you're offering to solve it.

# PLAN FOR LAUGHS AND APPLAUSE



- Your presentation is nothing short of a performance.
- As you're prepping and practicing for your talk, plan to do at least one session where you focus solely on when you should anticipate and pause to encourage audience reactions such as applause and laughter.
- This will add up humor to your presentation.

# KNOW YOUR SURROUNDINGS



- Whether you'll be presenting in a small boardroom or large auditorium, you should try to know as much as possible about your surroundings ahead of time.
- How much space will you have to walk around?
- Will there be a confidence monitor available for you look at your slides without referring to the screen behind you?
- Where will your audience be sitting?
- Will you have a remote control to advance your slides?
- These are all important questions to answer to make you feel confident and amply prepared before you take the stage for real.



# FINALLY THE PRACTICE

- These 10 commandments are useless without practice, and winging it will only get you so far.
- Just like you notice the design difference between an iPad and other tablets, it's easy to notice the polish of a presentation that has been practiced and refined.
- Practice in front of a mirror, or in a small group.
- Have a clear goal for each of your individual practice sessions.
- For example, in one practice session, you might work on your transitions between key points, whereas in another, you might work on the timing of your jokes.



# SKILL DEVELOPMENT

(NEGOTIATION SKILLS)

LECTURE 2

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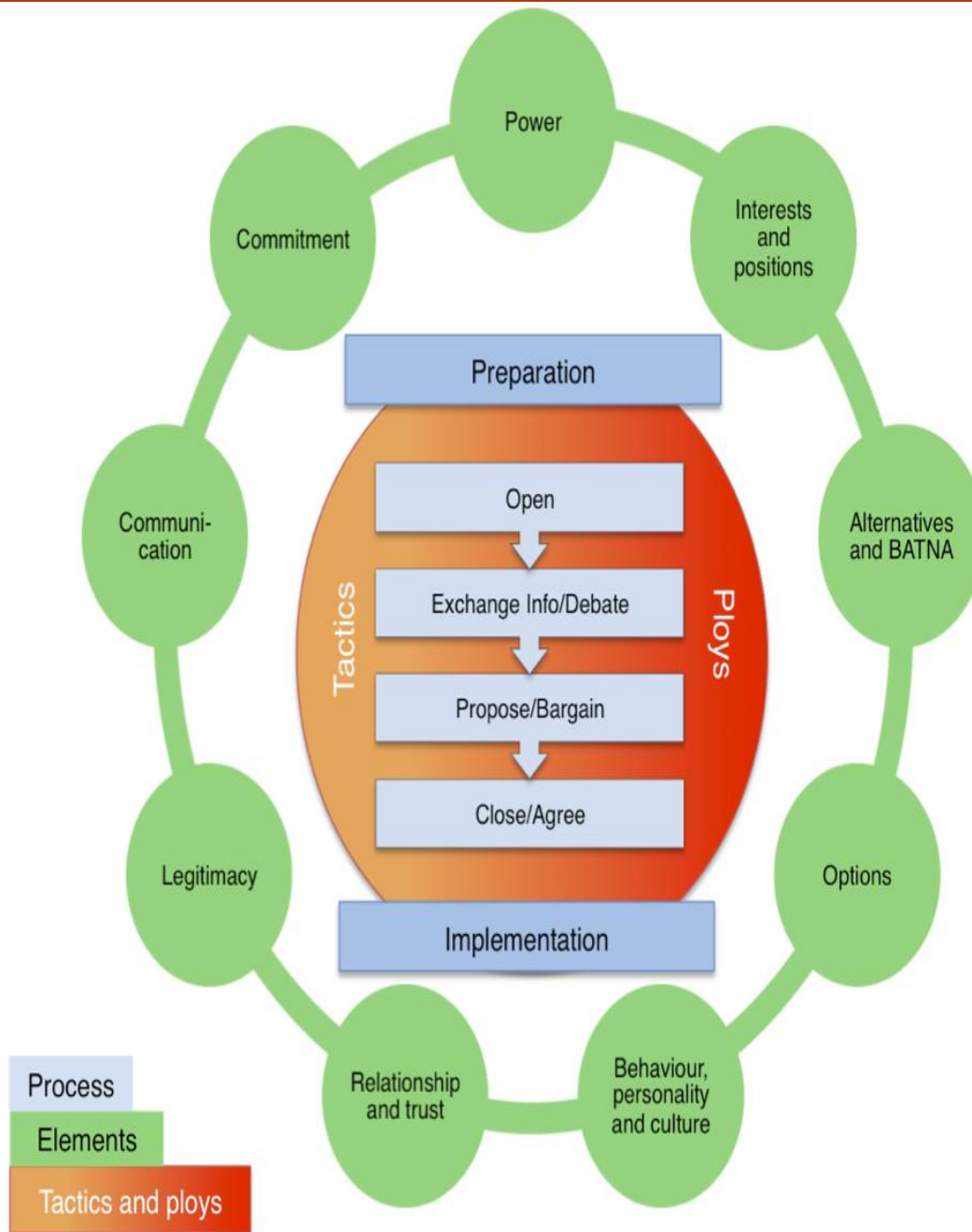
# WHAT IS NEGOTIATION?



Negotiation takes place when two or more people, with differing views, come together to attempt to reach agreement on an issue. It is persuasive communication or bargaining.

*“Negotiation is about getting the best possible deal in the best possible way.”*

- Negotiation is something that we do all the time not only for business purpose.
- It is usually considered as a compromise to settle an argument or issue to benefit ourselves as much as possible.
- It can involve several members from two parties.



- Avoiding mistakes
- Setting aside
- Adjourning
- Managing conflict
- Managing deadlock
- Informal meetings
- Escalation
- Conditioning and pre-conditioning
- Handling hostile negotiators
- Etc.

- Intimidation
- Non-negotiables
- Good cop/Bad cop
- Grinding down
- Pickpocketing
- Salami
- Last minute nibble
- Bogey
- Final offer: take it or leave it
- Etc.

# PLANNING TO NEGOTIATE



- Establish your and other party's objectives
- Frame negotiation as a joint search for a solution
- Identify areas of agreement
- Trouble shoot disagreements: bargain & seek alternative solutions, introduce trade offs
- Agreement and close: summarise and ensure acceptance
- Negotiating is about why, not what.
- Position is what we want.
- Interest are why we want something.

# TYPES OF NEGOTIATION



- **Distributive Negotiation**

- Often referred as 'The fixed Pie'.
- Usually involves people who have never had a previous interactive relationship, nor are they likely to do so again in the near future.
- Ours and their interest are usually self serving.
- Example: Purchasing product or service like car or house.

- **Integrative Negotiation**

- The process generally involves some form or combination of making value for value concessions, in conjunction with creative problem solving.
- Form a long term relationship to create mutual gain.
- Often described as the win-win scenario.

# The Negotiation Process

## BATNA

The **B**est **A**lternative **T**o a **N**egotiated **A**greement; the lowest acceptable value (outcome) to an individual for a negotiated agreement.

Preparation and planning



Definition of ground rules



Clarification and justification



Bargaining and problem solving



Closure and implementation

# FOUR PHASES OF NEGOTIATION



- Plan
  - Research.
  - List your and their objectives those you intend to get & those you must get.
- Debate
  - Listen Carefully
  - Ask Questions, Clarify & Summarize.
  - Don't argue, interrupt or assume but..
- Propose
  - Make proposals and state conditions.
  - Express concerns and search for common interests.
  - Use positive Body language. And finally
- Bargain
  - The Key words are if and then, Start making concession
  - Every concession should have condition, Don't give away easily.
  - No need to share full information and don't be afraid to say 'no'.



# THREE STAGES OF NEGOTIATION

- Initial Stage
  - Plan thoroughly and organize the issue.
  - Focus on mutual principles and concern.
  - Be aware that first offer is often above expectations.
  - Focus on long term goals and consequences.
- Middle Stage
  - Revise strategies and consider other options.
  - Increase power by getting the other side to commit first.
  - Add credibility by getting agreement in writing.
  - To get through with dead ends, just set it aside momentarily.
  - When asked for a concession, ask for a tradeoff.
- Ending Stage
  - Counter a president negotiator by withdrawing offer.
  - Do not expect in verbal promises.
  - Congratulate the other side.

# BARRIERS TO NEGOTIATION



- Sometimes the people fail to negotiate because they do not recognize that they are in a bargaining position.
- Or, they may recognize the need for bargaining but may bargain poorly because they do not fully understand the process and lack good negotiating skills.
- Negotiation seems to bring conflicts. Any misunderstanding that arises between them will reinforce their prejudices and arouse their emotions.
- If the right people are not involved in negotiations, the process is not likely to succeed.



# OVERCOME BARRIERS



- Parties must be aware of their alternatives to a negotiated settlement.
- Weaker parties must feel assured that they will not be overpowered in a negotiation.
- Parties must trust that their needs and interests will be fairly considered in the negotiation process.
- To combat perceptual bias and hostility, negotiators should attempt to gain a better understanding of the other parties perspective and try to see the situation as the other side sees it.
- Agreements can be successfully implemented only if the relevant parties and interests have been represented in the negotiations.
- So, all of the interested and affected parties must be represented and negotiators must truly represent and have the trust of those they are representing.

To brush-up your '*win-win*' negotiation skill.....  
Preparation is needed

## WHAT IS 'WIN-WIN' NEGOTIATION?

- For a negotiation to be 'win-win', both parties should feel positive about the negotiation once it's over.
- GOALS....
  - What you want to get out of the negotiation?
  - What you think the other person wants?
- Alternatives:
  - If you don't reach agreement with the other person, what alternatives do you have?
  - Are these good or bad?
  - How much does it matter if you don't reach agreement?
  - Does failure to reach agreement cut you out of future opportunities?
  - What alternatives the other person might have?

- Relationship:
  - What is the history of the relationship & could or should this impact the negotiation?
  - Will there be any hidden issues that impact the negotiation?
  - How will you handle these?
- Expected outcome:
  - What outcome will people be expecting from negotiation?
  - What has the outcome been in the past, and what precedents have been set?
- The consequences:
  - What are the consequences for you of winning or losing the negotiation?
  - What are the consequences for the other person?
- Powers:
  - Who has what powers and who controls the resources?
  - Who stands to lose the most if agreement is not reached?
- Possible solution:
  - Based on all considerations what might be the possible solution?



# IMPROVING NEGOTIATION SKILLS



- Negotiating is not Compromising:

- It is joint problem solving and to conclude on a positive note. What is your “preferred style” of communicating?
- What is the “style” of the other person with whom you will be negotiating?

Listening is the most powerful negotiating skill

- It begins with effective communication... understanding your preferred method and learning the method of the other party.
- Communicate with them in a way that will be most effective with their style.
- This helps to eliminate the possibility of misunderstanding, as we communicate in many ways.
- But before you can listen, you have to be skilled at asking questions.

- Three critical questioning Skills:

- Know where your question is going
- Ask for permission to ask question
- State why you want to ask question

# NEGOTIATION



DISCUSSION



SKILL

1. 
2. 
3. 

DEAL

COMPROMISE



BUSINESS



AGREEMENT





# CONCLUSION

Few people plan before beginning to negotiate if you cannot walk away from negotiation at any time, you will lose. Knowing your options outside of the negotiation is a direct function of preparation.

**Have a game plan before beginning the negotiation**



# SKILL DEVELOPMENT

(EVENT MANAGEMENT AND BODY LANGUAGE)

LECTURE 3

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# EVENT MANAGEMENT



- Many people think of event managers as wedding or concert planners, but the field of event management involves much more than that.
- Guests may not notice the work of an event manager at a well-planned event, but they would notice the lack of planning at a chaotic one.
- At its most basic, event management is the process of using business management and organizational skills to envision, plan and execute social and business events. People who specialize in event management work with budgets, schedules, and vendors to create the best possible events for their clients.
- Many companies use event management firms to coordinate their most important meetings and other events.
- Event planners go by many different job titles, but the core function of their work all falls within the realm of event management. When you work in event management, you'll be involved in planning, executing and evaluating corporate, association, nonprofit, government, and social events.
- Event management requires strong organizational, budgeting and creative skills.



# EVENT PARTS



# PLANNING AND MANAGING EVENTS



- An event manager will start planning an event by meeting with the client and collecting information about the client's vision of the event. She and the client will develop an event budget, and discuss the overall concept or theme.
- Once the budget is in place, the event manager will finalize the concept for the event, work to line up a location and vendors, and obtain any necessary permissions, permits, and insurance.
- If speakers are required for the event, the event management team will coordinate with the client to engage them. If other extras, such as parking and transportation, are needed, the team also will arrange for those.
- On the day of the event, the event management team will be on-site to run the event and handle any problems that arise. Following the event, the team will wrap up any remaining details and get feedback from the client.

# CAREERS IN EVENTS MANAGEMENT



- The job market for event managers is growing, with some estimates that the need for event managers will increase by one-third in the next decade.
- Most people entering event management will need a bachelor's degree. Experience in hospitality or tourism management also is helpful. A successful event manager is a true people person and has excellent organizational skills, interpersonal skills, and multitasking skills.
- Event management teams often work closely with public relations teams and with hospitality professionals at event locations. Some event management professionals travel frequently to handle clients in various locations, while others focus on managing events in one geographic area.

# EVENT PLANNERS VS. MANAGERS



- A planner's main responsibilities involve keeping track of time during your events, ensuring proper set up as established by the client, managing the wait staff, catering liaison, and other venue-related tasks that are pivotal to the success of the event.
- Event managers, on the other hand, are there with you every step of the way. Managers orchestrate all the event details, handle vendors, create and manage budgets and timelines, assist with contract negotiations, and manage the venue selection process.



# TIPS FOR DOING EVENT MANAGEMENT

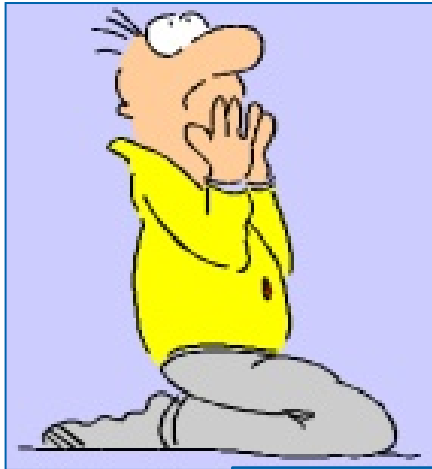
- Decide upon your target audience before doing anything else.
- Make a list of details – everything including lighting and public transportation, to content and refreshment.
- Have a clear business response for holding the event.
- Watch out for other industry event when scheduling.
- Be flexible with changes in size, location and other details.
- Develop a financing plan of your event and estimate the numbers.
- Create an expense budget and save money through ‘in-kind’ sponsor donations.
- You will need a detailed marketing plan.
- Be tireless in your efforts of your event.
- Define good reasons for people to show up.
- Learn how to talk to media.
- Use twitter ‘# - Hashtags’.

# BODY LANGUAGE



*"He who does not understand a look will not understand a long explanation either"*

*- Ancient proverb*



# WHAT IS BODY LANGUAGE?



- Body language is the language transmitted by posture clothes gestures and facial expressions posture, clothes, gestures and facial expressions.
- It is the unspoken communication that goes on in every Face-to-Face encounter with another human being.
- It tells you their true feelings towards you and how well your words being received.
- Factors that effect body languages are:
  - Posture and clothes : 23%
  - Gesture : 57%
  - Facial Expressions : 20%
- Our physical gestures are subconsciously interpreted by others.
- Provides information about an individual's character, emotions, and reactions.
- Body language presents to audience what we feel & think about the particular matter.

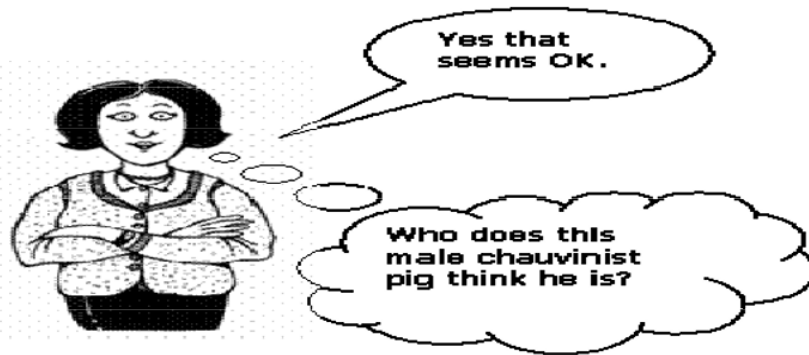
# FEATURES OF BODY LANGUAGE



- **Nervousness:** Clearing throat, “whew” sound, whistling, smoking, pinching flesh covering mouth, jiggling money or keys, tugging ears, wringing hands.
- **Frustration:** Short breath, ‘tsk’ sound, tightly clenched hands, wringing hands, fist like gestures, pointing index finger, rubbing hands through hair.
- **Openness:** Open hands, unbuttoned coat.
- **Defensiveness:** Arms crossed, sideways glance, touching/rubbing nose, rubbing eyes, buttoned coat, drawing away.
- **Insecurity:** Pinching flesh, chewing pen, thumb over thumb, biting finger nails.
- **Cooperation:** Upper body in sprinter’s position, open hands, sitting on edge of chair, hands to face gesture, unbuttoned coat.
- **Confidence:** Steepled hands, hands behind back, back stiffened, hands in coat pocket with thumbs out, hands on lapels of coat.
- **Tapping foot or holding something in hand and fiddling with it or having a key chain in finger and moving it around finger.** All this indicates **restlessness, disinterest and a desire to end the session.**



# CONFUSING BODY LANGUAGE



She may feel comfortable,  
She may look cool.  
Careful, you have a very negative signal,  
even if she is smiling.



The lowered steeping of the hands indicates listening,  
and can also be a negative confidence gesture.



The scratch to the back of the neck indicates uncertainty.



It can mean nervousness or deceit.  
It can mean a desire to shut out the words they are hearing,  
or the words aren't 'going in'.  
they've heard enough.

# EXERCISE

Identify the body language from each of the following images displayed.



**1. Affectionate**

**2. Attentive**



**3. Angry**



**4. Anxious**



**5. Ashamed**



**6. Bored**



**Confident**



**Confused**



# EXERCISE

Identify the body language from each of the following images displayed.



**Excited**



**Fed-Up**



**Jealous**



**Lazy**



**Mean**



**Satisfied**



**Worried**



**Tired**

# WAYS TO DEVELOP POSITIVE BODY LANGUAGE



- Be Energetic!
  - Display variety in your gestures
  - Display Purpose
  - No pacing, rocking, swaying
  - Exercise and stay fit
  - No body odor
  - Respect personal space
- **Proper Posture:**
    - Erect posture-eager to do task (Could also be hostile)
    - A person with a straight head, pg, erect shoulders, fast steps and straight posture gives an impression of a confident person
    - Stooping shoulders gives an impression of an under-confident person



# WAYS TO DEVELOP POSITIVE BODY LANGUAGE



- Eyes (as you see them)

*"Face is the index of the mind",  
and the eyes are 50% of it!*



Eyes - upward to the right (their left)

Trying to recall memories



Eyes - upwards to the left (their right)

Creating visual images (we think in pictures)

- Gazing towards blank while conversing is an indication of recollecting something.
- Shutting eyes frequently indicates disinterest or lack of keenness in the discussion and the subject matter. It is a sort of escapist reaction.
- Best is to practice looking above the eyes, near the forehead (above the nose) of the other person while speaking.

TIP: Make eye contact for 3-4 seconds but don't stare. Look long enough to identify the other person's eye color

# WAYS TO DEVELOP POSITIVE BODY LANGUAGE



## • Correct Handshake:

- Handshake is an integral part of one's personality.
- Correct handshake can greatly improve first impression
- Practice a strong, well gripped and vertical handshake
- A well gripped and strong handshake creates a positive impression
- No wet hands, no limp hands
- Shake from the elbow, not shoulder
- Shake hands with women also

• **Steepling Hands:** This is frequently used in superior /subordinate interaction. It demonstrates confidence and a 'know-it-all' attitude. There are 2 versions:

- The raised steeple -when the person is talking, expressing their opinion
- The lowered steeple -when the person is listening

# WAYS TO DEVELOP POSITIVE BODY LANGUAGE



- **Palm Gripping:** This is a confidence / superiority position. The person has their stomach, heart and throat regions exposed which is an unconscious act of fearlessness.

TIP: If you are in stressful situation assuming this position can help calm you down and take control of the situation.

- **Mirroring Positions:**
  - Two people talking, standing in the same pose.
  - This indicates that they are in agreement with each other, they like each other.
  - If you want to establish a rapport with someone, mirror their poses.
  - This will have the effect of relaxing them.
  - Give them a non-verbal indication that you are both thinking along the same lines.

# NEGATIVE BODY LANGUAGE

## TO AVOID



- **Feet dragging:** Implies lethargy -unlikely to impress
- **Head down:** Implies timidity, again not a positive impression
- **Shoulders drooped:** Implies lethargy and weariness
- **Weak handshake:** Implies meek and ineffectual personality
- **Shifty eyes:** Implies nervousness
- **Arms crossed on chest:** Implies a defensive stance
- **Fidgeting:** Implies nervousness
- **Hands in pockets:** Implies you have something to hide
- **Poor Handshake:** 'WET FISH' from a man this normally means a weak character, someone who is easily persuaded.

TIP: Respect personal space ...don't stand too close in meeting or elevators



# HOW TO IDENTIFY LIARS



- Covering the mouth with the hand



- Scratching the nose quite frequently



- Moving the hand to scratch or rub the ear



- Scratching the side of the neck with fingers



**LIARLIAR**





*With the right information and a little practice, we can train ourselves to overcome most of our negative body language habits.*



THANK YOU