

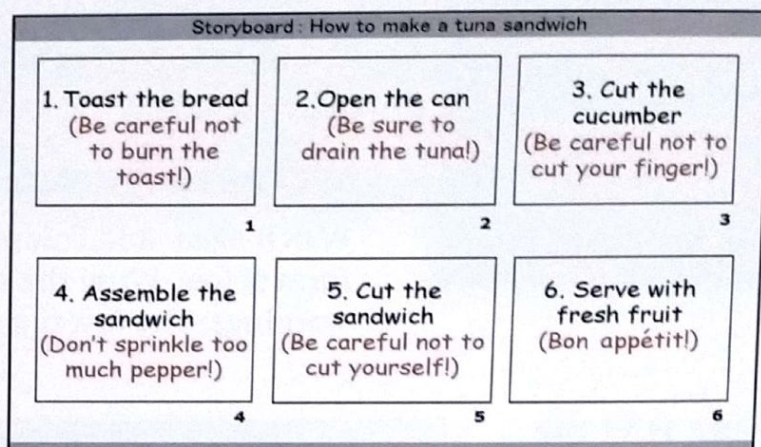
## Speech Preparation

**Assignment:** Prepare a demonstration speech on how to make a favorite dish.

### Step 1

#### PLAN:

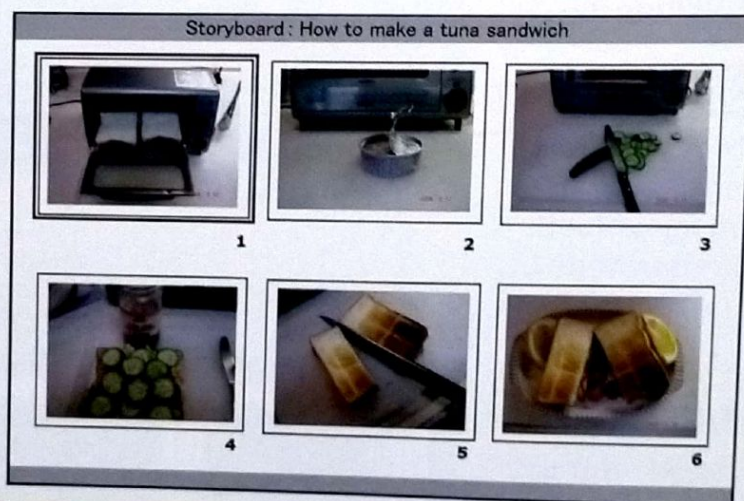
Use a storyboard to break the process into easy "bite-size" steps.



### Step 2

#### PREPARE:

Illustrate the steps using photos or drawings.



### Step 3

#### PRACTICE:

Be sure to practice all the physical skills, especially voice inflection!

### Step 4

#### PERFORM:

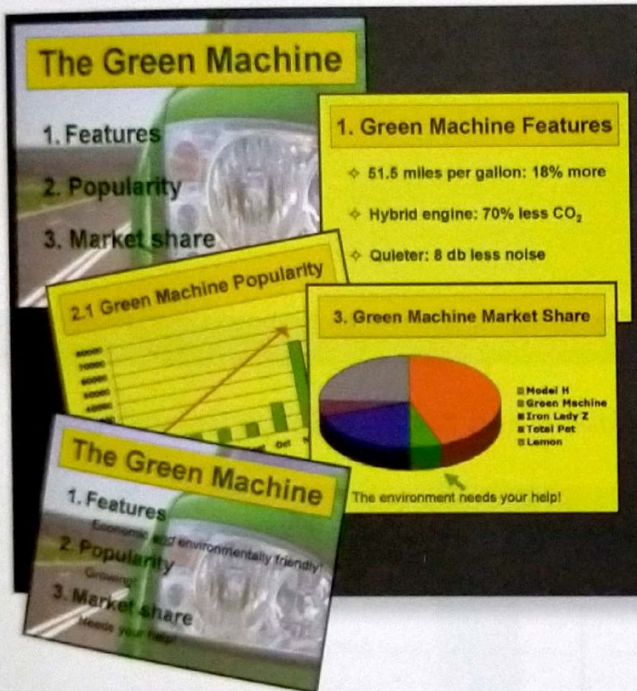
Speakers, use your visual to explain. Listeners, use the evaluation form on page 102.



# The Visual Message

## What Is the Visual Message?

One picture is worth a thousand words. Save time—use visuals! Show the audience with images; don't just tell them with words.



### ● Effective Visuals:

The images we show the audience.



### ● Explaining Visuals:

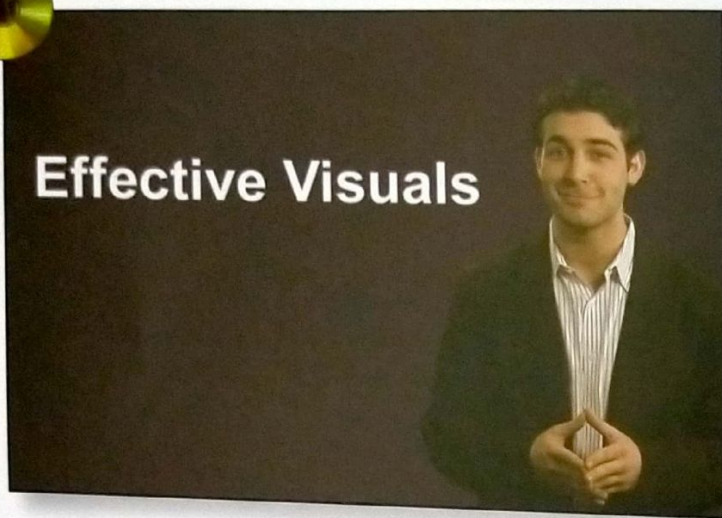
The words we use to guide the audience through the visuals.

## Why Is the Visual Message Important?

The Visual Message is important because even if you stumble over sentences, mispronounce words, or get the numbers wrong, the audience will still understand.



# Effective Visuals



## FIRST VIEWING:

Watch Presentation 1 of Episode 4 of the DVD. Pay close attention to the slides the speaker uses. Close your textbooks and enjoy the speech!

1. How did he do?
2. Did you notice any problems with his visuals?

## Slide Analysis

Analyze the following slides and write the problems and their possible solutions below.

### 1. Green Machine Features

1. The best thing about the Green Machine is that it is economic to drive. The Green Machine's patented hybrid engine has an estimated combined city/highway 51.5 miles per gallon rating. In terms of percentage, this means that the Green Machine gets 18% more miles per gallon than the average new auto. This translates into a saving for the owner of 18% on gasoline. Ratings are based on estimated mileage for model year 2010. Note that for the 2010 models, the way that the estimated economy ratings were determined was revised.

2. A second, related feature is that the patented hybrid engine generates less pollution. The Green Machine generates 70% less smog-forming emissions including CO<sub>2</sub> and other gases that have been proven to contribute to global warming. You can do your part in reducing global warming! Be part of the solution! Test drive a Green Machine today.

3. In addition to emitting fewer dangerous gases and pollutants into our planet's atmosphere, the Green Machine contributes to reducing noise pollution, a particularly important factor in city driving. The Green Machine has been rated by *Driver and Car* magazine as being eight decibels quieter than the average new car. In the both the starting and driving phases, the Green Machine has been rated as quieter. This gives you, the driver, a safer, more comfortable driving experience.

#### Problem

#### Solution

### 2. Green Machine Popularity

MONTH	SALES
May	8,140
June	8,120
July	8,840
August	8,920
September	9,230
October	20,912
November	60,732
December	70,322

#### Problem

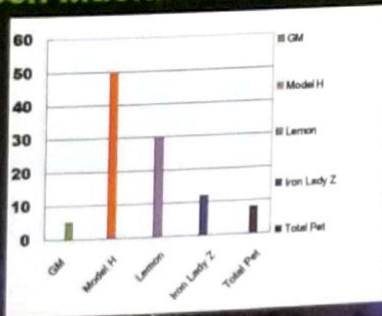
#### Solution





3.

### Green Machine Market Share



**Problem**

**Solution**

4.

**Conclusion**

**Remember:**  
 If you care about the environment,  
 if you believe in recycling,  
 You'll love *Green Machine!*

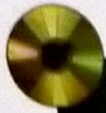
(Green Machine is sold on a first-come, first-served basis.  
 Performance is based on standard ratings and may vary  
 depending on local driving and weather conditions.)

**Thank you for your attention!**

**Problem**

**Solution**





## Effective Visuals



### SECOND VIEWING:

Watch Presentation 2 of Episode 4 of the DVD. Note the changes in the visuals. Close your textbooks and enjoy the speech!

#### Presentation 1

#### Presentation 2

Compare your slide analysis to the solutions below.



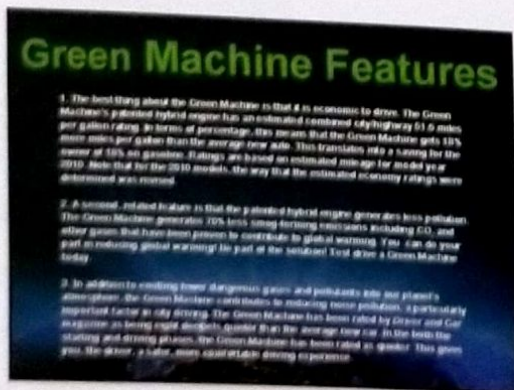
#### Problem

- Speaker can't remember main points



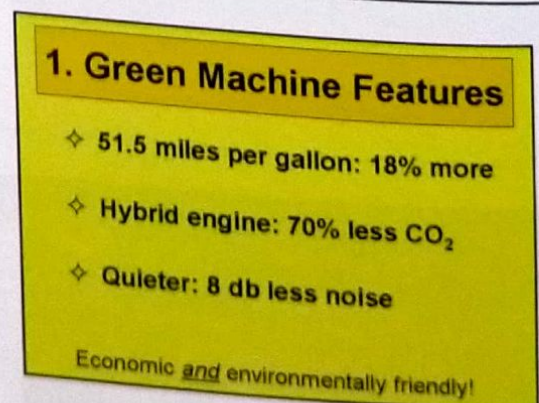
#### Solution

- Use an overview chart



#### Problem

- Font point size is too small
- Long sentences
- Noisy background



#### Solution

- Use a large point size
- Avoid sentences
- Use a simple background

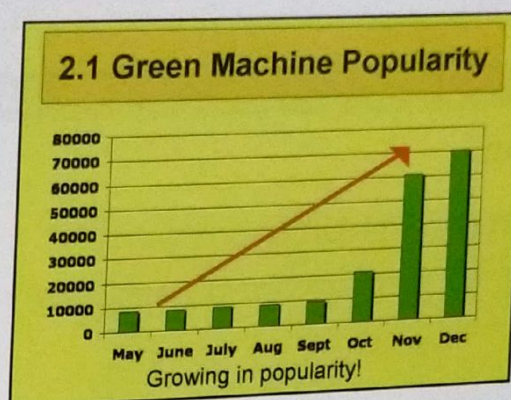


## Presentation 1

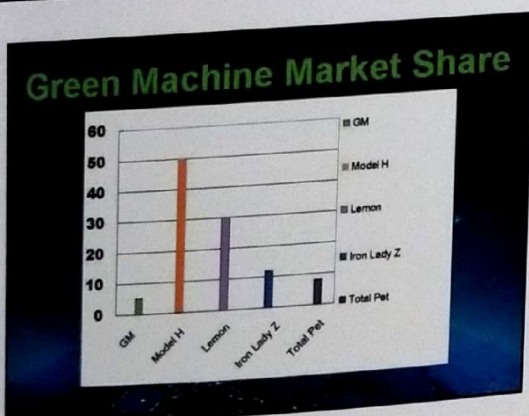
**Problem**

- Difficult to visualize a trend

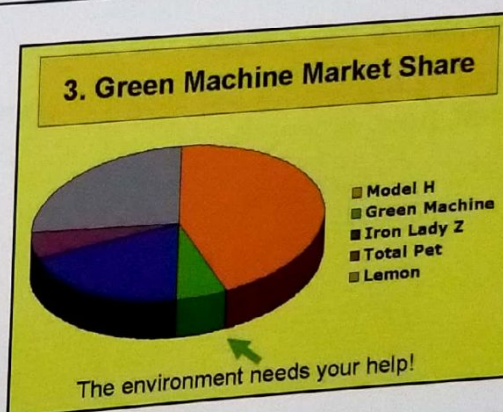
## Presentation 2

**Solution**

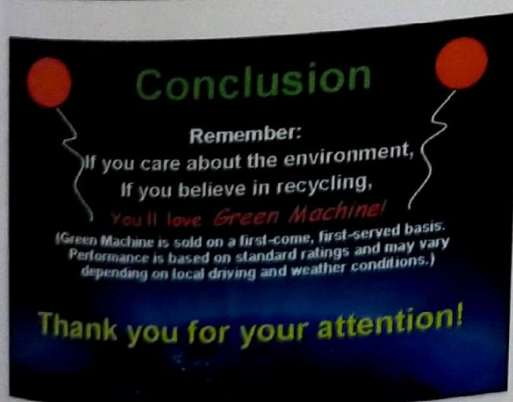
- Show ideas with images (graphs, illustrations, photos, etc.)

**Problem**

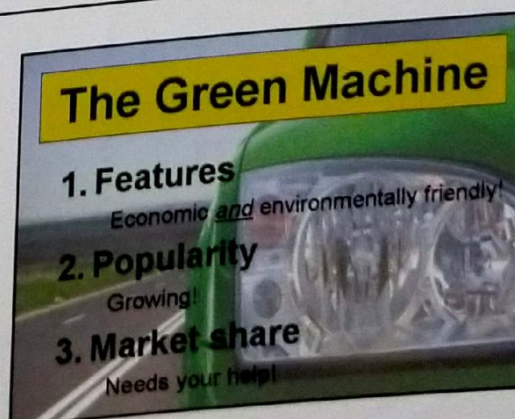
- Wrong kind of chart to show percentages

**Solution**

- Choose the right kind of chart to communicate your message

**Problem**

- "Noisy" conclusion chart
- Font is too small

**Solution**

- Use a simple conclusion chart like this one
- Make sure the font is large enough



## What Are Visuals?

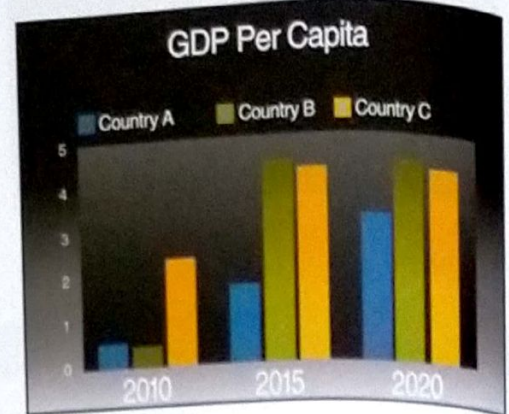
Different ideas need different visuals. Look at the slides below.

### Glossary of Visuals

#### ● Graphs

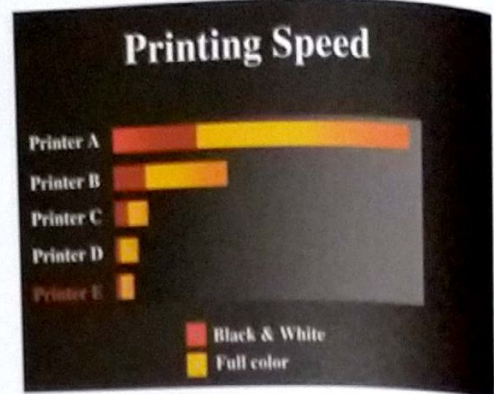
##### Vertical Bar Graph

We use a vertical bar graph to show ranking.



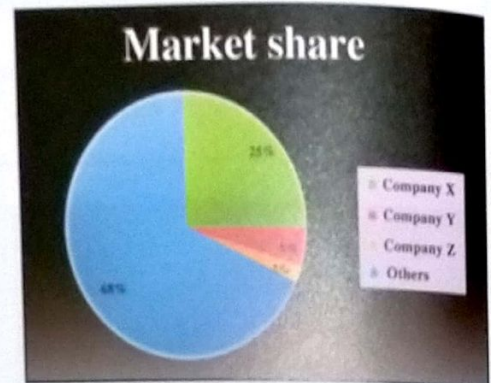
##### Horizontal Bar Graph

We use a horizontal bar graph to compare speed, time, or length.



##### Pie Graph

We use a pie graph to compare percentages.



##### Line Graph

We use a line graph to show trends over time.

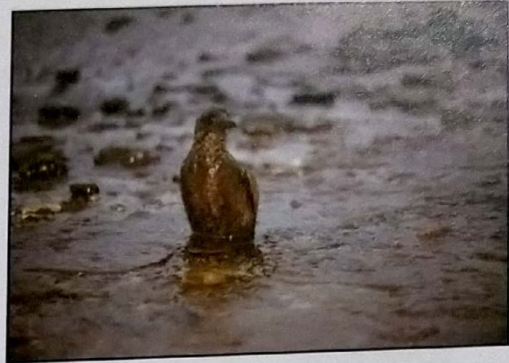




## ● Pictures

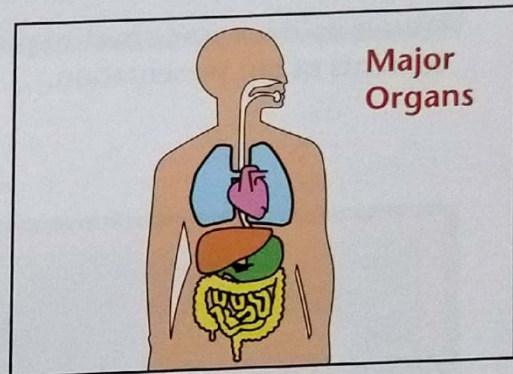
### *Photograph*

We use a **photograph** for realism and to show details, or to create emotion.



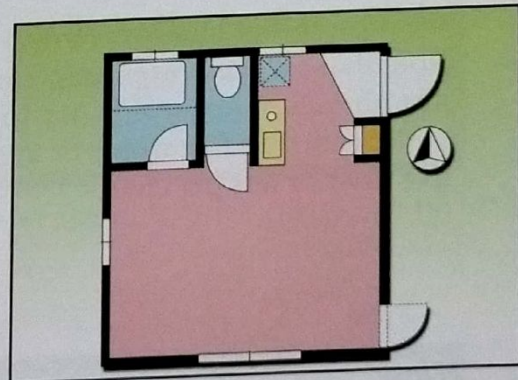
### *Illustration*

We use an **illustration** to emphasize only key points. We often use an illustration in place of a photograph for a simpler, clearer look.



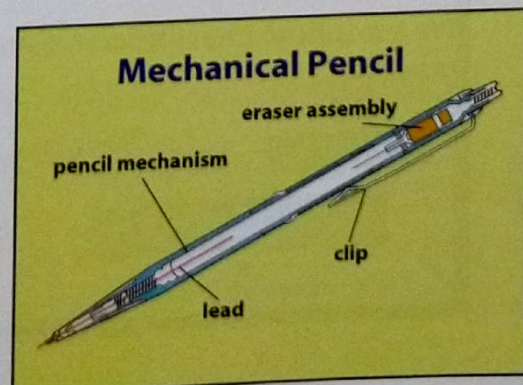
### *Map*

We use a **map** to show layout and location. A floor plan of a building, such as a store or train station, is one kind of map.



### *Diagram*

We use a **diagram** to show the dimensions and features of an object. Diagrams are often used in technical presentations or product presentations to show the parts of an item.





## ● Charts

### *Title*

We use a **title chart** to state the topic and its importance to the audience.

### *Overview*

We use an **overview chart** to preview the contents of our presentation.

### *Bullet*

We use a **bullet chart** to show lists of ideas. Note that we don't use complete sentences—just phrases or key words. Try to limit your bullet charts to five words or less per line and five lines or less per chart.

### *Flow*

We use a **flow chart** to describe a step-by-step process.

**Using  
Speaking of Speech  
to improve presentations  
by new employees**

### **Overview**

1. Physical Message
2. Visual Message
3. Story Message

### **The Physical Message**

- ★ Posture
- ★ Eye Contact
- ★ Gestures
- ★ Voice Inflection



### **Checklist**

Set your feet

Set your hands

Eye contact

Presentation voice



## How to Make Visuals: Guidelines

### Guideline 1: Show Images

Show the audience your information by changing words and numbers into images.

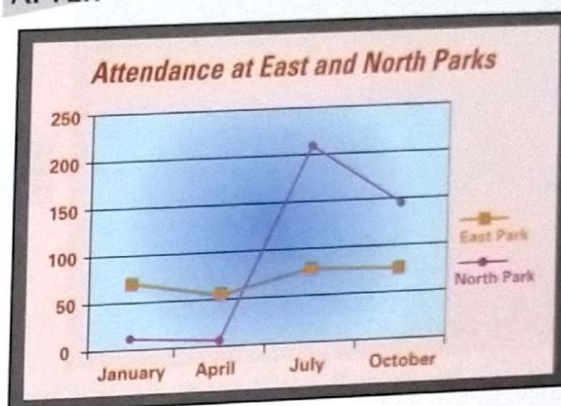
- Change a confusing table of numbers into a graph.

BEFORE

AFTER

**Attendance at East and North Parks**

Name/Month	Jan.	Apr.	July	Oct.
East Park	72	51	75	74
North Park	11	5	210	148



- Change a list of locations into a map.

BEFORE

AFTER

**New offices opened in Asia this year**

Function	City	Country	New
Regional Head Office	Hong Kong	China	
Information Technology	Sapporo	Japan	
Regional Head Office	Tokyo	Japan	
Regional Head Office	Osaka	Japan	★
Asian Headquarters	Seoul	Korea	
Research & Development	Pusan	Korea	★
Logistics	Singapore	Singapore	
Regional Head Office	Manila	Philippines	★



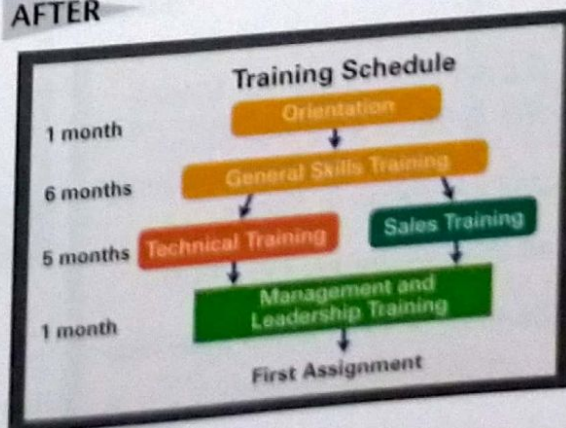
- Change words into a flow chart.

BEFORE

AFTER

**Training Schedule**

- One month of **orientation**.
- All personnel receive six months of **general skills training**.
- Technicians receive specialized **technical training**, while sales personnel receive specific **sales training**.
- One month of **management and leadership training**.





## Guideline 2: KISS (Keep your Information Short and Simple)

- Simplify sentences into easily remembered key words and phrases.

BEFORE

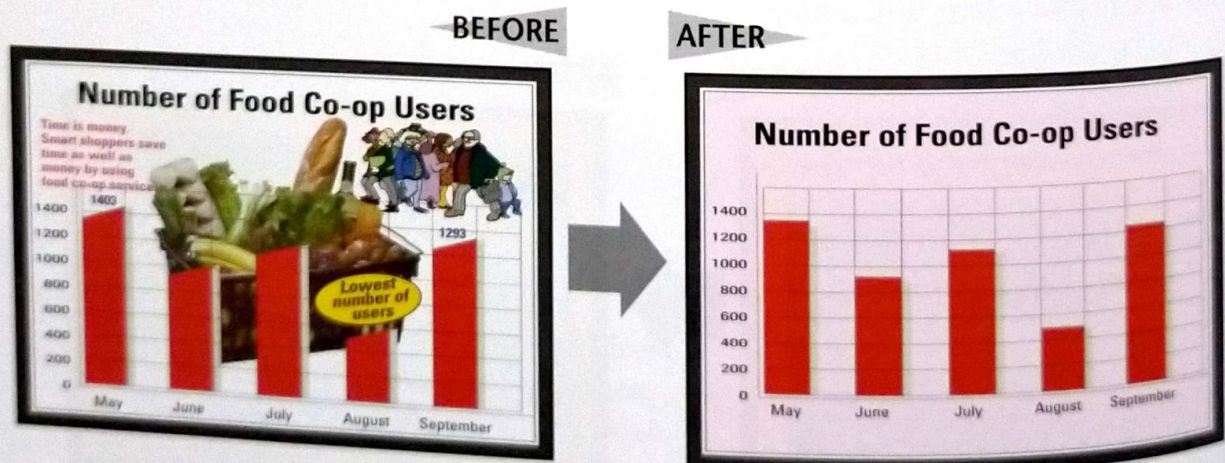
The 'Before' slide for 'Scuba Diving Safety Rules' contains three paragraphs of text. The first paragraph says 'Always dive with another person, a "buddy," so that you can watch over each other.' The second paragraph says 'Remember to calculate bottom time to allow enough time for decompression if necessary.' The third paragraph says 'Don't put your hands on marine animals. You could injure them or yourself.'

→

AFTER

The 'After' slide for 'Scuba Diving Safety Rules' contains three bullet points: '● Dive with a Buddy', '● Watch the Bottom Time', and '● Don't Touch Marine Life'.

- Eliminate unnecessary information.



- Eliminate unnecessary details. Round off numbers and eliminate extra words to make easily remembered key points.

BEFORE

The 'Before' slide for '3 Good Reasons to Work with ACME Corporation' lists three reasons with specific numbers: '• 1,236,427 Items in Stock', '• 149,650 Customers Last Year', and '• \$28,435,954.94 in Sales Last Year'.

→

AFTER

The 'After' slide for '3 Good Reasons to Work with ACME Corporation' lists three reasons with rounded numbers: '• 1.2 Million Items', '• 150,000 Customers', and '• \$28.5 Million in Sales'. A small note at the bottom right says 'Figures are for last year'.



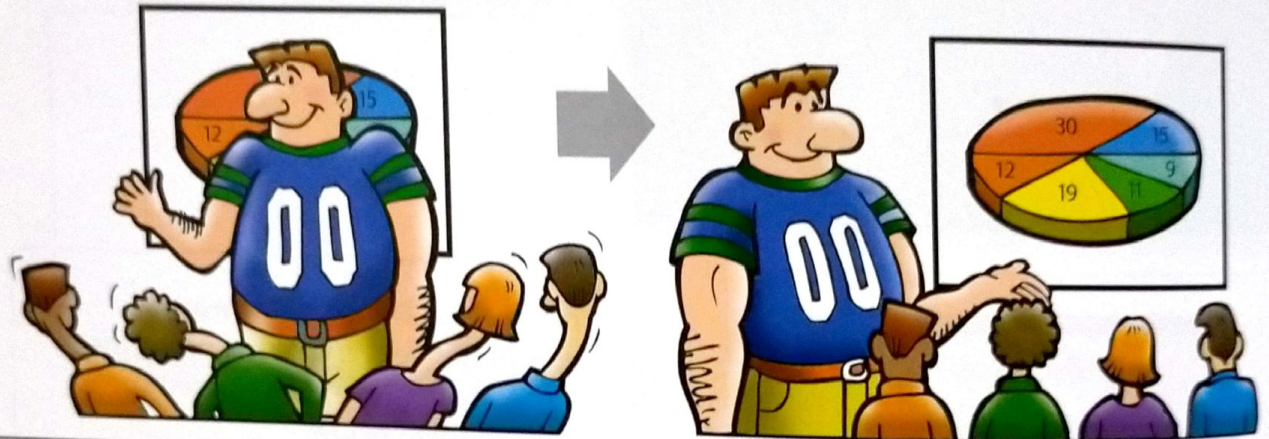
## How to Use Visuals

Look at these common problems of presenting visuals. Have you seen presenters make these mistakes?

### Glossary of Presenting Visuals

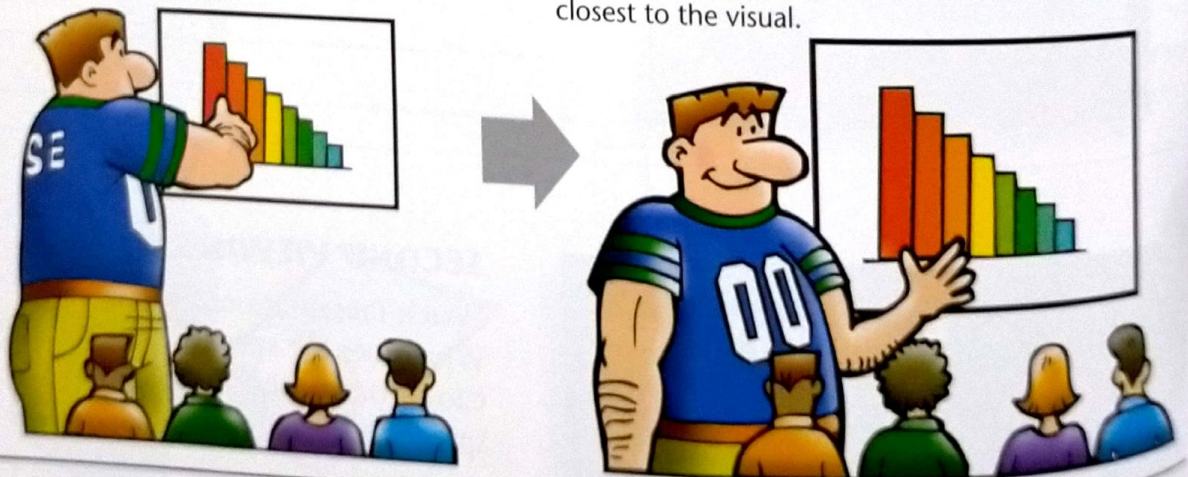
**Problem 1:** Standing in front of visual and blocking the audience's view.

**Solution:** Stand off to the side.



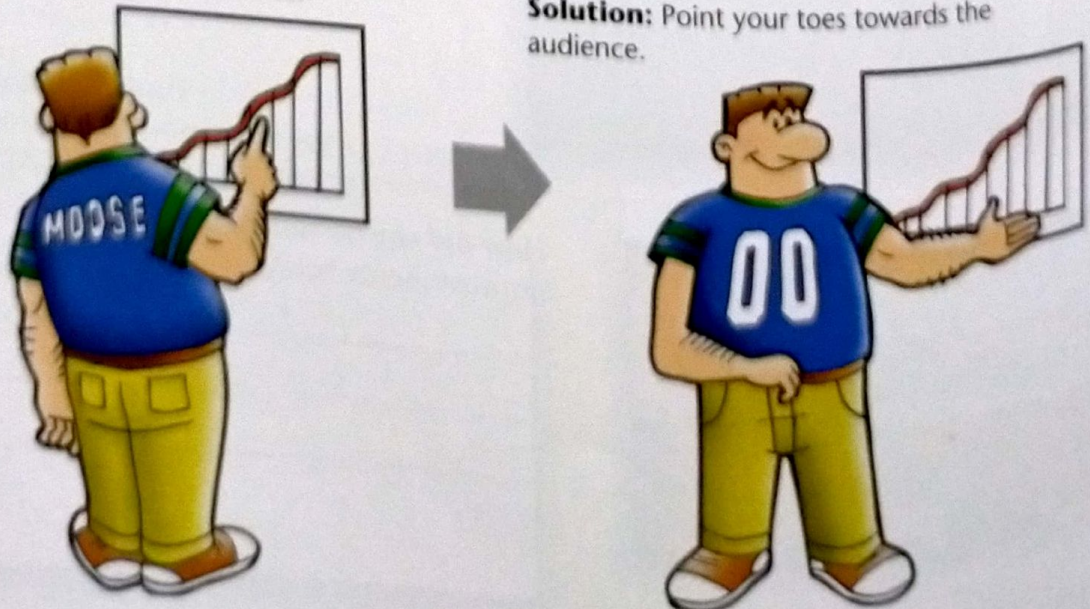
**Problem 2:** Pointing with the wrong hand.

**Solution:** Point with the hand closest to the visual.



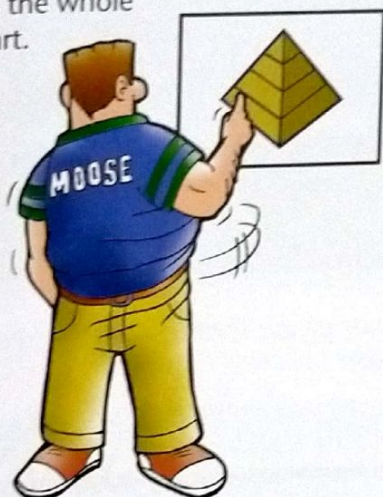
**Problem 3:** Not facing the audience.

**Solution:** Point your toes towards the audience.

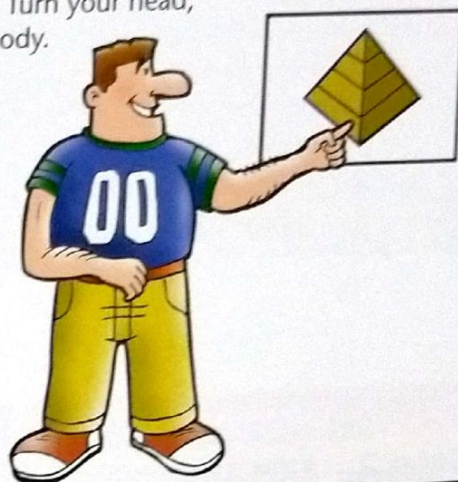




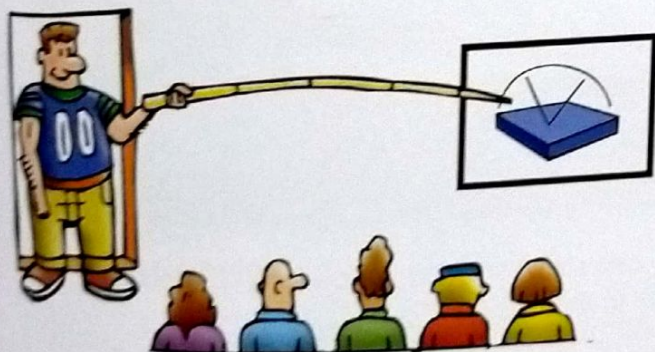
**Problem 4:** Twisting the whole body towards the chart.



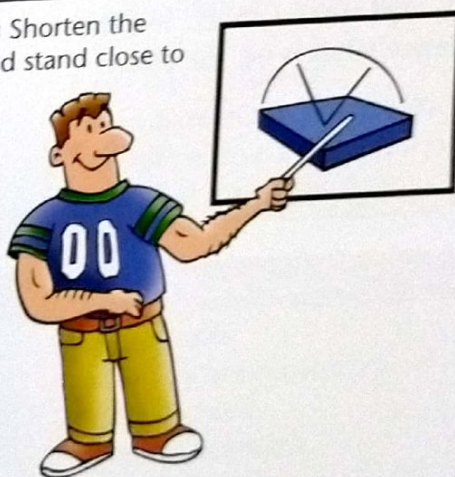
**Solution:** Turn your head, not your body.



**Problem 5:** Using the full extent of the pointer.



**Solution:** Shorten the pointer and stand close to the visual.



**Problem 6:** Hitting the screen with the pointer.



**Solution:** Avoid touching the screen.





## How to Explain a Chart

Use I.E.E. (Introduce, Explain and Emphasize) to explain your data charts.

### Step 1 INTRODUCE:

First, *introduce* the chart. Tell the audience what kind of chart it is.



"This bar graph shows monthly sales from January to October."

### Step 2 EXPLAIN:

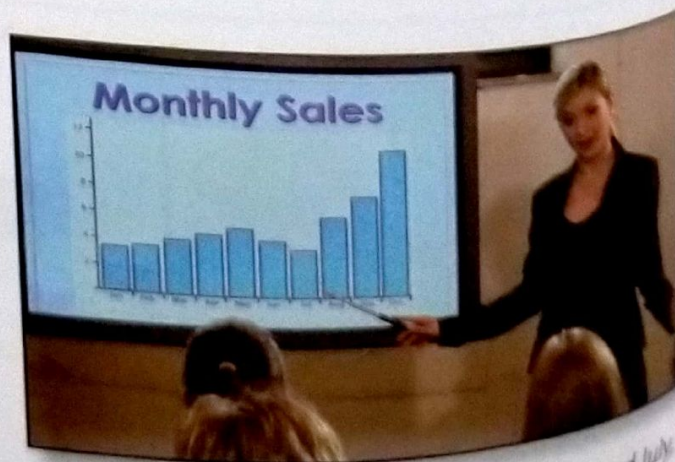
Next, *explain* the chart. Tell the audience what is on the chart.



"This axis shows months . . . and this axis shows money in millions."

### Step 3 EMPHASIZE:

Finally, *emphasize* what is important on the chart. Tell the audience what to pay attention to.



"The key point on this graph is here, in June, and July, where sales fell."



## Glossary of Phrases to Explain a Chart

### Step 1 INTRODUCE: Phrases to Introduce the chart

**This**

Visual	Verb	Indirect Question
pie graph photograph flow chart bullet chart map illustration diagram line graph	shows describes explains	which automobile is faster. where my house is. why product Z is better. who the managers are. what the functions are. what this piece does. when production begins. how to eat sushi.

### Step 2 EXPLAIN: Phrases to Explain the chart

**The**

Adjective-Noun	Verb	Chart Feature
dotted line solid line horizontal axis vertical axis upper box lower box	shows describes represents stands for	autumn sales. population by country. printer speed. car sales in the U.S. numbers of models produced. people who traveled abroad. speed in miles per hour.

**These**

Plural Noun	Verb	Chart Feature
dots lines boxes colors figures triangles	show describe represent stand for	spring sales. population by country. printer speed. sales of products. different cities. new buildings. the new features.

### Step 3 EMPHASIZE: Phrases to Emphasize key points of the chart

The key point is (that)  
 The point I want you to remember is (that)  
 Please note (that)

- December's sales are the highest, due to Christmas shopping.
- all these new features increase the train's speed.
- too much salt causes health problems.
- air conditioner sales and beer sales increased.
- the number of accidents is falling.