

MC 0241
Box 7 Folder 44

FUNDAMENTALS OF EFFECTIVE ORAL PRESENTATION, 1954

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(Outline of discussion presented by Wayne B. Nottingham)

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1.0 PURPOSE OF PRESENTATION

- 1.1 Communicate knowledge
- 1.2 Accomplish a particular objective
 - 1.21 Present or protect a specific company interest
 - 1.22 Promote a particular solution to a technical problem
 - 1.23 Formulate a program and organize for action
 - 1.24 Disseminate knowledge
- 1.3 Gain information
- 1.4 Encourage others to exchange information

2.0 BACKGROUND INFORMATION

- 2.1 General audience personnel
 - 2.11 Training and educational background
 - 2.12 Personal interest in subject
 - 2.13 Reason for assembly
- 2.2 Key people in audience
 - 2.21 Key people's responsibility
 - 2.22 Training and background experience related to subject at hand
 - 2.23 Reason for their presence
 - 2.24 Special personal interest

3.0 ASSEMBLY ROOM

- 3.1 Location of key people
- 3.2 Blackboard and other display facilities
- 3.3 Lighting
 - 3.31 Seat key people in most favorable positions in respect to lighting
 - 3.32 Do not plunge audience into pitch darkness unless absolutely necessary
 - 3.33 Know how lighting is controlled
- 3.4 Projection equipment
 - 3.41 Know about signals and other communications to projection operator
- 3.5 Location of exhibits
 - 3.51 Avoid (when possible) the passing of exhibits or the showing of material while undivided attention is wanted by the speaker

3.6 Problems in acoustics

- 3.61 Provisions for the speaker (public address system)
- 3.62 Provisions for questioners

4.0 PREPARATION FOR THE PRESENTATION

4.1 Speakers personal appearance

- 4.11 Maintain attitude of respectful self-confidence
- 4.12 Minimize diversions such as smoking, leaning on tables, and the like
- 4.13 Avoid any attitude of cockiness or superiority

4.2 Ascertain in advance group policy and company policy relative to subject matter

4.3 Have available notes on most important factual information consistent with security classification

4.4 Be prepared to make presentation with the minimum of notes in hand

4.5 Organize information

- 4.51 Budget the time available
- 4.52 State when possible purposes and objectives of presentation
- 4.53 Allow time for summary and conclusions

4.6 Be ready to readjust plans on a moment's notice if circumstances call for it

4.7 Practice presentation

- 4.71 First practice session well in advance of presentation when possible
- 4.72 Second practice session very shortly before presentation

4.8 Use great care in preparation of slides and exhibits

- 4.81 Enter necessary factual data such as experimental conditions, etc.
- 4.82 Put on clear captions as briefly as possible
- 4.83 Label parts of exhibits
- 4.84 Label coordinate scales
- 4.85 Minimize complications
- 4.86 Budget time so as to allow for the study of figures presented
- 4.87 Minimize the use of tabular information (use graphical presentation whenever possible)

4.9 Learn blackboard organization

- 4.91 Budget blackboard space
- 4.92 Write large enough for all to see
- 4.93 Use color when sure that it can be seen and recognized by all
- 4.94 Learn to make graphs and sketches neatly
- 4.95 Label scales used on graphs to indicate whether linear or logarithmic or power scales are used
- 4.96 Erase only when sure that material is not needed for discussion

- 4.97 Minimize explanations that depend entirely on the continuous observation by the audience of the speaker's motions
- 4.98 Identify special features of interest by line structure and use of numbers, symbols or colors

5.0 SOME FUNDAMENTALS RELATED TO THE PRINCIPLES OF GOOD SPEAKING

- 5.1 Ample sound level for all present
- 5.2 Good diction
- 5.3 Well formulated but simple sentences
- 5.4 Face and observe the audience as much as possible
- 5.5 Do not stand in front of exhibits and blackboard work (if impossible to avoid this blocking, move around enough so that everyone can see at some time)
- 5.6 Hold attention by strength of your own interest
- 5.7 Be responsive to audience reaction

6.0 SPEAKER'S ATTITUDE

- 6.1 Seek audience confidence
- 6.2 Use much care in response to questions
 - 6.21 Do not patronize
 - 6.22 If question seems to be pointless or stupid, try to rephrase it to be sure that you have the questioner's point of view
 - 6.23 Consider that questions that show lack of understanding indicate that you have possibly made a poor evaluation of the audience
 - 6.24 Avoid being led off the main objective and yet do not offend in reply to a question
- 6.3 Feel very responsible for audience time and attention
 - 6.31 Speaker alertness and enthusiasm generates audience interest
 - 6.32 Do not let a question from the audience develop into a two-man conversation
 - 6.33 Repeat questions that are not well formulated or given with such clarity that all can hear
 - 6.34 Discourage (if possible) the breaking out of local conversations in the audience
- 6.4 Introduce no unnecessary conflict or arguments
 - 6.41 Use care in all statements so as to avoid misunderstanding
 - 6.42 Partake in an outright argument only if that is the most effective way of accomplishing the main purpose at hand
 - 6.43 Evaluate group reaction to previous conflicts of interest and the speaker's approach
- 6.5 Concluding remarks
 - 6.51 Highlight most important points
 - 6.52 Look ahead for future developments
 - 6.53 Plan responsibility for future program and action