



LET'S TALK ABOUT

# PRESENTATION SKILLS

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BY AIDA FAZLIN HISHAM &  
ZUBAIDAH RAHMAN

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AIDA FAZLIN HISHAM &  
ZUBAIDAH RAHMAN

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# PREFACE

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Presentation abilities come in very handy in a lot of areas of life and work. Gaining the self-assurance and competence to deliver effective presentations, as well as the ability to speak confidently in front of audience, are also very beneficial skills for social and self-development scenarios.

Hence, this book is written in order to provide guidance to individuals who wish to improve their presentation skills.

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# CHAPTER 01

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## EFFECTIVE PRESENTATION SKILLS

- i. Verbal communication
- ii. Stage presence
- iii. Body language
- iv. Storytelling
- v. Voice projection
- vi. Posture
- vii. Active listening
- viii. Understanding an audience
- ix. Self-awareness
- x. Writing skills

## EFFECTIVE PRESENTATION SKILLS



### i. Verbal communication

- Your audience's reaction to your presentation will be greatly influenced by the language you use and the way you convey your ideas.
- Project your voice sufficiently so that everyone can hear you while you speak clearly and with confidence. Consider your words before you speak, take breaks if needed, and adjust your delivery to appeal to your target audience.



### ii. Stage presence

- Having confidence on stage may keep your audience interested in your presentation. Your audience will be more receptive to you if you have a strong stage presence.
- Try adding a little passion to your regular demeanor to boost it in order to have a better presence. Display assurance while keeping your information engaging.
- As you're presenting, keep an eye on your audience. It's certainly a sign of a strong connection if you can keep their attention.

## EFFECTIVE PRESENTATION SKILLS



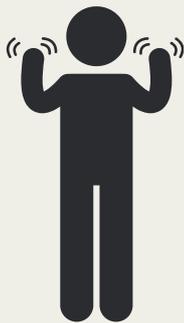
### iii. Body language

- Along with posture, gestures, eye contact, facial expressions, and position in front of the audience, body language integrates a number of crucial components.
- One of the factors that may suddenly turn a presentation from boring to vibrant and intriguing is body language.

### iv. Storytelling

- A powerful public speaker's best tool is to incorporate storytelling into their speeches. It has the ability to make your subject come to life and catch the interest of the audience.
- Never be afraid to share a personal narrative while subtly creating tension or including a dramatic moment. Of course, you should conclude with a lesson learned to emphasize your point.

## EFFECTIVE PRESENTATION SKILLS



### v. Voice projection

- By enabling your audience to hear what you are saying, being able to project your voice enhances your presentation. It also boosts your self-assurance to help calm any remaining jitters and makes your message more compelling.
- Put your shoulders back and stand comfortably to project your voice. To amplify your voice and make sure you pronounce every syllable clearly, take deep breathes.



### vi. Posture

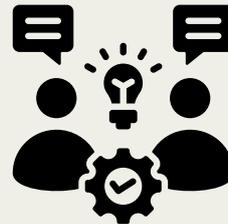
- The way you present yourself has a big impact on your body language and how you sound. It can also set the mood for your speech.
- Don't slouch or look too tense. Instead, stay open, straight, and flexible while keeping in mind the formal nature of the situation.

## EFFECTIVE PRESENTATION SKILLS



### vii. Active Listening

- Active listening is an important skill in its own right. When you listen to what you're hearing and respond to it in a thoughtful way, whether it's during a conversation or a presentation, you're likely to build stronger personal relationships and engage your audience more actively throughout your presentation.
- As part of your presentational skill set, active listening helps you capture and hold the attention of your audience, help them stay engaged while reducing passive response, make sure the message is effectively conveyed, and motivate your audience to take action.



### viii. Understanding an audience

- When you know what your audience wants and needs, you can tailor your presentation accordingly. This will help you provide the most value to your audience and improve your ability to convey your message effectively.

## EFFECTIVE PRESENTATION SKILLS



### ix. Self-awareness

- Monitoring your own emotions and reactions will allow you to react well in a variety of situations. This helps you stay 'awake' throughout the presentation and handle comments well. Self-awareness can help reduce anxiety during presentations, allowing you to work more effectively.

### x. Writing skills

- Writing is a form of presentation. Good writing skills can help you master the outline of your presentation to ensure you convey your message and stay clear about your goals from beginning until the end.
- Besides, it is helpful to have good writing skills in order to come out with meaningful and compelling slides.

# CHAPTER 02

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## IMPROVING PRESENTATION SKILLS

- i. Improve self-confidence.
- ii. Strategies to overcome fear.
  - iii. Learn how to use presentation tools.
- iv. Work on breathing techniques.
- v. Gain experience.

## IMPROVING PRESENTATION SKILLS



### i. Improve self-confidence

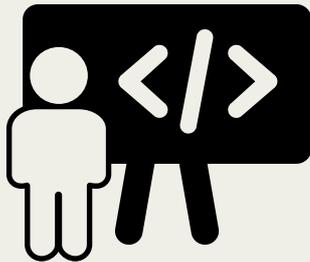
- You speak with more clarity and authority when you are confident.
- You can make yourself feel more confident by taking the time to prepare your presentation with a strong opening and compelling visual aids.
- You can also practice positive self perception, surround yourself with positive people and avoid comparison of your personality or presentation to anyone else in order to improve your confidence.



### ii. Strategies to overcome fear

- A lot of people are nervous or scared before they give a presentation. Fear and anxiety may be caused by a bad memory of a past performance or a lack of confidence in oneself. You can help transform this fear into extra energy for your stage presence by using a few simple strategies such as deep breathing, practicing your presentation, and grounding.

## IMPROVING PRESENTATION SKILLS



### iii. Learn how to use presentation tools

- A good presentation may become an amazing one with the help of audiovisual equipment and technical support.
- Some of the most popular presentation tools are as follows:

*Canva: Provides easy-to-design templates you can customize.*

*Powtoon: Animation software that makes video creation fast and easy.*

*PowerPoint: Microsoft's iconic program popular for dynamic marketing and sales presentations*



### iv. Work on breathing techniques

- Breathing techniques may help calm nerves and ease anxiety, thereby allowing you to cope with the nervousness prior to presentation.
- It'll also help to relax the muscles and bring more oxygen into your brain. You may breathe deeply, slowly inhale out of your nose and exhale into your mouth in order to have a pre-presentation calm.
- In order to avoid the audience hearing a gasping sound, breathe through your mouth while you're speaking so that back of your tongue is relaxed.

## IMPROVING PRESENTATION SKILLS



### v. Gain experience

- The more you practice, the better you'll get. The more you do, the more comfortable you'll feel engaging in that activity.
- There's nothing different about presentations. You also have the opportunity to receive feedback from others and adjust your style and content, if necessary, during a continuous practice of your own presentation.

# CHAPTER 03

---

## ACE YOUR PRESENTATION

- i. Arrive early
- ii. Become familiar with the layout of the room
- iii. Use note cards

## ACE YOUR PRESENTATION



### i. Arrive early

- It is important not to add travel stress since you may be feeling a little presentation anxiety.
- You shall give yourself sufficient time to arrive at your destination, bearing in mind the high volume of traffic and any unexpected circumstances.
- By arriving early, you also get time to engage with all the on site technicians, test your devices and interact with potential audience members before giving a presentation.



### ii. Get familiar with the room's layout

- You'll also have time to assess the room and decide on your position before you arrive.
- To find out how loud you need to project your voice, and to test your equipment to make sure everything works properly with the available setup, experiment with the acoustics.

## ACE YOUR PRESENTATION



### iii. Use note cards

- You could be more comfortable by writing yourself a script. Only add talking points to your note cards if you get lost, so that you don't sound too robotic or disconnected.
- The use of note cards will help organize your presentation and make it sound more genuine to the audience.

# CHAPTER 04

---

## ALL ABOUT PRESENTATION

1. Plan
2. Prepare
3. Practice
4. Present

## ALL ABOUT PRESENTATION

### IN A NUTSHELL...



#### 1. Plan

- WH questions
  - e.g:
    - Who is my audience
    - What is the purpose of my presentation
    - Where will it take place
    - How many
    - How long
- 

I want (**who**) to (**what**) (**when, where, how**) because (**why**)

*Ex: I want Macy's to purchase my company's sunglass line for the upcoming summer season because it is a high quality designer line and represents Macy's fashion trends.*

*Gives your presentation a focus, the things to think about during preparation.*

## ALL ABOUT PRESENTATION

- *Analyze your audience*
- *The first step in preparing a presentation is to learn more about the audience to whom you'll be speaking. It's a good idea to obtain some information on the backgrounds, values, and interests of your audience so that you understand what the audience members might expect from your presentation.*

---

### Audience Analysis

1. *In what is the audience interested?*
2. *What does the audience want?*
3. *What does the audience already know?*
4. *What does the audience need to know?*
5. *What does the audience expect from this presentation?*
6. *How will the audience benefit from this presentation?*



## ALL ABOUT PRESENTATION



### 2. Prepare

- Pay heed to :
    - Structure*
    - Prompt*
    - Appearance*
    - Voice*
    - Visual aids*
    - Style*
    - Questions*
- 

Opening: the first few minutes are critical for success

Carefully design and master this while practicing

- *Good first impression*
- *Rehearse well, but use natural speech and no reading from notecards or computer*

Get attention

- *Shock, humor, question, story, statistics*

Be enthusiastic

- *Motivate audience to listen*

## ALL ABOUT PRESENTATION

*Structure:*

- 1. Structure the content in line with the audience's needs*
- 2. What is your objective?*
- 3. Do your research*
- 4. Gather material from different sources*
- 5. Arrange points logically*

---

*Example Structure for 20 minute presentation:*

- 1. Opening: 2 minutes*
- 2. Middle: 13 minutes*
- 3. Ending: 2 minutes*
- 4. Questions: 5 minutes*

*\*Always leave time for questions\**

## ALL ABOUT PRESENTATION

### **Opening: the first few minutes are critical for success**

Carefully design and master this while practice

- Good first impression
- Rehearse well, but use natural speech and no reading from notecards or computer

Get attention

- Shock, humor, question, story, statistics

Be enthusiastic

- Motivate audience to listen

---

### **Middle:**

- Logical sequence
- Understandable
- Recaps (summaries) when appropriate
- Visual aids (flip-charts, handouts)

## ALL ABOUT PRESENTATION

**Ending: the last few minutes are just as critical for success as the first few minutes**

1. Summarize important points
2. Suggest action
  - *What should the audience do now?*
  - *When should they do it?*
  - *Why?*
  - *How?*

**Proofread, proofread, proofread!**

---

### **Colors**

Grey on white

Black on white

### **Grammar**

### **Font size**

Small

Medium

Large

## ALL ABOUT PRESENTATION



### 3. Practice

- Rehearse with visual aids and handouts
  - Rehearse to manage time
  - Rehearse in front of 'fake' audience (ie friends) or mirror
- 

#### Be active

Move around rather than stand stiffly in one spot

#### Controlled gestures

- Hand movements
- Playing with hair

#### Where to keep hands?

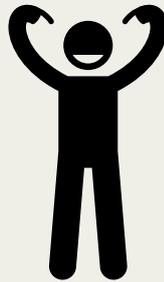
- Not in pockets
- Occupy hands with notes or a pointer. Nervousness tends to show in our hand gestures.

#### Eye contact

- Look around from person to person while glancing at notes or presentation
- Don't stare

#### Face audience

## ALL ABOUT PRESENTATION



### 4. Present

- Be attentive
- Engage with audience
- Get attention
- Make an eye contact

---

### Verbal Communication

- Speak naturally, not too quickly or too slowly  
*Clear, audible*
- Variations in tone and pitch of voice
- Talk to the audience, not just in front of them
- No jargon
- No ambiguous or complicated language
- Question your audience throughout to facilitate group involvement and garner attention

## ALL ABOUT PRESENTATION

- Be aware of audience's nonverbal and verbal communications  
*If people are bored or confused, their body language will show it.  
Adjust based on what you see.*
- Engage audience  
*Questions, activities*
- Handle questions to the best of your ability  
*You are not expected to know everything  
Anticipate questions and have answers ready  
Sometimes questions allow you to highlight a point you want to make*

---

### How to Channel Nervous Energy into Positivity

Prepare thoroughly

Breathe deeply and slowly (activity)

- *concentrate on delivering your message to your audience*

Use gestures and facial expressions as a way of converting nervous fear to positive enthusiasm.

- *Enthusiasm is a positive form of nervous energy .*

## ALL ABOUT PRESENTATION

- Don't get preoccupied thinking "I must remember"
- Commit yourself and it will flow naturally
- Know audience size
- Practice in the space where you are presenting
- Maneuver around room
- Check lighting and technology before starting
- Anxiety and stage fright
- Everyone has it to some degree, even the best public speakers
- Do not try to completely eliminate fear
- Instead, channel that fearful energy into an effective presentation

*How?*





**ALL ABOUT PRESENTATION**

**SPEAKER'S IMPACT**

**REMEMBER!**

TEXT **7%**

VISUAL **55%**

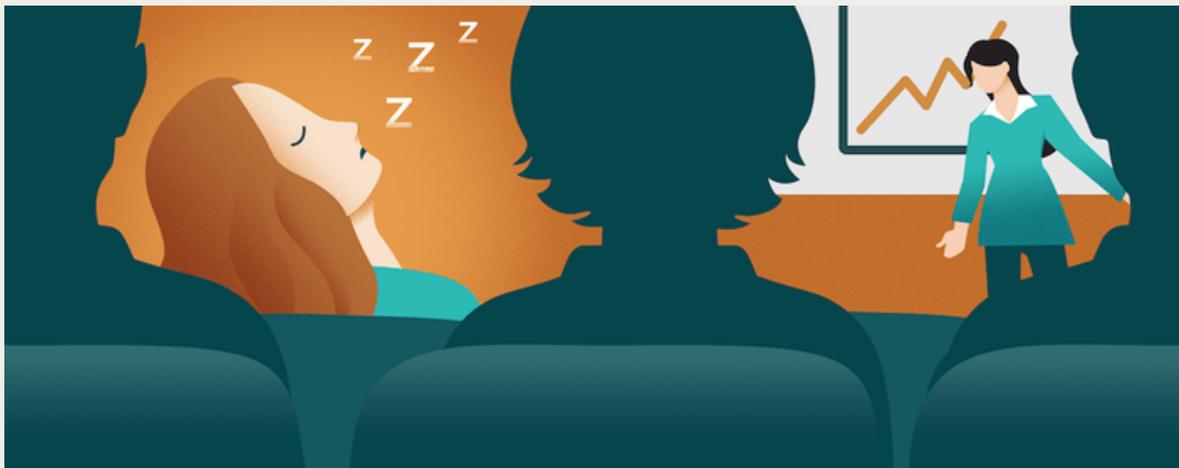
VOCAL **38%**



## ALL ABOUT PRESENTATION

### WHAT LEAD TO FLAWS IN PRESENTATION

- Lack of practice
- Not prepared
- Lack of enthusiasm
- Hesitation
- Not motivated



**ALL ABOUT PRESENTATION**

**THREE IMPORTANT RULES !**

- Keep it short and simple
- Don't worry about repeating yourselves
- Practice makes perfect



# Q&A

---

## **1. How to start a good presentation?**

- *Grab your audience's attention as soon as you start.*

## **2. How to end a presentation?**

- *Close the way you started it, making an impact.*

## **3. What good presentations look like?**

- *It will inspire reactions from audience*

## **4. Why visual aids?**

- *Help audience understand better. They come in various forms such as PowerPoint slides, photos, videos etc.*

## **5. What makes a good presentation?**

- *A combination of knowledge, confidence and delivery techniques.*

# Q&A

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## **6. Is there an ideal public speaking style?**

- *No. Each of the four styles has strengths and challenges. The key to success for every public speaker is to use your own presentation skills, public speaking personality, strengths, gifts, perceptions, and experience to the fullest, and to enjoy doing it.*

## **7. What should you avoid in presentation skills?**

- *Common presentation mistakes include not preparing properly, delivering inappropriate content, and speaking poorly. Time spent on careful planning always pays dividends. Check out the venue, and familiarize yourself with equipment in advance to avoid possible problems.*

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Born and raised in Kuala Terengganu, Aida Fazlin bt Hisham managed to receive her Diploma in Finance from Kolej Agama Sultan Zainal Abidin before deciding finance was not her cup of tea, and decided to pursue further in TESL. Upon completing B. Ed (hons) in TESL from UiTM Shah Alam, she started her career as an English Lecturer at Politeknik Kuala Terengganu.

Throughout the services, among others, she has been selected as Trainers for PPSMTI and was selected to attend customised English Teachers' Training Programme at Westminster Kingsway College London. Her presentation on research paper entitled Enhancing Students' Understanding on Job Hunting Skills Through Board Game in 2nd International Virtual Conference on Education, Science, Technology, and Innovation 2022 (IVCESTI 2022) has landed her with the Best Presenter Award.

She strives to make learning fun, engaging and accessible to all students. Besides, she believes deeply in student-centered learning and always looking for new and creative ways to present the curriculum, with the hope to help more students demolish the fear for English language.



*The Teacher*

Zubaidah Abdul Rahman was born in Pasir Putih, Kelantan and received her early education at SK Pusat Jerteh, Terengganu.

She then obtained her Diploma in Electrical and Electronics Engineering from UiTM Permatang Pauh, Pulau Pinang. Later, she succeeded in getting her Bachelor Degree from UTHM Batu Pahat, Johore in the same field of study. Her journey in enriching her knowledge did not stop there. Since her interest was to share knowledge with younger generations, she became a graduate in Technical and Vocational Education from the same institution, UTHM.

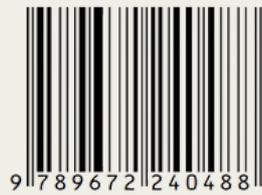
In 2007, she started her career as a lecturer at Politeknik Sultan Abdul Halim Mu'adzam Shah. Currently, she is teaching at Politeknik Kuala Terengganu. Apart from teaching, she is also the Head of Quality Assurance Unit.



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