

# Competency: Presenting and Communicating Information

## Activity 1

Record a presentation you make. Review it to help you identify the strengths and limitations of your communication style. Pay particular attention to the pace and fluency of the message: are you too fast or too slow? Does your pace vary to allow you to emphasize important points? If you find it difficult to do on your own, enlist the help of someone you consider to be an effective presenter.

## Activity 2

When preparing a presentation, check that you understand all critical facts and details underpinning your arguments. Have a “dry-run” of the presentation to check that the information presented flows logically. It can be useful to use metaphors and examples to help explain key concepts.

## Activity 3

Identify situations where your oral communication skills desert you and consider why this happens. You may be nervous because of a large or challenging audience, or perhaps you are presenting an unfamiliar topic and have not prepared adequately. Practice delivering the content in a safe environment. Prepare your facts and think through your ideas before speaking, to ensure that you will sound fluent and confident when talking.

## Activity 4

Identify who you are trying to communicate with and what their level of understanding is of the subject. Use words and concepts that match the other person’s level of understanding. Watch the other person’s reactions and look out for non-verbal signs that indicate understanding and agreement. Be prepared to adjust your communication style if necessary.

## Activity 5

Identify the purpose of your communication and structure your delivery to be most effective. For example, if you want to influence another’s opinion, put forward your proposal, explain your rationale, respond to any challenges and then restate your idea. Plan out the most effective sequence or framework for expressing your ideas.

## Activity 6

When speaking publicly, talk with enthusiasm and conviction. Tell a personal story or anecdote that others will remember. Use visuals and other media to make a stronger impact. Show your enthusiasm and commitment. Use tone and silences to add emphasis. Use positive and confident body language such as leaning forward, nodding and physical gestures that support what you are saying.

## Results: