

COMMUNICATION AND PRESENTATION SKILLS

*A MUST FOR EVERY CHARTERED
ACCOUNTANT*

CHARANJOT SINGH NANDA

FCA

INTRODUCTION

“ It is the recipient who communicates. The so called Communicator, the person who emits the communication, does not communicate, he utters. Unless there is someone who hears, there is no communication. There is only noise. “

Drucker

(1974)

What is Effective Communication ?

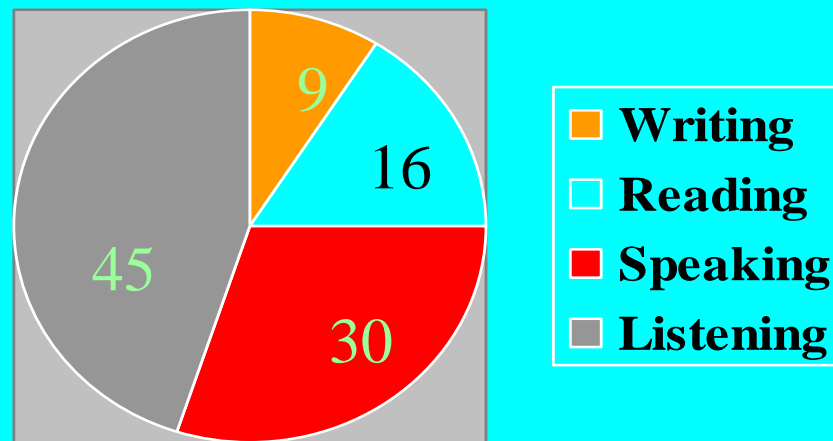
- Communication – expression of ideas and perceptions
- Communication – life-blood of the organization
- Every aspect of Management revolves around Communication
- Expression of knowledge through communication
- Carrying message across mediums
- Effective Communication facilitates results
- How to Communicate with precision skills

ELEMENTS OF COMMUNICATION

- a) THE SOURCE
- b) THE MESSAGE
- c) THE CHANNEL
- d) THE RECEVIERS
- e) THE EFFECTS
- f) THE FEEDBACK

ORAL COMMUNICATION

According to research, an average manager in general spends only 9% of his /her time in writing, 16% in reading, 30% in speaking and 45% in listening as shown in the figure..



7 C's of Business Communication

- (i) Completeness**
- (ii) Conciseness**
- (iii) Consideration**
- (iv) Concreteness**
- (v) Clarity**
- (vi) Courtesy**
- (vii) Correctness**

Communication For Leadership

An entrepreneur DREAMS.....
Dream converted into VISION....
Vision - communicated to achieve
the MISSION

Prescription for Success

- Define the business of the business
- create a winning strategy
- communicate persuasively
- Two Way Communication should be
TOTAL

Communication For Leadership

Present Context :

- Era of Communication
- Net worked Borderless World
- Today's Executive spend 90% of time in communication
- Knowledge millennium
 - * Human capital –An intangible asset
 - * Knowledge worker / industrial worker / super empowered individual
 - * Organization works as Symphony Orchestra
 - * Collective genius of the Team

Crisis Communication

- Firmness and fearlessness
- Reposed confidence and faith
- Establish credibility
- Showed concern and compassion
- Admit what you don't know
- Accept responsibility
- Speak in specifics
- Develop positive attitude

Effective Telephone Usage and Etiquettes



SOME DO'S

- **Use a silent, pulsing pager during concerts, plays or movies instead of a beeping pager or chirping cellular phone.**
- **Return calls promptly**
- **Send E-mail rather than call if the message is not time sensitive**
- **Identify yourself in all forms of telecommunication**
- **Get to the point quickly**
- **Know what you're going to say before the beep**

AND DON'TS

- **Eat while talking on the phone**
- **Send faxes of more than 10 pages without asking permission**
- **Call people listed on your caller ID who did not leave you a message**
- **Interrupt a face interaction to talk on a cellular phone**
- **Have an assistant place calls**

The Interview

The person who gets the job may not necessarily be the most qualified; he or she may simply be the one who knows HOW to get a job

Guidelines For the Interviewee

- ❖ **Prepare for the interview**
- ❖ **Make an appropriate appearance**
- ❖ **Show Interest**
- ❖ **Answer correctly and Completely**
- ❖ **Practice courtesy**

What The Interviewer Seeks

- **Ability to Communicate**
- **Self Confidence**
- **Willingness to accept responsibility**
- **Flexibility**
- **Ability to handle Conflict**
- **Competitiveness**
- **Goal Achievement**
- **Level of Initiative**
- **Possession of Technical skills or Ability to achieve them**

Cont.

- **Direction**
- **Level of Energy**
- **Interpersonal Skills**
- **Leadership**
- **Knowledge of Company**

Interview Preparation

- Know Yourself
- Know the Occupation
- Know the Organization
- Prepare Questions

The Art of Public Speaking

Strategies to Fight Stage Fright

□ Symptoms of stage Fright

- **Dry Mouth**
- **Tight Throat**
- **Sweaty Hands**
- **Cold Hands**
- **Shaky Hands**
- **Give me a Hand**
- **Nausea**
- **Fast Pulse**
- **Shaky Knees**
- **Trembling Lips**

Visualisation Strategies

- **Concentrate on how good you are public speaking**
- **Pretend you are just chatting with a group of friends**
- **Close your eyes and imagine the audience, laughing and applauding**
- **Remember happy moments from your past**
- **Think about your love for and desire to help the audience**

Strategies in Advance of Program

- **Be extremely well prepared**
- **Get individual or group public speaking coaching**
- **Listen to music**
- **Read a poem**
- **Anticipate hard and easy question**
- **Organise your speaking notes**
- **Absolutely memorize your opening statement**
- **Practice, practice, practice**
- **Get in shape**

Strategies just before the program

- If possible triple check the public address system
- Notice and think about things around you
- Get into conversation people near you
- Shake hands and smile with attendees before the program
- Yawn to relax your throat
- Look at your notes
- Concentrate on your speaking ideas
- Concentrate on your audience
- Use eye contact

Strategy when programme begins

- **If legs are trembling, lean on lectern**
- **Try not to hold microphone by hand**
- **Don't hold notes**
- **Use eye contact**
- **Look at the friendliest faces in the audience**
- **Joke about your nervousness**

Art of Negotiation

Seven Steps of Negotiations

- ❖ **Preparing**
- ❖ **Arguing**
- ❖ **Signaling**
- ❖ **Proposing**
- ❖ **Packaging**
- ❖ **Bargaining**
- ❖ **Closing and Agreeing**

***REPRESENTING BEFORE GOVERNMENT
AND OTHER AGENCIES***

Representations, by definition, are “formal statements that are made to a government or other official body, in which you explain your opinion on a particular matter, usually in order to make a complaint or request a change”. Inherent in this definition are the following elements:

- a) **A formal statement;**
- . **Government or other official body to which the statement is made;**
- c) **Explanation of an opinion, and**
- d) **A complaint or request for change**

SALIENT FEATURES OF A REPRESENTATION

- a) It must be made sure that there is a genuine complaint. If need be, it must be substantiated with documentary proof, facts and figures etc.
- b) In the absence of documentary proof or figures to be presented, the representation must be clearly written in a lucid style.
- c) The approach must be persuasive, so that the authorities addressed are moved to act or do something positive about the complaint.
- d) A representation is a formal piece of communication. It should, therefore, be serious and business like, not light hearted or conversational.
- e) The fact stated must be logically arranged so that the reader gives them full attention and easily comprehends the whole.

Cont.....

Cont...

- f) It should also be kept in mind that the other party has its own limitations as well as its powers and privileges defined by rules, regulations, laws, budgetary provisions and constraints. So the demands must be realistic.
- g) At the end, what exactly is expected of the addressee must be stated in unambiguous language.
- h) The writer may also request for personal interview with the concerned authority. This will strengthen the case.

VARIOUS SKILLS for Effective Communication

*** THINKING SKILLS**

*** ACTION SKILLS**

THINKING SKILLS



- **DECISION MAKING**
- **PROBLEM SOLVING**
- **ANALYSIS**

ACTION SKILLS

- COMMUNICATION SKILLS
 - DOING WORK

BEHAVIOUR WHEN UNDERCONFIDENT



PASSIVE

BEHAVIOUR WHEN OVER CONFIDENT



AGGRESSIVE

EXPRESSION

- **PHYSICAL- LOOKS**
- **WORDS- CHOICE**
- **BODY LANGUAGES**
- **VOICE: TONE, SPEED, PAUSE, WORD STRESS, MODULATION**

EXPRESSION

- **PHYSICAL- LOOKS**
- **WORDS- CHOICE ----- 07%**
- **BODY LANGUAGES----- 55%**
- **VOICE:TONE, SPEED,
PAUSE,WORD STRESS,
MODULATION----- 38%**

ANOTHER GREAT TOOL OF COMMUNICATION

LISTENING SKILLS

What happens when we listen

- Sensing
- Interpreting
- Evaluating
- Remembering
- Responding

Poor Listening Habits

- Avoiding difficult listening situations**
- Tolerating distraction**
- Faking attention**
- Criticising speaking style or Mannerisms**
- Majoring in Minors**
- Wasting the Thinking – Speaking time differential**

Skill Building to improve Listening Habits

- Focusing
- Tracking
- Reflecting
- Digging
- Damping
- Redirecting

PRESENTATION SKILLS



Key elements of a good presentation (PANIC)

- **Outline your**
- **Analyse your**
- **Identify your**
- **Collate your**
- **Prepare your**

- **Purpose**
- **Audience**
- **Need**
- **Information**
- **Communication**

Stages for a successful presentation

- **Set your objective**
- **Plan the presentation**
- **Prepare the materials**
- **Rehearse and practice**
- **Be ready and prepared on the day**

***What is your audience's background?**

***What is the size, gender, etc?**

*** How knowledgeable are they?**

***What are their strengths and weaknesses?**

***How can your idea be of benefit/threat to them?**

***What should your appearance be?**

Cont.

Cont.

- **What is your status in relation to your audience?**
- **Is there some common ground?**
- **What impression do you want to create?**
- **Have all aspects of the idea been considered?**
- **What specific points need emphasizing?**
- **What are the possible objections?**

Cont.

- **Where will you be required to make the presentation?**
- **What date and what time of the day?**
- **How many people will be attending?**
- **Are there other speakers? If so, what will they be speaking about?**
- **Where in the sequence of event do you fit in?**
- **Will you need AVA facilities? Microphone? Can you use a microphone well?**
- **Will you be expected to provide handouts, etc.?**

Know your Audience

- Who will be attending the presentation, and what is their level of seniority / importance?
- Who is the decision-maker (where relevant)?
- Is there any point in giving the presentation if certain people are unable to attend?
- Will people attend your presentation by choice?

Know your Audience

- Is the initial attitude likely to be pro, neutral or anti?
- How intelligent are they? Never talk down to people?
- How well informed are they? Will they have any background knowledge at all and, if so, how much?
- Will they understand any jargon you normally use?

Cont.

Know your Audience

- **What sort of mood will they be in?**
- **What will they be expecting of you?**
- **How can you present your material so as to encourage a positive response (and avoid a negative reaction)?**

Selection of suitable method of delivery is to be followed by examining the following questions

- **Do I need a record of what happened**
- **Is the volume/complexity of information so great that the receiver will be unable to take it all in at one time?**
- **Do I want the receiver to be able to respond at once to my message?**
- **Do I want the receiver to be able to think about the message and respond at a later date?**
- **How many people do I want to get the message?**

Selection of suitable method of delivery is to be followed by examining the following questions

- **Do I want to be able to change, add to or fine-tune the message as I deliver it?**
- **Is it a formal or informal message?**
- **Am I unable to contact the receiver verbally or is it very difficult to do so?**
- **Are there geographical or physical restrictions on the means I can use?**

Verbal Vs Written Communication

Verbal All Verbal

- Advantages
 - Rapid Delivery
 - Flexible delivery
 - Delivered at time/place under control of sender
 - Allows immediate response
- Disadvantages
 - Can be forgotten

Verbal Vs Written Communication

Verbal Face to Face

- Advantages

- All advantages of verbal plus:
- More personal so better motivation
- Allows non-verbal signals to aid getting message across.

- Disadvantages

- Inability of receiver to repeat sections they are unsure of
- No record
- If the message is complex or lengthy it may be lost

Verbal Vs Written Communication

Written

- Advantages
 - A record exists of the message
 - Allows receiver to repeat message until it is fully understood
 - Good for complex or lengthy messages
 - Allows receiver to digest message at own pace
- Disadvantages
 - Takes more time
 - Impersonal
 - No immediate response for sender

PREPARATION

To be successful

- Do not tackle more than two or three ideas per speech
- To make sure your message goes home, use anecdotes and examples
- Work for a strong opening statement
- Underline the key words in your speech
- Work for a strong dynamic closing

Cont.

To be successful...

- Write your introduction
- Find out the seating arrangement
- Enquire about the equipment - projector, screen, cord, mike, room, stage, etc.
- Lighting

- Verbal Content 7%
- Vocal Content 38%
- Body Language 55%

Body Language

- Do you talk to the audience, or to the screen behind you?
- Do you actively seek eye contact with specific members of the audience? Do you sweep over them or fix them beadily in the eye?
- Do you know who the decision makers are, and speak primarily to them?
- Do you tend to concentrate on looking to the right or left, to the front or back of the audience?

Cont.

Cont.

Body Language

- Are your gestures congruent with your message? Too exaggerated? Are you too stiff?
- Do you have any distracting mannerisms?
- Do you point at the audience? Wag your finger?
- Are your movements simple? Or do you pace like a caged tiger?

We Recall

- 20% of what we hear;
- 30% of what we see;
- 50 % of what we hear and see;
- 70% of what we do

A presentation must

- Tell them what they need to know
- Show them as much as is necessary to clarify, support and enhance your verbal message
- Create opportunities for interaction - and that means more than just allowing time for questions

THANK YOU

WISH YOU ALL THE
BEST