

# KAIST Business School

## Business Communication: Effective Presentation and Public Speaking Skills

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### **Overview:**

This workshop is a **MUST** for all managers who are interested in developing effective communication skills and a professional approach to public speaking. This workshop addresses practical skills and best practices for effective communication and presentation skills for global managers.

The importance of effective communication and the ability to present yourself with poise and confidence are key factors for success for an effective international manager.

### **Central Questions:**

1. How do you organize a logical, well structured presentation?
2. How do you present yourself with confidence and develop public speaking skills?
3. What are the cross cultural differences in communication?
4. How do I develop effective persuasive and influence skills?
5. How do I communicate with better logic and structure?

### **Objectives for Course Participants:**

- Learn how to organize and structure a coherent presentation.
- Learn how to deliver a presentation with confidence and know-how.
- Provide ample opportunity to practice and develop public speaking and presentation skills.
- Provide concrete and individualized feedback on strengths and weaknesses of communication style.
- Enhance persuasive and influence skills.
- Introduce logic and pyramid principle thinking.
- Provide information on cross cultural communication.

***\*Please note that schedule subject to change***

<b>DATE</b>	<b>CLASS ACTIVITIES</b>	<b>HOMEWORK</b>
Class 1	<ul style="list-style-type: none"> <li>▪ Program Overview</li> <li>▪ Introductions</li> <li>▪ Developing the purpose statement</li> <li>▪ Audience Analysis-VIDEO-TAPED</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fill Out Self Assessment Survey</li> <li>▪ Article on Effective Communication</li> </ul>
Class 2	<ul style="list-style-type: none"> <li>▪ Impromptu Speech and Prepared Speech-VIDEO-TAPED</li> <li>▪ Eye Contact</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify Goals and Areas for Improvement</li> </ul>
Class 3	<ul style="list-style-type: none"> <li>▪ The Um Game</li> <li>▪ Developing the Introduction</li> </ul>	<ul style="list-style-type: none"> <li>▪ Write introduction and outline for presentation</li> </ul>
Class 4	<ul style="list-style-type: none"> <li>▪ Children Stories-VIDEO-TAPED</li> <li>▪ Approaches to Public Speaking</li> <li>▪ Effective Vocal Skills</li> </ul>	<ul style="list-style-type: none"> <li>▪ Practice Children's stories</li> <li>▪ Consultation with faculty</li> </ul>
Class 5	<ul style="list-style-type: none"> <li>▪ Developing Attention Getters</li> <li>▪ Developing the Body &amp; Transitions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tell a joke or funny story</li> </ul>
Class 6	<ul style="list-style-type: none"> <li>▪ Outlining and Structuring</li> <li>▪ Building Logic and Storylines</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pyramid Principle exercises</li> </ul>
Class 7	<ul style="list-style-type: none"> <li>▪ Conducting a Conference Call</li> <li>▪ Writing an executive summary</li> <li>▪ Pyramid Principle</li> </ul>	<ul style="list-style-type: none"> <li>▪ Article on Effective Conference Calls</li> </ul>

Class 8	<ul style="list-style-type: none"> <li>▪ Writing an executive summary</li> <li>▪ Pyramid Principle</li> </ul>	<ul style="list-style-type: none"> <li>▪ Article on Executive Summaries</li> </ul>
Class 9	<ul style="list-style-type: none"> <li>▪ Team Presentation Briefing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Article on Persuasion</li> </ul>
Class 10	<ul style="list-style-type: none"> <li>▪ Debate and Influence exercises</li> </ul>	<ul style="list-style-type: none"> <li>▪ Article on Influence and Persuasion</li> </ul>
Class 11	<ul style="list-style-type: none"> <li>▪ Team Briefing on Audio visuals</li> </ul>	<ul style="list-style-type: none"> <li>▪ AV Presentations</li> </ul>
Class 12	<ul style="list-style-type: none"> <li>▪ Developing the closing</li> <li>▪ Handling Audience Questions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Writing the Closing List 5 questions</li> </ul>
Class 13	<ul style="list-style-type: none"> <li>▪ Dry run trail 1</li> </ul>	<ul style="list-style-type: none"> <li>▪ Pair Coaching and team feedback.</li> <li>▪ Be prepared for review: Consultations with coaches</li> </ul>
Class 14	<ul style="list-style-type: none"> <li>▪ Great Speeches Exercise</li> <li>▪ Martin Luther King Exercise</li> <li>▪ Effective Vocal Skills</li> </ul>	Be prepared for review: Consultations with coaches
Class 15	<ul style="list-style-type: none"> <li>▪ Final Presentations and feedback</li> </ul>	<ul style="list-style-type: none"> <li>▪ Final Presentations and feedback</li> <li>▪ Action Planning</li> </ul>
Class 16	<ul style="list-style-type: none"> <li>▪ Final Presentations and feedback</li> </ul>	<ul style="list-style-type: none"> <li>▪ Final Presentations and feedback</li> <li>▪ Action Planning</li> </ul>