

THE EFFECTIVE PRESENTATION By Asha Kaul (2010)
Response Books-A Division of SAGE Publications India Pvt. Ltd, Fourteenth
Printing, Price Rs.325

Asha Kaul's book the Effective presentation Talk your way to success helps the readers through the process of preparing and delivering effective presentations. This book is designed for academic, corporate world and students alike the book starts with multiple examples that will aid the reader in making effective presentations.

This book is comprised of 6 chapters. Each chapter is given emphasis on objectives on learning the chapters with case lets which gives hands on exposure to think or probe more into the practical aspects of the subject. All types of presentations like planned, unplanned are discussed with examples. Eventually the reader will be able to get hands on exposure on making effective presentation.

Chapter 1 gives an introduction to the readers about the need of reading/ using this book. The various aspects of communication are discussed by giving scenarios and examples. Case studies wherever necessary are provided and worked on. Eventually, the reader will be able to understand the importance of communication.

This chapter deals with various topics like, difference between public speaking and presentation, unplanned presentations, planned presentations, informative and persuasive presentations, direct reporting and small group and large group presentations.

Chapter 2 on Planning a Presentation deals with planning a presentation i.e., ideas and thoughts before presentation in front of a small or large group. It identifies factors essential for planning. This chapter clearly explains the concept of MAS i.e., Material, Audience and Self. It explains how an effective presentation can be made by understanding the audience and analyzing them. Besides this, it gives a thought to the reader about various keywords used in the book. Do's and Don'ts of presentation is listed for quick reference. At the end of this chapter caselet is provided with understanding the Keywords like Who, What, Why, Where, When and How.

Chapter 3 on Structuring a Presentation deals with structuring a persuasive and informative presentation. In this chapter readers will be able to understand the needs of the audience assess

the nature of presentation and develop a structure for the presentation, identify and use strategies in the presentation besides understanding the techniques involved. Finally do's and Don'ts are listed. Initial steps in gaining credence in a presentation is discussed by making use of 7C'S – Credibility, Context, Clarity, Channels, Consistency, Content, Capability of the audience. Apart from this, the parts of a presentation are mentioned clearly by specifying the 3 parts of presentation, opening, middle and end/closing. The examples are clearly mentioned so that the readers can easily understand the concept.

Chapter 4 on Creating Visual Aid discusses about the need for Visual Aid while making presentations. It talks about how to use Visual Aid in order to make presentation effective. Selecting the criteria for scripting content on the visuals with examples are specified by selecting the criteria for choice of Visual Aids. It also helps the reader to determine the most suitable VA for presentation by specifying different types of chart to understand the readers. As in case of other chapters, caselets are mentioned in this chapter too to make reader understand the usage of VAs in enhancing presentation skills.

Chapter 5 on Delivering a Presentation talks about how can one gives shape to a presentation by delivering it. This chapter starts with identifying methods of exercising control over MAS. This chapter gives emphasis on the process for exercising control which is broken into 3 parts: Exercising control over material, Exercising control over self (Nerves, Body language and Voice modulation) and Exercising control over audience which includes handing audience intervention and answering audience questions. Tables displaying tips and examples along with commandment are given and checklist for delivering a presentation is also presented.

This book is an essential reading for anyone interested in making the most of their presentations. The book is valuable to scholars as well as to professional in corporate world and students.

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