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Institute of Commercial Management

Communication and Presentation Skills

- Communication is not just about what you say, it's also about:
 - How you say it
 - How you present yourself
- Effective communication will allow you to engage your listeners and get your point across clearly
- This is important as you may also have to give presentations to colleagues or managers during your career
- Good communication and presentation skills will help you in all areas of life

Communication Skills

- Be Believable
 - Balanced and well reasoned points
 - Avoid bias & over emotive language
 - Use facts to support your point
- Good Communication
 - Build rapport with your audience
 - Avoid reading from scripts or slides
 - Watch the audience's reaction
- Be Confident
 - Person of authority
 - Body language
 - Appearance
 - Overall demeanour



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Presentation Skills

- Understand Your Audience
 - Speak appropriately
 - Find out about the audience before you present
- Speak Fluently
 - Practice talking without notes
 - Watch other speakers
 - Looks more professional
- Good Subject Knowledge
 - Subject knowledge is important in all jobs
 - Understand what you are talking about
 - Do background research



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For More Information

- If you wish to know more about presentation skills, then sign up for the ICM eLearning course
 - A benefit of ICM student membership is it gives you access to an expanding eLearning suite
 - Includes courses such as presentation skills, as well as other courses
 - Helps further your studies - at all levels



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