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**SURROUND
YOURSELF WITH
SUCCESS**

Enhancing Communication and Presentation Skills

A Masterclass for Your Career Success

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The \$1,000,000 Question



What's the difference between a graduate who earns R25,000 per month...
...and one who earns R35,000+ in their first job?

The Answer: Communication Skills

85% of career success = Communication skills

15% of career success = Technical knowledge

Your technical degree gets you in the door...

Your communication skills determine how far you go.

In SA's competitive job market, employers value cross-cultural communication.

By the end of this presentation you will have a framework of how to present and communicate better and know where your areas of development are.

Rate Yourself On Each Statement (1-5)

1. How clearly do you communicate your ideas during everyday conversations or professional discussions?

- 1 = Often unclear and disorganized
- 2 = Sometimes hard to follow
- 3 = Usually clear with occasional confusion
- 4 = Mostly clear and logical
- 5 = Always concise, clear, and well-structured

2. How confident are you when speaking in front of groups or unfamiliar people?

- 1 = I avoid public speaking whenever possible
- 2 = I speak but often feel very nervous
- 3 = I manage but rely on notes heavily
- 4 = I speak confidently in most settings
- 5 = I present with confidence, even under pressure

3. How well do you connect with your audience or listener(s)?

- 1 = I rarely engage or notice audience response
- 2 = I try but struggle to hold their attention
- 3 = I maintain eye contact and show interest
- 4 = I adjust based on audience reactions
- 5 = I consistently engage and build strong rapport

The 3 Pillars of Professional Communication

1. CLARITY

Your message is understood the first time

2. CONFIDENCE

Your delivery inspires trust

3. CONNECTION

Your audience feels engaged and valued

Rate Yourself On Each Statement (1-5)

4. Can you define a clear purpose or "one sentence" intention for your presentations?

- 1 = I never consider this
- 2 = I sometimes try, but it's vague
- 3 = I usually set a purpose mentally
- 4 = I create a clear sentence before I begin
- 5 = I always define and communicate intention effectively

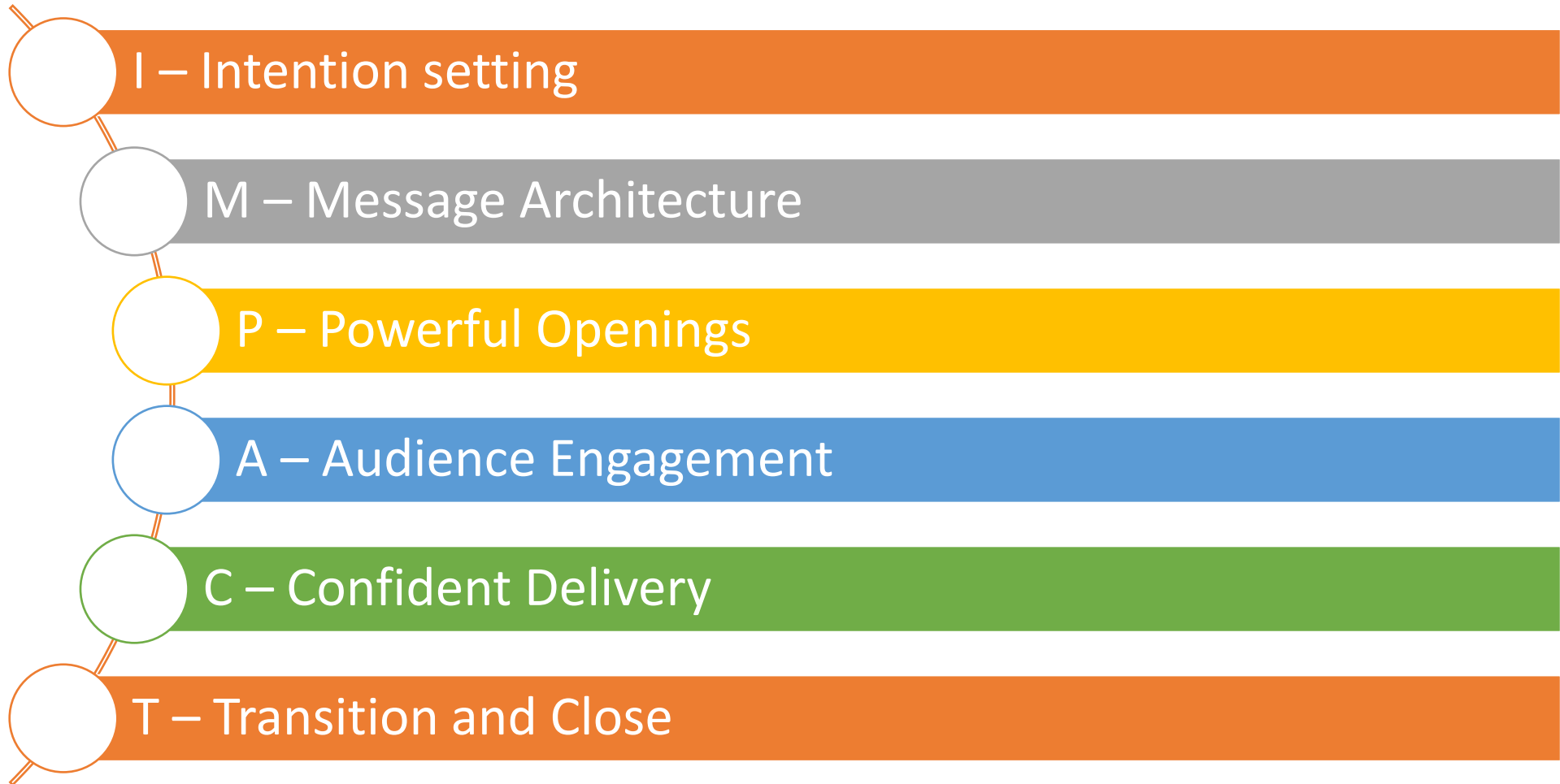
5. How well do you organize your message using the 3-point structure (preview, content, summary)?

- 1 = I speak without structure
- 2 = I have a rough plan but no clear flow
- 3 = I somewhat follow a structure
- 4 = I clearly organize my message
- 5 = I consistently use structured messaging with impact

6. How effectively do you open your presentations to capture attention?

- 1 = I jump straight into content
- 2 = I open with filler or small talk
- 3 = I sometimes use a hook
- 4 = I often start with a strong technique
- 5 = I always use an engaging opening (question, story, stat)

The IMPACT Framework For Presentations That Get Results



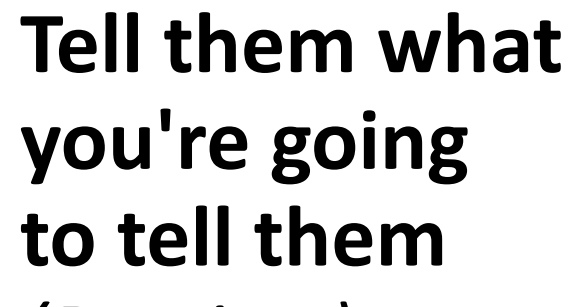
The One-Sentence Rule

Can you summarize your presentation in **one compelling sentence**?

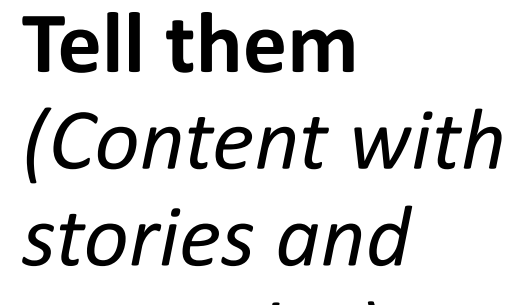
Example:

"By the end of this presentation, you will have three proven techniques to double your interview success rate."

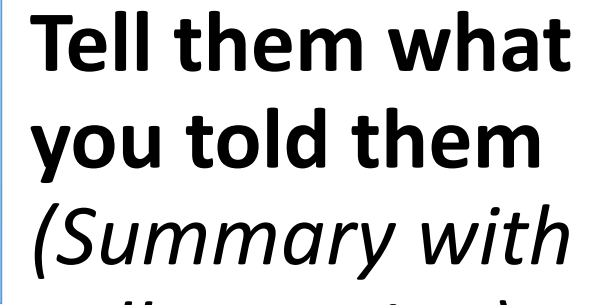
Message Architecture



**Tell them what
you're going
to tell them**
(Preview)



Tell them
*(Content with
stories and
examples)*



**Tell them what
you told them**
*(Summary with
call to action)*

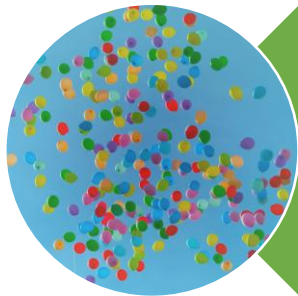
Powerful Openings: 3 Opening Techniques



1. The Question Hook *"How many of you have ever felt your heart racing before a presentation?"*



2. The Statistic Shock *"75% of people fear public speaking more than death"*



3. The Story Start *"Three years ago, I watched a student transform from nervous wreck to confident speaker in 30 days..."*

Audience Engagement

Human attention spans reset every 7 minutes

Engagement Techniques to Keep Them Involved



Pause and Poll - Ask questions



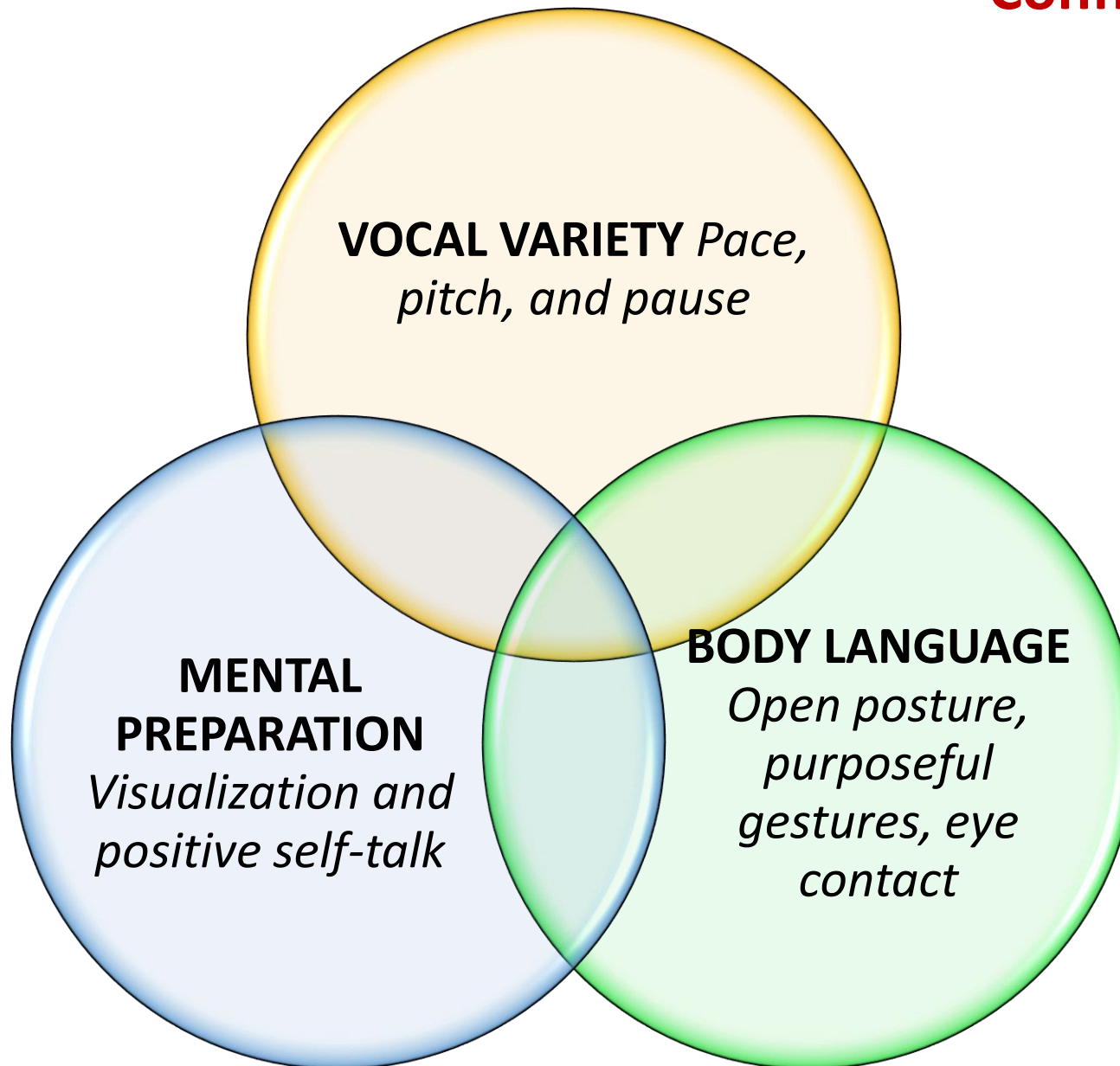
Turn and Talk - Partner discussions



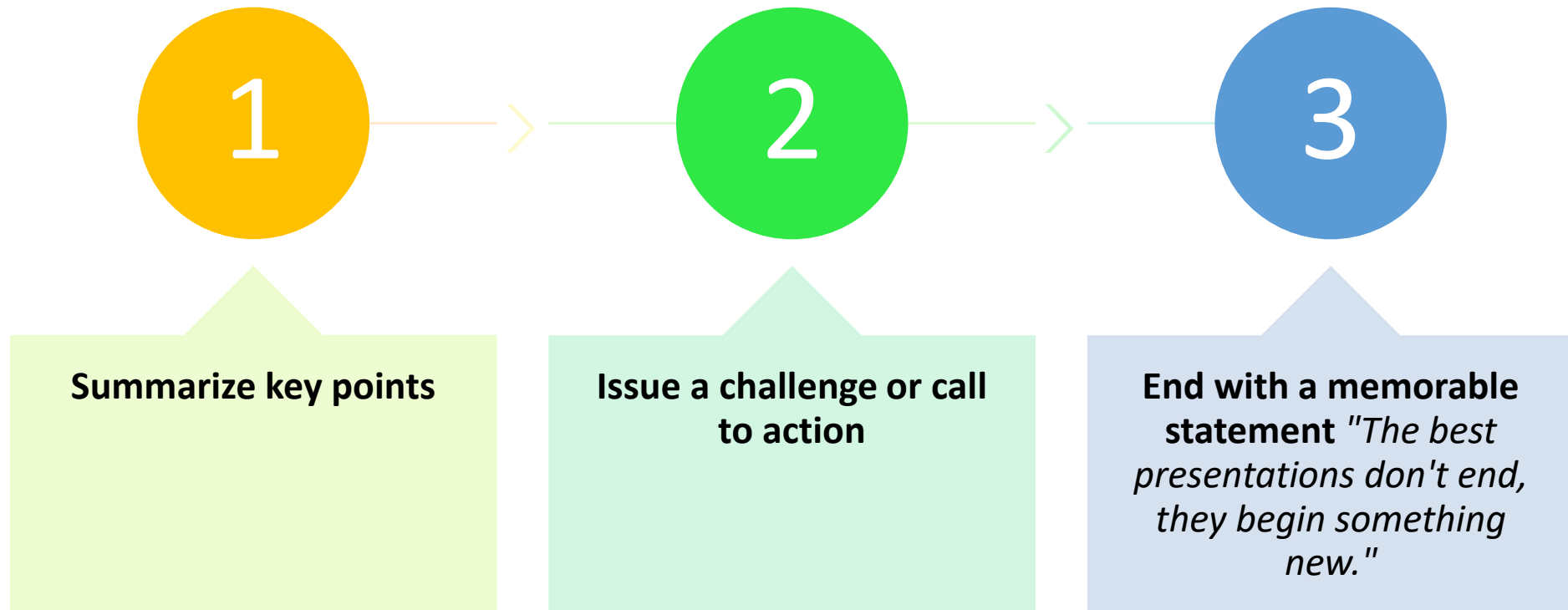
Show of Hands - Interactive moments



Movement - Change positions/activities



Transition and Close



Rate Yourself On Each Statement (1-5)

7. How actively do you engage your audience during longer conversations or presentations?

- 1 = I speak the whole time with minimal interaction
- 2 = I ask a few questions occasionally
- 3 = I include 1–2 interactive elements
- 4 = I use multiple engagement techniques regularly
- 5 = I plan and pace engagement moments every 7–10 minutes

8. How would you rate your confident delivery (voice, body language, mental prep)?

- 1 = I struggle with voice, posture, and nerves
- 2 = I'm aware but don't use them effectively
- 3 = I sometimes apply confident delivery techniques
- 4 = I use voice and body language consciously
- 5 = I present with vocal variety, strong presence, and mental focus

9. How well do you use professional tools (email, virtual meetings, social media)?

- 1 = I rarely consider professionalism in these formats
- 2 = I try to keep it professional but struggle
- 3 = I follow basic etiquette
- 4 = I adapt tone and content for each platform
- 5 = I communicate professionally across all formats consistently

10. How skilled are you at using storytelling or adapting communication for diverse audiences?

- 1 = I struggle to tailor my message or use stories
- 2 = I try to use examples but they lack impact
- 3 = I sometimes include stories and adapt for different people
- 4 = I frequently use STAR method and adapt to audience
- 5 = I consistently tell compelling stories and connect across cultures

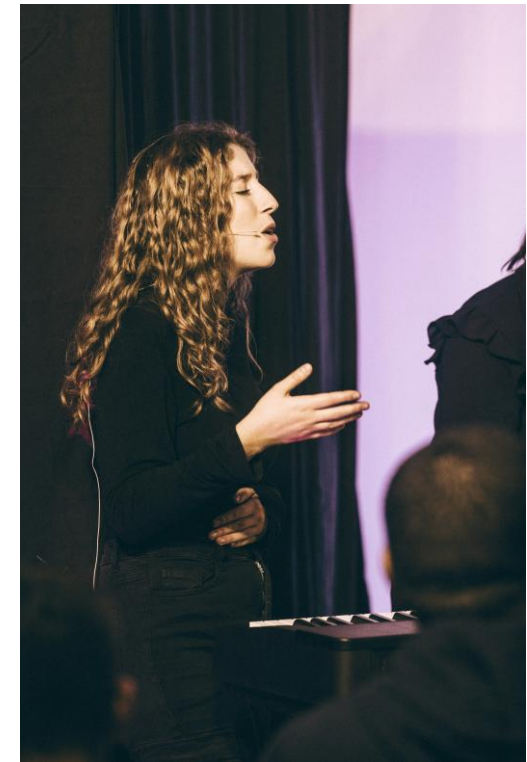
Power Poses for Confidence



The Superman –
before presenting



The Steeple –
during meetings



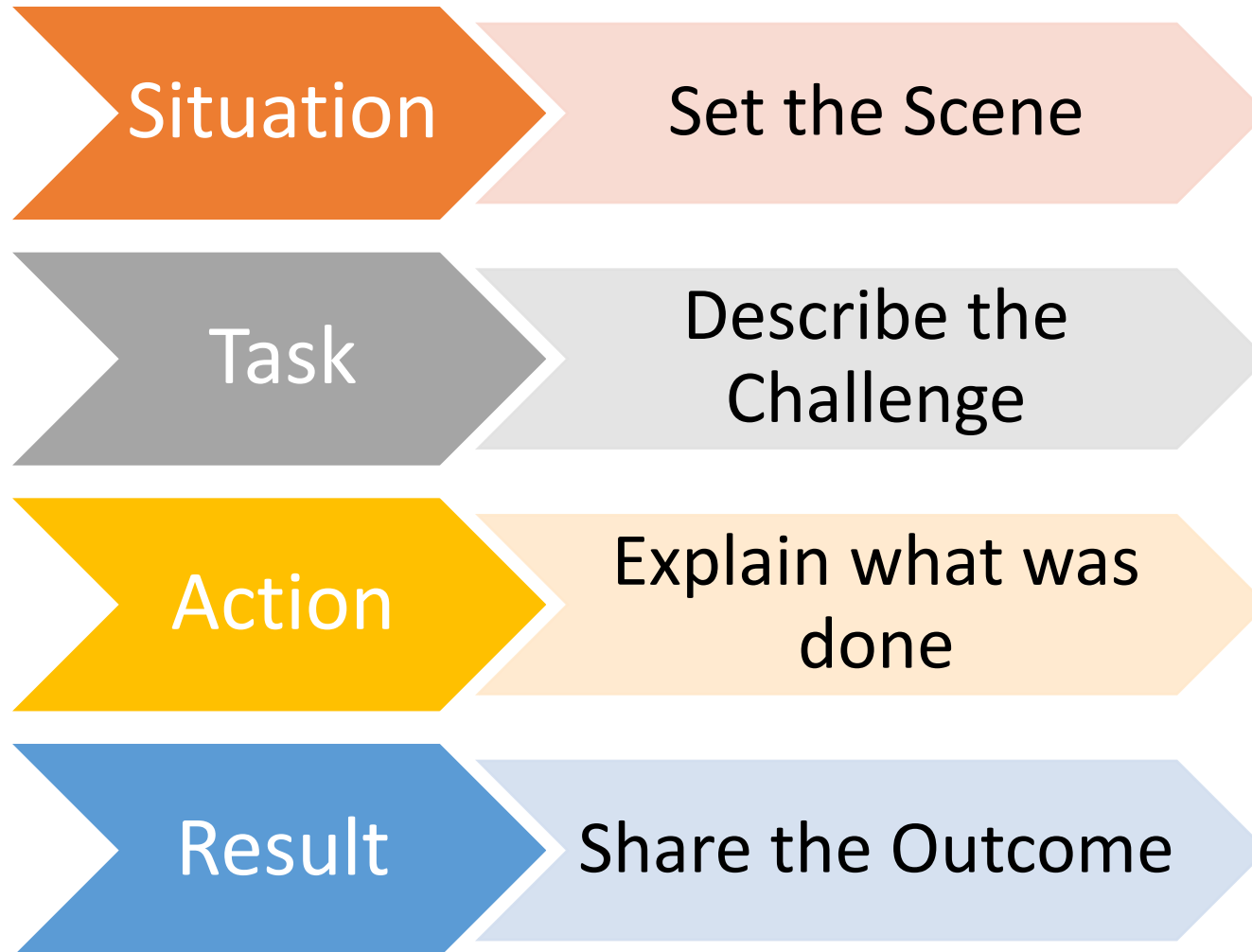
Open Palm –
while speaking

Your Communication Development Plan

- **Week 1:** Record yourself speaking 2 minutes daily
- **Week 2:** Practice IMPACT framework with friends/family
- **Week 3:** Volunteer to present in class or at work
- **Week 4:** Join speaking group or start practice group

Small daily actions = Big results

Tell a Story – The STAR Method



Success builds
on success!

The Confidence Feedback Loop

**Positive
feedback
increases
confidence**

**Preparation
builds
confidence**

**Better
delivery
creates
positive
feedback**

**Confidence
improves
delivery**




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Your Self-Assessment Results



Score Range	Category	Description
10–22	 Developing	You are just beginning to build your communication and presentation skills. Focus on clarity and confidence first.
23–34	 Emerging	You are growing your skillset. Build more consistency, especially in delivery and structure. Practice frequently.
35–44	 Proficient	You are a capable communicator with good structure and presence. Now focus on storytelling, engagement, and adaptability.
45–50	 Advanced	You are an impactful, confident, and professional communicator. Continue to refine and mentor others as part of your development journey.

The Choice is Yours

"Your technical degree will get you in the door, but your communication skills will determine how far you go."

**The question isn't whether you'll communicate...
The question is whether you'll communicate effectively.**

Thank You

Questions & Answers



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