

BOOK REVIEW

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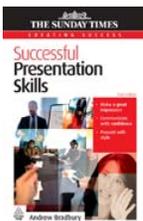
“Successful Presentation Skills”

Andrew Bradbury, 3rd Edition, 2006, Kogan Page, London

149 pages, ISBN 0-7494-4560-2 RRP US\$17.95

Reviewed by

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This book is published in association with the Sunday Times and is a part of the 'creating success' series. The author, Andrew Bradbury is a qualified social psychologist with over 20 years' experience in designing and delivering training courses.

Successful presentations are a learned skill and one that is called on frequently in the workplace. Whilst presenting is not stressful for some, many individuals are terrified at the prospect. This 'how to' book addresses the common problems people face and includes tips on how to organise and structure your presentation, overcome anxiety, understand audience body language and use visual aids effectively. While a strong business focus is evident in the overall content, the book has applications for any discipline or individuals who require a quick and easy to read guide on effective presentation skills.

Initial chapters are devoted to determining presentation aims, preparation and structure and how to manage 'performance jitters'. Practical examples are utilised to illustrate important points. The middle chapters are designed to teach the presenter how to 'read' the audience to enhance participant engagement and develop successful visual aids, while the later chapters cover the practicalities such as presentation delivery, seating arrangements, venues, managing questions and problems. References supporting content are scarce, which contributes well to ease of reading, however may limit the book's popularity within an academic setting.

The book would benefit from a clear introduction and conclusion, particularly more so in the obscurity of the final paragraph, which advises presenters to avoid 'carbonated drinks and spicy foods'. Whilst this may well be good advice, it is an inappropriate ending point which leaves the reader looking over the page for a summary of vital points.

Whether you are a complete novice at presenting, or feel that your current presentation style could be improved, this book will give you the practical advice you are looking for. It is succinct and easy to read, making it a valuable addition to the home or office library.

Available from:
Kogan Page Publishers, UK.

Author(s): Leanne Boyd