



Business Presentations

MBA FULL TIME

2015-2016

LECTURER
Peter Gil, mdt change

Contents

| | |
|----------------------|---|
| Course material | 3 |
| Workshop objective | 3 |
| Success factors | 3 |
| Methodology | 3 |
| 1. Objectives | 4 |
| 2. Who | 5 |
| 3. Where | 6 |
| 4. Design | 6 |
| 5. Delivery | 7 |
| Final recommendation | 8 |
| Bibliography | 9 |

Course material

So as to maximize the time that course participants have, we have developed this condensed version that enables rapid revision and applicability to professional needs.

The design follows the flow of the course and includes all of the key points covered.

Workshop objective

Help you to be able to convince the audience that your proposal is the one they need.

Success factors

From the audience's point of view the main success factors are:

- Introduction
- Audience's frame of mind
- Voice
- Body language
- Visual aids
- Time
- Conclusion

Methodology

The 5 key elements for building and delivering a presentation

1. **Objectives:** How you are going to grow their business
2. **Who:** You have to know your audience and put yourself in their shoes
3. **Where:** Know where you are going to present & control the logistics
4. **Design:** Make it easy for the audience
5. **Delivery:** Maximise your professional brand

First learn the meaning
of what you say, and
then speak
Epictetus

1. Objectives

What do you have to achieve?

2 things:

1. Grow the audience's P&L
2. Take the audience to Point B
 - Take the audience from where they are, Point A, to Point B: what you want them to do to grow their P&L

Brainstorm objectives

Make sure you cover

- Tangible and intangible objectives
- More of theirs than yours

Do you have an Elevator Pitch?

- Imagine a 1 or 2 minute trip in an elevator (lift)

An Elevator Pitch, something that

- Can be told in 1 or 2 minutes
- Grabs their attention with a “hook”
- Can be remembered (& repeated) easily
 - What should they remember about my message?
- Is as short & simple as possible
- Presents value they cannot resist
- Specifies the action you want in the close

Science may never come
up with a better office
communication system
than the coffee break

Earl Wilson

Elevator pitch 2

The “hook”

- An idea that connects to something important to the audience
 - “80% of mergers fail. We improve the success rate”

The body

- The value proposition for the audience's needs
- The benefits you can offer the client

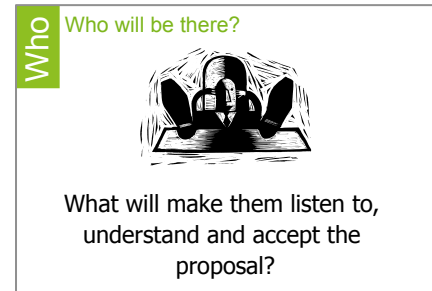
The close

- The action to get to the next stage

2. Who

Key questions about the audience:

- Who will be there?
- What will make them listen to, understand and accept the proposal?
- What do they know?
- What do they want to hear?
- Why might they stop listening?



What do they want to hear?

Mixed audiences

- Management & technical audiences look for different content & types of visual aids
- Depending on the audience you have to go into detail, the business picture, or both
- You need strategy skills, business perspective, technical understanding & creativity

Preferred content

Management

- Cost impact
- ROI
- Bottom line
- High level view
- Solutions
- Benefits

Technicians

- Detailed data analysis
- Specifications
- Theory
- Statistics
- Technical terms

Visual aids

Management

- Trend lines
- ROI-related visuals

Do not want

- Extensive detail

Technicians

- Detailed graphs & charts
- Data-rich diagrams

Do not want

- Glitzy slides

It's impossible to satisfy everyone

- Who are the decision makers or most important people in the audience?
 - This small group = your target audience
 - Tailor your approach to them

Remember

- The key people are not necessarily at the highest level of the hierarchy
- “Make” versus “take”

For each presentation determine: Who are you addressing?

- Type of meeting / presentation
- Audience:
 - Mix
 - Expertise
 - Preferences
 - Like/Dislike

3. Where

Know and orchestrate

- Furniture
- Spaces
- Number & position of participants
- Field of view
- Lighting and electrics
- Comfort
- Quality control

| | | |
|--------------|---|---|
| Where | Know and orchestrate | |
| | <ul style="list-style-type: none"> • Furniture • Spaces • Number & position of participants • Field of view • Lighting / Electrics • Comfort • Quality control |  |

4. Design

KISS

- Keep it short and simple

Structure

3 parts:

- Introduction
- Body
- Conclusion

Between two explanations,
choose the clearest; between
two forms, the simplest;
between two expressions,
the shortest

Eugenio d'Ors

Simple

Create a simple mental journey to help the audience follow and understand you.

Use PREP

- Position
- Reasons
- Evidence
- Position

3 secrets:

- Use a pyramidal structure
- Maintain the attention curve
- Use an outline built on 3s

Conclusions

- “Take aways”, B&W, the 2 or 3 next steps

Close

4 typical ways of closing

- Summarise: Review main points
- Wrap-up: Join the dots, bring together critical issues
- Call to action: Invite the audience to action
- Use sensations: Humour, inspiring quote or anecdote

5. Delivery

Maximise your professional brand

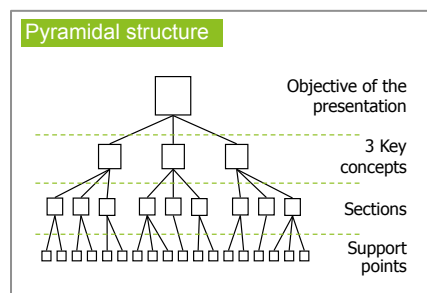
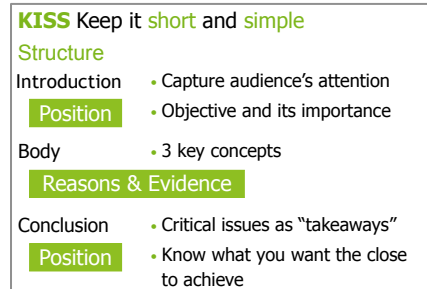
A delicate House of Cards: everything is “held up” by the presenter’s personal style & visual aids.

Presenter’s personal style

1. Voice

Key issues

- Volume
- Tone
- Articulation
- Energy
- Avoid monotony
- Be convincing
- Project and protect



Presenter's personal style: Body language

Avoid these typical pitfalls:

- Hands in pockets
- Waving arms
- Fiddling with things
- Pacing about
- Wandering eyes
- Reading what's on the screen
- Standing in front of visual aids

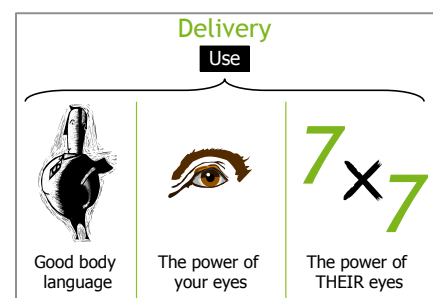
Eye contact: The power of your eyes

Use your eyes to detect:

- Reactions
- Understanding
- Level of attention
- Body language

and

- Establish individual contact with your eyes



Visual aids

- Use visual aids to improve understanding and retention (78% of knowledge enters via our sight)
- Avoid overload: use the 7 x 7 rule (7 words per line x 7 lines maximum)
- Legibility: use a font size that can be read from the back row

Final recommendation

Achieve differentiation by adding:

- Value in hard and soft \$
- Having great content
- Using an excellent process

Good communication is as
stimulating as black coffee,
and just as hard to sleep
after

Anne Morrow Lindbergh

Bibliography

Books:

- Carlson, Anthony; The How of Wow, AMACOM, 2005
- Duarte, Nancy; slide:ology: The Art and Science of Creating Great Presentations, O'Reilly Media, 2008
- Erickson, Juliet; The Art of Persuasion. How to influence people and get what you want, Hodder Mobius, 2005
- Grant-Williams, Renee; Voice Power, AMACOM 2002
- Hewlett, Sylvia Ann; Executive Presence, Harper Collins, 20014
- Luntz, Dr. Frank; Words that work, Hyperion; 2007
- Pease, Allan & Pease, Barbara; The Definitive Book of Body Language: How to Read Others' Attitudes by Their Gestures, Sheldon Press, Orion ,2004
- Wong, Dona; The Wall Street Journal Guide to Information Graphics, W. W. Norton & Co., 2010

Web pages

- Effective presentation: www.effectivemeetings.com
- Presentations in English by Nobel Prize winners, academics, innovators, specialists: www.ted.com/tedtalks
- Slideshare. The world of presentations: www.slideshare.net