The Purpose of a Presentation

To Report
- Updating the audience on a project or event

To Explain
- Detailing how to carry out a process or procedure

To Persuade
- Convincing the audience to purchase something or to accept an idea

To Motivate
- Inspiring the audience to take some action
Presenting to an International Audience

Use simple, clear language.
Use a slow pace of delivery.
Watch acronyms, euphemisms, humor, and gestures.
Check jargon with host ahead of time.
Enlist someone to help translate.
Gauge the audience’s response throughout.
Include several forms of visuals.

Delivery Methods: Memorizing

- Consider, only if, the presentation is SHORT
- Risks of:
  - Forgetting
  - Sounding mechanical
  - Can not adapt to audience
- Best practice: First and last

Delivery Methods: Reading

- Highly Complex
- Technical
- Controversial Topic
- A lot of Information to impart
- Not for most business presentations
  - Lose flexibility
Delivery Methods: Notes

- Key phrases
- Used most in business presentations
  - Enable spontaneity, conversational quality, close audience rapport, and flexibility
- Logical order
- Number each page
- Indicate where you’ll refer to visual
- Look at notes infrequently
- Hold notes high so head doesn’t bob up and down

Organizing the Presentation

The Opening

The Body

The Ending

Creative Openings

Quotation
Do you agree with Mark Twain, who said, "I’m pushing 60; that’s enough exercise for me!"

Question
How much do you think the average employee exercises each week?

Situation
How much weight would you lose if you did an additional 30 minutes of aerobic activity every day?

Story
Here’s why I believe in exercise: three years ago, I lost 55 pounds.

Starting Fact
Sitting for six or more hours a day increases your chance of death within 15 years by 40%.

Visual
(Show a video of the new fitness center.)
The Body: Choose a Logical Sequence

- Criteria
- Direct Sequence
- Indirect Sequence
- Chronology
- Cause/Effect/Solution
- Order of Importance
- Elimination of Alternatives

The Ending

Finish on a strong, upbeat note:
- Summarize main points
- Add a personal appeal
- Make recommendations
- Discuss next steps
- Avoid the “fade-out”

Effective Delivery: Handling Questions

- Anticipate questions; prepare to answer them
- Tell audience early how you’ll handle questions
- Nodding to show you understand question maybe misinterpreted.
- Don’t say, That’s a good question!, unless you say it every time
- Repeat question before you answer
- Link answer to purpose and points made
- Re-word hostile or biased questions
Team Presentations

- Achieve coherence by making your team presentation look as though it were prepared and given by a single person
- Rehearse the presentation as it will be given
- Determine how you will answer questions, where you will stand or sit, and so on

Online Presentations

- Consider shorter presentations because people may lose attention more quickly
- Keep the audience engaged
- Practice with the technology
- Plan a backup system

Present Your Main Point Clearly

**Example**
Encouraging employees to use the company fitness center

[See slides](http://youtu.be/lpvqfmE02Ck)
Why You Should Join Marcus Peter’s Employee Fitness Center

Employees who use the fitness center lost, on average, 6 pounds within their first month.

“[The fitness center is so convenient that I worked out 5 days a week and lost 15 pounds in 4 weeks.]”
- Brian, Accounting

Agenda: Employee Fitness Center
- High-End Options: Equipment and Classes
- Big Payoff: Membership Fees and Rewards
- Convenient Schedule: Logistics and Details
Replace Text with Graphics

Avoid too much bulleted text on slides
Convert text into graphics
Avoid irrelevant photos and goofy clip art
Convert tables into charts

From Slides to Handouts

SWOT Analysis

External
Opportunities
1. Evolution of domestic competition
2. Potential new markets
3. Favorable domestic policies

Threats
1. Decreased demand
2. Environmental concerns
3. increased competition

Internal
Strengths
1. Strong product line
2. Good public relations
3. Established market presence

Weaknesses
1. Inadequate financing
2. Narrow product line
3. Slow growth

Practicing the Presentation

Use appropriate language, voice qualities, gestures, and posture
Speak in a conversational tone—but enhanced and slightly slower
Use appropriate gestures in a way that feels natural
Delivering the Presentation

- Dress appropriately in comfortable business attire
- Maintain eye contact
- Remain calm and take time to regroup if you lose your place

Overcoming Speech Anxiety

- Over-prepare
- Use positive imagery
- Recognize that you have something important to say
- Relax your body and breathe deeply