



Making your point and doing it well

Impactful presentations

Zagreb. Sep 5th, 2012



What we'll achieve today



Identify three actions points to make our next presentation more impactful.



How we'll do that

Time	Activity
0900 - 0915	Registrations
0915 - 1045	Good presentations : Understand the elements that make a good presentation. Identify poor presentation habits and ways to avoid them.
1045 - 1100	Coffee Break
1100 - 1230	Make presentations : Work in groups and apply learnings from the morning session. Listen to feedback, compare notes, and review what we have learnt.
1230 - 1330	Lunch
1330 - 1500	Your next presentation : Discuss how to make it more impactful, and less routine. Identify common problems and ways to overcome them.



It never becomes easy

- What do you find to be the most challenging part of creating and delivering a presentation?

Concern	Resp.
Putting together a good message so my presentation flows and connects well.	37%
Creating good quality and professional-looking slides.	11%
Delivering the presentation with confident and credible skills.	12%
All of the above are equally challenging	40%



Everything is important

- How do you allocate your presentation preparation time?

Activity	Resp.
I spend most of my time preparing my message/visuals and little/no time on practicing the delivery.	55%
I spend about even amounts of time on preparing the message/visuals and practicing delivery.	41%
I spend the majority of my time practicing the actual delivery of the presentation.	4%



Everyone can improve

➤ Do you believe you are an effective presenter?

Activity	Resp.
Yes. I believe I'm a very effective presenter.	37%
No . I'm aware that my skills to deliver a presentation are not very strong.	20%
I think I'm somewhere in the middle – a somewhat “average” presenter.	43%



Five important steps

1. Have a clearly defined purpose.
2. Ensure it is taylor-made, not recycled.
3. Deliver it with passion and conviction.
4. Make an impact that is felt long after you're done.
5. Move the audience.

Clearly define purpose

- To inform / update.
- To persuade / get approval.
- To share a recommendation.
- To get commitment on action.
- Anything else?





Write for the purpose

- Audiences are smart.
- Depth and width.
- Structure and flow.
- Language and tonality.
- Executional details.





Show passion & conviction

- Talk from your perspective.
- Help your audience relate.
- Use examples from real life.
- Show you believe and care.
- Always write your own presentations.



Impact after the meeting

- The presentation is a start-point.
- Be precise and focused in expectations.
- Make it practical and feasible.
- Always have action points.
- Ensure they know what to look for.



Move the audience

- Don't just say something, make them do something.
- They should at least think differently.

If each person in your audience does not feel this way, you have failed.





**Prepare.
Prepare.
Prepare.**

Let's shatter a few





Tell them what you're going to tell them. Tell them. Tell them what you told them.

1.

Treat them with respect.

Take them on a journey that has immediate relevance to them.



You are the expert. The audience is there to hear you speak.

2.

You are irrelevant. You're there because they couldn't find someone better.

The topic should be the focus.



My presentation will be interesting. The audience will be 'wowed' by it.

3.

Your presentation is one of several things your audience has to do today.

They must feel you did not waste their time.



Impress them with facts and figures.

4.

They have access to the same info you do.

They're here to know what you think, believe and want to do.



High tech, impressive slides are engaging, and create impact.

5.

Up to a point ... then they start distracting.



The audience is there to listen to you. They are committed.

6.

They audience will be with you if you make it worth their while.

Till then they're being polite.



If the audience is passive and patient, your presentation is smooth and successful.

7.

That is the first sign of a disastrous presentation.



Don't plan all the details. Play it by ear.
Spontaneity adds energy.

8.

Only if you can work miracles ... consistently.



The agenda is fixed. Don't digress, even if the discussion is leading you elsewhere.

9.

Stay with the audience. It's their journey. Make your point, but their journey is more important.



Great presenters aren't born that way. Anyone can learn to become one.

10.

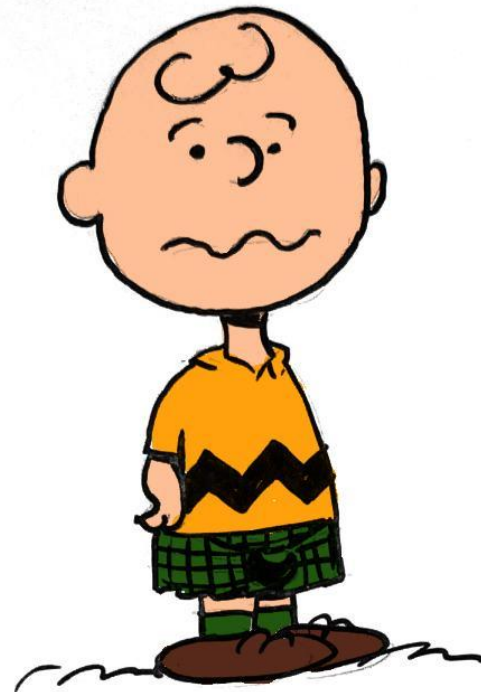
Become the best you can be.

Common presentation styles



- The speaker.
- The reader.
- The one in a hurry.
- The self-conscious.
- The pretender.

Be yourself.





Audience types



- The one with the questions.
- The very busy.
- The career climber.
- The know-it-all.
- The entertainer.

Handling questions



- Understand purpose of question.
- Answer honestly and completely.
- Check if question answered satisfactorily.
- If you don't know the answer, say so. Don't make something up.
- Questions are a good sign - shows you the audience is thinking and participating.

Handling questions



- Understand the purpose of the question :
 - Doubt / clarification.
 - Want your opinion.
 - Have seen / read / experienced something different.
 - Help sort out an internal debate.
 - Feel the topic is bigger.

Handling tough questions

- Play for time.
 - Repeat.
 - Key word.
 - Appreciate.
 - Ask : ‘did you hear that ... ?’

- Don’t get impatient.

- If persistent, move on and offer to answer afterwards.



Handling disagreements



- Understand the disagreement.
- Get to the source of the disagreement.
 - Factual.
 - Opinion.
 - Interpretation.
 - Misunderstanding.
- Determine how it affects your presentation.
 - Basis okay?
 - New direction / discussion.
 - Related topic, not to be covered?

Handling disagreements

- Respond to the point.
- Keep it objective.
- ‘Agree to disagree’ is acceptable.
- If persistent, offer to discuss later.
- If relevant, refer to different opinion later.





Business presentation tips



- State recommendation at the beginning.
- No more than 36 words per slide.
- Present graphs, not numbers.
- Summarise trends / conclusions in title.
- Pause frequently and check for questions.



**Thank you very much
&
all the best!**

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