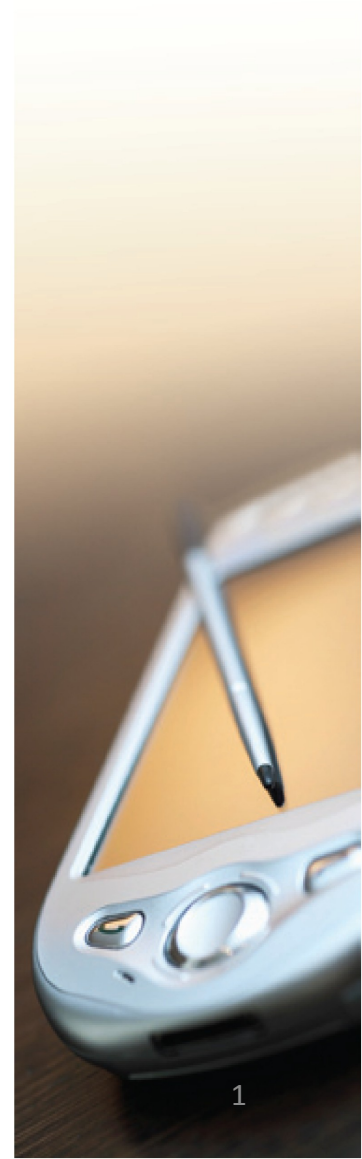


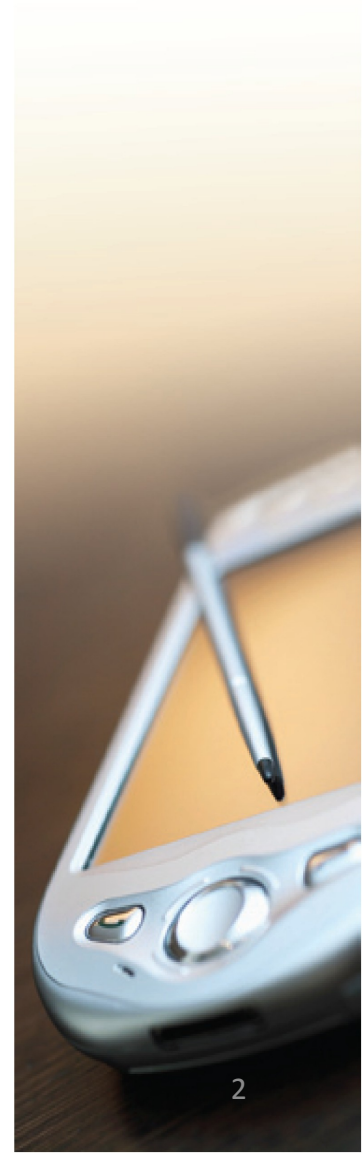
---

# Designing and Delivering Business Presentations



---

**Plan a business presentation that accomplishes the speaker's goals and meets the audience's needs.**



# Preparing an Effective Presentation

- **Select a topic of interest to you and your audience.**
- **Determine the purpose of your message (what you want audience to gain).**
- **Identify major points and locate supporting information.**
- **Develop a strong opening and closing.**
- **Arrange for a proper introduction.**

# Knowing Your Audience

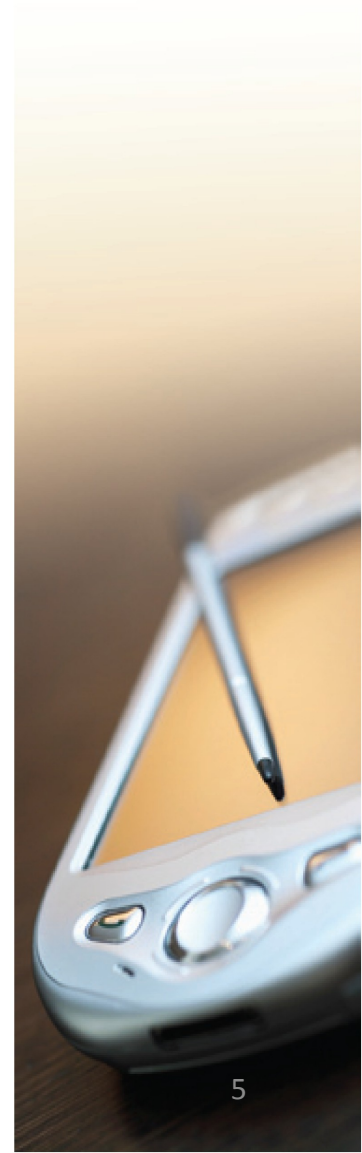
## Ask yourself these questions . . .

- ✓  Who is the audience and who requested presentation?
- ✓  Why is topic important to audience?
- ✓  How will the environment affect presentation?
  - **How many audience members?**
  - **Where do I fit into program?**
  - **How long is time slot?**
  - **What is the room arrangement?**



---

**Organize and develop  
the three parts of an  
effective presentation.**



# Organizing Your Presentation

## **Introduction**

“Tell the audience what you are going to tell them . . .”

## **Body**

“ . . . then tell them . . .”

## **Conclusion**

“ . . . and then tell them what you have told them.”

# Writing the Introduction

## **An effective introduction . . .**

- **Captures audience's attention**
- **Establishes rapport with audience**
- **Presents the purpose and previews major points**





# Crafting an Effective Body

- Provide support in an easy-to-understand form
- Provide relevant statistics
- Use quotes from prominent people
- Use jokes and humor appropriately and CAREFULLY
- Use interesting anecdotes
- Use presentation visuals



# Attention-Getting Techniques for The Introduction

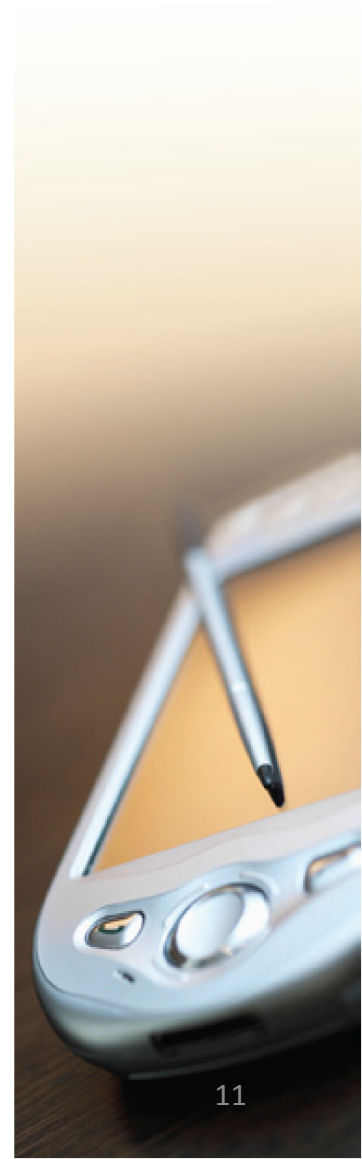
- **A shocking statement or startling statistic**
- **A quotation by an expert or well-known person**
- **A rhetorical or open-ended question that generates discussion from the audience**
- **An appropriate joke or humor**
- **A demonstration or dramatic presentation aid**
- **A related story or anecdote**
- **A personal reference, compliment to the audience, or a reference to the occasion of the presentation**

# Crafting an Effective Closing

- **Make conclusion creative and memorable**
- **Tie closing to introduction for unity**
- **Use transition words to clearly show movement to closing**
- **Practice close to deliver smoothly**
- **Smile and accept audience's applause**

---

Select, design, and use presentation visuals effectively.



# The Advantages of Presentation Visuals

- Clarifies and emphasizes **important points**
- **Increases retention** from 14 to 38 percent
- **Reduces time** required to present concepts
- Results in a speaker's **achieving goals** 34 percent more often than without visuals
- Increases **group consensus** by 21 percent when presentation visuals are used in a meeting



IS195-081 www.imagesource.com

# Types of Presentation Visuals

## **Multimedia**

Uses high-tech equipment to project images and sound from a computer, the Internet, or sound systems

## **Still projection options**

Projects still (unanimated) image

## **Board and flipchart**

Enhances group discussion and helps create an informal environment

## **Hard copy**

Provides detailed information to augment visual aids in a specific section of the presentation

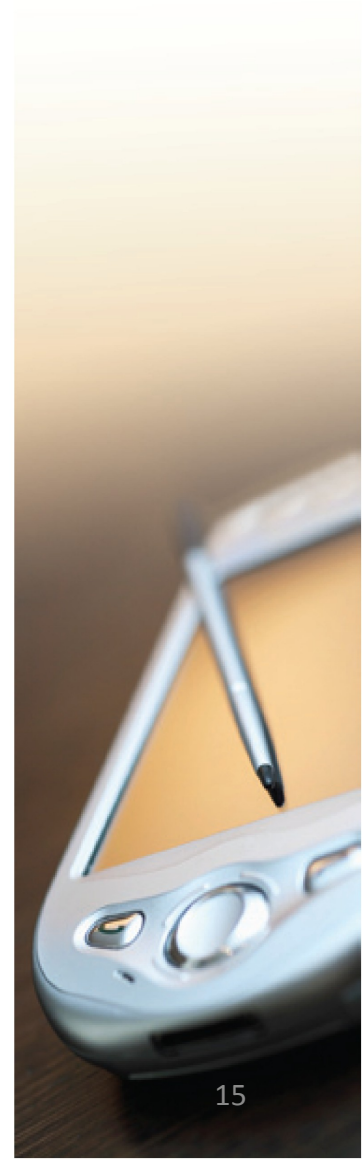


# Using Effective Space Design and Typography

- **Limit amount of text on slide**
- **Use graphic devices to direct attention and separate items**
- **Use appropriate page orientation**
- **Use left alignment of text**
- **Capitalize first letter of bullets, eliminate periods, avoid abbreviations**

---

Deliver speeches with increasing confidence.





# Achieving Good Vocal Quality

- **Breathe properly and relax**
- **Listen to yourself**
- **Develop flexibility**
- **Pay attention to articulation**

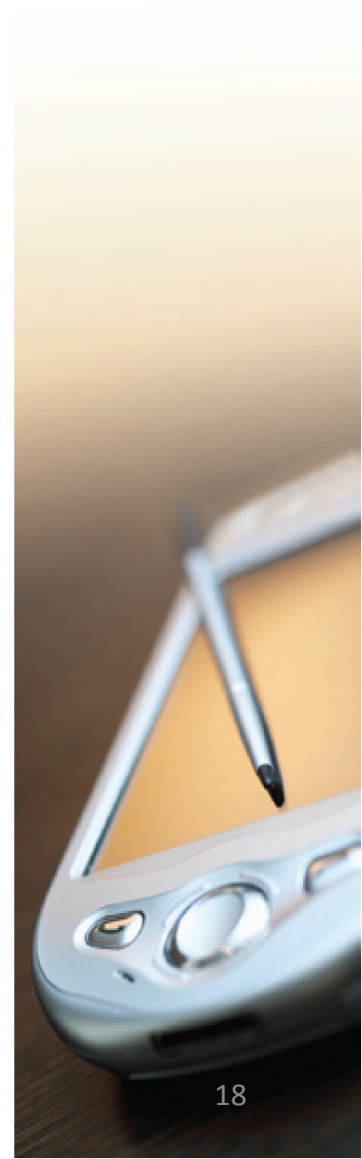
# Types of Delivery Methods

- **Memorized**—written first and delivered verbatim
- **Manuscript or scripted**—written and read to the audience
- **Impromptu**—not written at all because speaker does not have prior notice
- **Extemporaneous**—planned, prepared, rehearsed but not written in detail



---

Discuss strategies for presenting in alternate delivery situations such as culturally diverse audiences, team, and distance presentations.



# Speaking to Culturally Diverse Audiences

- Use simple English and short sentences
- Avoid words that trigger emotion
- Enunciate carefully and speak more slowly
- Use humor and jokes cautiously
- Seek feedback to ensure understanding
- Consider the culture's preferences for:
  - Direct or indirect presentation style
  - Nonverbal communication, greetings, farewells
  - Desired degree of formality and gift giving



# Adapting a Presentation for Distance Delivery

- **Be certain presentation is appropriate for distance delivery**
- **Establish rapport with participants prior to presentation**
- **Gain proficiency in delivering through distance technology**
- **Develop appropriate high-quality graphics**



# Using Videoconferencing Appropriately

- **Plan attire carefully, avoiding patterns and bright colors**
- **Speak in crisp tone, conversational tone**
- **Pay close attention to body language**
- **Avoid culturally insensitive gestures**
- **Practice with a colleague to sharpen delivery**

