

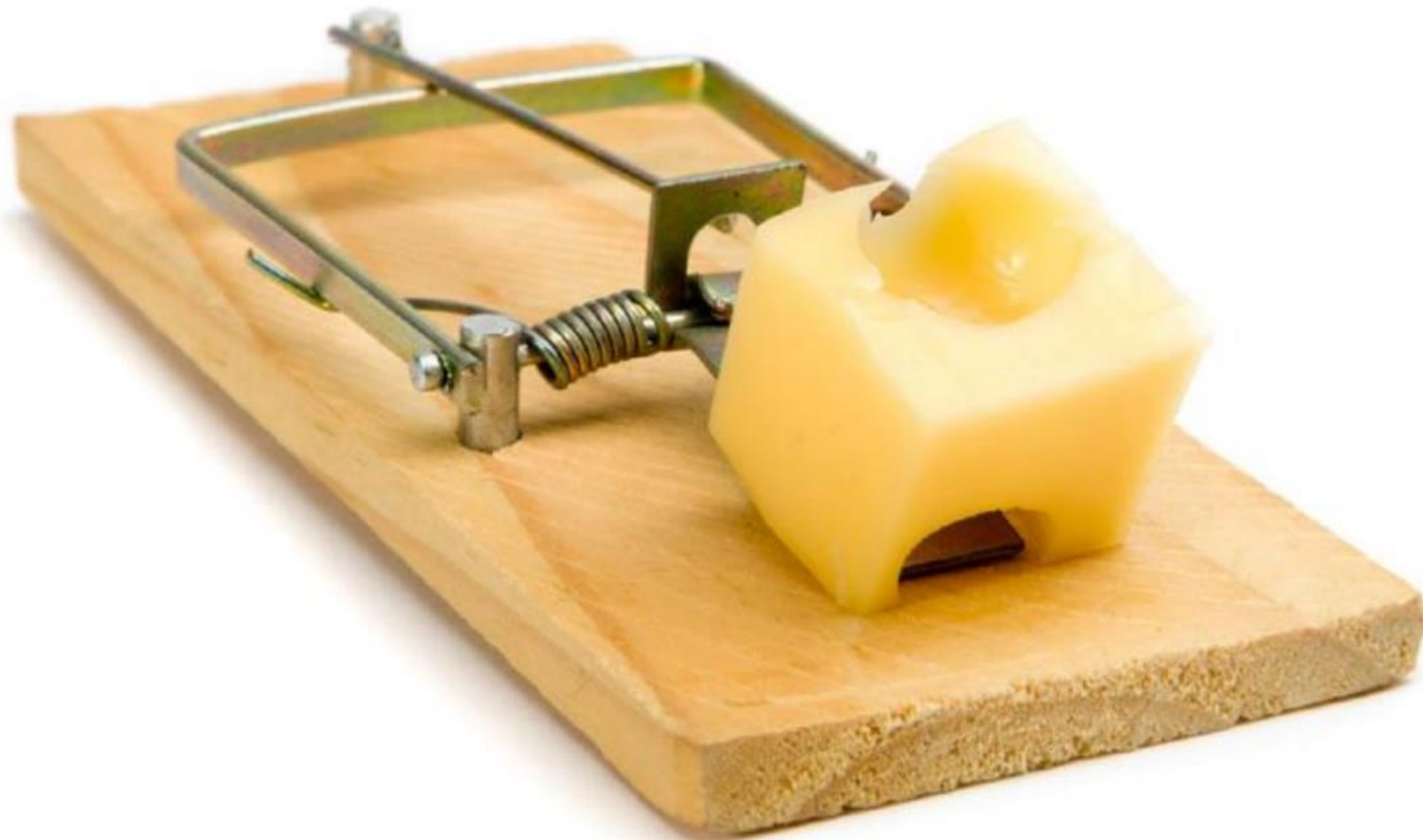
Mastering Effective Presentation

to senior executive meeting and the boardroom

PanaEk Warawit
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สไตส์ การนำเสนอสื่อที่คุ้นเคย

ที่पालงหว



ตื่นเต้น

เตรียมตัวน้อย

อยากเล่าวัตถุประสงค์อย่างละเอียด

“พายวน” กับประเด็นแรกที่สำคัญน้อย

ตั้งหน้าตั้งตา “อ่านสไลด์”



DRIVING GROWTH > CREATING VALUE

Trydor Industries

WESCO Announces Definitive Agreement to Acquire Trydor Industries (Canada), Ltd.

- A full-line distributor of high-voltage electrical products and services addressing the transmission, substation and distribution network needs for utilities, independent power producers and utility contractors in Canada
- Approximately \$35 million in annualized sales
- Headquartered in Surrey, British Columbia, with additional offices in Calgary and Edmonton
- Expected to be at least \$0.05 accretive per diluted share in the first year of operation
- Closing is expected to occur in July 2012

Reference: June 7, 2012 WESCO Press Release

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“จุดพีค” ไม่นับ

สนใจแต่เนื้อหา

ไม่รู้จักผู้ฟัง

ไม่ใช้ความสัมพันธ์

ให้เป็นประโยชน์

ไม่ระวังประเด็น

Sensitive



“เข้าไม่ถึง” ผู้เข้าร่วมประชุม

Power of **PRESENTATION**





Story Telling – Presentation as a Play



Plot (Purpose)

Objectives

Audience

Style

Type of Presentations

- Key Note speaking event – large audience
- Casual presentation with peers and bosses
 - Share information
 - Discuss ideas
- Knowledge Transfer
- Presentation to **Senior Executives**
 - Status Update
 - Proposal or Recommendations
 - Request for approval



WHAT'S ON THEIR MINDS

Senior Executives

They are:

- Strategic
- Seeing big picture
- Smart
- Impatient – short attention span

They expect:

- Analysis
- Alternatives
- Action

How to know their exact needs: - through your champion

Decision Responsibility Matrix

Process Owner

Approver

Consultant

Executor

Responsible

- The person who actually carries out the process or task assignment
- Responsible to get the job done

Accountable

- The person who is ultimately accountable for process or task being completed appropriately
- Responsible person(s) are accountable to this person

Consulted

- People who are not directly involved with carrying out the task, but who are consulted
- May be stakeholder or subject matter expert

Informed

- Those who receive output from the process or task, or who have a need to stay informed

Story Telling – Presentation as a Play



Script (Outline)



structure, key facts, props

Create Story

Analog Planning with Mind Mapping





OREO



- O**pinion - tell how you feel about the topic
- R**eason - give some reasons or information to support your opinion
- E**xamples - give details to support your opinion
- O**pinion - restate your opinion (with feeling)

Attention

Need

Satisfaction

Visual

Call to action

Story Telling – Presentation as a Play



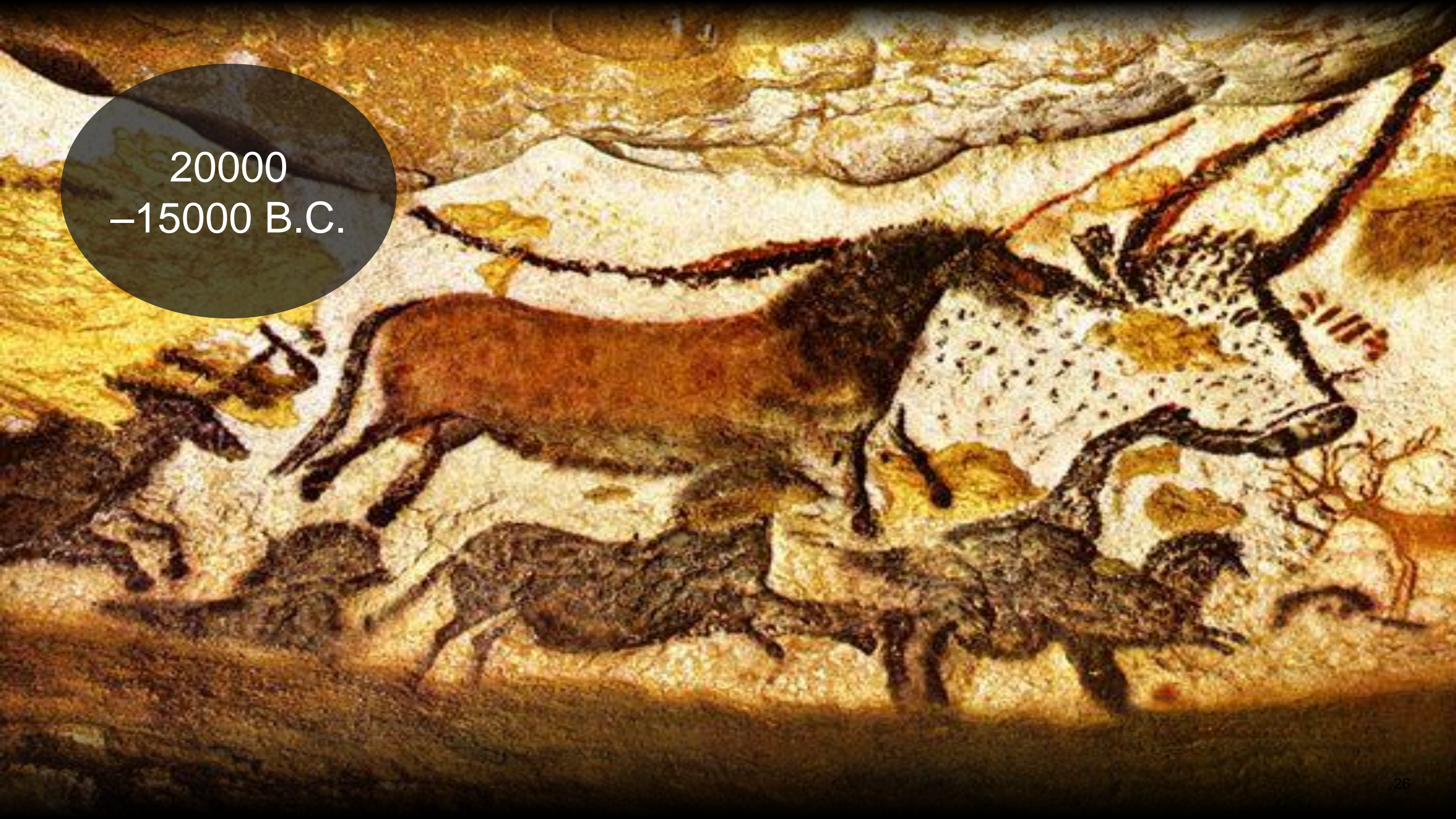
Design



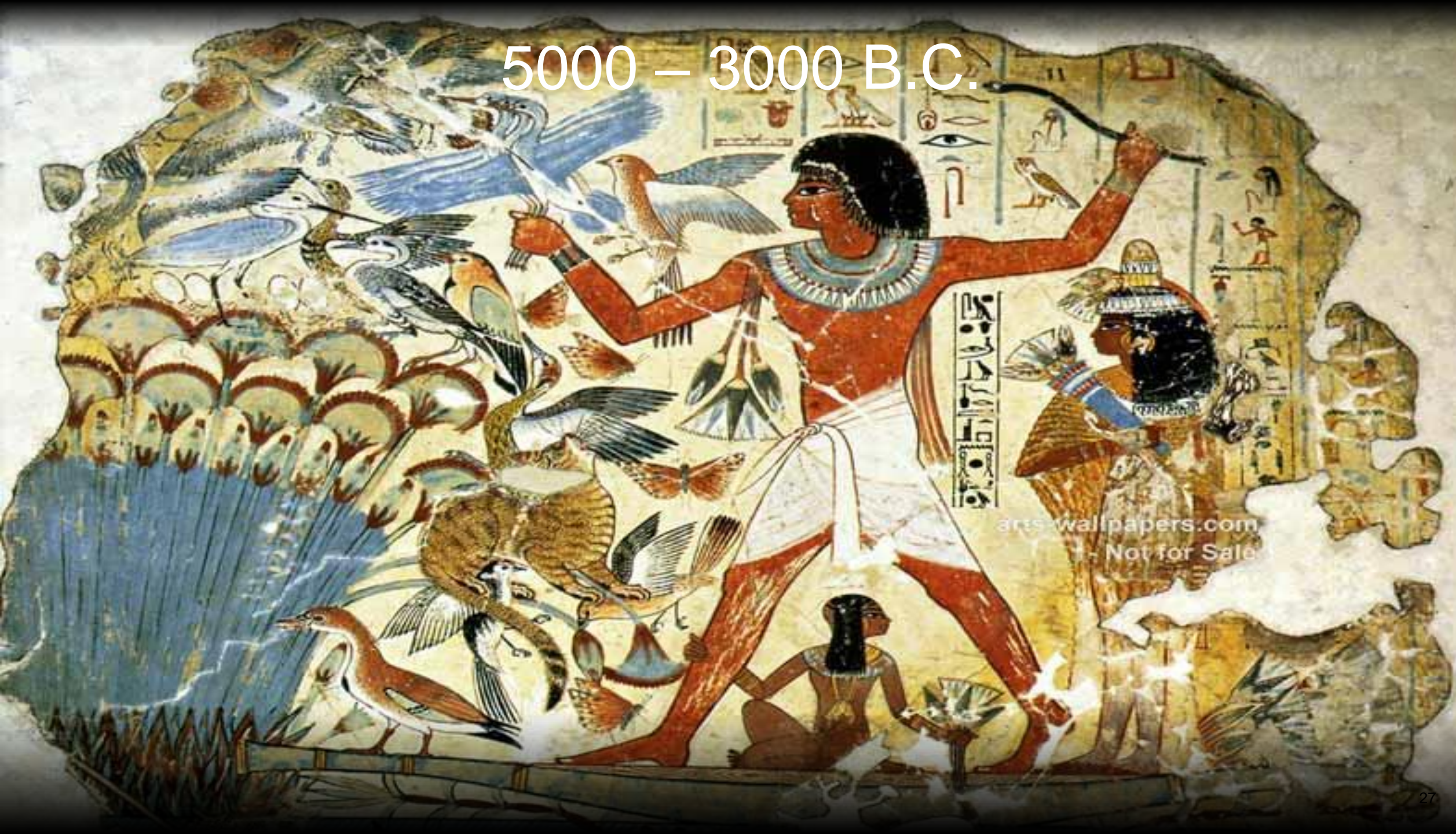
An open book with yellowed pages is shown from a low angle, lying flat on a white surface. The background is a textured, light brown wall. Overlaid on the open pages is the text "Let's get back to history" in a green, cursive font.

*Let's get back to
history*

20000
–15000 B.C.



5000 – 3000 B.C.



arts-wallpapers.com
Not for Sale

1300 – 1600 A.C.



21st century



Before it's too late. wwf.org



There is no planet B

Act now.

EARTH DAY
APRIL 22



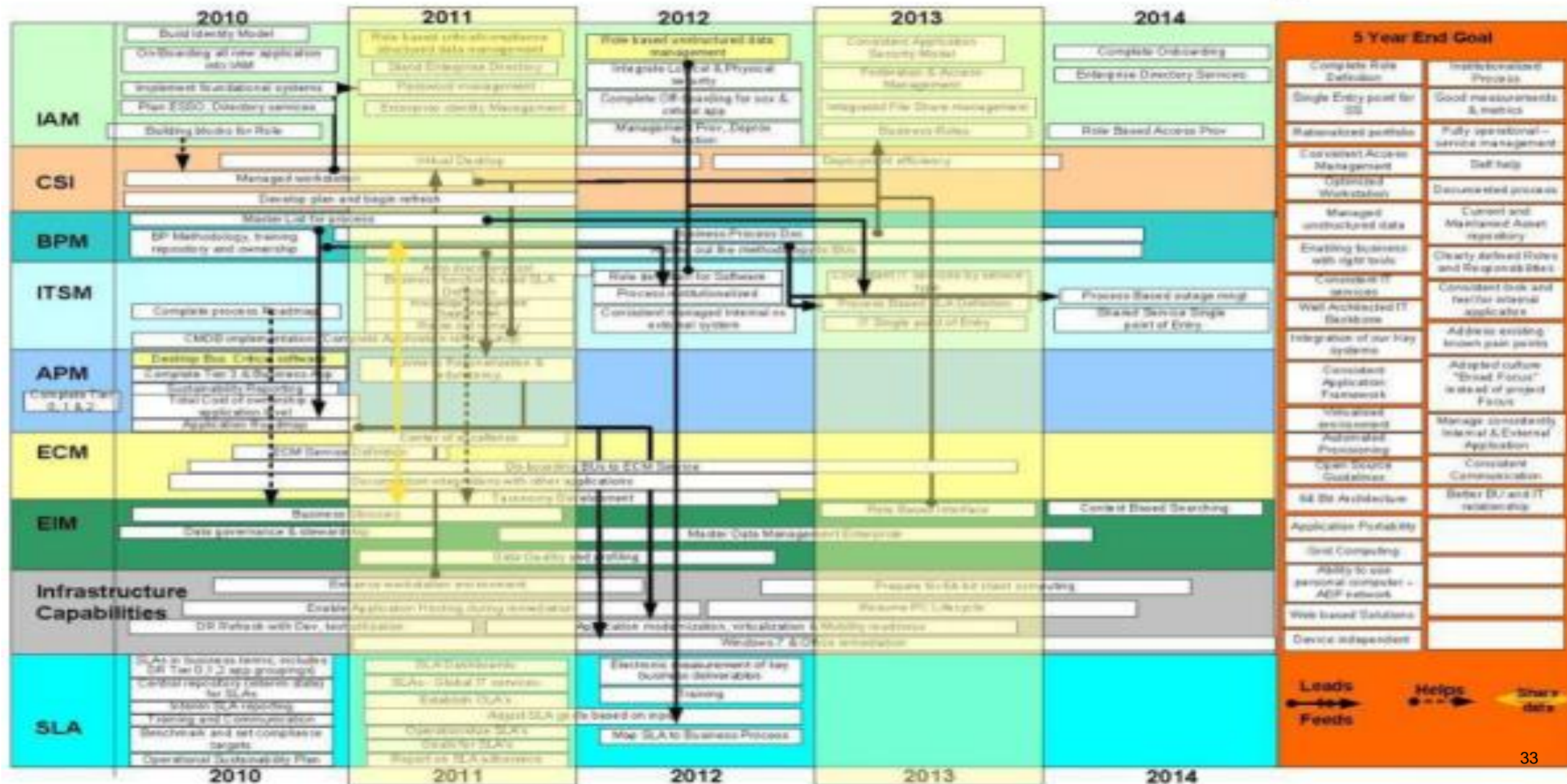
What do we **see**?
long, boring, bad slides



The Microsoft "Live" Platform



IT Modernization Roadmap

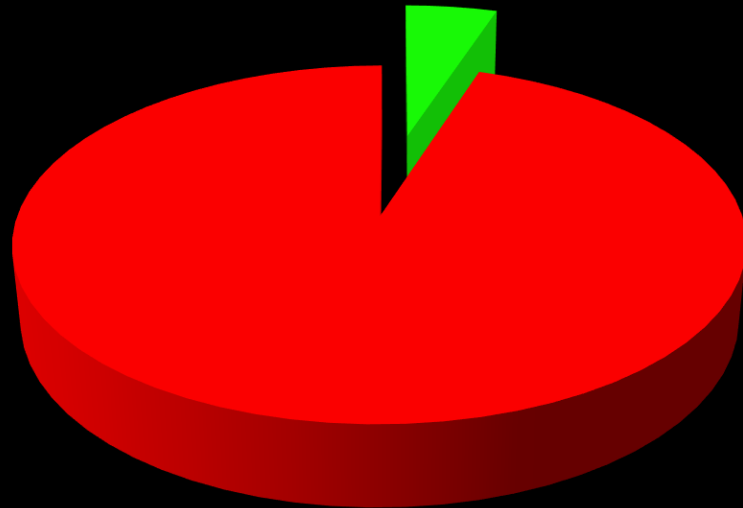


Emerging markets - China

- China is second largest population of Internet users of any country on the planet and is a relatively untapped market
- The number of Internet users has reached 120 million, second only to the United States
- About 9 million Chinese became netizens in the first half of 2005 - an increase of 18.4 per cent over the same period last year*
- More than 67 percent of the US population, about 135 million people, have access to the Internet – only 7.9%
- Great potential for growth in online shopping – 20% Chinese Internet users have shopped online at least once. "

* Survey issued by the quasi-governmental China Internet Network Information Centre (CNNIC)

95% of presentations **SUCK**



What do we want to see?

short, simple, legible

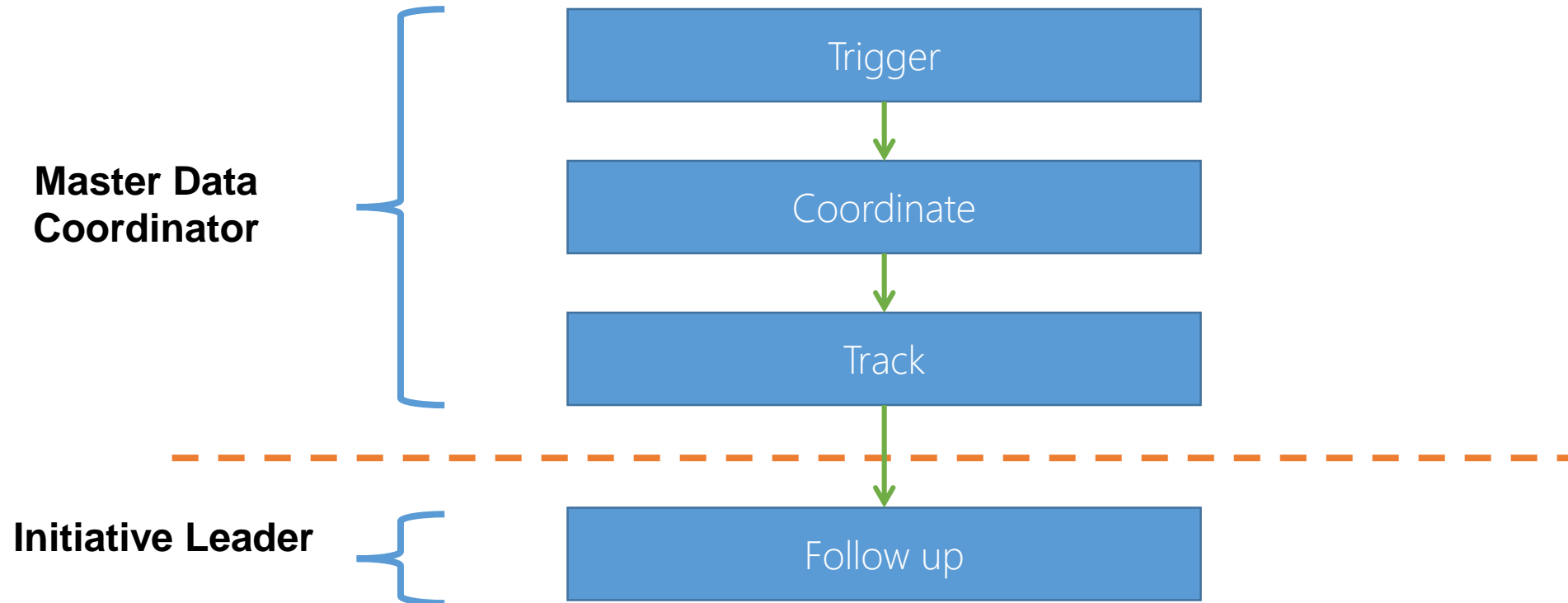


110 / 70

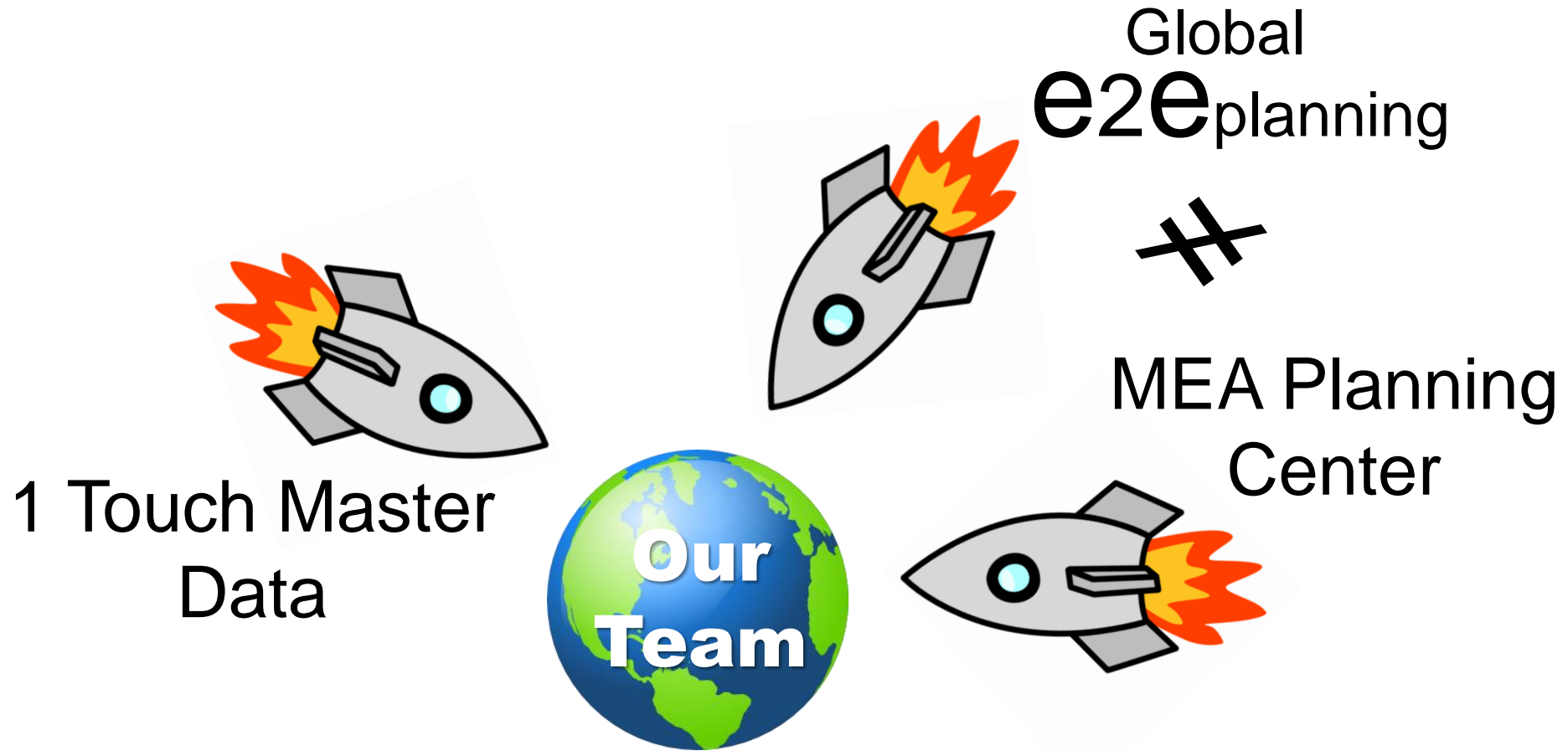
Steve's blood pressure



LINK TO IOP DESIGN



Challenges



27h

2h

6h

SLIDES ARE
NOT
HANDOUTS

3 parts
of
presentation

SLIDES

the audience will see

A photograph of a conference room with several red upholstered chairs arranged around a dark wooden table. On the table, there are several stacks of papers and documents. The text 'HANDOUTS to be taken away' is overlaid on the image, positioned over one of the stacks of papers. The background is slightly blurred, showing a window and some office equipment.

HANDOUTS
to be taken away

NOTES

only you will see





DATA DRIVEN SLIDE DESIGN

TIP



USE SLIDES ONLY WHEN THEY
ACCELERATE



DECISION-MAKING



TIP



THE CONTENT IN THE BODY
OF THE SLIDE MUST
UNAMBIGUOUSLY PROVE

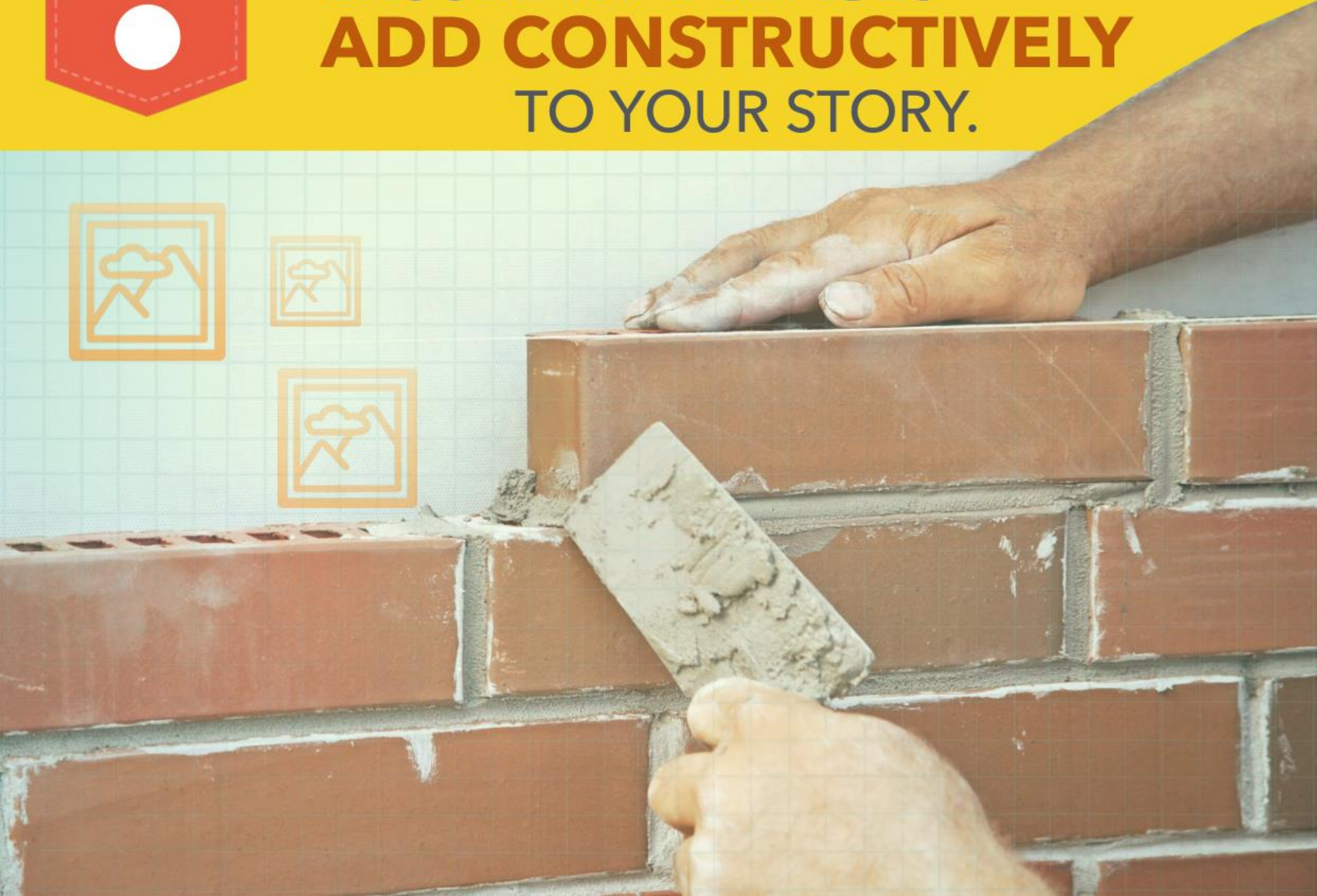
THE

SLIDE TITLE.



TIP

ENSURE THAT IMAGES
ADD CONSTRUCTIVELY
TO YOUR STORY.



TIP



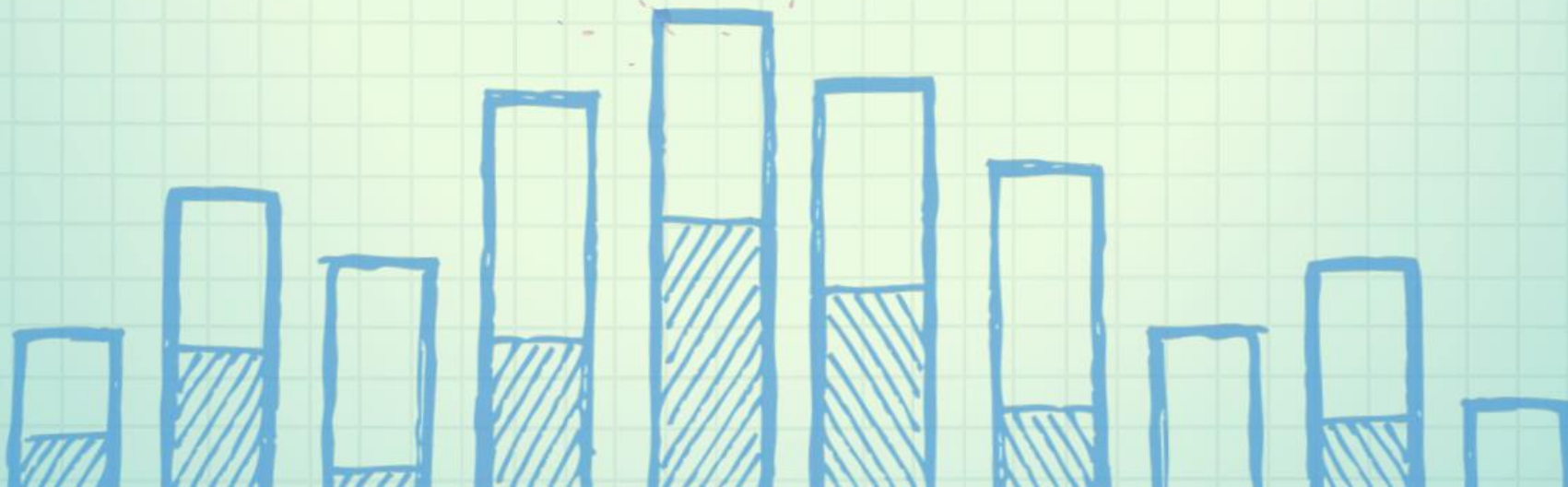
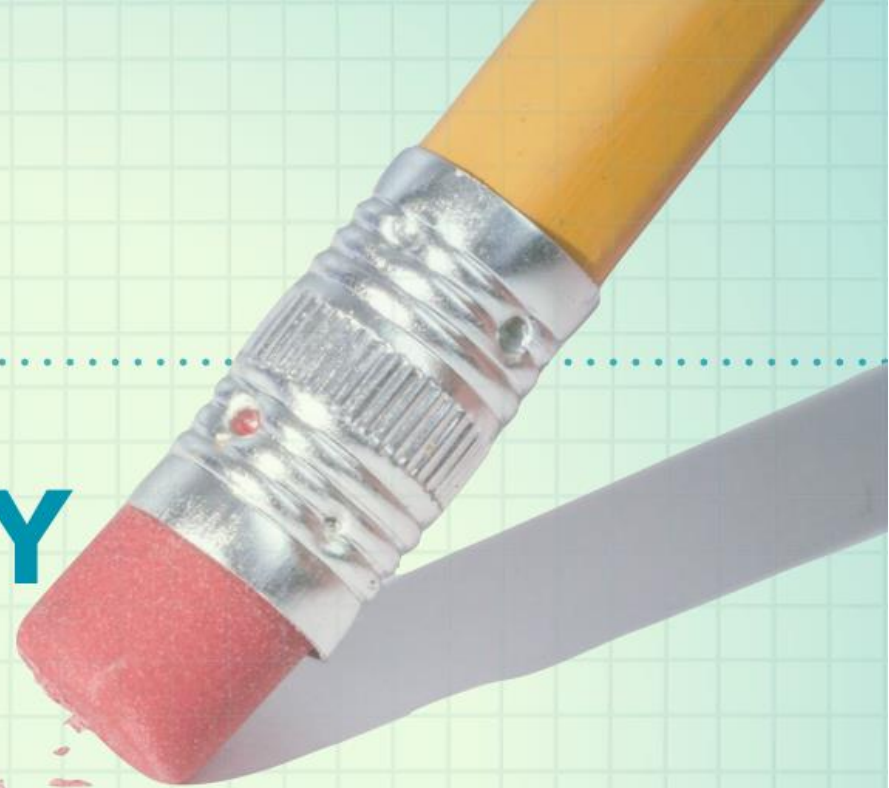
PUT TEXT ON IMAGE SLIDES RATHER THAN IMAGES ON TEXT SLIDES.



TIP



REMOVE ALL
**UNNECESSARY
ELEMENTS**
FROM GRAPHS.

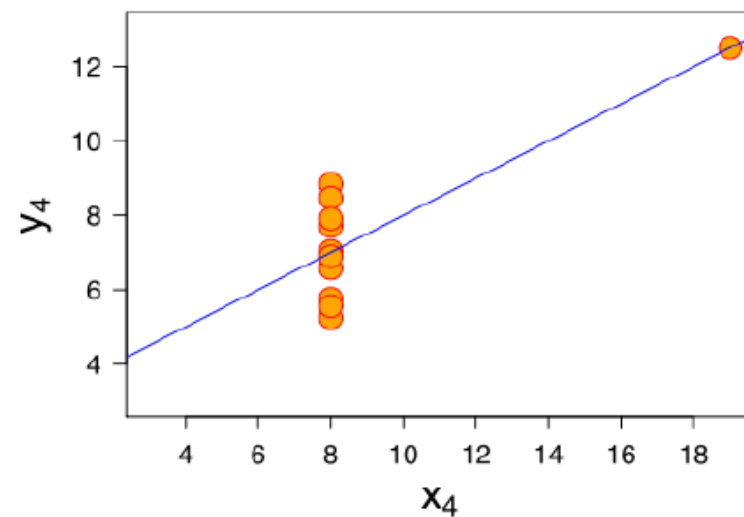
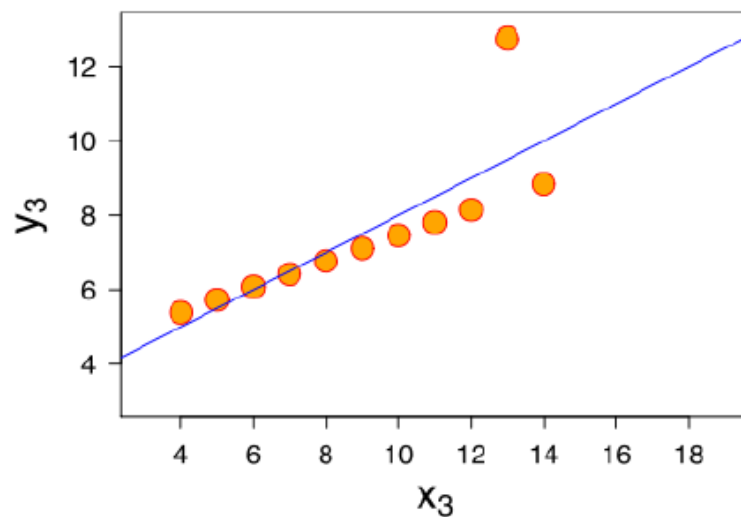
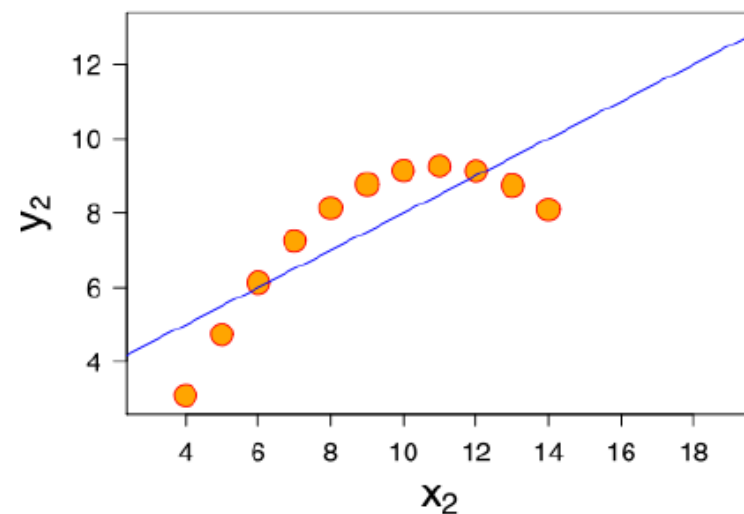
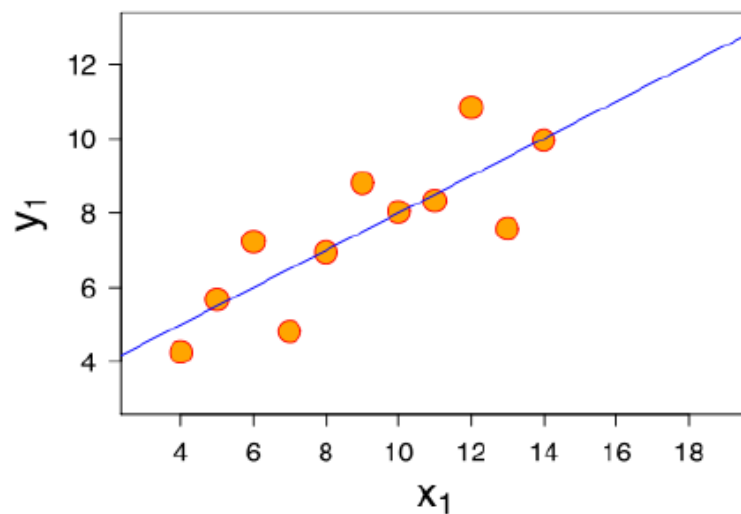


	I		II		III		IV	
	x	y	x	y	x	y	x	y
	10	8.04	10	9.14	10	7.46	8	6.58
	8	6.95	8	8.14	8	6.77	8	5.76
	13	7.58	13	8.74	13	12.74	8	7.71
	9	8.81	9	8.77	9	7.11	8	8.84
	11	8.33	11	9.26	11	7.81	8	8.47
	14	9.96	14	8.1	14	8.84	8	7.04
	6	7.24	6	6.13	6	6.08	8	5.25
	4	4.26	4	3.1	4	5.39	19	12.5
	12	10.84	12	9.13	12	8.15	8	5.56
	7	4.82	7	7.26	7	6.42	8	7.91
	5	5.68	5	4.74	5	5.73	8	6.89
Mean	9.00	7.50	9.00	7.50	9.00	7.50	9.00	7.50
Variance	11.00	4.13	11.00	4.13	11.00	4.13	11.00	4.13
Correlation	0.816420516		0.816236506		0.816286739		0.816521437	
Linear Regression	Y= 3.00+0.500x		Y= 3.00+0.500x		Y= 3.00+0.500x		Y= 3.00+0.500x	

6

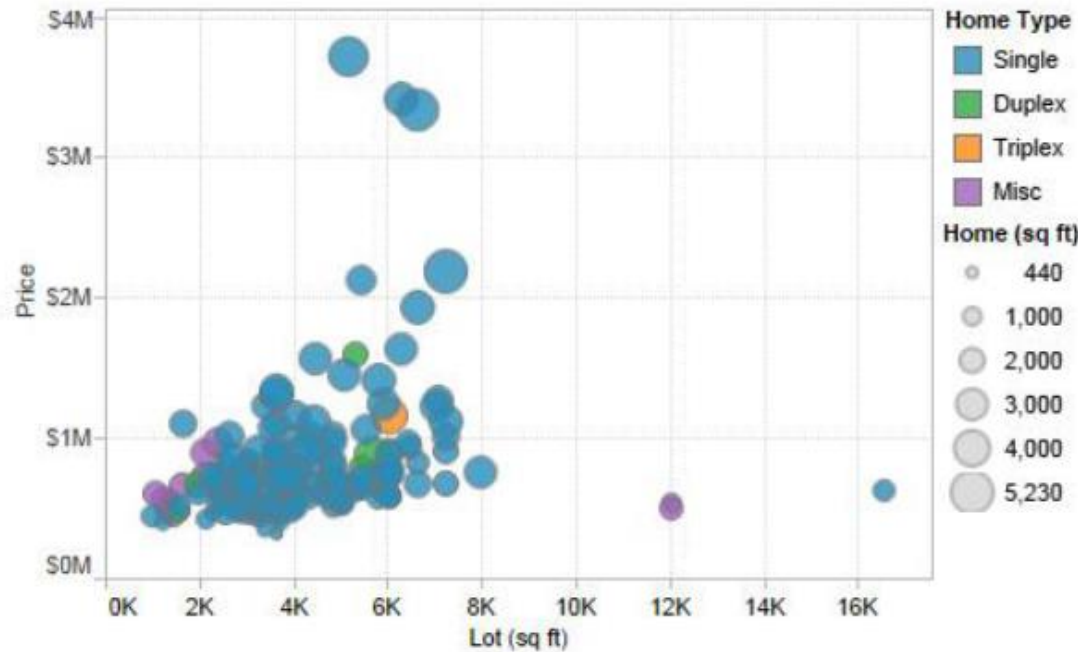
Anscomb quartet

Statistics and Visualization

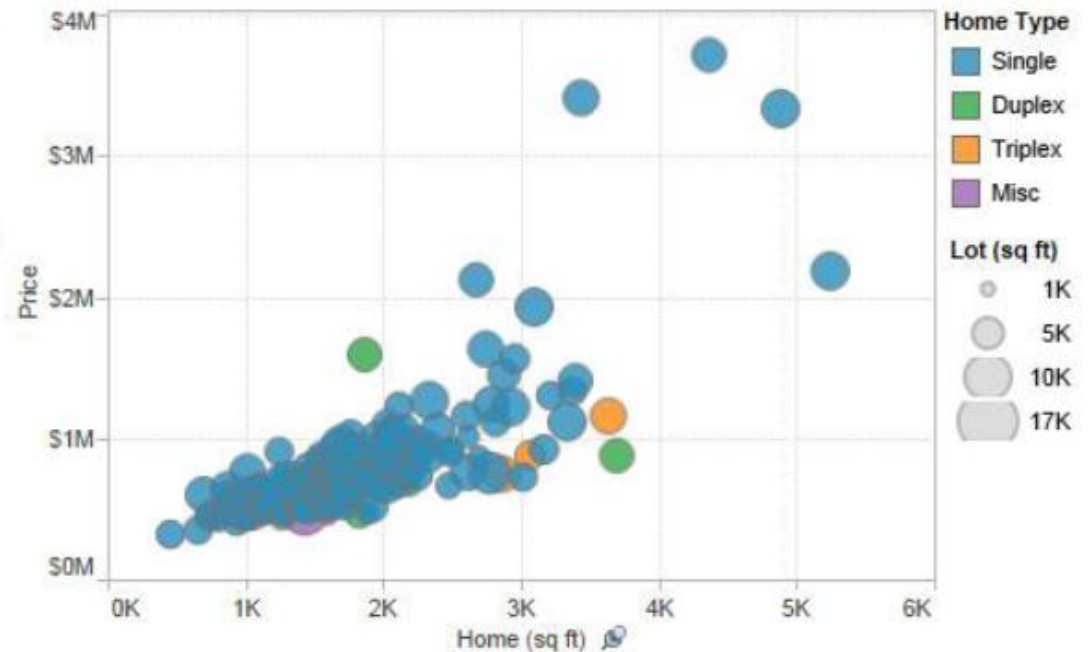


Emphasize the Most Important Data

Not Emphasize Important Data

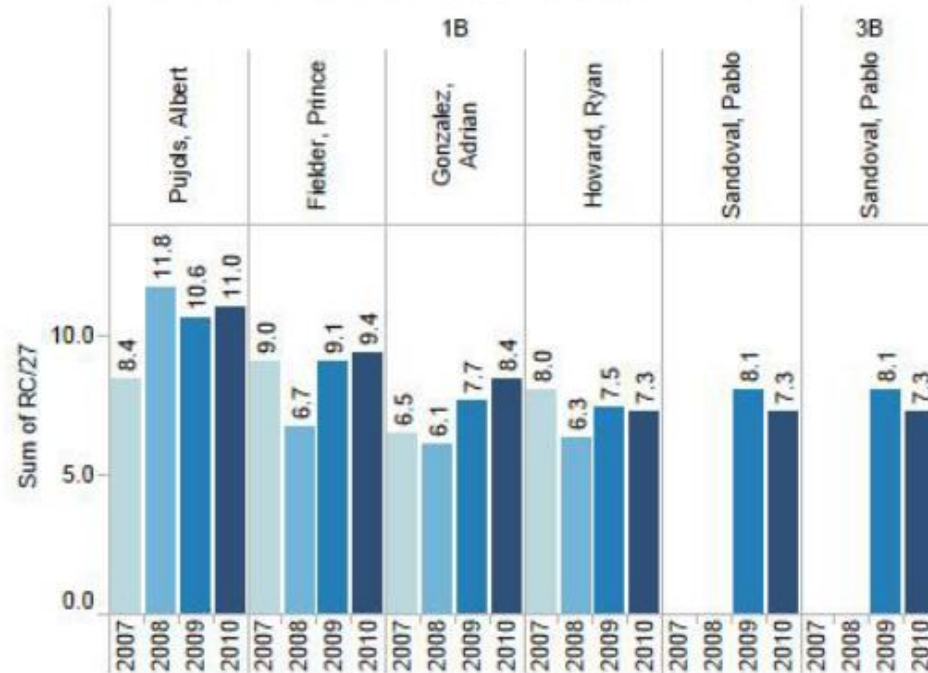


Emphasize Important Data

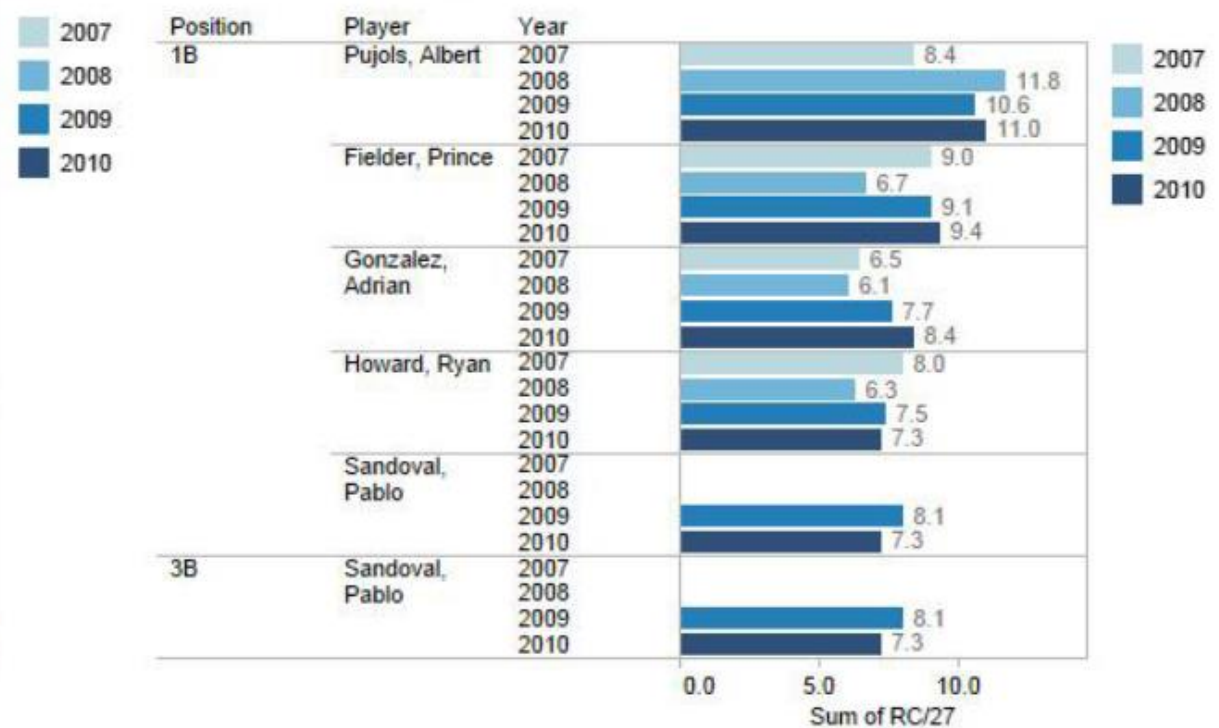


Easy to Read

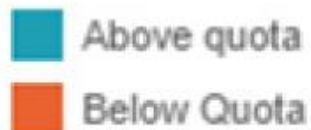
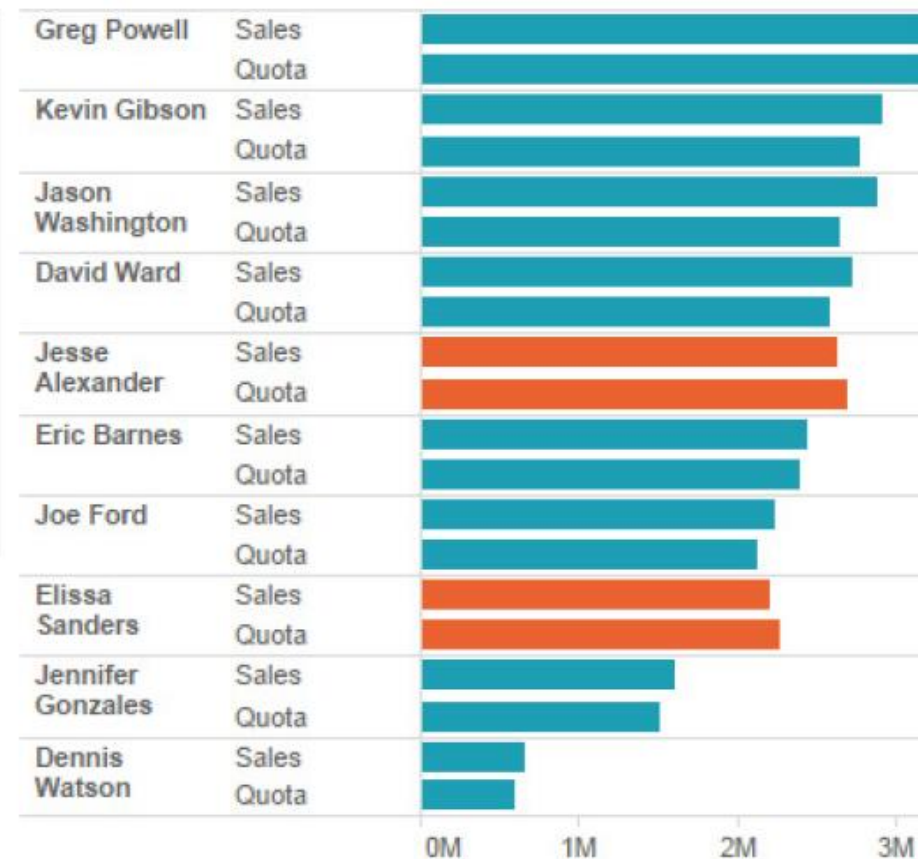
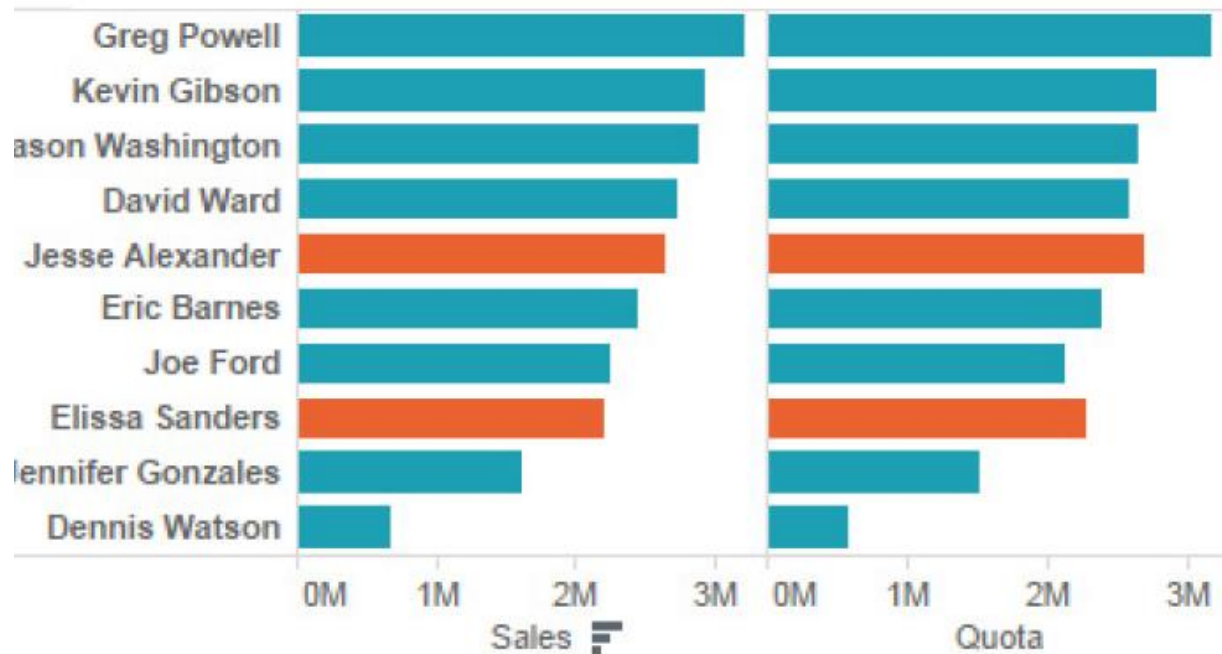
Vertically Oriented Labels - Hard to Read



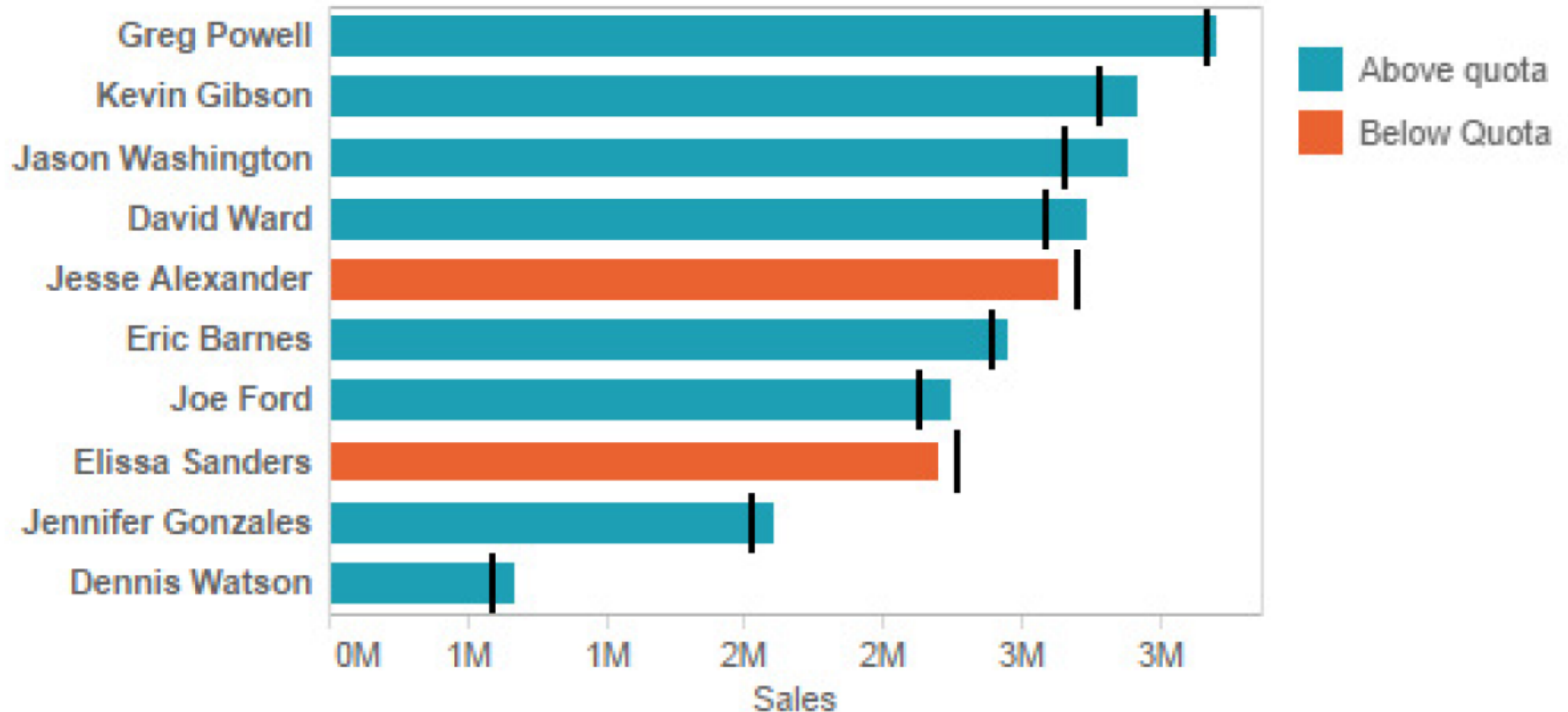
Horizontally Oriented Labels - Easy to Read



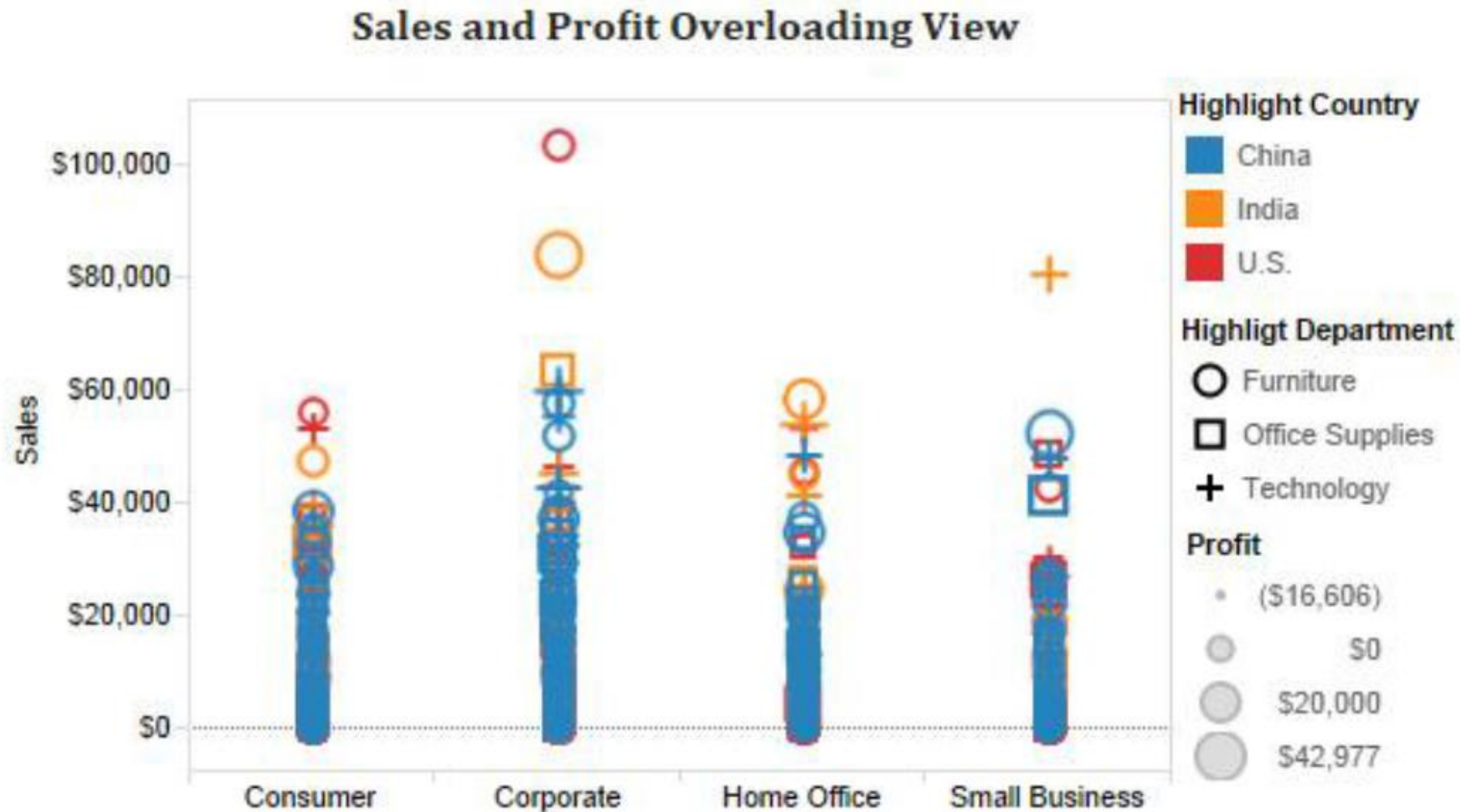
Organize your views



Organize your views

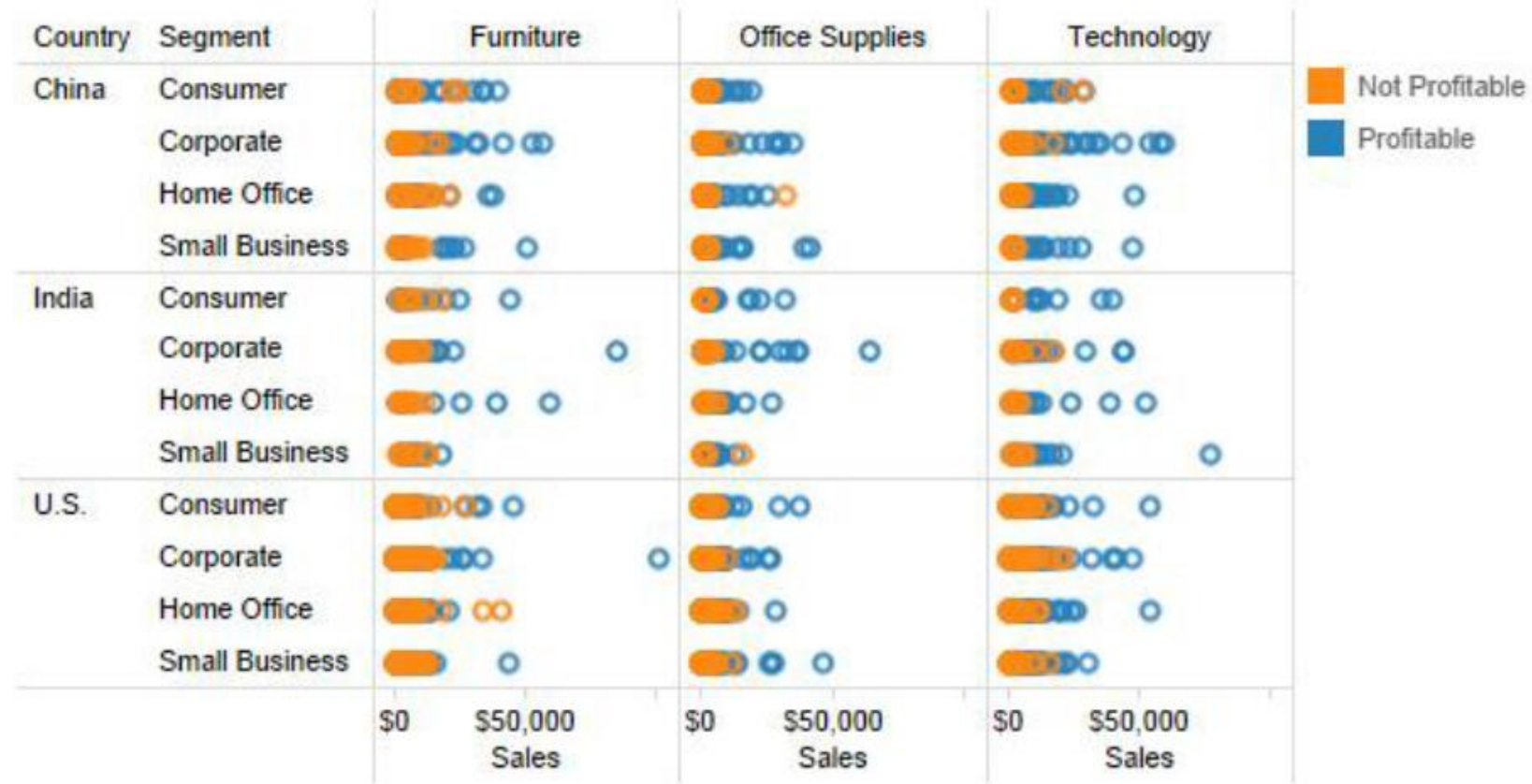


Do not overwhelm with Data



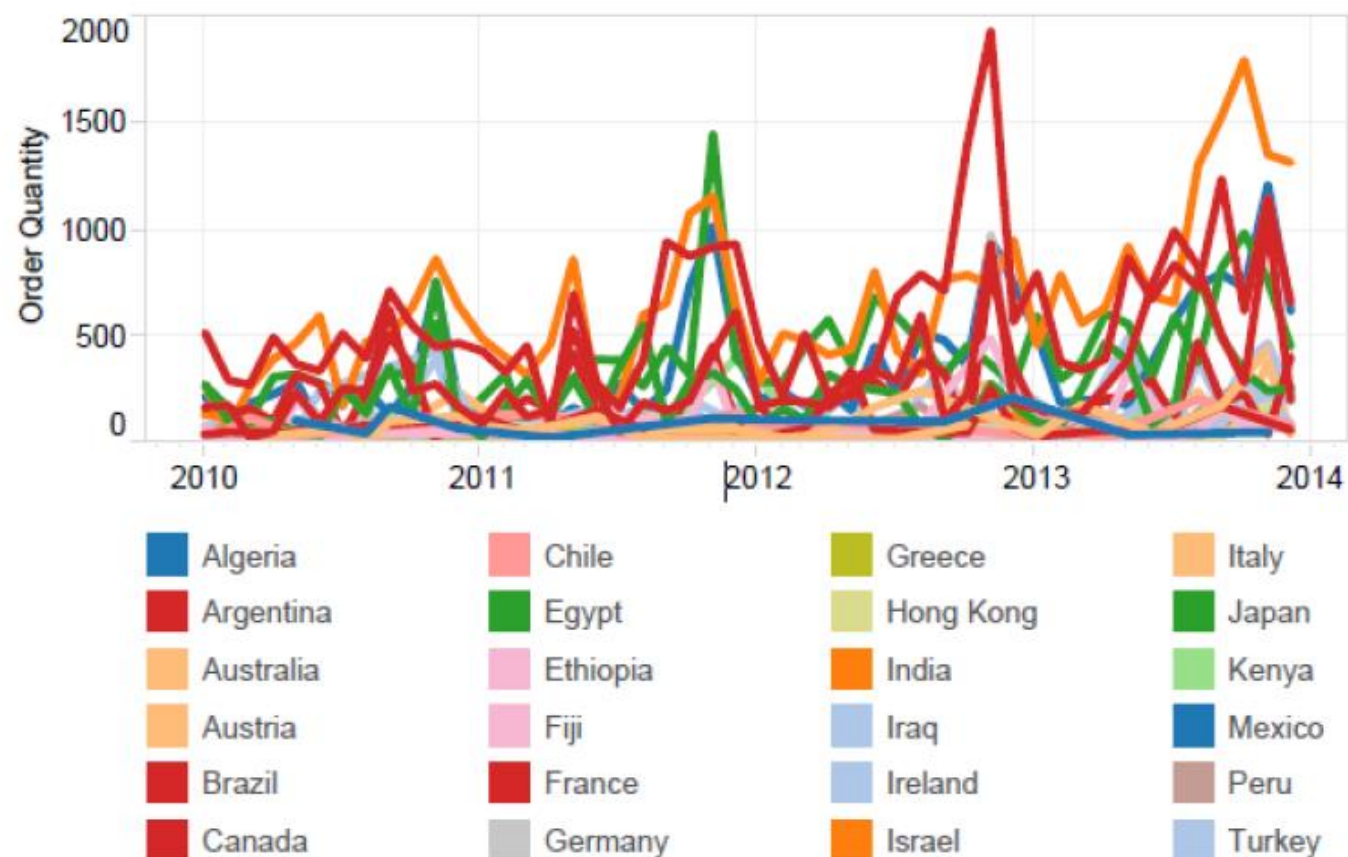
Do not overwhelm with Data

Sales and Profit Small Multiples



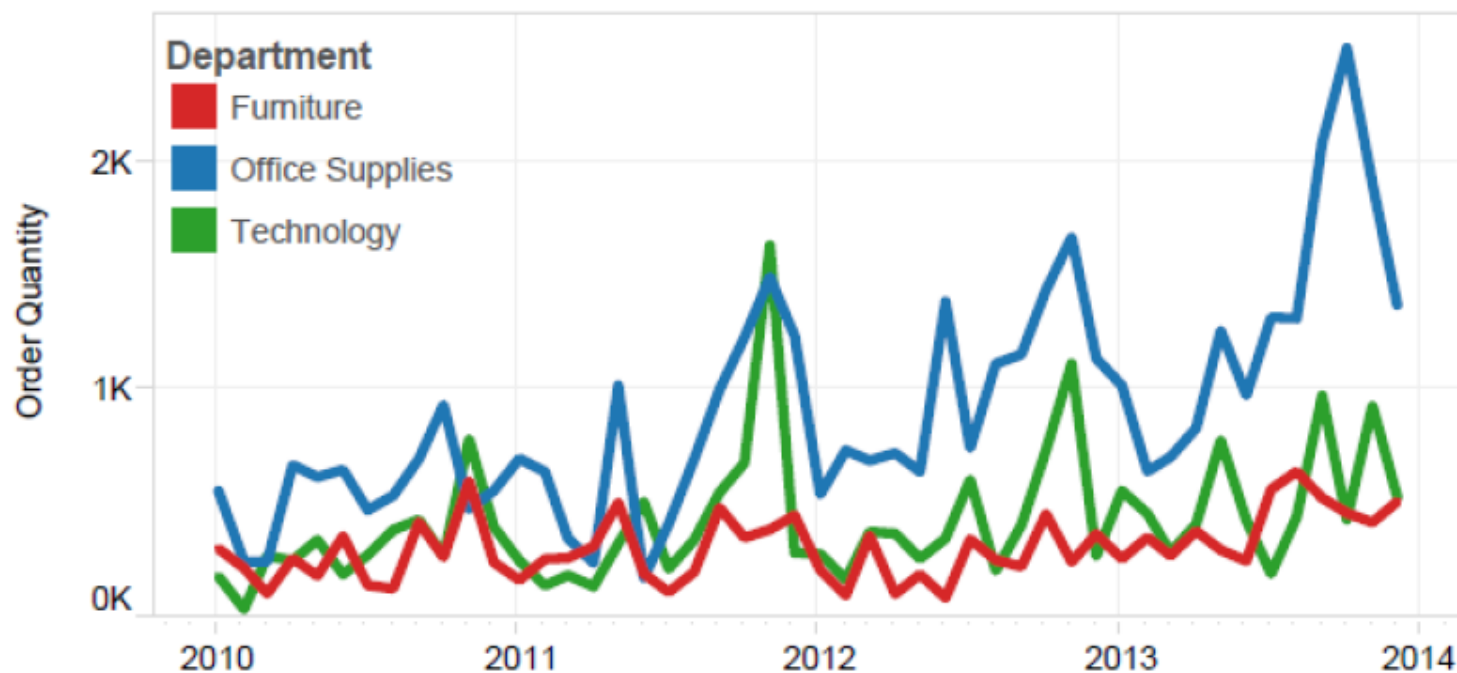
Do Not Use Too Many colors

Too Many Values on Color

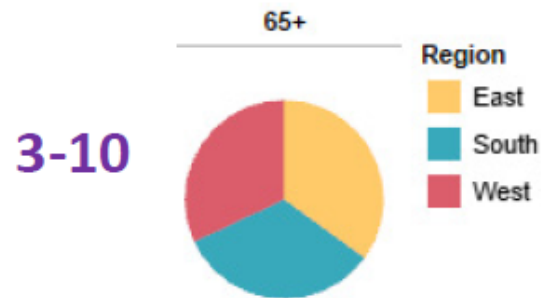


Do Not Use Too Many colors

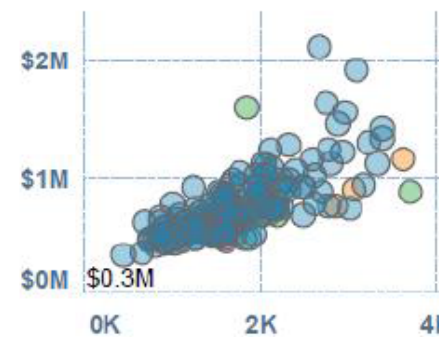
Limited Values Colors



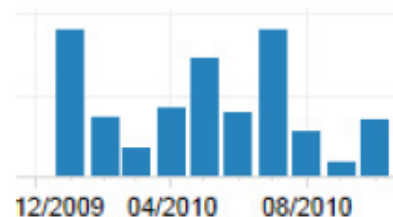
Number of Items in Graph



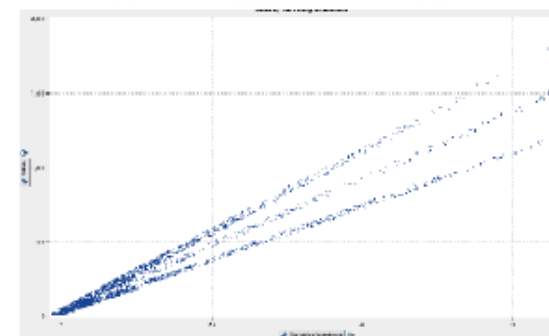
500++



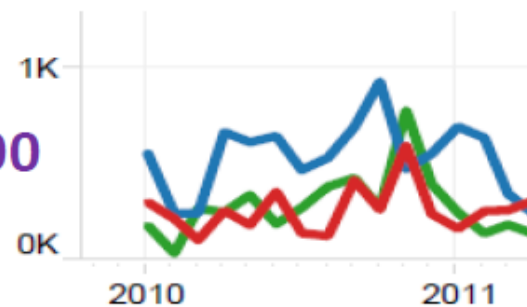
<50



10,000++



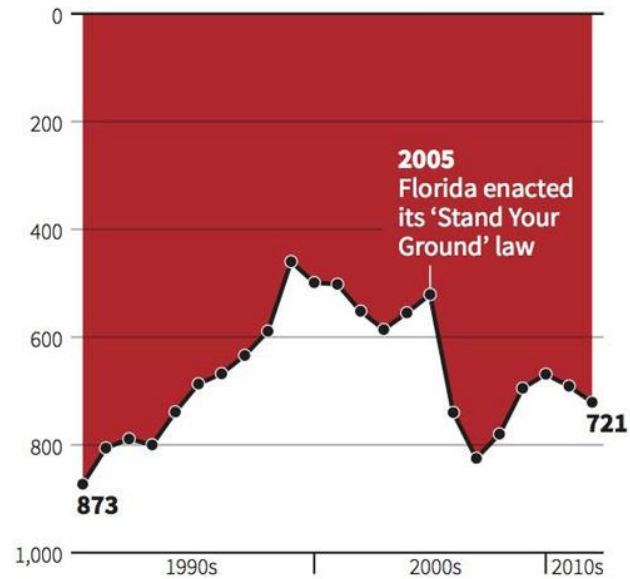
<500



Bad Examples

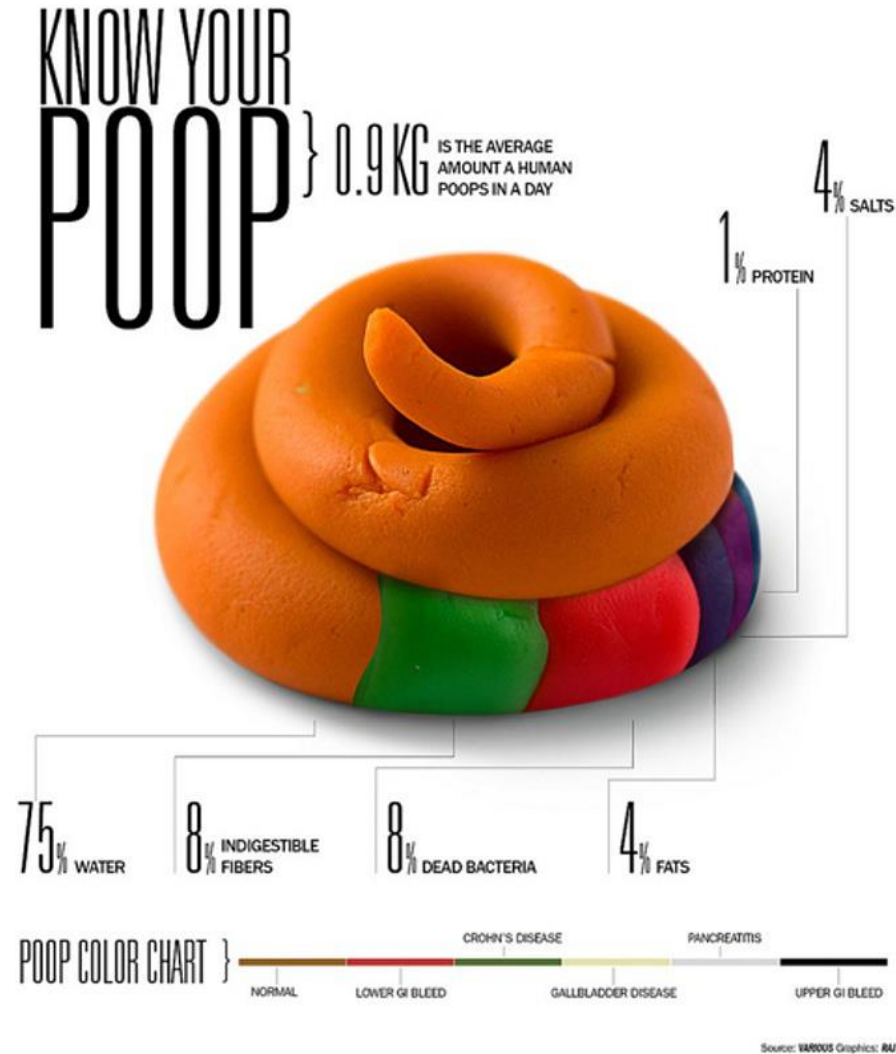
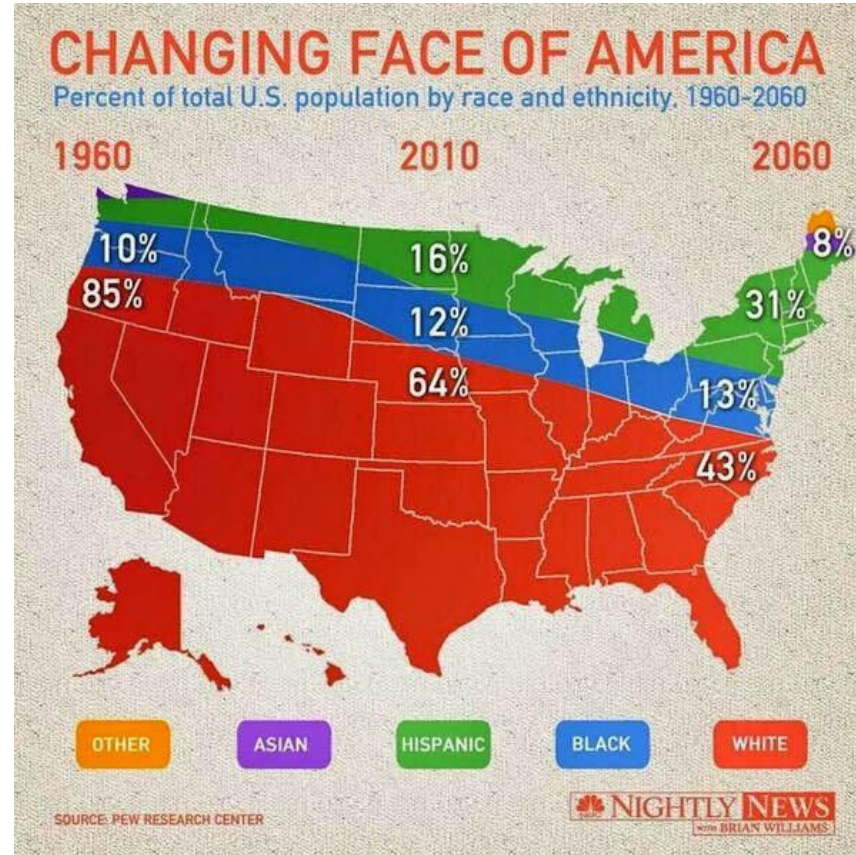
Gun deaths in Florida

Number of murders committed using firearms



Source: Florida Department of Law Enforcement

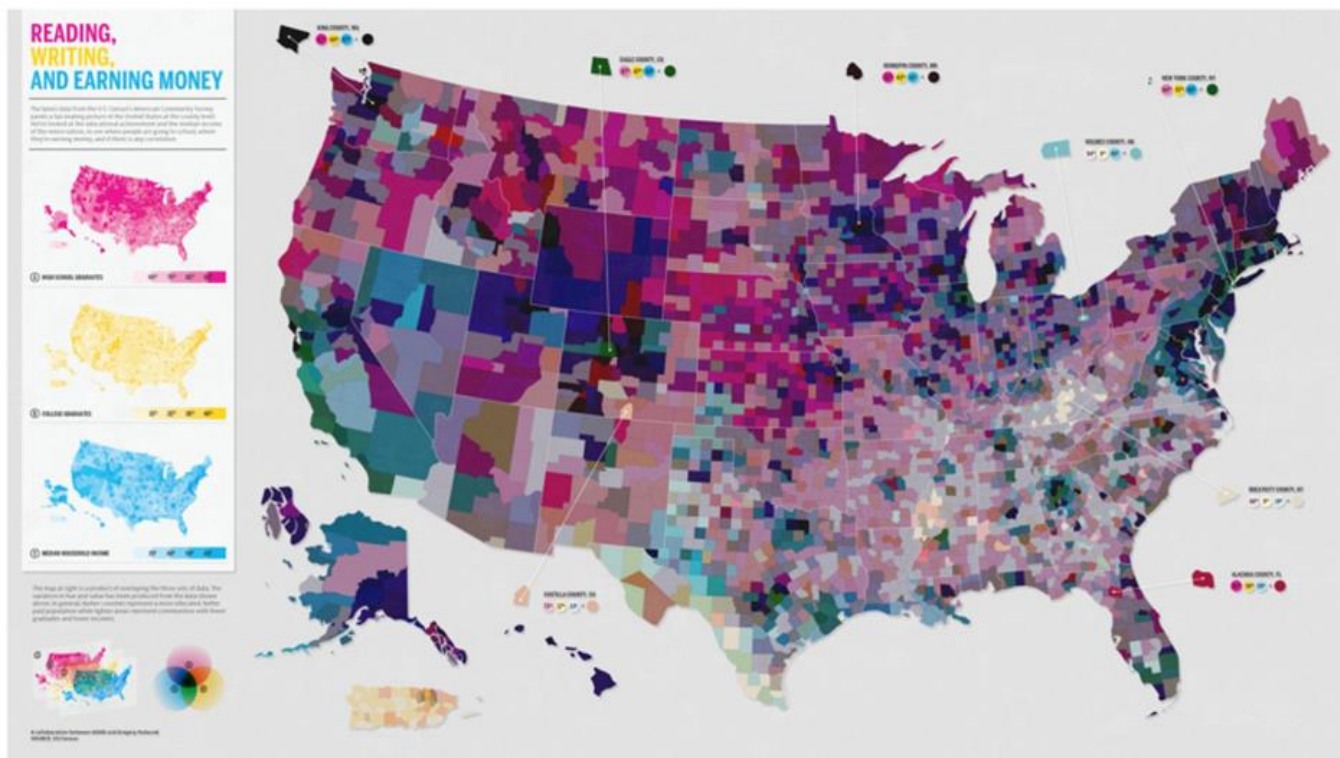
REUTERS



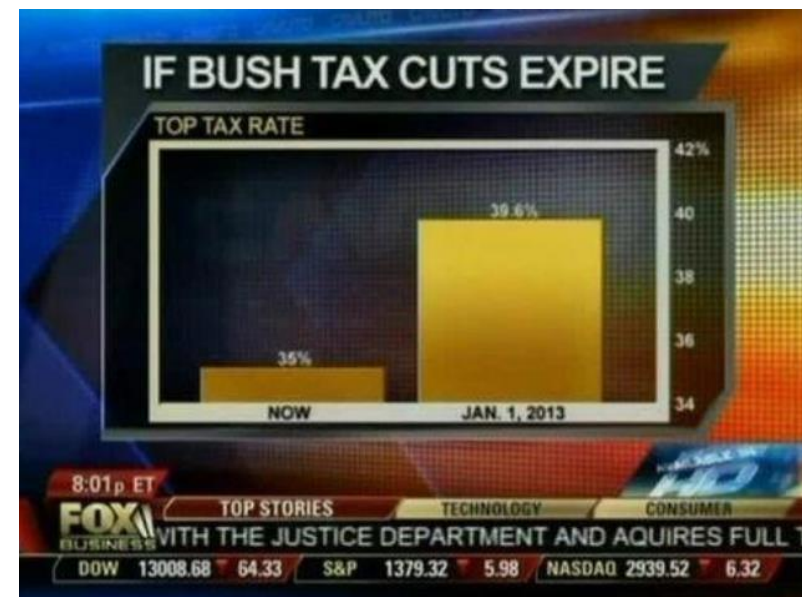
Display Data in Reverse

Hide the Data Inside Meaningless Designs

Bad Examples (cont.)

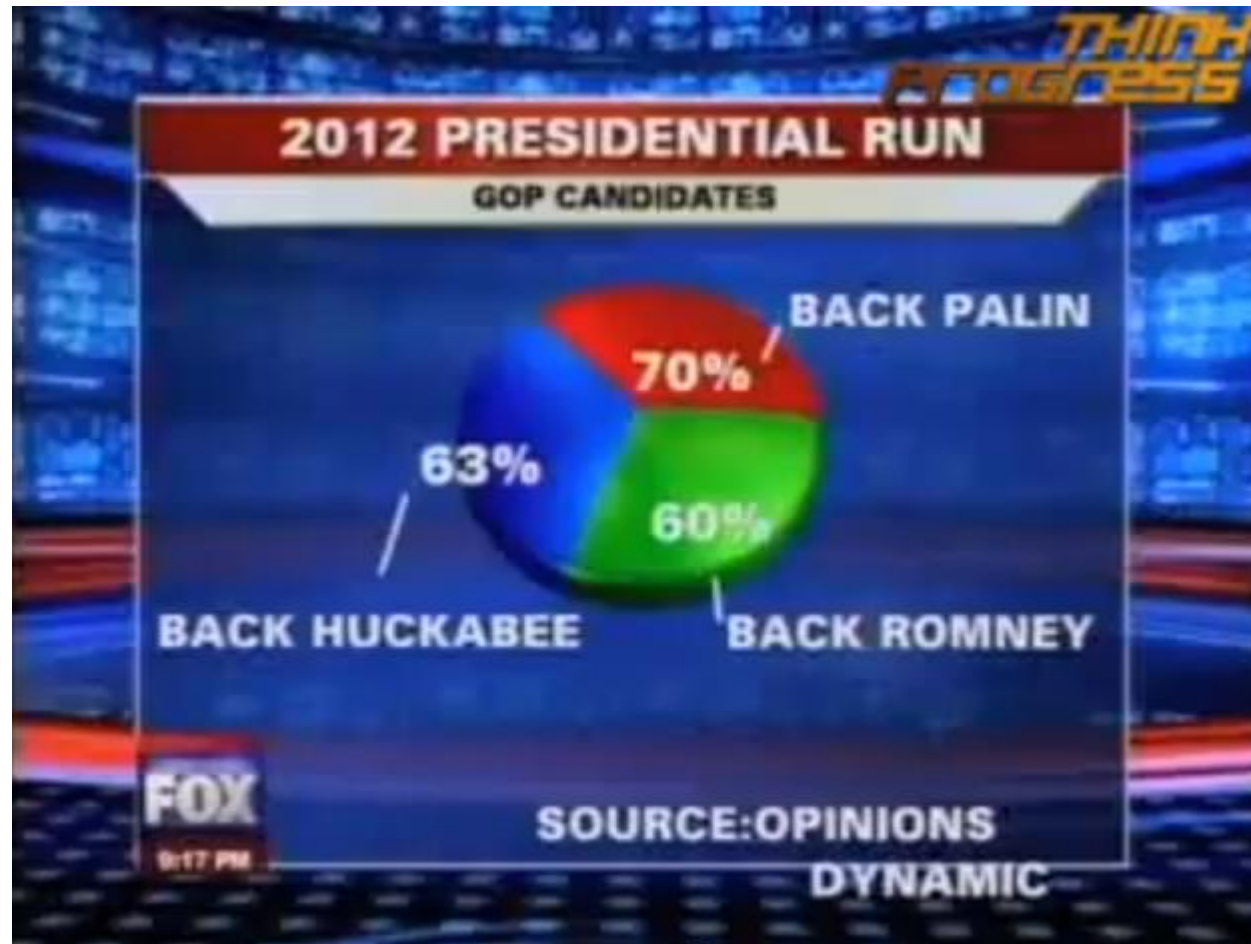


Hide the Data with Too Many Variables



Start Your Bar Charts Anywhere Above Zero

Bad Examples (cont.)



Use a Pie Chart That Doesn't Add Up to 100

Tell a story, not just report data

Ticket Trend

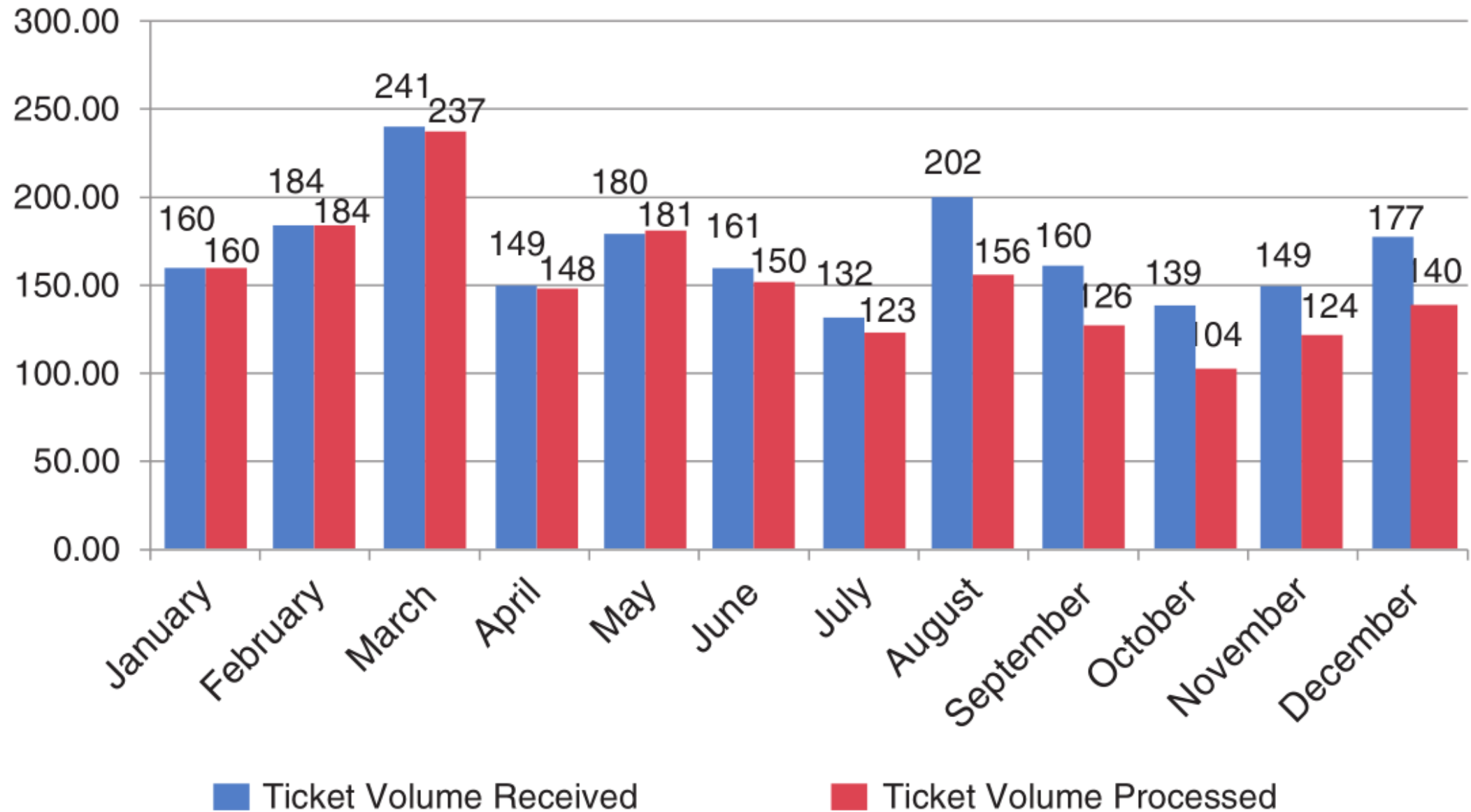


FIGURE 0.2 Example 1 (before): showing data

Please approve the hire of 2 FTEs

to backfill those who quit in the past year

Ticket volume over time



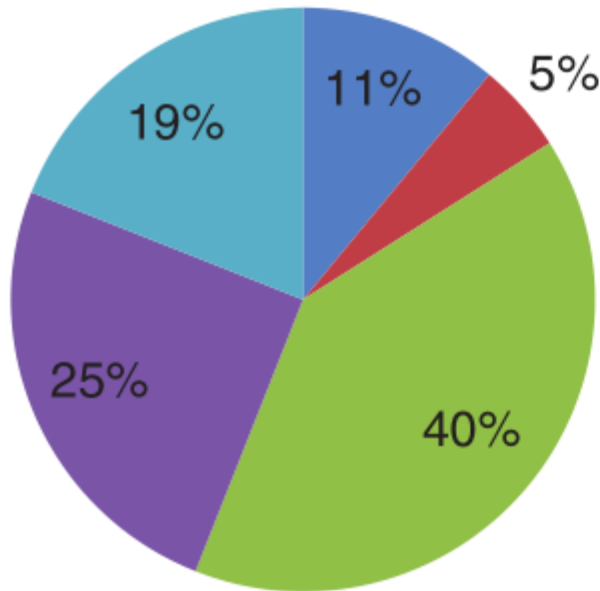
Data source: XYZ Dashboard, as of 12/31/2014 | A detailed analysis on tickets processed per person and time to resolve issues was undertaken to inform this request and can be provided if needed.

FIGURE 0.3 Example 1 (after): storytelling with data

Survey Results

PRE: How do you feel about doing science?

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited



POST: How do you feel about doing science?

■ Bored ■ Not great ■ OK ■ Kind of interested ■ Excited

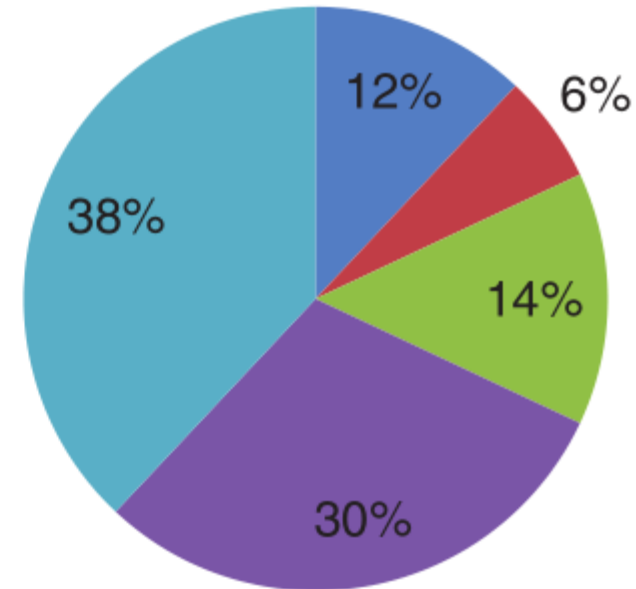
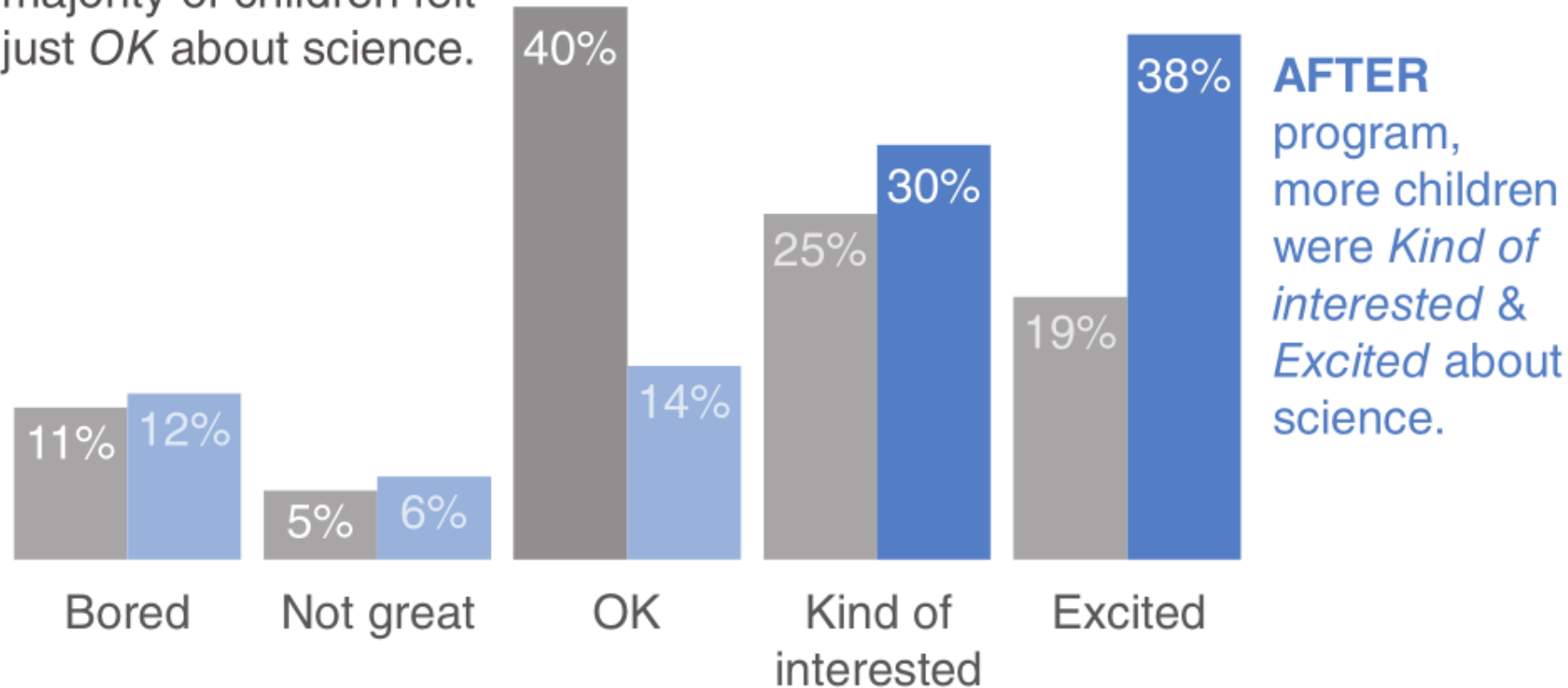


FIGURE 0.4 Example 2 (before): showing data

Pilot program was a success

How do you feel about science?

BEFORE program, the majority of children felt just *OK* about science.



Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

FIGURE 0.5 Example 2 (after): storytelling with data

Average Retail Product Price per Year

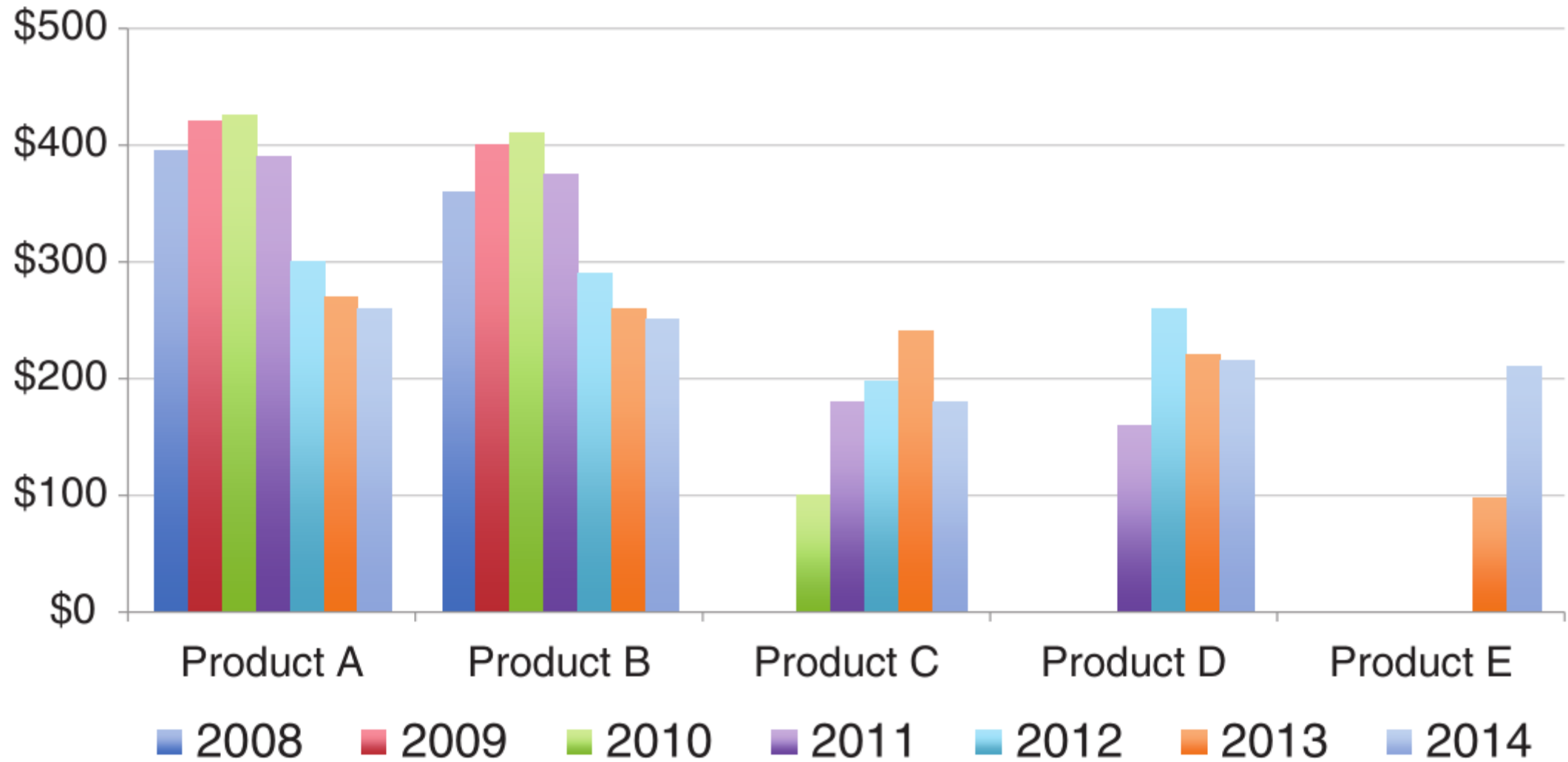


FIGURE 0.6 Example 3 (before): showing data

To be competitive, we recommend introducing our product *below the \$223 average price point* in the **\$150–\$200 range**

Retail price over time by product

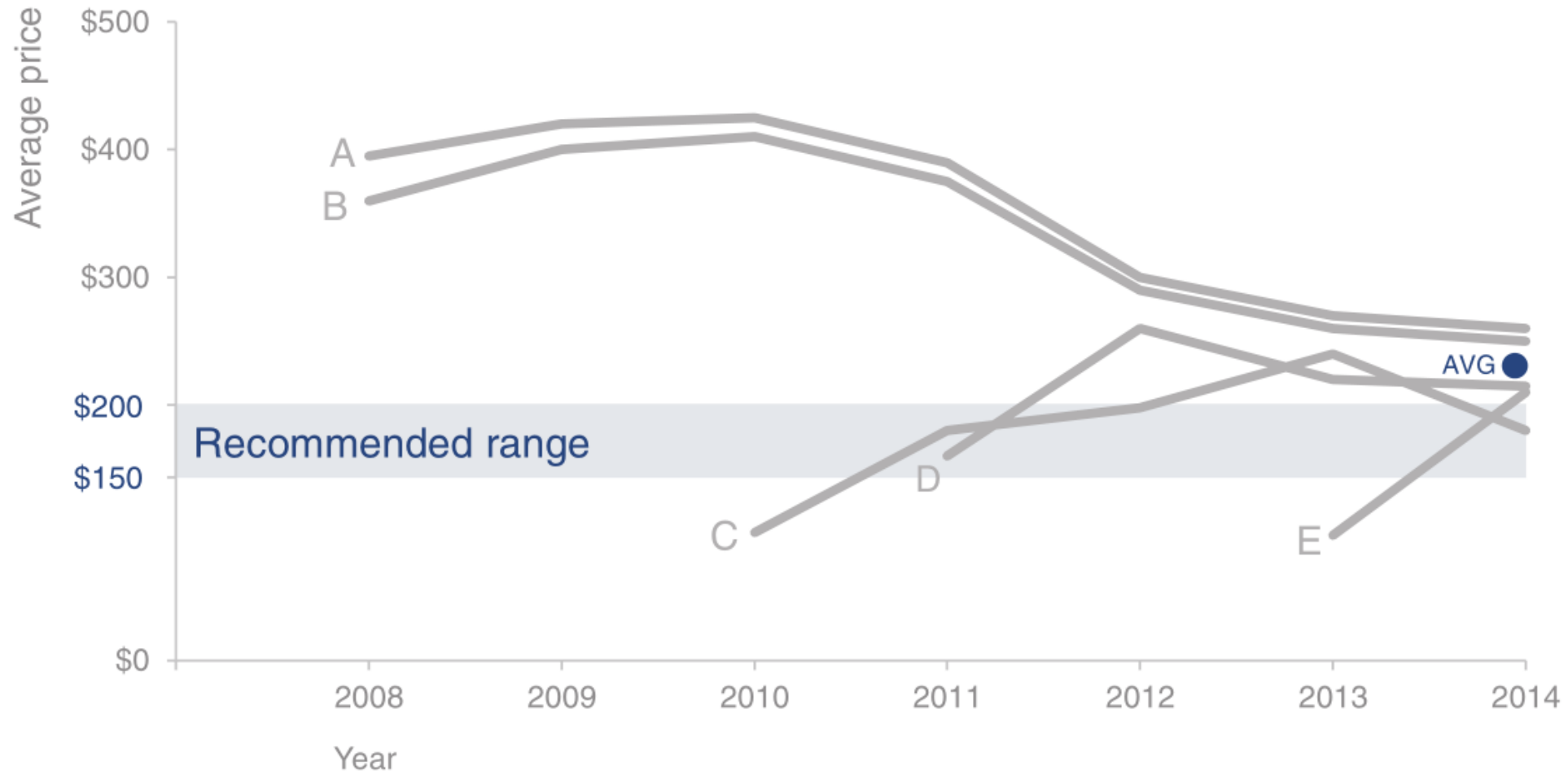


FIGURE 0.7 Example 3 (after): storytelling with data

Story Telling – Presentation as a Play



Rehearse (Prepare)



voice, time, objections

Preparation tips

- Practice
 - Pace (time) – prepare for 'short' version
 - Accompanying stories
 - Transition of topics
- Anticipate questions & objections
- Leave nothing to chance – Always have backup plan
 - Systems
 - Equipments
 - Arrive early

Story Telling – Presentation as a Play

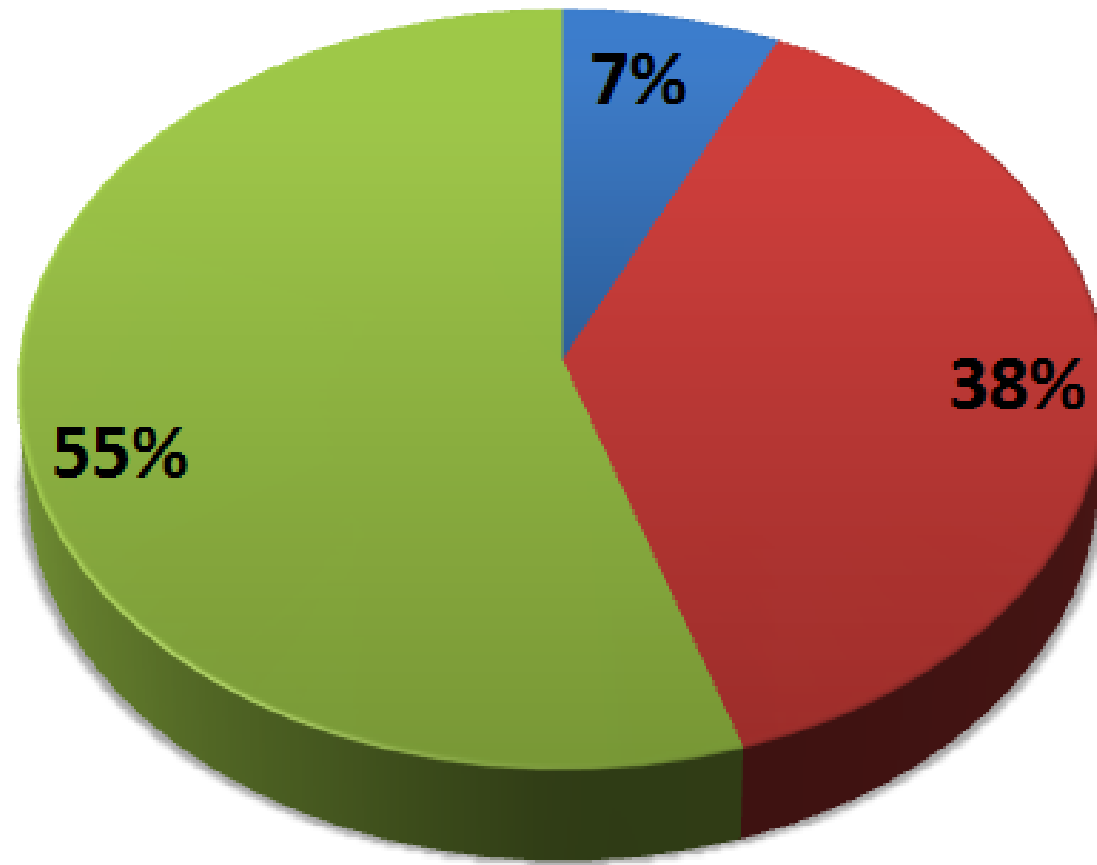


Showtime (Deliver)



passion, presence, listen

How We Communicate

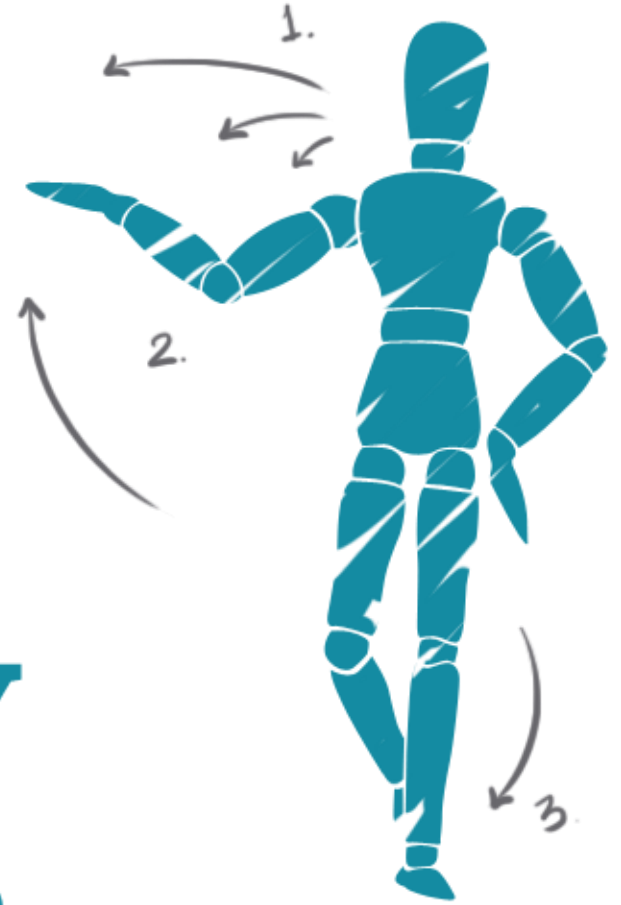


- The Actual Words We Use
- The Tone of our Voice
- Our Body Language

10

POWERFUL BODY LANGUAGE TIPS

for your next presentation





TO BOOST YOUR CONFIDENCE
DURING YOUR PRESENTATION,

**OPEN YOUR
CHEST AND ARMS
AND KEEP YOUR
BACK STRAIGHT.**

THIS POSITION WILL MAKE YOU
BREATHE BETTER AND YOU'LL
FEEL MORE RELAXED.





TO MAKE
YOUR AUDIENCE
COMFORTABLE,
SIMPLY

SMILE

AT THEM.

SMILING IS OUR MOST
POWERFUL WEAPON.

2

3

TO ENGAGE PEOPLE, GESTURE WITH YOUR
ARMS AND HANDS
IN A NATURAL WAY,
AND LOOK YOUR AUDIENCE
IN THE EYE.
PEOPLE TEND NATURALLY TO
PAY ATTENTION
AND TO LIKE PEOPLE WHO
LOOK THEM IN THE EYE.



TO DEMONSTRATE

**AUTHORITY,
KEEP CALM**

AND USE SMALL AND STIFF GESTURES.

THIS WAY PEOPLE WILL

TRUST YOU

AND VIEW YOU AS

A CONFIDENT PERSON.



5



TO BRING MOVEMENT TO YOUR SPEECH,
USE THE PHYSICAL SPACE YOU HAVE AVAILABLE AND

WALK IT.

FOR EXAMPLE, IF YOU'RE PRESENTING THREE POINTS,
TALK ABOUT POINT A WHEN YOU'RE AT YOUR **FIRST POSITION**;
THEN MOVE OUT **2 OR 3 STEPS** AND TALK ABOUT **POINT B**;
THIS WAY, A MOVEMENT THAT INCLUDES SPACE WILL ACCOMPANY
YOUR SPEECH.

TO KEEP YOUR AUDIENCE'S ATTENTION,

VARY YOUR GESTURES

THROUGHOUT THE PRESENTATION.
OPEN GESTURES, SMALL GESTURES.
GESTURES THAT INVOLVE YOUR

HEAD, ARMS AND HANDS,

GESTURES THAT INVOLVE ONLY YOUR HANDS,
OR ONLY YOUR HEAD, BROAD GESTURES....

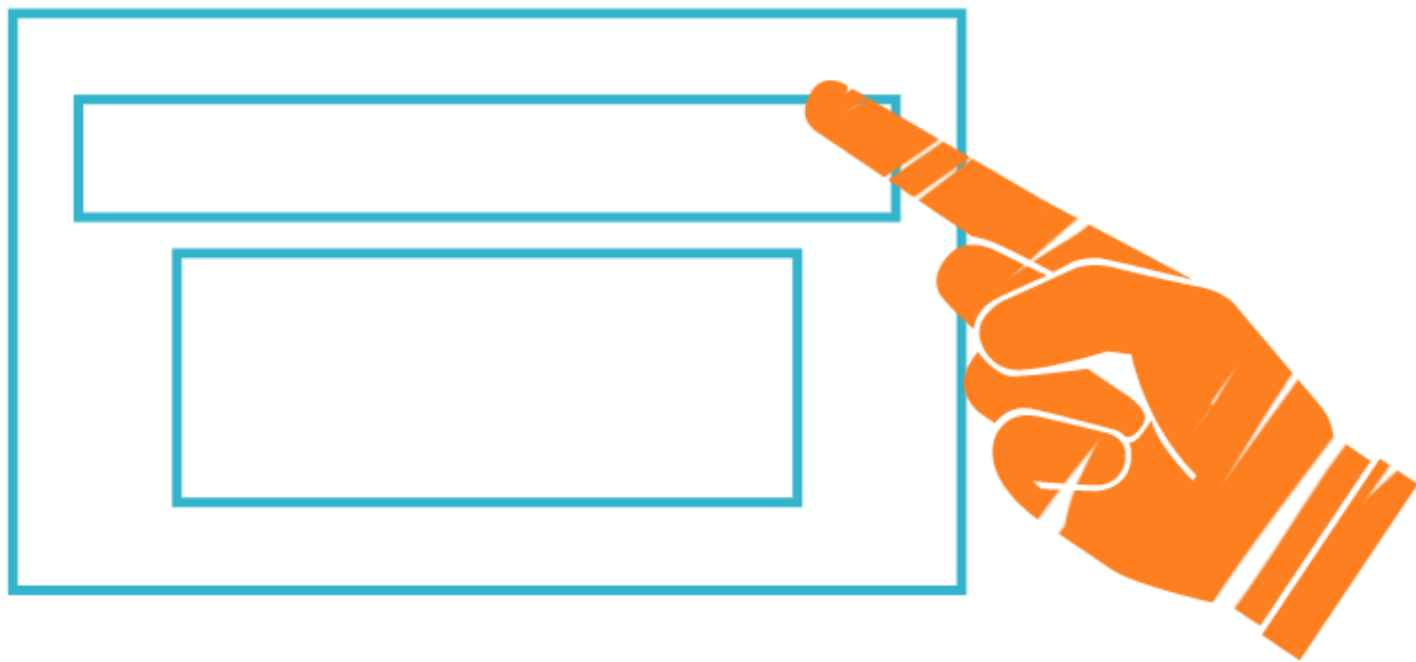


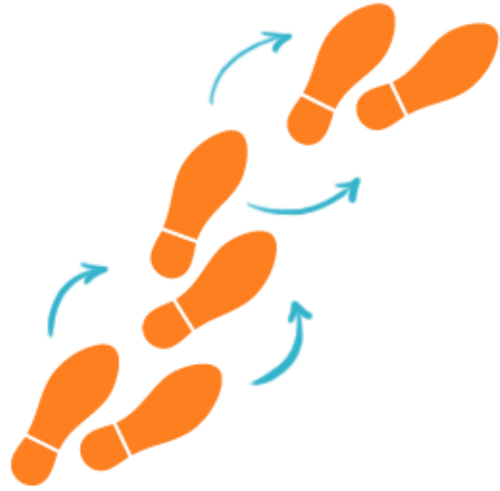
7

TO DRAW ATTENTION TO A CERTAIN
ELEMENT OF THE PRESENTATION,

**POINT DIRECTLY
AT IT AND LOOK
AT IT ON THE SCREEN**

AT THE SAME TIME. YOUR AUDIENCE
WILL FOLLOW YOUR EYES AND FINGER.





TO ENCOURAGE AUDIENCE PARTICIPATION,

USE OPEN GESTURES

AND IF POSSIBLE

**WALK AROUND AND
TOWARD PEOPLE.**

WE TEND TO PARTICIPATE MORE WHEN
WE HAVE PROXIMITY TO A SPEAKER.



9



TO MAKE A HARD QUESTION SEEM EASIER,

PAUSE, BREATHE SLOWLY

(THIS WILL GIVE YOU TIME TO THINK)

AND THEN

**ANSWER WHILE LOOKING
THE QUESTIONER IN THE EYE.**



TO MAKE YOUR
AUDIENCE BUY
YOUR STORY,

**USE POSITIVE
GESTURES**

DURING THE ENTIRE PRESENTATION:

**NODDING, OPEN GESTURES,
SMILING, MIRRORING, ETC.**

10



Closing

(Finish Strong)

summarize, follow up,
be complete

