

Power of presentations - handout

PLOT key points

- Question to answer in the first 120 seconds – why should I care to listen to you?
- What is the purpose of the meeting? Be VERY clear about it.
- Who will be there? What are their information needs? What do they like to see? (examples: Tom – demos, Bob – value, NPVs etc.)
- Introduce the enemy – the issue you're trying to solve, who will solve it, and what help is needed to solve it.

SCRIPT key points

- This is when you create the outline of your presentation – decide which type of vehicle to use, the length of the presentation, how many slides etc.
- Plan the presentation for half the time you have for the meeting – reserve the rest for questions. Define VERY clearly what your key points are - be ready to deliver the presentation in 3 minutes WITHOUT the slides!
- Go visual, the less words – the better. If your presentation is self-explanatory – you're redundant as a presenter. Tailor the presentation to your objective and the audience
- Use simple language, couple of key bullet points, have the issue sheet or any additional props ready.
- Come up with the list of likely questions you're going to receive from the audience – and come up with answers to those questions so that you're not surprised in the meeting.

REHEARSE key points

- Rehearse, rehearse, and rehearse! Record yourself while you're doing presentation, watch for things to improve, eliminate junk words (aaaa, eeee, right, OK etc). Time yourself.
- Talk to the audience, not to the screen.
- Have everything ready at least three days before the presentation. Check with your boss/management if he is aligned with the message you'd like to pass.

SHOWTIME key points

- Arrive early, check all the equipment needed, make sure batteries are full, screen is working etc.
- Be natural, be yourself
- Begin with introduction – and answer WHY SHOULD I CARE TO LISTEN FURTHER question in the first 120 seconds
- Maintain eye contact with the audience – talk to individuals in the audience vs. addressing the whole room, make it personal. Talk to them as if you're talking one to one with them.
- Focus on the big idea; be ready to get into the details if needed.
- Your audience WILL add value to your presentation, whether you like it or not. Direct the value add, pre-empt it instead of waiting for it to come.

CLOSING key points

- Summarize the presentation (old army rule for presenting: tell me what you're going to tell me-tell me- tell me what you told me).
- Put your summary in writing – make the follow ups clearly visible with the due dates and people responsible for them.
- Leave no follow up unattended.