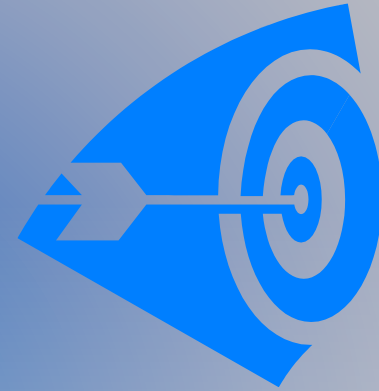


OPENING STRATEGY

HOW TO MAKE A GREAT OPENING WITH POWER, POLISH AND PROFESSIONALISM

2

OBJECTIVE



TO EQUIP PARTICIPANTS WITH KNOWLEDGE AND SKILLS REQUIRED FOR
EFFECTIVE BUSINESS PRESENTATIONS

3

BENEFITS

PARTICIPANTS WILL BE ABLE TO:

- MAKE EFFECTIVE BUSINESS PRESENTATIONS
- ACHIEVE THE BUSINESS GOALS THEY HAVE SET
- CREATE POSITIVE IMAGE FOR THEMSELVES, THEIR DEPARTMENT AND THEIR ORGANIZATION

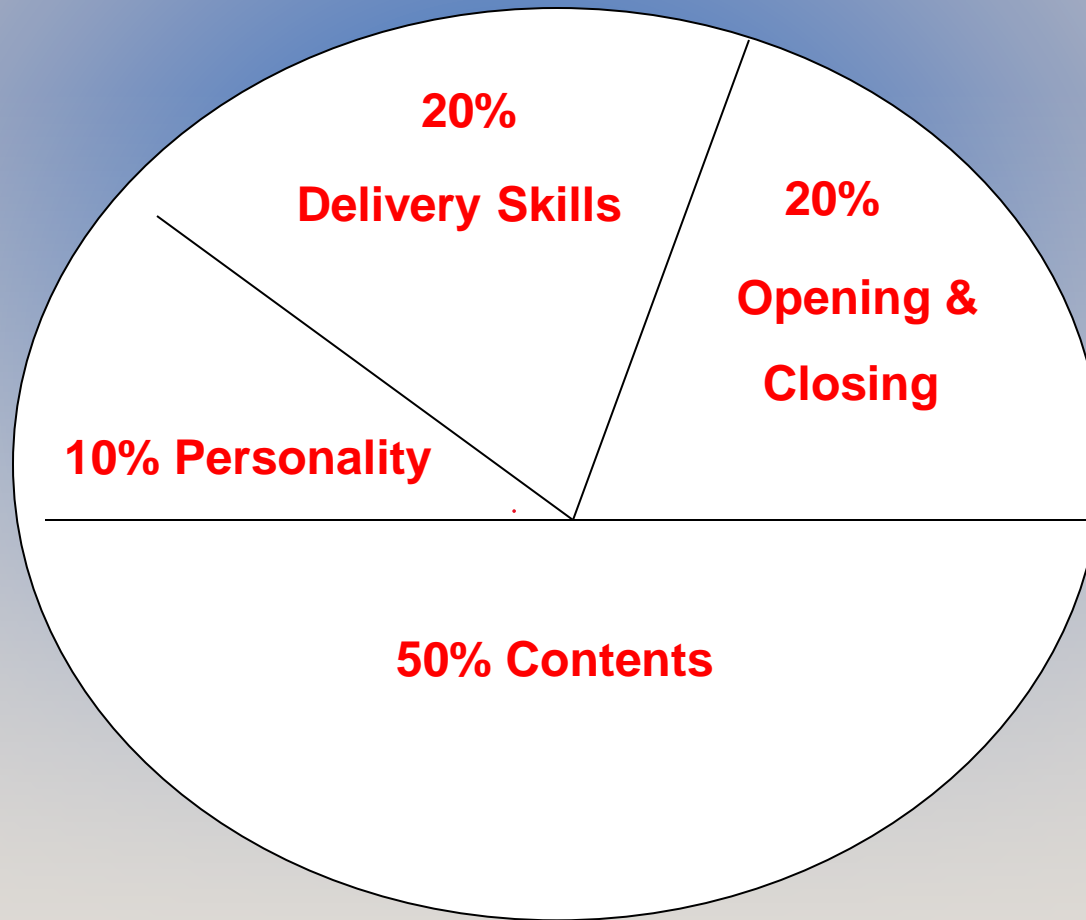


4

WHAT ATTRACTS THE AUDIENCE TO YOUR PRESENTATION?

5

What attracts the audience to your presentation?



6

GETTING STARTED

Do not start with content...

- First decide **why** you are presenting...
 - *To persuade or sell?*
 - *To teach or inform?*
 - *To stimulate thought?*
 - *To entertain?*
 - *More than one of the above?*

Note: *Entertainment is always an objective*

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GETTING STARTED (CONT)

- Then write down your objectives...
 - **Example:** “*Teach* the Board of Directors about the importance of this project to next year’s financial performance AND *get approval* for a 20% increase in budget.”

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GETTING STARTED (CONT)

- Use objectives to **organize content**
 - **Be tough:**
 - *Leave out whatever does not directly support your objective*
 - **Not everything needs to be written:**
 - *Add only key facts/benefits to slides*
 - *Other points can be added verbally*
 - **Fine details are best shown in printed form.**

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YOU AND YOUR AUDIENCE

*HOW TO UNDERSTAND
AND INFLUENCE THEM*

10

YOU AND YOUR AUDIENCE



Who are your audience?

- What is their *profession*?
- Are they *experienced or new on the job*?
- *How old* are they?
- Are they *men or women*?
- *What nationality* are they?
- Which *cultures* do they have?

II

YOU AND YOUR AUDIENCE



- What are the **needs** of your audience?
- *Why* are they **there**... and what do they **expect**?
- How much (or little) **knowledge** do they have?
- What is their **attitude towards your topic**... positive, negative or neutral?
- What is their **attitude towards you**?

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YOU AND YOUR AUDIENCE



• What are the **needs** of your audience? (cont)

- How strong are their **language skills**?
- Are you the **only speaker... or one of several**?
- How much **time** do they have?
- At what **time of day** will you present... and **how alert** will the audience be?

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STRUCTURE OF A PRESENTATION

*HOW THE INFORMATION FLOWS
AND CAPTIVATES AUDIENCE*

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STRUCTURE OF A PRESENTATION

1. Opening/Introduction

2. Body

3. Closing

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OPENING YOUR PRESENTATION

*HOW TO ATTRACT THE ATTENTION OF
YOUR AUDIENCE AT THE BEGINNING*

OPENING/INTRODUCTION

-
- *Build bridges, involve audience*
 - *Set tone/expectations*
 - *Establish credibility*
 - *Create interest, gain audience's attention*
 - *Preview main points*

HOW TO OPEN YOUR PRESENTATION

By using:

- Questions
- Statistics
- Stories
- Testimonials
- Hypothesis
- Problems

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DELIVERING MEANINGFUL CONTENTS

*HOW TO REACH YOUR AUDIENCE
WITH THE RIGHT MESSAGE*



DELIVERING MEANINGFUL CONTENTS

- *Provide facts, figures, features, benefits*
- *Provide opinions, examples, anecdotes, comparison and contrast*
- *Step by step with appropriate linking words/phrases from one slide to another*

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FEATURES VS BENEFITS

FEATURES: FACTS AND FIGURES ABOUT A
PRODUCT OR SERVICE

BENEFITS: WHAT'S IN IT FOR ME? (WIIFM)

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CLOSING YOUR PRESENTATION POWERFULLY

*HOW TO ENSURE KEY MESSAGES ARE
RETAINED AND REQUIRED ACTION WILL BE
TAKEN*

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CLOSING YOUR PRESENTATION POWERFULLY

- *Conclude/summarize contents*
- *Emphasize key messages*
- *Deliver call to action*
- *Encourage questions*
- *End with a bang!*

WHAT TO AVOID

- **Avoid distracting** the audience from the messages
 - *Don't start with apologies or vague comments*
 - *Don't hand out notes before end of talk (unless they contained detailed information you can't show on a slide)*

WHAT TO AVOID (CONT)

- **Poorly chosen** words and phrases

 - **You say:** *“Let me skip briefly through...”*
Audience thinks: *“This next bit will be dull”*
 - **You say:** *“The decision you have to make...”*, *“You must...”*, or *“You should...”*
Audience thinks: *“Too confident & aggressive”*
 - **You say:** *“There’s a lot of detail on this slide...”*
Audience thinks: *“Yes, that is hard to read”*

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WRITING YOUR PRESENTATION

*SIMPLE GUIDELINES AND
TOOLS TO HELP YOU*

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WRITING YOUR PRESENTATION

- Slides and charts are just **captions** for what you will say
 - *Keep slides short... summarize*
 - *Use graphics and animations... not too many*
 - *Lay out text for easy reading*
 - Not ALL CAPS
 - Use bullets and indents
 - Make sparing use of color and italics

WRITING YOUR PRESENTATION (CONT)

- Use palm cards as a **planning tool**... and also as **discreet notes** during presentation
 - *Key messages*
 - *Interesting facts and key numbers*
 - *Reminder of hard-to-remember names*
 - *Reminders of when to show examples or switch to another speaker or media*
 - *Reminders of where to look, how to act or habits to correct*

WRITING YOUR PRESENTATION (CONT)

- Choose words that are **comfortable** for you and your audience:
 - *Don't use initials, abbreviations and jargon... unless you are sure they will understand*
 - *Be aware of the language skills of your audience*
 - *Don't use long, complex sentences...*
 - **Example:** “We will assign 50 people” is better than “We will deploy adequate human resources”

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WRITING YOUR PRESENTATION (CONT)

- Write presentation to be heard, not read
- Support your words with emotions, facial expressions and hand gestures

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Any Questions?

