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— ENTERPRISES —  
CREATING COMPELLING COMMUNICATORS

# HOW TO GIVE A GREAT PRESENTATION

**Communicating Your Message for  
Maximum Impact**







# Most people admit doing something else while you're presenting

**28%**  
TEXTING



**27%**  
CHECKING  
EMAIL




**19%**  
SURFING  
INTERNET



**17%**  
SLEEPING



Source: HARRIS POLL

- 
- **KNOW YOUR AUDIENCE**
    - Care about?
    - Relevant to their work
    - Sit in their seats

# DON'T BURY THE LEAD





# OPENING REMARKS

- Story/anecdote
- Example
- Powerful ###
- Strong statement
- Rhetorical question
- Cite research/context
- Problem/Issue/challenge



# QUIZ: Seconds to gain attention

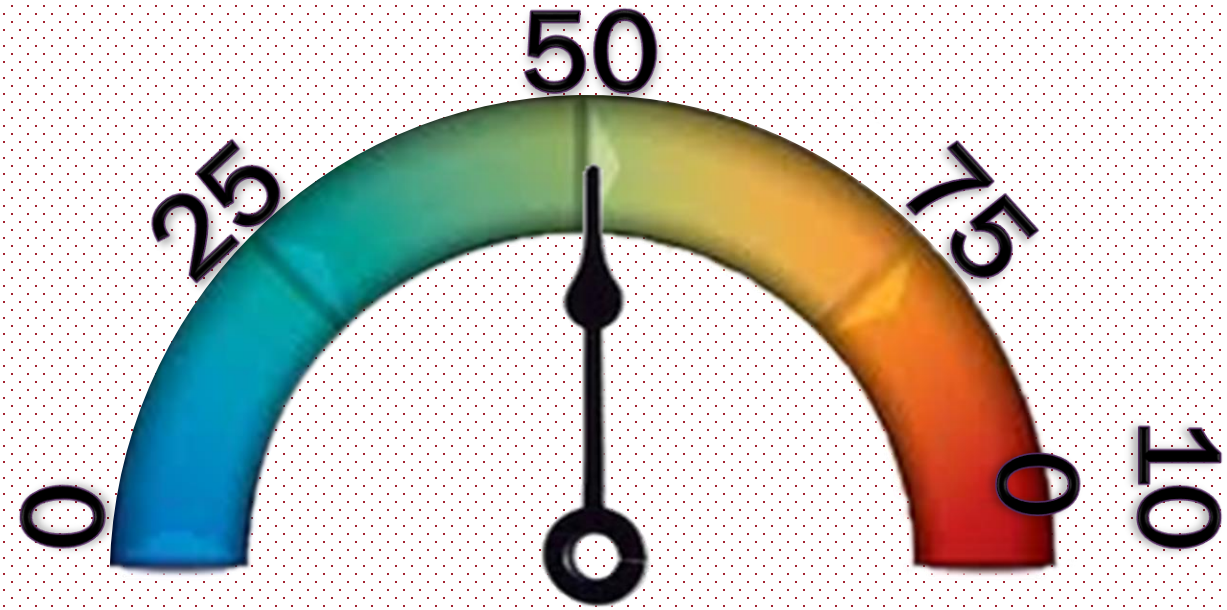


# YOUR TURN



**Write this down**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.



**Make Me Care Meter**



# Question 1

The most important part of a scientific presentation is:

- a) Data
- b) Knowing the outcome you want
- c) Speaking at the right level for your audience
- d) Eye contact

# What People Remember after a 10 minute Presentation

So what's the 10%  
you want people  
to remember



LETTER





Disease  
Progression

Key  
Findings

Studies  
Research

Mean?  
Benefit

ISSUE

CHANGE

DATA

FUTURE



Examples

Analogies

Anecdotes

Context

ISSUE

CHANGE

DATA

FUTURE



# **NEW EXPENSE LOG SYSTEM**

- **I want to talk to you about a new way we want to log expenses.**
- **First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings up a box.**
- **When you open the box, you'll see another screen. It's complicated at first, but once you use it, it will get easier.....**

**why do I need to learn all of this?**

# OLD SYSTEM (per month):

4 hours per person

**500 people**  
**x 4 hours**  
**2000 hours**



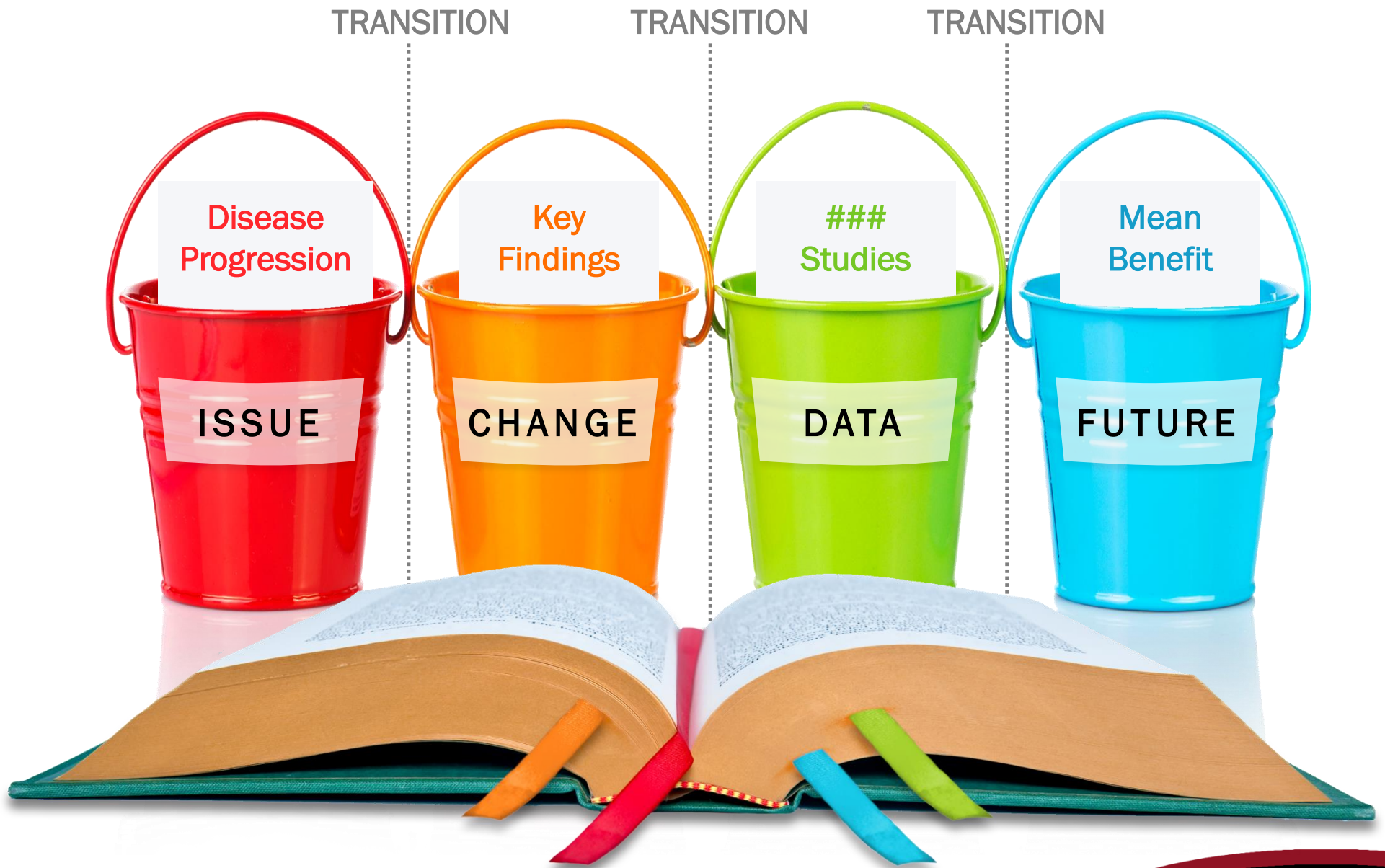
# NEW SYSTEM (per month)

1 hour per person

*Saves  
1500 hours*

**SAVINGS:**  
\$30,000 per month  
or \$360,000 per year





TRANSITION

TRANSITION

TRANSITION

Disease  
Progression

Key  
Findings

###  
Studies

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ISSUE

CHANGE

DATA

FUTURE



## TRANSITIONS

- “We’ve talked about Point A. Now let’s think about Point B.”
- “Based on what you’ve just heard, you might think that X is true. But it’s not. In fact, Y may be your best option and here’s why.”
- “Now that we understand the potential market, let’s take a look at time lines. ”
- “Shifting gears, let’s move on to...”



## Question 2

How long does it take before listeners tune out?

a) 10 seconds

b) 1 minute

c) 10 minutes

d) 5 minutes

# Re-engage People Every 10 minutes

Audience  
Relevant Content  
Group Party Expert  
Sharing experiences



# Telling a story



Research shows people are more likely to donate to a cause after hearing an impactful story



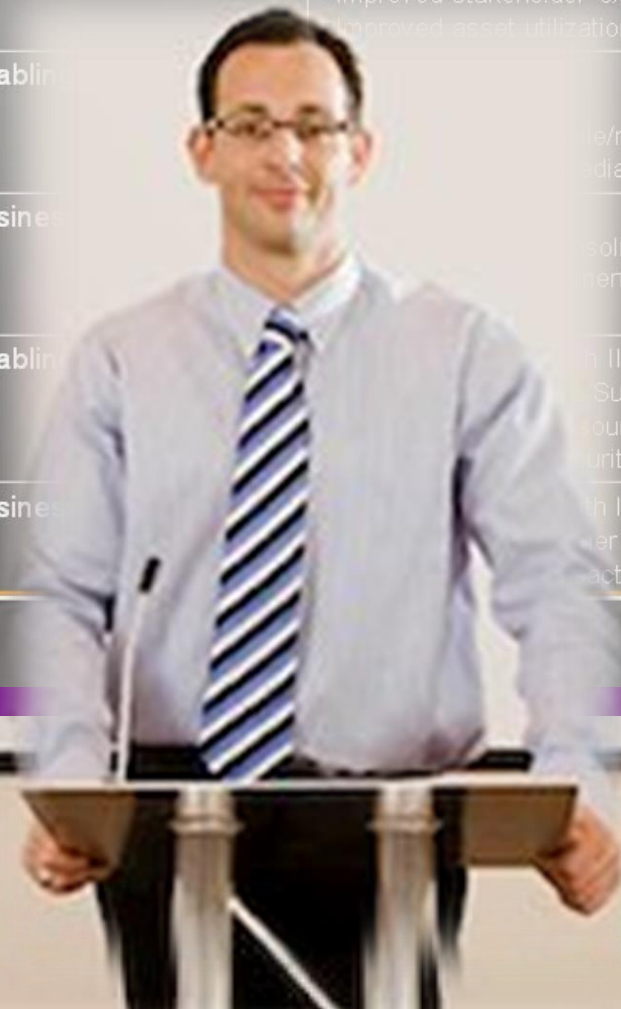




C-P-R

Generic built 2000 with several key themes in mind. The features represent enabling technologies that translate into compelling business benefits

<b>Highly Reliable</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"> <li>Lower MTBF and greater driver testing</li> <li>Elimination of most reboot scenarios</li> <li>Extensive clustering services</li> <li>Faster system recovery and restart</li> </ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"> <li>Increased user productivity</li> <li>Improved stakeholder experience</li> <li>Improved asset utilization</li> </ul>
<b>Easier to Use And Manage</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"> <li>Mobile/roaming support</li> <li>VPN, network mgmt.</li> </ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"> <li>Consolidation options</li> <li>Cost management/control</li> </ul>
<b>Next Generation Web Apps</b>	<b>Enabling Technologies</b>	<ul style="list-style-type: none"> <li>Web 2.0, SaaS, transactions</li> <li>Cloud Support</li> <li>Source control</li> <li>Security</li> </ul>
	<b>Business Benefit</b>	<ul style="list-style-type: none"> <li>Improved IT "fabric"</li> <li>Increased user engagement</li> <li>Increased productivity</li> <li>Increased transaction</li> </ul>







## Emphasize Key Points

- **This is important because**
- **What this means is**
- **The reason this is significant**
- **The results are encouraging because**
- **Here's what's key**
- **What we found interesting**
- **Let me draw your attention to**
- **Here's what you need to know**

## **CLOSING REMARKS**

- **What do you want to leave them with?**
  - **Circle Back**
  - **Strong Statement**
  - **Call to action**
  - **Repeat key points**
  - **Glimpse of future**
  - **Rhetorical question**
  - **Closing story**
  - **Reccomendation**

# Executive Presence

Managers often say to me,

“

he/she is good at what they do  
but they lack executive presence

”

## Essential elements of executive presence

### Gravitas

(how you act)



268 executives pinpointed 3 elements

67%

### Communication

(how you speak)



28%

### Appearance

(grooming, fitness)



5%



Pace

Pause

Pitch

Pronounce

Project



**MULTIPLE**  
**M a b c d**  
**MANIA**



# Question 1

Big wide gestures can make you appear:

a) Approachable

b) Deceptive

c) Untrustworthy

d) Animated



## Question 2

Gesturing as if you are holding a ball between your hands signals:

a) Bossy

c) Friendliness

b) Facts at fingertips

d) Reserved



## Question 3

What does clasping your hands in a pyramid shape signal?

You answer...

a) Arrogance

b) Domineering

c) Relaxed

d) Nervous



## Question 4

A wide stance indicates:

a) Control

b) Discomfort

c) Arrogance

d) Honesty



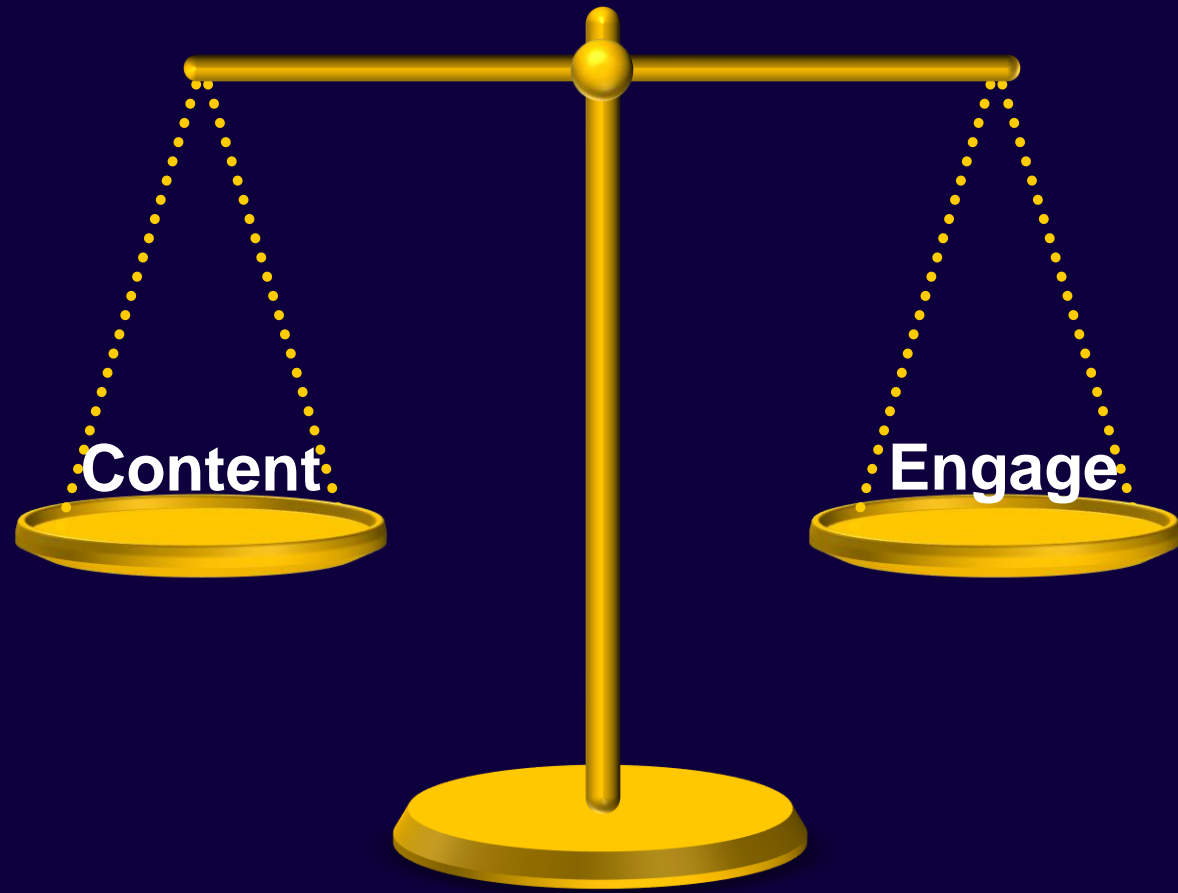
## Question 5

What gesture indicates openness and honesty?

- a) Palms down
- b) Head nodding
- c) Palms Up
- d) Smiling







**Content**

**Engage**



## ADVANTAGES OF BEING A GOOD SPEAKER

- Share important findings
- Listeners give credit for work to person making presentation
- Emphasize key points
- Opportunities to answer questions
- Personal connection
- Position yourself and company as leaders in the field

**How do you want to be seen?**



**How do you want to be seen?**







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