Designing and Delivering Business Presentations

Business Communication, 15e
Lehman and DuFrene
Preparing an Effective Presentation

- Select topic of interest to you and audience
- Determine purpose (what you want audience to gain)
- Identify major points and locate supporting information
- Develop strong opening and closing
- Arrange for proper introduction
Identifying Your Purpose

• Say to yourself, “At the _____ of my presentation, the audience will . . .”

• Think about how you want the _________ to summarize your presentation to a _____________

• Tell them why they should _____ about the topic
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?
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.”

*Source: Dale Carnegie, 1888-1955*
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 _________ in an easy-to-understand form
- Provide relevant _________
- Use ________ from prominent people
- Use _______ and _______ appropriately and CAREFULLY
- Use interesting ______________
- Use presentation _____________
Making Your Presentation Easy to Understand

• Use simple vocabulary and short sentences that sound conversational
  – Recognize that spoken communication is harder to process than written
  – Avoid long, complex sentences used in written documents

• Avoid jargon and technical terms that audience may not understand
Crafting an Effective Closing

• Make conclusion creative and memorable
• Tie closing to introduction for unity
• Use transition words to show clearly movement to closing
• Practice close for smooth delivery
• Smile and accept audience’s applause
Benefits of Using
Presentation Visuals

• Clarify and ____________ important points
• Increase __________ from 14 percent to 38 percent
• Reduce the _____ required to present
• Increase likelihood of speaker meeting ______
• Increase group ____________ by 21 percent
Designing Effective Slide Content

- Limit the _______ of visuals
- Use engaging text with ___ _____ per slide
- Include core ideas for quick __________ and ______________
- Develop powerful __________ lists
- Use visuals to __________ content
- Reflect _______ and ethical responsibility
- __________ carefully
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
Ineffective Slide Content:
What Does Not Work

Humor

- Important element in any presentation
- Easy connection with the audience
- Gets attention
- Alleviates boredom
- Reduction of mental tension
- Discourages conflict
- Enhances comprehension
- Shouldn’t embarrass people
  - Ethnic jokes are inappropriate
  - Profane language is definitely not recommended

Analysis

Title is not descriptive

Too many points on single slide:
(1) First item is verbal transition, not related to key idea and (2) final bullet belongs on new slide with tips for using humor

Lack of parallel structure and spelling error detract from credibility
Value of Humor in a Presentation

- Establishes a connection with the audience
- Increases audience’s willingness to listen
- Makes message more understandable and memorable
- Alleviates negativity associated with sensitive subjects

Analysis

Uses descriptive title to capture major idea of slide

Omits items unrelated to major idea—value of humor

Includes few memorable points in parallel form

Corrects spelling error to maintain credibility
Engaging Conceptual Slide Design: What Does Not Work

Business Presentations

- Rated boring and unbearable in a survey of 200 U.S. corporate vice presidents

Too much “dead” space below bullet; must include more than one item in a list

Analysis

Title is not descriptive

Content does not emphasize central idea

Including source note in text detracts from main idea
Engaging Conceptual Slide Design: Why It Works

How Well Do Business Presentations Measure Up?

Boring and unbearable

Survey of 200 corporate vice presidents, 2005

Analysis

Capture central idea in descriptive title

Selects images that imply central message; enlarges images for visual appeal and balance

Moves source note to less prominent position that adds credibility while keeping focus on major idea
Vocal Qualities Can Improve Presentation Style

- Phonation — production and ______ of tone; projection of voice and feelings
- Pitch — highness or lowness of voice; ______ pitch is desired
- Volume — loudness of tones; need to be easily ______
- Rate — ________ at which the words are spoken; medium rate is preferred
Which of these words or phrases are you most likely to articulate incorrectly?

1. Kind of
2. This or that
3. Working
4. What is up?
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
  - Gift-giving
Delivering as a Team

- Select a winning team
- Agree on purpose and schedule
- Plan seamless transitions and build natural bridge between sections
- Deliver and field questions as a team
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