

# HR Courses

## Creating and Giving Business Presentations

### Designing Your Presentations

#### Collect your information

- Focus and efficiency
- Brainstorm Quietly
  - o Don't overthink
- Define Clarifying questions
- Look for Themes and outliers
- Outliers
- Go back to the research board
  - o Recent articles
  - o Examples of scope
- Narrow your scope
  - o Few items to connect properly

#### Create a logical Appeal

- Recall your message and your supporting points
- Make your audience know your final destination
- Logical Appeal
  - o Does your presentation hook tie back to the close?
  - o Is the theme verbally mentioned throughout the presentation?
  - o Are the main points logically sequenced? With smooth transitions
  - o Does every main point has solid evidence?
  - o Include Stats, graphs and surveys with relevant sources.

#### Use emotion

- " Educating the mind without educating a heart is no education at all " - aristotle
- Show Emotion
  - o Use Body language - open and tall stance; large gestures
  - o Vary the speed of speech
  - o Speak with conviction
  - o Use facial Expressions - feel free to be animated based on your comfort level
    - Meaning is translated faster in non-verbal's than verbal's.
- Speak Emotion
  - o Tell stories
  - o Use visually engaging words
    - Examples like : polite vs Relentlessly pleasant
    - Firm vs rigorous
    - Mean - spirited vs Vitriolic
- Use engaging Language
  - o Alliteration
  - o Repetition
  - o Antithesis - " Greeks Don't Fight Like Hero's; Hero's fight like Greeks"
  - o Humor and wit

#### Organize your content:

- Elements
  - o Open with a bang.
  - o Reveal the main theme What's to come
  - o Intro - agenda - point A- agenda -point B - agenda -Point c- Closing -Q&A
  - o Don't be afraid to brag yourself a bit
  - o Connect the dots
  - o Wrap with confidence

#### Questions

Question 1 of 4

Your presentation should be like a neatly wrapped present. What does this suggest?

1. Begin with a bang and use a hook to get your audience's attention.
2. The gift wrap is your professional appearance and the present is the gift of your presence.
3. Beautiful handouts and slides are the gift wrap and ending early is your gift to the audience.
4. Every audience member appreciates a gift, such as free food or a gift card.

Ans. 1



Ex\_Files\_Cr  
eating\_Gi...

#### Question 2 of 4

\_\_\_\_\_ are examples of language tools that can make your content engaging.

1. Alliteration and repetition
2. Non-verbal's like facial expressions and body movements
3. Captivating stories
4. Large gestures and a tall open stance

Ans: 1

#### Question 3 of 4

Your presentation should balance logic and emotion. Which question can you ask to verify that your presentation design is logical?

1. Do you maintain eye contact and lean toward the audience, showing interest and connection?
2. Are your main points logically sequenced with smooth transitions and evidence to support them?
3. Does your tone, body language, and overall energy show a high level of interest and enthusiasm for the topic?
4. Do you change your volume to get attention, either high or low?

Ans: 3

#### Question 4 of 4

The key to presentation is presenting a few crucial points to help the audience grasp the overall message. How can you accomplish this?

1. Select topics that will make you look like an expert.
2. Make the scope of your presentation as wide as possible to cover all possible topics and questions, and then present it with authority.
3. Brainstorm possible topics, ask clarifying questions to your contact person, and research to narrow your presentation scope.
4. Provide easy opportunities for humor.

Ans: 3

### Designing your slides

#### Sketch your presentation

- Don't start designing slides - take a notepad sketch the ppt
  - o Intro
  - o Body
    - Set yourself up
    - Preview main points
    - Smooth transitions
  - o Conclusion
- Presentation sketch.pdf to be referred

#### Develop Slide and images

- Nail the intro slide
- Creating a template
  - o Consistent Theme
  - o Allow room for content
  - o Avoid clutter
  - o Use short and relevant titles
  - o Balance the use of text and images
- If company has heavy text culture go for image only slides
- Create Visual Balance
  - o Use relevant images
  - o Superimpose images
  - o Use space effectively
  - o Use animation purposefully
  - o Make simple bullets
  - o Move at a reasonable pace
  - o Include only what the audience want to retain
- Designing effective Visuals.pdf

#### Build your deck

- Own needs

#### Make edits

- Find a trusted colleagues
- Share visuals online
- Review
  - o Flow

- Visual
- Q and A prep
- Check for Formatting
- Confusing data
- Data fell behind
- Recognize theme
- Main points?
- Logical flow?

### Questions

#### Question 1 of 3

When designing a presentation and you get to the visuals, all of the following are correct except

1. Look for a cohesive slide design background that matches your theme and audience colors.
2. Begin your visual design process by sketching your presentation in 3 chunks: intro, body, and conclusion. Only once the flow of the presentation is organized should you start on actual slide design.
3. Begin by designing slides first for inspiration on what you should present. Next, organize your slides and content appropriately.
4. Be sure to account for possible questions from your audience and plan for a hyperlinked questions and answer slide.

Ans: 3

#### Question 2 of 3

When you ask a trusted colleague for constructive feedback on your presentation slides, which question is LEAST helpful?

1. Do you enjoy seeing presentations by speakers outside of your company?
2. Was the initial slide descriptive?
3. Do you remember my main points?
4. Were the colors, font, spacing, and visuals appealing?

Ans: 1

#### Question 3 of 3

All of the following are examples of key points to remember when designing presentation slides EXCEPT \_\_\_\_.

1. Your slide animations and transitions should be attention-grabbing and excite the audience.
2. Your intro slide should hint at the main points and introduce you to your audience.
3. Your slides should be simple and organized, striking a balance of images and words.
4. Only include information you want the audience to retain; the rest of the emphasis should come from you.

Ans: 1

## Delivering your presentation

### Practice Makes perfect

- 10000 hours of hard -work
- Informal
  - For a colleague
  - For your family
  - Make recording
- Train your brain to remember the flow of your points.
- Formal
  - Have an audience
  - Work the actual Location
  - Make recording
  - Mock Q and A setup

### Calming nerves

- Different Tolerance
- Use your breath
- Desensitize your brain
- Avoid comfortable clothes during clothes using specific gears
- Start small talk to get comfortable
- Practice with technology
- Fuel for victory
- Not about you

### Smart use of space

- Own your space
- Pick the middle of the table
- Posture
- Movement

- Speakers triangle

#### Gestures that engage

- Deliver energy
- Help points remember
- Accentuate points

#### Strategic eye contact

- Three second
- Connect with friendly faces
- Focus on the positive
- Practice in the room

#### Opening and closing strong

- Connect the dots
- Ask an open ended question - end your points to answer
- Open with a quote or tag line
- Open with a story
- Strong and clear

#### Holding a Q&A strong

- Time to shine
- Better relationship and credibility
  - o Connect
  - o Inform
  - o Inspire
- To specific ; can we do it offline?
- Multi-dimensional - break it into pieces.
- Answer one point at a time.
- Always use the audience members name if you know it.
- Learn to remain calm
- Reinforce your main points
- Have a closing statement prepared

#### Questions

##### Question 1 of 4

What should you do with your hands while you're presenting?

1. Keep your elbows glued to your ribs and make tiny hand gestures, often referred to as the T-Rex.
2. Keep one hand in your pocket with change. The jingling will add a nice musical sound.
3. Gesture when words match your emotions. Remember, too much movement becomes a distraction.
4. Wring your hands, which will stop you from pointing directly at someone's face.

Ans: 3

##### Question 2 of 4

Strong posture and deliberate movement can exude confidence during a presentation. Which is an example of using movement to your advantage?

1. Be a mambo talker; have one foot planted on the ground while the other foot moves forward and back.
2. Shuffle around while you stand to keep your audience guessing your next move.
3. To make a strong closing point, take two steps forward in the speaker's triangle.
4. Shift your weight from one hip to the other hip to avoid passing out from nerves.

Ans: 3

##### Question 3 of 4

A Q&A session allows you to connect, inform, and inspire. Which example demonstrates the most effective way of doing this?

1. Honor your participants by responding to every question, even if it is off topic.
2. Maintain authenticity of your response(s) by not preparing or practicing.
3. Assume that the answers you give are sufficient enough, and reduce interaction with audience members.
4. Invite questions with review of content and prepare a closing statement in advance.

Ans: 4

##### Question 4 of 4

Which choice is an effective example of a strong opening and/or closing?

1. Ask a question, but maintain a monotone voice to avoid distracting the audience.
2. Begin with a call to action to help your audience keep the end in mind.
3. Use the opening as the what and connect the dots from the opening to the closing.
4. Provide a startling, unrelated fact.

Ans: 3

