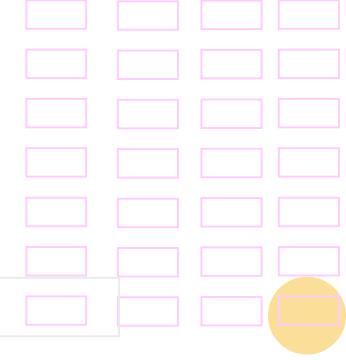


Business Presentation

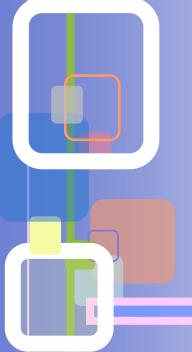
**Rezwanul Huque Khan, PhD
Professor
IBA, University of Dhaka**



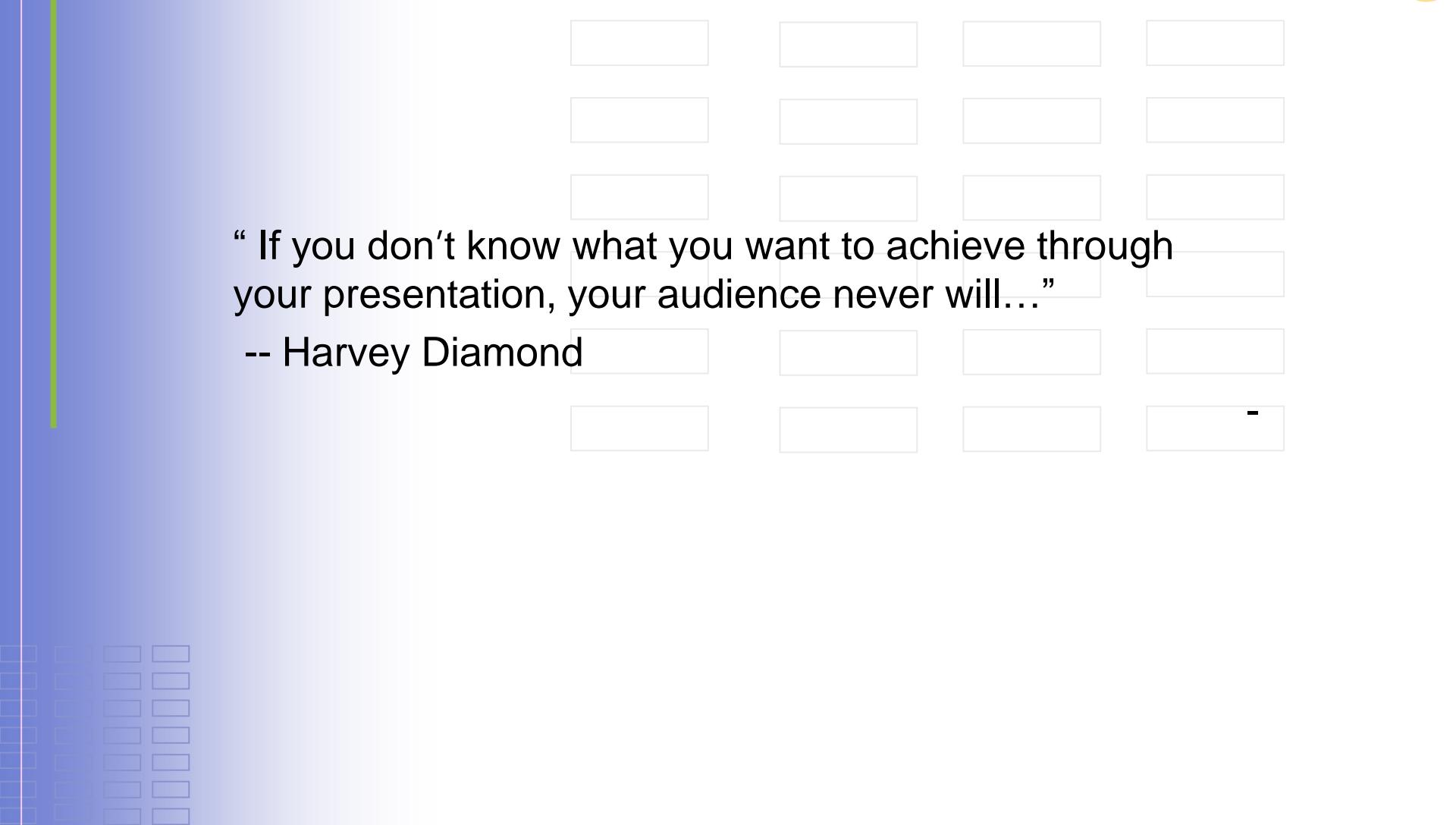
Our Focus



- ▲ Developing Content and Designing Presentation
- ▲ Delivery and Style



PURPOSE DEFINES CONTENT



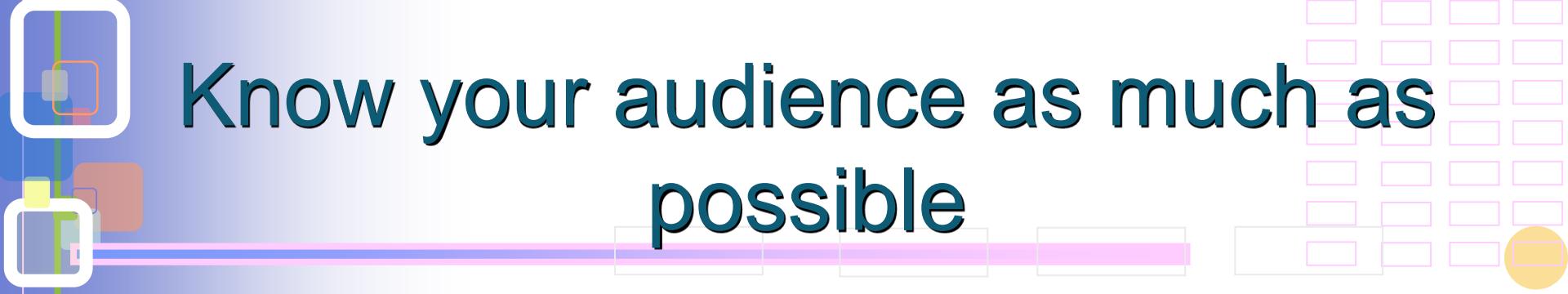
“ If you don’t know what you want to achieve through your presentation, your audience never will... ”

-- Harvey Diamond

Start with the end in mind

- What is the real purpose of your presentation?
- Why is it that you were asked to speak?
- What does the audience expect?
- In your opinion, what are the most important parts of your topic for the audience to take away from your, say, 10-minute presentation?





Know your audience as much as possible

- ▲ Who is the audience?
- ▲ Composition?
- ▲ Expectation?



Then Prepare: Content

- ▲ Be guided by
 - ▲ your background and knowledge,
 - ▲ the audiences interests, and
 - ▲ the occasion of the speech (sales drive, welcome address, convocation speaker.....)

Remember!!

- ▲ No matter how great your delivery, or how professional and beautiful your supporting visuals, if your presentation is not based on solid content, you cannot succeed.
- ▲ Content is not for you as the presenter, it is for your audience
- ▲ How can you present a compelling argument that people will walk away remembering and wanting more?



Have a visual theme

- ▲ Your audience expects a unique presentation with new (at least to them) content, otherwise why would they be attending your talk?



?? ??

CONTENT & VISUAL

Think of your presentation visual as car and the **content** as its petrol.

Preparing the Content

▲ Gather the information needed (libraries, files, Internet, interviews).

▲ Next, organize.

▲ Introduction

▲ Body

▲ Conclusion

Keep it short and simple (KISS)

▲ Simple does not mean stupid.

▲ Exercise:

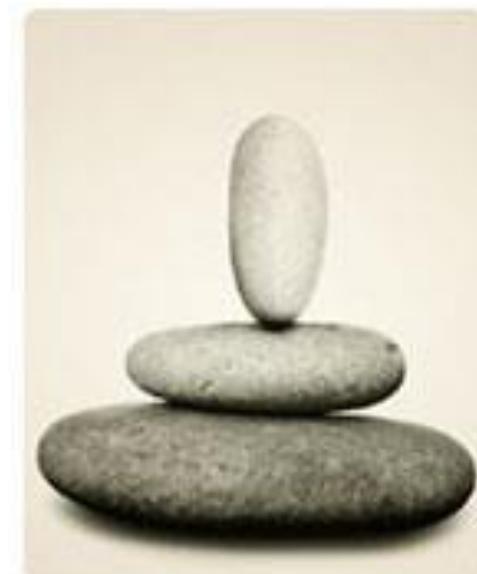
▲ If your audience could remember only three things about your presentation, what would you want it to be?

1. _____

2. _____

3. _____

If you can't explain it simply, you don't understand it well enough ...Albert Einstein



Have a sound, clear structure

- ▲ Presentation structure is paramount. Without it, your wonderful style, delivery and great supporting visuals will fall flat.



Cover Slide (Title, Name, Date & Place)
Outline (Roadmap)
Other Slides (???)

Outlining your content

I. Introduction

II. Body

A. Company Overview

B. Proposed System

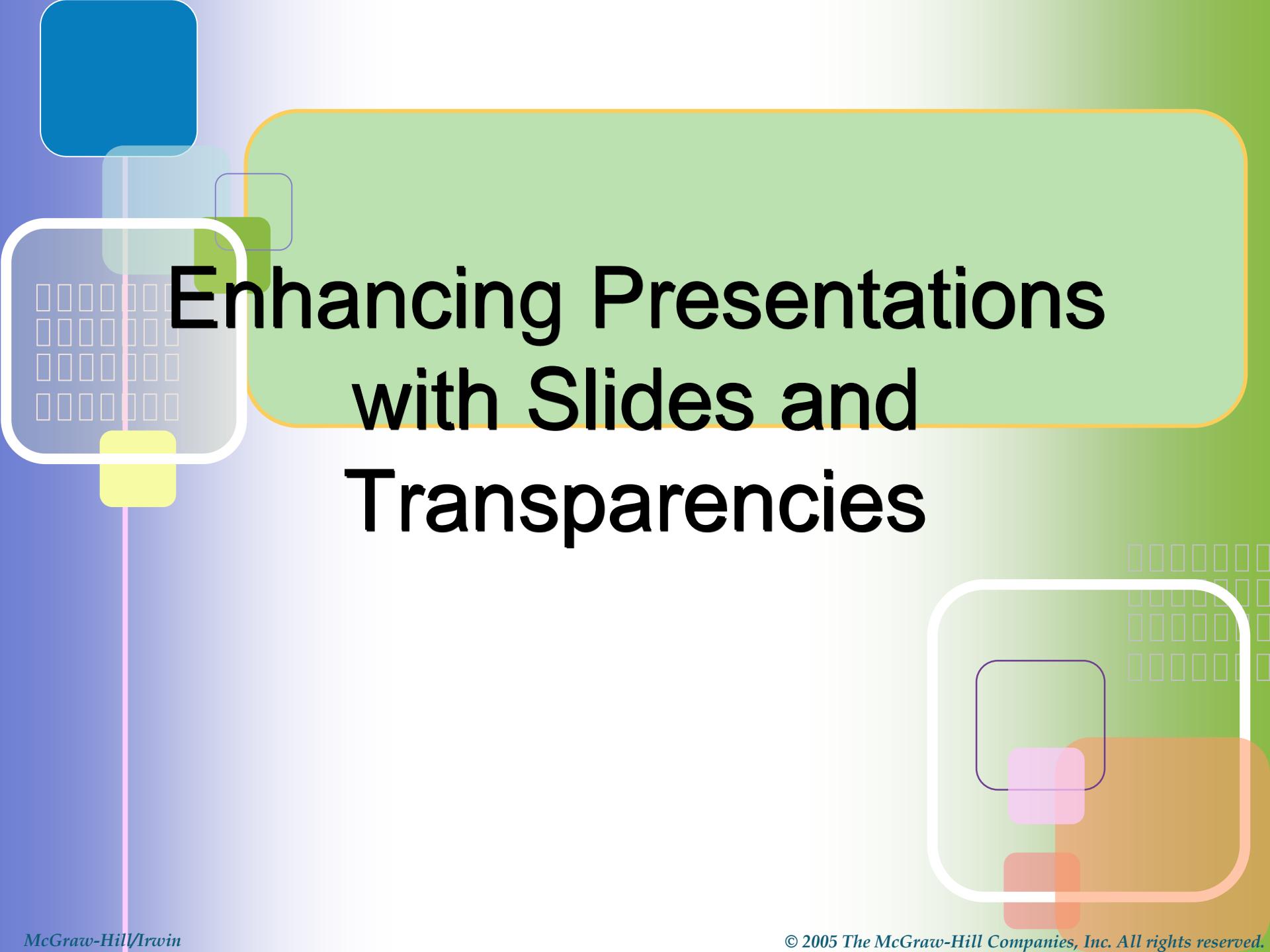
(System features, connecting those with requirements, benefits, comparison, screenshots)

C. Project Approach (Methodology)

D. Why your company

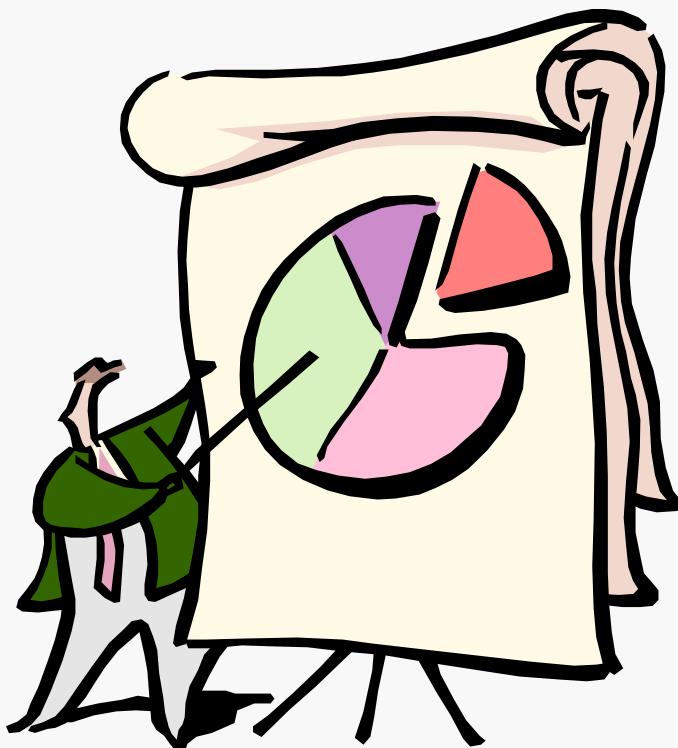
III. Conclusion





Enhancing Presentations with Slides and Transparencies

Selecting Visual Aids



- ✓ Overhead Transparencies
- ✓ Electronic Presentations
- ✓ Chalkboards or Whiteboards
- ✓ Flip Charts or Flip Books
- ✓ Other Visual Combinations

Creating Effective Slides

Writing
Content

Modifying
Graphics

Selecting
Design

Being
Consistent

Adding
Animation

Writing Readable Content

Select a
Central Idea

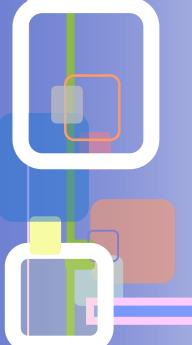
Limit the
Content

Use Short
Phrases

Use Parallel
Grammar

Prefer the
Active Voice

Use Short
Titles



Writing Styles (??)

Impersonal

The first week of the period was spent on vacation. Work now is continuing to complete the next annual report. A description of the new high-temperature technique is the item that has come under consideration.

Personal

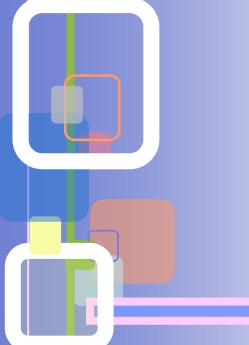
During the first week of the period, I was on vacation. I now am writing a description of the new high-temperature technique for the next annual report.

Objective

Work now is continuing to complete the next annual report. The first week of the period was spent on vacation. A description of the new high-temperature technique is the item that has come under consideration.

Subjective

I now am writing a description of the new high-temperature technique for the next annual report. During the first week of the period, I was on vacation.



Writing Styles (??)

- ▲ **Impersonal**

Avoids I, we, our, us

- ▲ **Personal**

Uses conversational tone

- ▲ **Objective**

Written based on evidence and facts

- ▲ **Subjective**

Can be interpreted differently



Parallelism??

- I. Sporting Good Shows Market Increase
- II. Modest Increase in Hardware Volume
- III. Automotive Parts Remains Unchanged
- IV. Plumbing Supplies Records Slight Decline

Parallelism (Contd.)??

1. The company's net income differed from its projections because of random events, ignoring relevant assumptions, and when interest rates fluctuated.
2. This job requires skills in accounting, management, and the ability to communicate well.
3. An employee manual should be revised when:
 - New laws are enacted.
 - The company changes benefit plans.
 - There are new company policies.
 - Changes in company goals and philosophies.

Parallelism (Contd.)??

1. The company's net income differed from its projections because of random events, omission of relevant assumptions, and fluctuations of interest rates.

document is authorized for educator review use only by melita mehjabeen, University of Dhaka until Feb 2025. Copying or posting is an infringement of copyright. Permissions@hbsp.harvard.edu or 617.783.7860

18 PRODUCING WRITTEN AND ORAL BUSINESS REPORTS

2. This job requires skills in accounting, management, and communication.
3. An employee manual should be revised when changes occur in:
 - Laws
 - Company benefits
 - Company policies
 - Company goals and philosophies.

Modifying Graphics for Slides

Reduce
Details

Avoid
Repetition

Shorten
Numbers

Limit
Data Sets

Highlight
Key Points

Adjust Size
and Design

Selecting Design Elements

Color Schemes

Background Design

Images

Fonts and Type Styles



Achieving Consistency

Slide Master Feature

Color Choices

Font Styles

Design Elements

Layout Templates

Bulleted Lists

Charts

Graphics

Adding Animation and Special Effects

Functional Animation

Hypertext and Links

Multimedia Elements



Creating Effective Handouts

Charts
or Diagrams

Technical
Papers

Magazine
Articles

Case Studies

Lists
of Websites

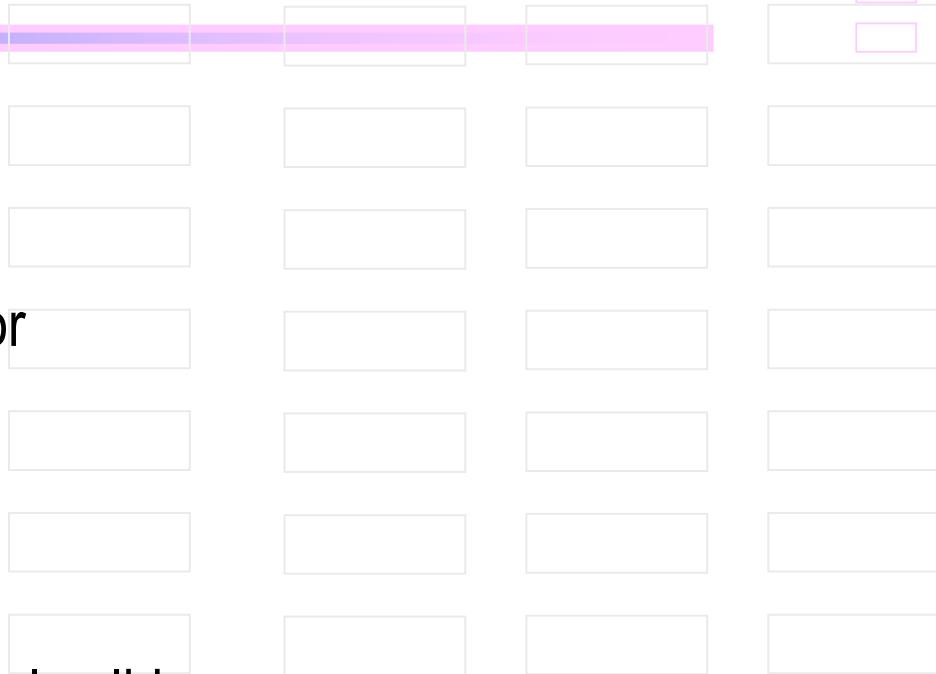
Copies
of Slides

Techniques of Using Visuals

- ▲ Make certain that everyone in the audience can see the visuals.
- ▲ Organize and plan the use of each visual.
- ▲ Emphasize the visuals.
- ▲ Talk to the audience--not the visuals.
- ▲ Avoid blocking the listeners' view of the visuals.

Summary

- ▲ Organizing Slides
- ▲ Font Size, Type, and Color
- ▲ Background design
- ▲ Animation
- ▲ Title
- ▲ Continuity of topic in multiple slides
- ▲ No paragraph, highlight key points
- ▲ Reference



Presentation Delivery & Style

Presentation Methods

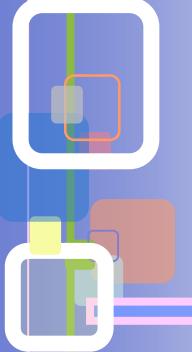
- ▲ Extemporaneous – from notes, rehearsed
- ▲ Memorized – the most difficult, hazardous
- ▲ Reading – typically dull, mechanical

Consideration of Personal Aspects

- ▲ Confidence – gained by
 - ▲ Preparing well
 - ▲ Dressing appropriately
 - ▲ Talking strong
- ▲ Sincerity, Thoroughness, Friendliness

Audience Analysis

- ▲ Before Presentation- distribute handouts if a small gathering
- ▲ During presentation – Get feedback (smiles, blank stares, applause)
 - ▲ Then adjust during speech.



Developing an opening



- ▲ Introduction is crucial : first point of contact; either capture or lose the interest of the audience
 - ▲ Prepares listeners to receive message
 - ▲ Arouses interest
- ▲ Introduce yourself
- ▲ Introduce the topic (what?)
- ▲ How will you talk about it ?
- ▲ What you intend to be the outcome of your presentation
- ▲ State what you expect your audience to do .

Some Opening Strategies

- ▲ Give a human interest story.
- ▲ Present a surprise statement.
- ▲ Give a startling statistic.
- ▲ Use appropriate humor.
- ▲ Quote a recognized expert.
- ▲ Appeal to solve a common problem.

Appearance and Physical Action

- ▲ The communication environment – the things that surround you as you speak
- ▲ Your appearance – how they see you is part of the message.
- ▲ Your gesture & posture – also communicates
- ▲ So does your walking – to and from the podium, during speech
- ▲ Also, your facial expressions (smiles, eye movements, frowns)

Use of Voice

- ▲ Vary Pitch.
- ▲ Change Speaking Speed.
- ▲ Use Vocal Emphasis.
- ▲ Develop Pleasant Voice Quality.
- ▲ Improve Through Self-Analysis and Imitation.
- ▲ (Any mistake in this slide??)

During presentation..

► Consider

- ▲ Smooth transition from one to another topic
- ▲ Restating the subject & Summarizing key points at the end
- ▲ Finishing within allocated time
- ▲ Allocating time for Q & A

The art of storytelling

- ▲ Good presentations include stories. The best presenters illustrate their points with the use of stories, most often personal ones.



Presenting well depends on-

▲ 3 Rules???

Practicing Your Delivery



Present Naturally

Check Equipment

Track Your Time

Practicing Your Delivery



Speak Clearly

Introduce the Slides

Anticipate Questions

Top Ten Delivery Tips

1. Show your passion
2. Start strong
3. Keep it short
4. Move away from the podium
5. Use a remote-control device
6. Make good eye contact
7. Keep the lights on
8. Use a TV for small groups
9. Finish within the allocated dtime
10. At all times: courteous, gracious, & professional



Team Presentations

- ▲ Plan to incorporate ideas on individual speeches and collaborative writing.
- ▲ Plan order and content.
- ▲ Plan physical factors.
- ▲ Plan staging.
- ▲ Plan closing and Q & A session.
- ▲ Plan to rehearse presentation.

Can you pass the “elevator test”?

► Check the clarity of your message with the **elevator test**. This exercise forces you to "sell" your message in 30-45 seconds.

► Component 1: Your product name and category.

► Component 2: The problem you are attempting to solve.

► Component 3: Your proposed solution.

► Component 4: The key benefit of your solution.



15-47

