

Simplify, Engage, Inspire

Presenting complex
learning with confidence
and impact

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**Have a clear
objective in
mind to
focus your
preparation**

Your Message Bridges the Gap

Desired
Outcome

Audience
Expectations

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Structure of Your Presentation

Break down complex topics into clear sections

The key message

First point

- 3-4 supporting points

Second point

- 3-4 supporting points

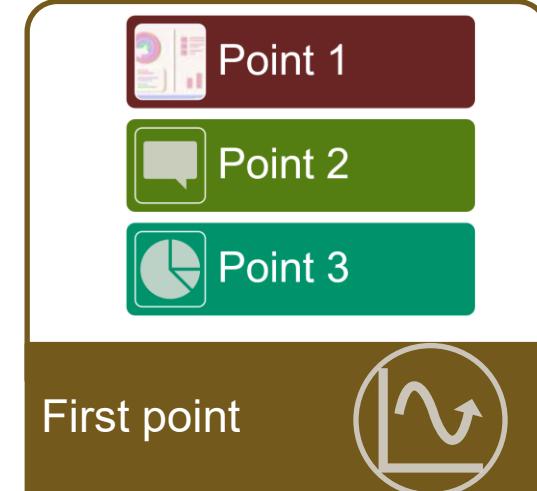
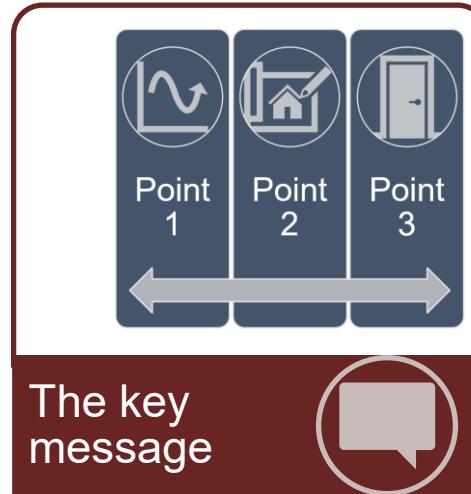
Third point

- 3-4 supporting points

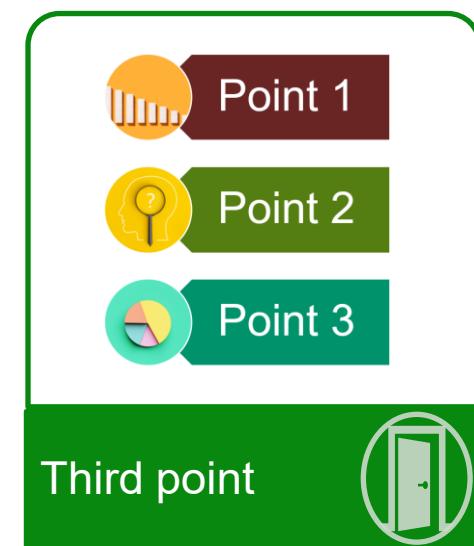
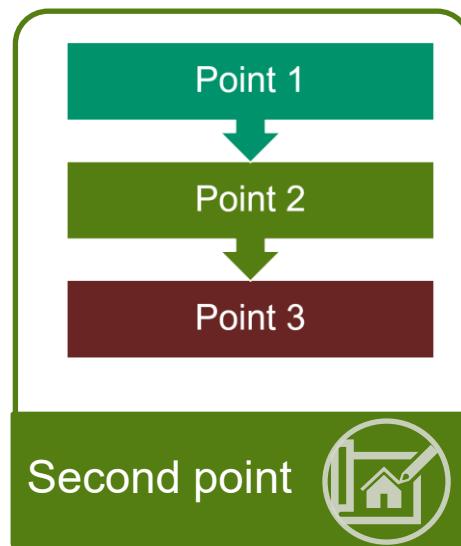
Summary and Next Steps

Layer in Data to Support Your Points

Give meaning to your evidence with visual data



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Practice for confident delivery

Develop your talk track and involve your audience.

Rehearse your summary ahead and close strong

Clearly state next steps using motivational language



Engage Your Audience



Close and Drive Change

Presenting Complex Learning



SIMPLIFY

Break down complex ideas into basic components
Diagrams, images & simple charts



ENGAGE

Capture and maintain your audience's attention
Relatable examples
Keep your audience curious



INSPIRE

End with a strong call to action
Inspire your audience to drive change

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Example: AI impact on SaaS Product

Step 1: Define your objective

- Core message: AI and predictive analytics need outside expertise.
 - Desired outcome: Approval to investigate partnering on predictive analytics
 - Stakeholder expectation: How can AI grow the product business?
-
- Big gap between learning and expectations - consider a new desired outcome



Step 1: Define your objective

- Core message: AI and predictive analytics need outside expertise.
 - ~~Desired outcome: Approval to investigate partnering on predictive analytics~~
 - Stakeholder expectation: How can AI grow the product business?
-
- Updated desired outcome: Approval to investigate options for predictive analytics with engineering

Step 2: Structure Your Presentation

Example: AI impact on SaaS Product

Slide 1: customers asking for predictive analytics/AI & competitors have failure predictions

Slide 2: Overview of AI uses cases for SaaS products

Slide 3: collaboration with engineering on options for failure predictions

Slide 4: Summary & next steps to investigate options

Start reviewing with others – don't wait for perfection!



Step 3: Strengthen your message with data and visuals

Example: AI impact on SaaS Product

Table of customer requests for failure predictions

Simulated screenshots of competitors use of AI

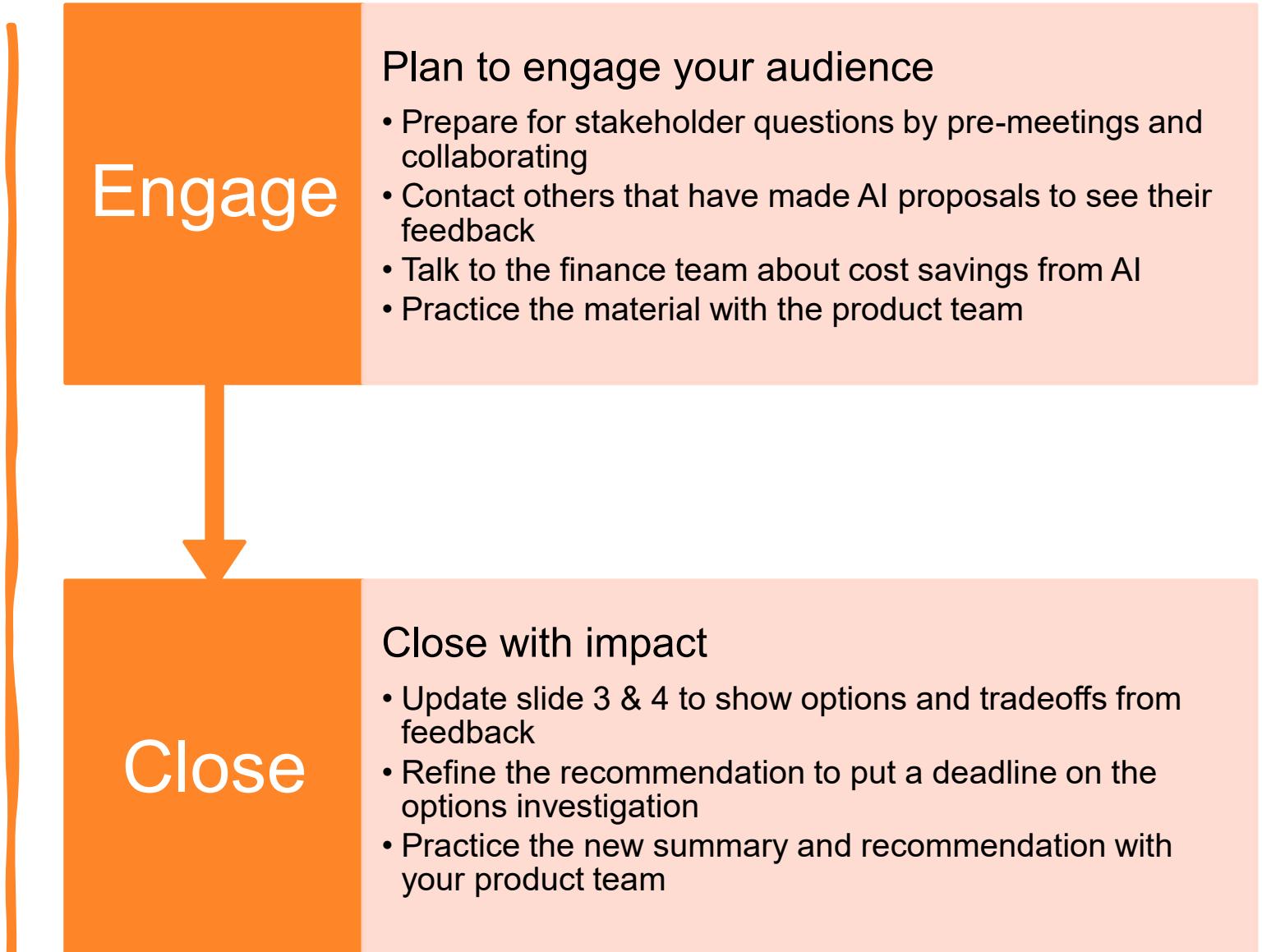
Visual showing a pyramid of AI use cases

Mock up of failure predictions on your product

Keep reviewing your presentation

Step 4 & 5: Engage your audience and Close Strong

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Engage

Plan to engage your audience

- Prepare for stakeholder questions by pre-meetings and collaborating
- Contact others that have made AI proposals to see their feedback
- Talk to the finance team about cost savings from AI
- Practice the material with the product team

Close

Close with impact

- Update slide 3 & 4 to show options and tradeoffs from feedback
- Refine the recommendation to put a deadline on the options investigation
- Practice the new summary and recommendation with your product team



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