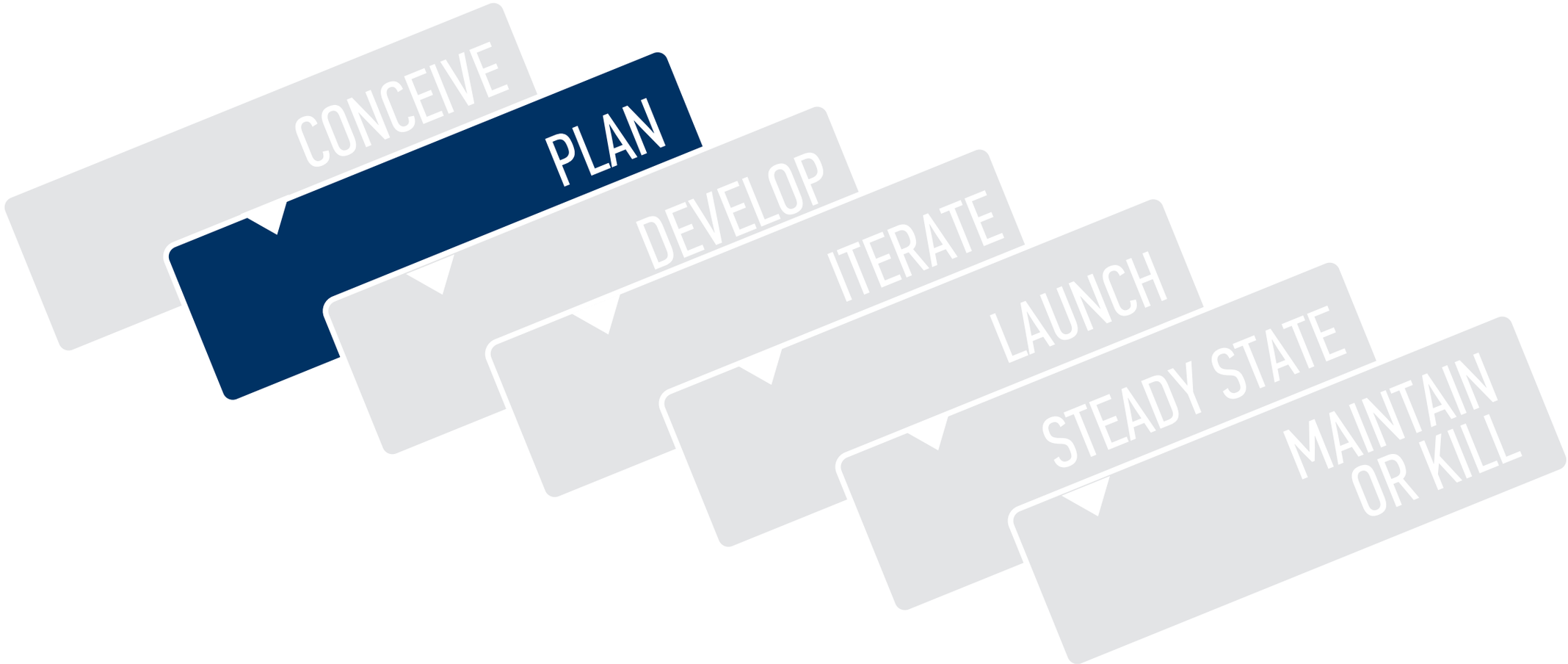
GENERAL ASSEMBLY

PRESENTING TO STAKEHOLDERS

Andy Acs
PDM8

PRESENTING TO STAKEHOLDERS



LEARNING OBJECTIVES

- Describe what makes a presentation effective, and how structure is used to impact the audience experience
- Plan and create an effective product presentation to stakeholders
- Understand the key roles of stakeholders and their different needs

INSERT CLASS TITLE

PRESENTING

WHY ARE PRESENTATIONS IMPORTANT?

PRESENTING

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BUY-IN FROM YOUR AUDIENCE

CLEAR WAY OF PRESENTING YOUR WORK

FORMAL VS. INFORMAL

INFORMATIONAL VS. EMOTIONAL

PRESENTING

THINK OF THE LAST GREAT PRESENTATION YOU'VE SEEN.

WHAT MADE IT GREAT?

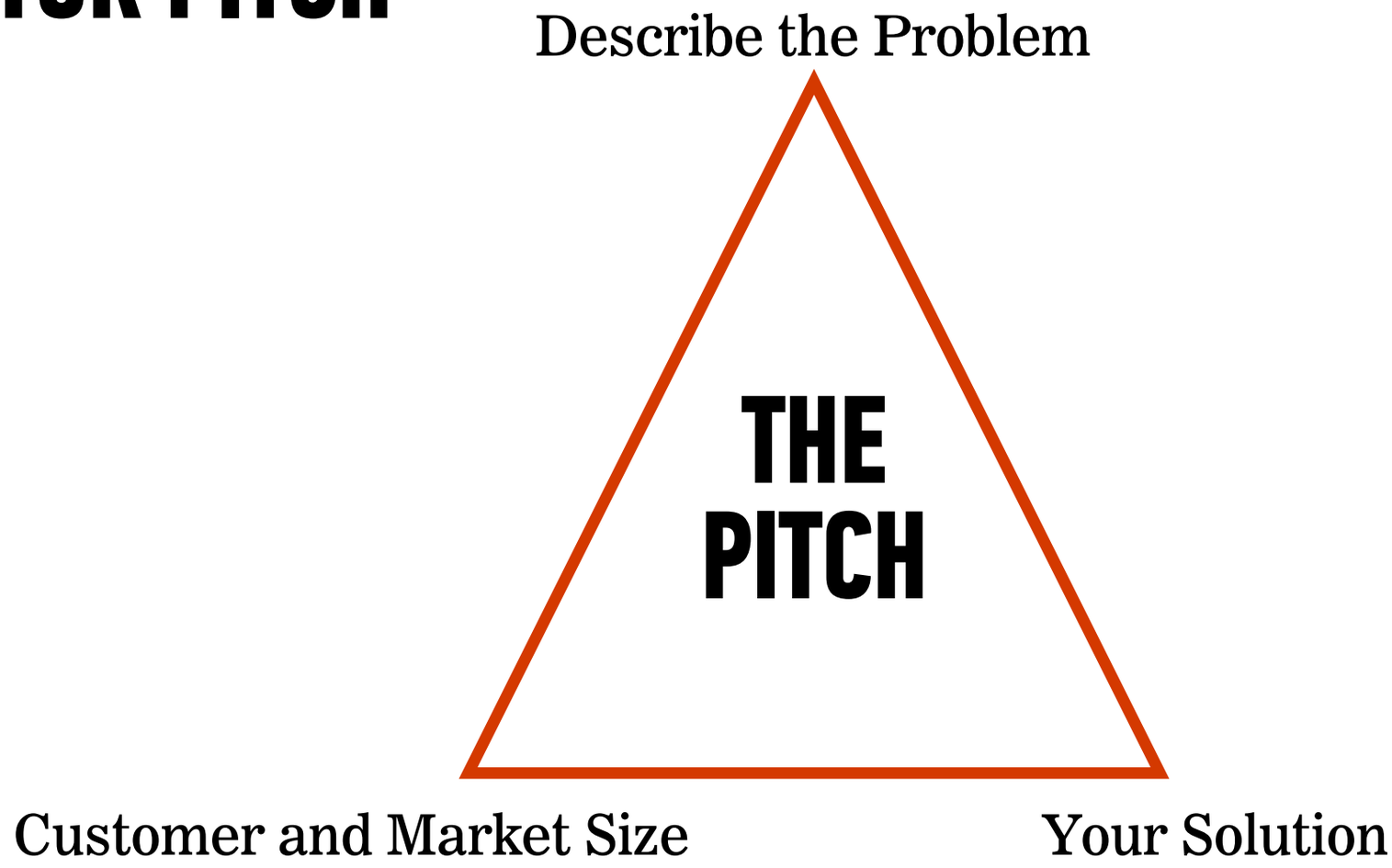
PRESENTATION TIPS – PRESENCE

- Eye contact for the length of a thought
- Don’t speak too fast
- MORE ENERGY (70-80% of a shout)
- Use movement effectively, don’t pace
- Gesture naturally and strongly, not repetitively

PRESENTATION TIPS – SLIDES

- Limit information on slides, so people focus on you
- Graphs - define how to read it
- Minimize text - scanned in under 30 seconds
- Use slides that strengthen what you say, not have written everything that you are saying
- Use lots of photos and visuals

ELEVATOR PITCH



ACTIVITY

KEY OBJECTIVE(S)

Practice pitching a product using the elevator pitch.

TIMING

Each student will come to the front of the room. 2 students after them in the rows will shout out one word each. The student at the front will have to pitch the product the two words mean.

For example “Butter” and “Cars” are shouted
out. Student at the front would pitch for 30 seconds buttercars.com as a product.

DELIVERABLE

30 second pitches using the elevator pitch method.

STAKEHOLDERS

WHO ARE SOME KEY STAKEHOLDERS IN THE PRODUCT DEVELOPMENT PROCESS?

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DEVELOPERS CEO CFO MANAGERS

MARKETING CUSTOMERS

SALES FUNDERS

WHAT DO YOU NEED FROM EACH OF THESE STAKEHOLDERS?

TALENT

BUY-IN

FUNDING

HOW DO THEIR NEEDS CHANGE DEPENDING ON THE FOLLOWING?

START-UP VS. LARGE CORP.

PRE-LAUNCH VS. POST-LAUNCH

BUSINESS NEEDS

YOU MUST SELL YOUR PRODUCT TO STAKEHOLDERS.

STAKEHOLDERS

WHAT IS EACH PERSON CONCERNED MOST ABOUT?

- Founder / CEO
- Funders
- Developers
- Marketing
- Sales
- Customers

FORMAL PRESENTATION

1. What is the problem?
2. Who is the customer?
3. How big is the market?
4. What is your solution?
5. How is your solution differentiated from competitors?
6. How will this be big?
7. What are the major risks and assumptions to validate?
8. How much are you building? What is the goal?
9. What is the timeline?
10. What do you need from each stakeholder in attendance? How does this product effect their departments and bottom lines?

ACTIVITY

KEY OBJECTIVE(S)

Determine what each stakeholder would be concerned with in a product pitch.

TIMING

20 min

In teams of 4, go through key stakeholders and list out what each stakeholder would be concerned with in a product pitch:

-Marketing
-CEO
-Sales
-Technology
-Designers

DELIVERABLE

A list of the biggest concerns for each stakeholder in a product pitch.

HOMEWORK

CREATE A FINAL PRESENTATION TO THE STAKEHOLDERS (THE CLASS) PITCHING YOUR PRODUCT.

Q&A