Week 4 Additional Resources: Designing and Delivering an Effective Business Presentation

The additional resources below accompany the videos "The Neuroscience of Visual Perception" and Developing Your Data Stories" and includes a link to the document: Chart Suggestions: A Thought Starter.

Designing and presenting effective presentations is deceptively difficult. The good news is that the more examples you see and the more practice you have, the easier presenting will become! Below we have provided extra resources to help bolster your confidence that, when the time arrives, you will know how to present an extremely compelling data story that will persuade your audience to follow whatever you recommendation.

***How to design individual slides:***

* <http://sixminutes.dlugan.com/rule-of-thirds-powerpoint/>
* <http://annkemery.com/dataviz-design-process/>
* <http://vis4.net/blog/posts/doing-the-line-charts-right/>

***The Extreme Presentation Method: Choosing a Good Chart***

* <http://extremepresentation.typepad.com/blog/2006/09/choosing_a_good.html>

***How to design your presentation and make sure it “flows”***

* <https://hbr.org/2012/12/avoid-these-five-mistakes-in-y>
* <http://www.businessnewsdaily.com/6680-business-presentation-tips.html>
* <https://blog.slideshare.net/2014/07/30/set-your-hook-to-capture-your-audience>
* <http://www.presentation-process.com/presentation-tips-flow.html#.V2Ad5ZMrLmG>
* <http://www.quickanddirtytips.com/business-career/public-speaking/how-to-create-stronger-transitions-in-a-speech>

***How to deliver your presentation: (including advice on verbal transitions, body language and body posture)***

* <https://www.gsb.stanford.edu/insights/matt-abrahams-tips-techniques-more-confident-compelling-presentations>
* “No Freaking Speaking: 3 Techniques for Managing Speaking Anxiety” - <https://www.youtube.com/watch?v=5naThX63pF0&feature=youtu.be>
* “Effective Body Language for Public Speaking” - <https://www.youtube.com/watch?v=m7SSj5Z5kTo&feature=youtu.be>
* [http://www.businessinsider.com/worst-body-language-presentation-mistakes-2014-9](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.businessinsider.com_worst-2Dbody-2Dlanguage-2Dpresentation-2Dmistakes-2D2014-2D9&d=CwMFaQ&c=imBPVzF25OnBgGmVOlcsiEgHoG1i6YHLR0Sj_gZ4adc&r=TFmpiRFD4PqVvMyjeBRxPmlzMZ7XMmcMZTTOEgRdQC0&m=N6BJb7LGjJzo9AAfzc5tY5t4ZPw2MRF71XcuQRm3yJQ&s=DgnSRMMcxyVT1ZS0KRxyK8Di0AMjM7xziMGczxSvJQ8&e=)