

MONSON

Communications LLC

Executive Presentation Skills – Making Effective Presentations



1

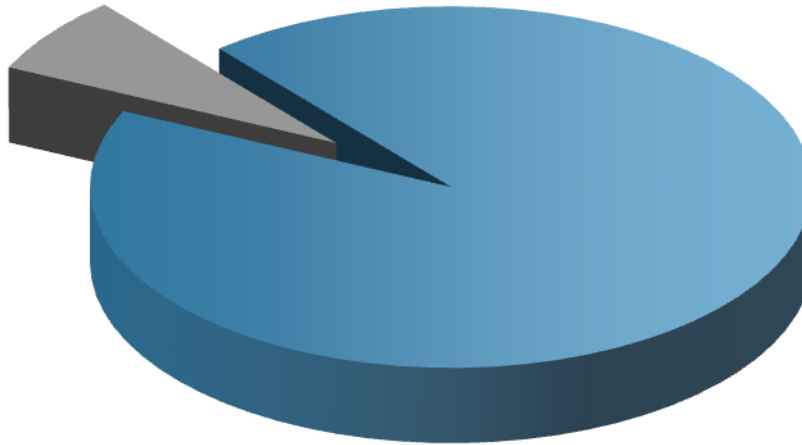
You Are the Message

- Non-Verbal Communication Matters
- Energy and Enthusiasm Essential
- Your Appearance Matters

1

Non-Verbal Communication

Verbal
7%



Non-Verbal
93%

“Content is nowhere near as critical as the message you convey with your voice, your body and your eye contact.”

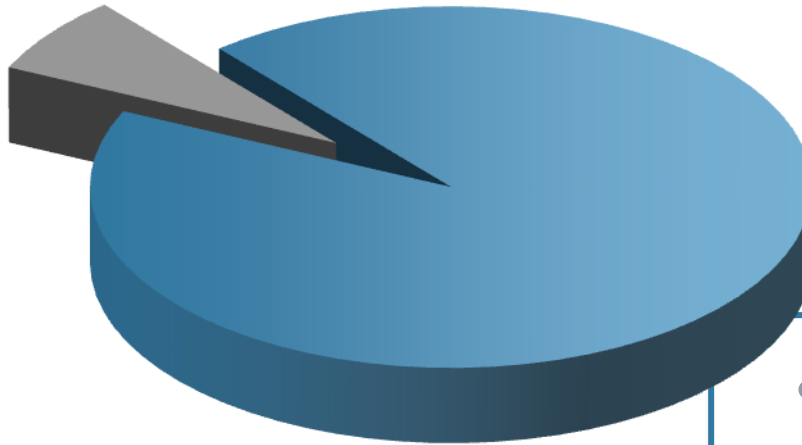
— Albert Mehrabian, Ph.D.
Professor, UCLA



1

Non-Verbal Behaviors

Verbal



Non-Verbal

- Eye Contact
- Space & Movement
- Posture
- Gestures

1

You Are What You Wear

Women

- **Dress –**
Simple Design
Solid Color
- **Suit –**
Blue, Gray or Black
- **Accessories –**
Eliminate Scarves,
Large or Ornate Jewelry



Men

- **Suit –**
Blue or Gray
- **Shirt –**
White, Blue or Striped
- **Tie –**
Red, Maroon,
Yellow or Teal

1

You Are What You Wear

“ *Wear what you look good in.* ”
Find a great tailor.

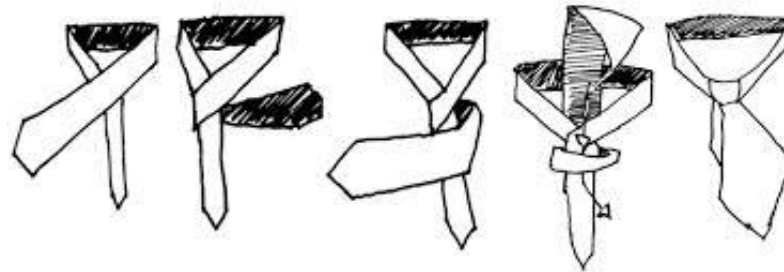
“

Clothes make the man. Naked people have little or no influence on society.

”

—

Mark Twain, American Author 1835-1910



Branding: Apple Founder – Steve Jobs



Branding: Apple CEO – Tim Cook



Branding: Apple VP - Craig Federighi



Branding: Facebook COO – Sheryl Sandberg



2

Identify Presentation Goals

- Outcome
- Core Message
- Audience
- Keep it Simple

2

Keep It Simple

- Ears Have Lousy Memories
- Normal Attention Span: 5-20 sec
- Use Internal Summary
- Edit and Edit Again



2

Delivery Issues

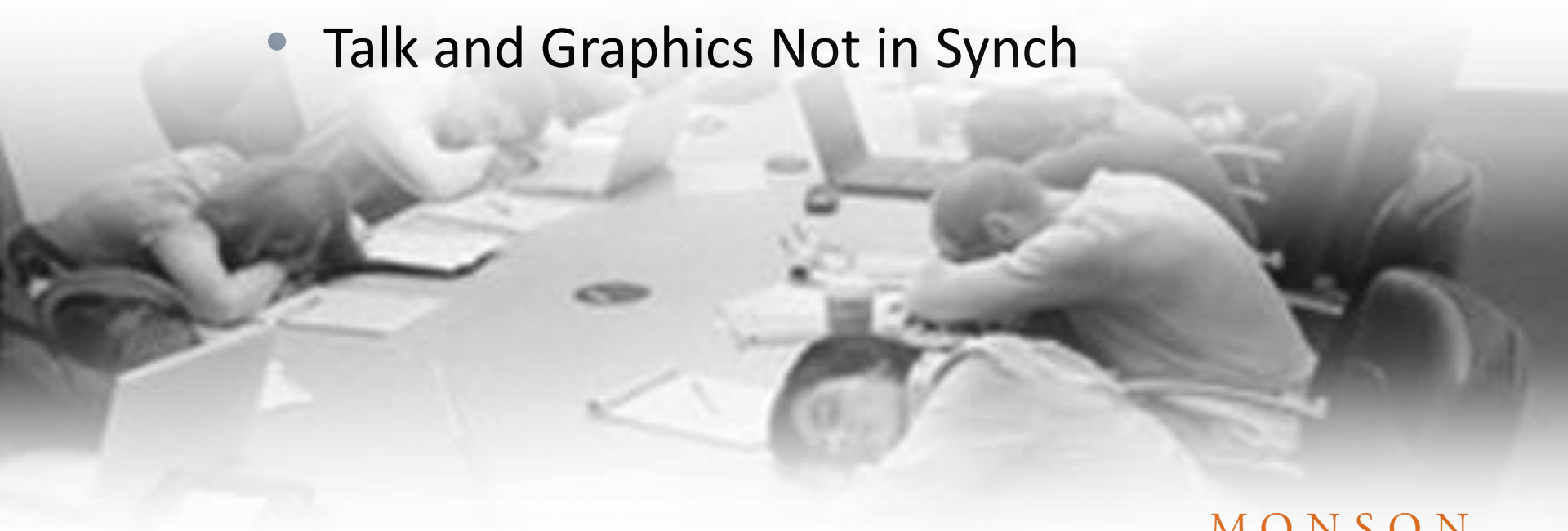
- Poor Eye Contact
- Talking to One Side of Room
- Using Jargon or Industry Lingo
- Talking Too Fast



2

Delivery Issues

- Inability to Use Silence for Impact
- Not Enough Practice
- Lack of Energy
- Talk and Graphics Not in Synch



3

Visuals Support the Spoken Word



3

You + Visual are One Message

- Too Much Data Dilutes Message
- Use Key Words
- Keep Notes in Head
- Keep It Simple
- The Takeaway?

3

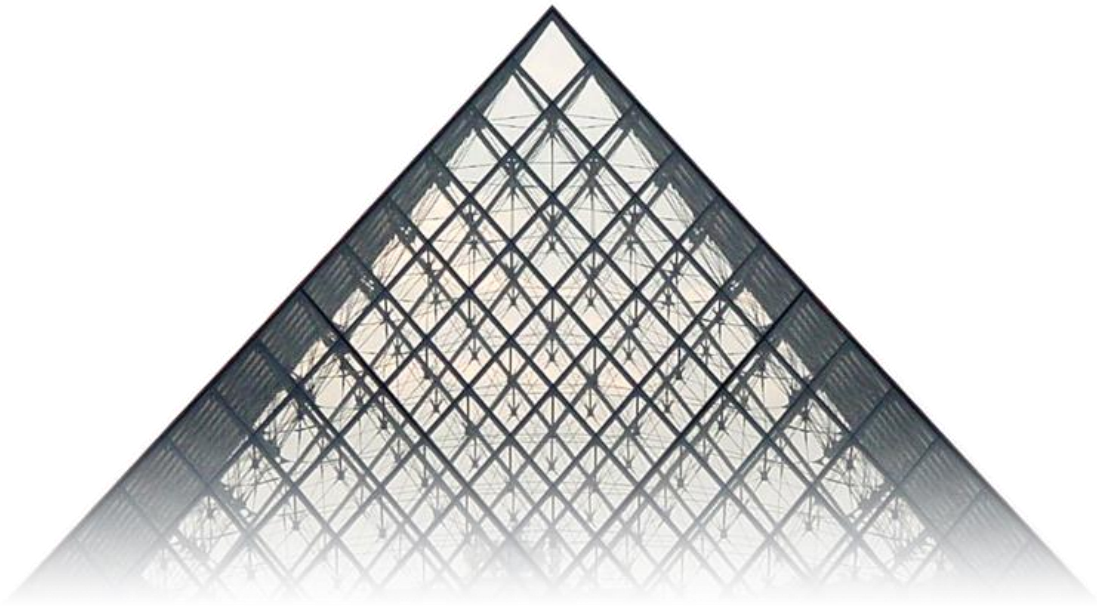
Make the Complex Simple

“

*You must simplify. You must make the complex simple,
then you must make it work.*

”

— I.M. Pei, Master Architect



Text-heavy Slide

1. Comprehensive, productised data validation/ enhancement solutions
 - Factory process managed by integration and modeling specialists
 - Commitment to due-diligence up front, since everything downstream can be contaminated
 2. Modeling approach leveraging state-of-the-art science, algorithms, and software
 - Explicitly captures halo, cannibalization within/across categories
 - Referenceable responsiveness to unique customer data and science needs
 3. Cross-category analysis to confirm pricing and event strategies
 4. Activity-Based Costing financial model
 5. Extensive rules library allowing concurrent application
 - Integrated conflict resolution via hierarchy
 6. Mathematics-based optimisation approach to finding true optimality
 - Ongoing engineering investments increase speed without sacrificing quality
- Enterprise Software delivering a sophisticated science solution

Confusing Text and Graphics

Issue: Trying to get from London to Nottingham

Most important thing: Get to Nottingham

Also very important: Get there efficiently and fast

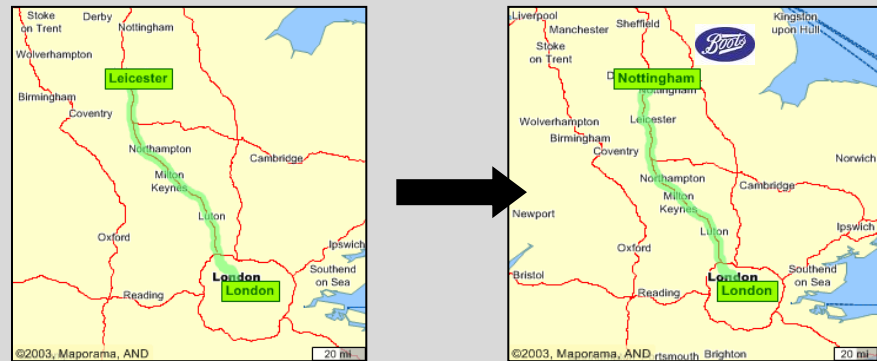
Annealing/non-gradient approach:

- Start without doing any research on relationship btwn London and Nottingham
- Sample all paths leading out of London
- Visit cities that clearly aren't on way to Nottingham, waste time
- Ignore the fact that certain roads are closed, or too small for your vehicle
- **If you've run out of time, possibly compromise and convince yourself that Manchester is Nottingham**



Math-based/gradient approach:

- Use knowledge that Nottingham is north and a bit west of London
- Find nearest city which is north and a bit west; assess whether you are getting closer to Nottingham
- Rule out certain paths (bike paths, routes that are under construction)
- **End up in Nottingham**



Text-heavy Slide

Goal	Build Bigger Baskets
Findings	Limes, avocados, cilantro, and chips are frequently co-purchased When promoted, avocados are more likely to drive sales of the other products
Differentiator	Rapid processing of large t-log data samples



Recommendation

- ***Promote avocados to drive a customer solution***
- ***Organize promotions to drive multiple customer solutions each week***

Simplified Graphics, Text and Animation

Goal	Build Bigger Baskets
Findings	Items are frequently co-purchased
Differentiator	Rapid processing of large t-log data samples



Recommendation

Drive multiple customer solutions by weekly promotions

3

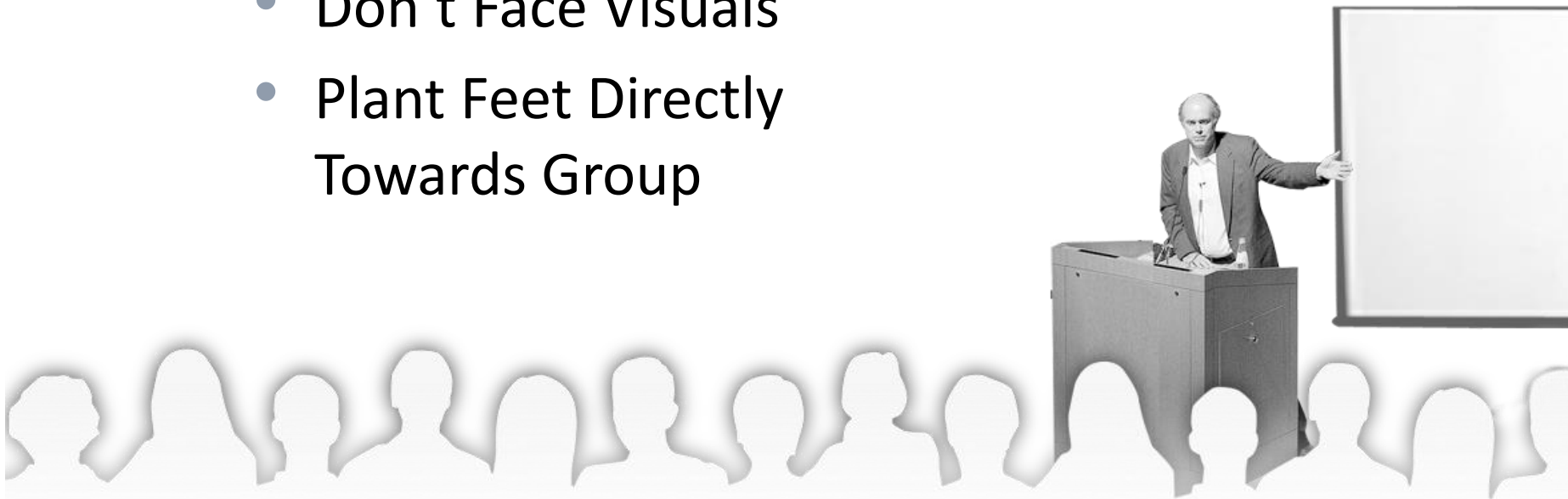
Slide Construction

- Title: 26-40 pts
- Sub-bullets: 18-24 pts
- 4 to 5 Words per Bullet
- Initial Upper Case Letter
- Fonts: Calibri or Arial

3

Using Visuals Effectively

- Position to Your Left
- Gesture with Left Hand
- Don't Face Visuals
- Plant Feet Directly Towards Group



4 “S” Formula for Q&A

- Statement -Turn Question into a Statement
- Support the Statement with Facts
- Summarize Answer
- Stop Talking

Presentation Takeaways

1

You Are the Message.

2

Define Your Presentation Goals.

3

Visuals Support the Spoken Word.

Funding Pitch

- Overview
 - What is the company
 - Why invest
- The Pain and Market Fit
- The Competition
 - Your Advantage
- Product Development
- Marketing Strategy/Status
- Winning Team
- The Financial
 - Past Financials
 - 3-5 Year Pro Forma
- Funding Sought
 - Use of Funds
 - Future Rounds
- Deal Offered
- Potential Exit

The “It” Factor

“ *The “It” factor in the entrepreneur/founding team that indicates they can persevere and just get it done.* ”

Can be demonstrated by past success/failure/experience combined with transparency and a demonstrated balanced ego (confident yet has the ability to put the company/shareholder goals above personal issues).

— Cameron Lester, General Partner
Azure Capital Partners

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