

Two Approaches to Giving a Business Presentation

The Typical Approach to Giving a Business Presentation

The Effective Approach to Giving a Business Presentation

<p>1. Always use bullet points in PowerPoint. By using bullet points everyone will understand you better because if they missed what you said, they can still read it on the slides.</p>	<p>1. Have striking visual aids with pictures which create strong mental images to back up what you are saying.</p>
<p>2. Start by telling them who you are and your company's background, including turnover, locations, number of staff etc.</p>	<p>2. Start by grabbing their attention and telling them why they should listen.</p>
<p>3. Bring up each slide and tell people what it says.</p>	<p>3. Use the slides to reinforce what you have just said and help create a strong mental image</p>
<p>4. Use random slide transitions and animation to liven up your presentation</p>	<p>4. Use animation only if it helps to get your point across.</p>
<p>5. Have an agenda slide, at the start of each section, so that your audience knows exactly where you are in your presentation</p>	<p>5. Keep your audience listening; let them discover your message as it unfolds.</p>
<p>6. If you are using charts, create them in Excel and then copy them across with all of the labelling intact. This means that people will be able to understand the slides in detail when they look at them after your presentation.</p>	<p>6. Only display critical information on your charts. Keep them as simple as you can to get the point across. Use infographics.</p> <p>Provide detailed information in a separate handout afterwards.</p>
<p>7. Apologise if you think a slide is too complex or unreadable</p>	<p>7. Never apologise, keep slides simple and to the point</p>
<p>8. Handouts are essential; always give out copies of your slides as handouts before you start.</p>	<p>8. Give out handouts after your presentation. Create a custom handout not a copy of your slides. Handouts and visual aids serve different purposes and need to be different.</p>
<p>9. If you're nervous beforehand, drink lots of Irish coffee or a quick shot of tequila, you soon won't notice the nerves.</p>	<p>9. If you are nervous, tell yourself you are doing it right, you are supposed to be nervous before an important presentation. Don't worry about it.</p>
<p>10. Anyone who is a bit shy and doesn't like looking people in the eye should give the presentation staring at a point on the back wall, or looking at the tops of people's heads.</p>	<p>10. People can tell if you are not looking them in the eye, avoiding eye contact will stop an audience engaging with you. Make sure everyone gets some eye contact</p>
<p>11. Speaking quickly will enable you to get more information in to your allotted time.</p>	<p>11. Speak slightly more slowly than you would in a 1 to 1 conversation. Pause before an important point.</p>

12. If you have interesting things to tell them most audiences won't mind if you over run a bit.	12. Structure and practise your presentation to ensure you always end slightly early
13. Keep your hands still, if you find them waving about put both hands in your pockets.	13. Use positive body language to reinforce the words you are saying.
14. Don't worry about remembering everything you are going to say, you can always look at your slides to remind you of the key points and any detailed data.	14. Never rely on the slides to remind you what to say. The presenter always leads the slides. If you can't remember the points you need to make, use Presenter View in PowerPoint with appropriate speaker notes.
15. Emotions have no place in business so just stick to the facts, don't be tempted to use emotional language as this can be misunderstood.	15. The emotion and passion you bring to a presentation is what distinguishes it from an email. Facts alone will rarely persuade anyone of anything
16. Give the same standard presentation to every audience.	16. Your audience is the most important part of your presentation. Don't say what you have to say, say what they want or need to hear.
17. In a sales presentation, tell them about all your products and services. You never know what might be of interest.	17. Find out what problems your audience have and tailored your presentation to meet their needs.
18. Humour is good in most presentations so start with a joke.	18. Humorous asides and comments can encourage audience engagement once you have built a level of trust, but never tell jokes.
19. Have a glass of water to hand, in case you have a dry mouth.	19. If your mouth is dry suck a mint beforehand, or gently bite the inside of your cheeks to get the saliva flowing, don't wash it away with water.
20. When presenting to an industry audience it is OK to use lots of jargon and technical terminology, after all they should all know what the TLA's stand for.	20. Avoid using three letter abbreviations, and technical terms without explaining them first, just in case you audience are not familiar with them.
21. Always end a presentation by asking who has a question they would like answered.	21. Always end a presentation with a call to action, which tells your audience what you would like them to do next.
22. If in doubt just do what everyone else does, they will all be asleep anyway.	22. Be different, stand out from the crowd, and make a lasting impression on your audience.