

What Is A Presentation?

A presentation is a **means of communication** that can be adapted to various speaking situations, such as **talking to a group**, **addressing a meeting** or **briefing a team**.

Every Presentation Must Include

- Objective** This is what the presentation **expected to achieve. Specific Outcome(s)** that the organisers and the **audience expect**. These outcomes will **shape your presentation**, because it must be **designed to achieve the objective and deliver the desired outcomes**.
- Subject** The subject of your presentation **comes from the objective**. They are **linked**, but they are **not necessarily exactly the same thing**.
- Audience** **Tailoring your talk to the audience** is important and the following points should be considered; the **size** of the group, the **age** range, **gender**, whether you're there to **inform, teach, stimulate, or provoke**.
- Place** It can be helpful to **arrange to see the venue** before the event. This allows you to **mentally prepare** for your presentation.
- Time** The **time of day** will likely **affect your audience**. The **morning** is the **best time** to speak because people are generally at their **most alert**. In the **afternoon**, people often **feel sleepy and lethargic**. If you are given a slot immediately after lunch, it is a good idea to **get your audience involved**. **Evening/Weekend**, people are more likely to be present because they **want to be** rather than because they have to be there.
- Length** Aim for **45 minutes** as a maximum leave **at least 10 or 15 minutes** for **questions** single-session presentation, and preferences.

Types Of Visual Aids That Can Be Used

- PowerPoint Presentation
- Whiteboards and interactive whiteboards
- Flip charts
- Videos
- Printed Handouts

Writing A Brilliant Business Pitch

Get to the **point**: Get to the **heart of the matter quickly** in order to keep investors from losing interest.

Elevator pitch: An elevator pitch is a **concise and carefully planned** description of your company or idea that can be **quickly and easily understood**.

Attention to Detail: Pay specific attention to detail with regards to; industry analysis, customer needs, marketing strategy, business model, overview of the competition, risks implementation plan, financial projection.

Do your **research**: It is important to ensure you are pitching your **idea to the right people**. Research **potential investors and ensure your pitch idea is well-matched** to their interests.

Dealing With Questions

Set out Ground Rules: At the start of your presentation, you should **make it clear** whether and when you would prefer to deal with questions - as you go along or at the **end** of the presentation.

Stay in Control: Speakers dread losing control of their audience, if the presentation starts to get **diverted by an interesting question**, try saying something like: *"I think we're getting a bit off topic here. Let's put that to one side and you and I can chat about it later."*

Manage the Questions: **Listen carefully to the question** and, if the audience is large, repeat it to ensure everyone in the audience has heard. **Relax** and do not feel as if you have to know everything. **If you do not know the answer**, then say so and **offer to find out**. Then **ensure that you follow-up**.



8 Tips On Delivering A Presentation

1. Create an **easy-to-follow structure**
2. **Limit the amount of copy** on each slide
3. Be savvy with **design details**
4. **Polish several times**
5. Have a **strong opening**
6. Be **genuine**
7. Have a **plan for a smooth delivery**
- 8: Focus on **audience value**

What Is Public Speaking?

Public speaking **skills** refer to the **talent of effectively addressing an audience**. Whether it is in front of a group of people you already know or a crowd of complete strangers, your **ability to communicate to them with clarity and confidence**.

8 Tips For Public Speaking

1. **Speak with an intent to move people to action:** Know what you **want your audience to do** immediately after hearing your speech.
2. Start **strong with a "grabber"**. A personal story, a **quote** from an expert or a **shocking statistic** – something that takes a hold of your audience and gets them hooked!
3. **Structure your material** in three sections– **grabber, middle, close**.
4. **Practice. Practice.** Rehearse out loud with all equipment you plan on using.
5. **Know the audience.** Try to speak to one or two people in the audience as they arrive – they will be your **allies** in the audience.
6. Know the **setup**. Arrive in good time to check out the **speaking area** and **get practice using the microphone and any visual aids**.
7. **Relax.** Begin with a well prepared grabber. A relevant personal story is a great start.
8. **Pauses.** Include **3-8 second pauses** at key moments – just before **key statements** or just after a story – this really brings the audience into the speech.

What Is A Pitch Desk?

Pitch decks are **short presentations** created to give a **quick, persuasive overview** of your **business plan**, and are usually meant for showing to **(potential) investors, partners, and clients**.

A Pitch Desk Should Include

The **Problem/Opportunity** - This isn't about you, it's **about your customers**. What problem or pain point do you **intend to help them solve**, or what **opportunity do you intend to help them exploit**?

The **Product/Solution** - What have you **invented**? What have you **developed**? What are you going to offer the world that's **new and fresh** and will **address the above mentioned problem or opportunity**?

Your **Unfair Advantage** - What **qualifies you, and your company**, to be the ones who bring this **solution to the market successfully**? What do you have that others **lack**?

Your **Business Model** - How do you **plan to make money**? How are you going to **create and capture value**? You should include things like **cost structure, revenue streams, value propositions, key partners, key activities, and customer segments** here.

