

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 is **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**, what the purpose of the presentation is (**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**.

Types Of Visual Aids That Can Be Used

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

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**.

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**.

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**.



Writing A Brilliant Business Pitch (cont)

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.

What Is A Pitch Deck?

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 Deck Should Include

The Problem/Opportunity	This isn't about you, it's about your customers . What problem 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?
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?
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.

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.

