

“Meta-Presentation”

A Presentation about Presentations

Prelude


Delivering a presentation or a public speech not necessarily an inborn talent

Much of it can be learnt!

But, there is no universal recipe to be a perfect presenter!

The Overall Process

Design, Prepare, Deliver!

- The **Formal Structure** of a Presentation:
 - The Start (Introduction, Entry – “Title Slide”)
 - The Body (KISS – Keep it Simple, Stupid)
 - The End (Summary, Exit)
 - The **Process Structure**, addressing the audience:
 - Tell them what you are going to tell them
 - Tell them
 - Tell them what you have told them
 - Allow 10-15% of the time for questions
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Presentation Intentions

Based on ***face-to-face communication***

1. *inform* somebody or an audience
2. *convince* somebody or an audience to do/accept something

In case of entrepreneurship it is NOT

- an academic exercise, seminar or dispute,
- a report at a technical meeting, conference, ...

It is about “***selling***” (yourself, your firm, your project, etc. vis-à-vis somebody)

Know What You Want to Achieve

For entrepreneurship (to found a firm)

- Attract *one specific or several investors or backers*
- Attract *a specific type of investor* (venture capitalist, investment firm, angel investor, corporate venturing investor; a banker)
- Testing your attractiveness for financing options (to assess your business plan)

Otherwise (e.g. **in a firm**, R&D project)

- Gain support for further actions, find “sponsor”, gain allies (or - identify opponents, “enemies”)

Know the Audience

- It is your responsibility to **tailor your talk to the audience** (what can you offer?)
- What is the fundamental *driver (intention)* of *the participants* you want to convince?
(investors - profit in short time;
in firm - kill your proposal, project?)
- Overview or detail? Anyway, **no “tech talk”!**
- Use language the audience can understand!
- The Challenge:
complex (technical) concepts in few words

Nervousness

- Everybody is nervous!
- **Practice, practice and practice again!**
 - In front of a mirror, a friend, or an empty conference room or a “dry run” for yourself (rehearsal – practice talking out loud)
- Be totally sure with your first two sentences (questions) – the *first impression* you deliver
- Rationale:
Grab attention right out of the gate.
Audiences remember the first thing you say and the last.

Formal Preparations

- A presentation starts long before you get up to speak

Homework, homework, homework!

- Know your *presentation's weak points*
- Have a sense of *what the audience may/will ask you*
- Know the presentation location and technology. If possible “test” the actual location/technology
- What if technology fails?
- Know whether (when) you will distribute slides

You and the Audience

- **Be happy to be speaking and enthusiastic about the subject!**
- *Be yourself!* Believe in yourself!
- Be confident that you have done everything you could have done to “succeed”
- Convey experience and credibility
- Remember: *Perception is reality!*

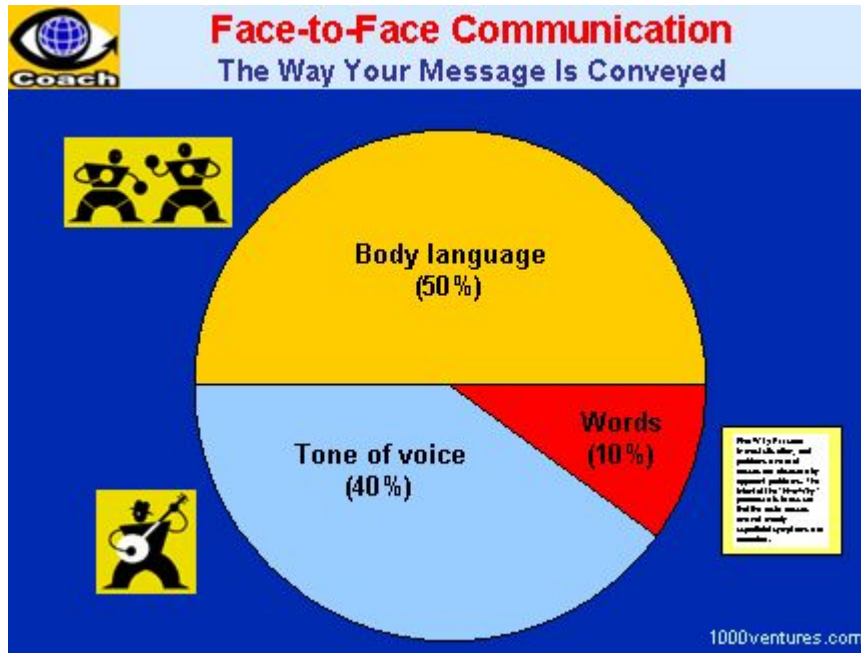
The Start

- Your introduction will get your speech off to a good start

Grab attention – build tension

- A question is often a good start;
analogies (what do these have in common?)
- Tell the audience - why they are special and what you will share with them; why they can “win”
why it is now the right time to talk about ...
- Tell the audience why they are there
- Bring the audience in line with you,
the audience should be on the same wavelength

Body Language

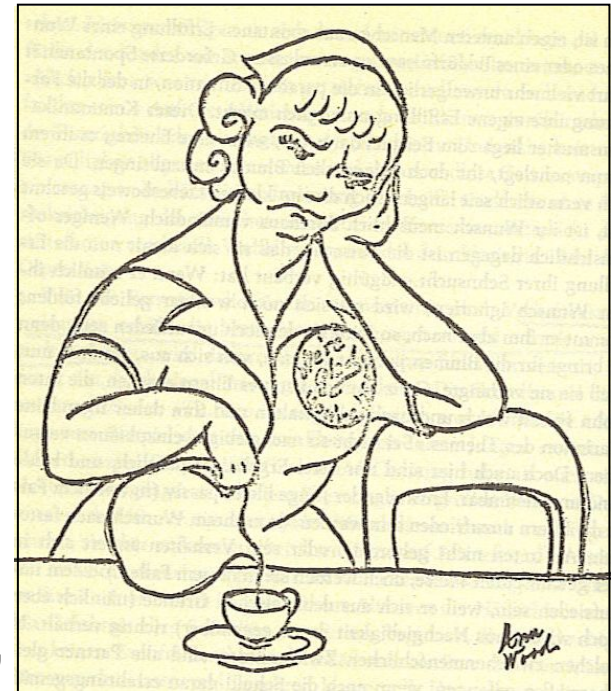


Beware of mismatches and communication paradoxes

“We are glad you’re here!”

(Wir freuen uns, dass Sie unser Gast sind)

“Voice and Face”:
What you say and how you say it



Interest Keepers: The Laws of Attraction

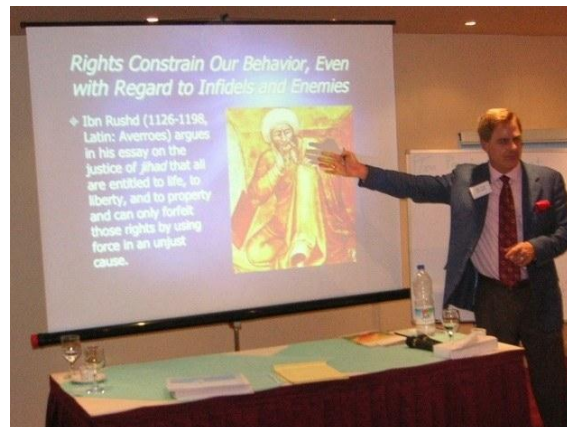
- Your main communications assets:
Substance, Sizzle and Soul
- Substance:
the content of your message
- Sizzle:
the memorable, interesting ways you deliver your message
- Soul:
the deeper reasons your message is important to you
- Some special approaches:
use humor/jokes, questions, analogies, metaphors,
some unusual facts ...

Eye Contact

- Presentation is not face-to-face^s, but face-to-face
- Eye contact in *Western culture*: associated with trustworthiness, sincerity and confidence
- Ca. 80% of the time
- **Everyone** should feel included



- Talk to the audience,



screen

Observable Behavior of Audience

- Reading (newspapers or other material)
- Talking to their partner, clearly not about your talk



(Distance – Rejection)



(Does that mean anything for me?
So what?)

- Staring at the wall, through the window
- Writing letters, drawing pictures

Fingers?

Watch out!



As a Pointer ...

to hint to displayed
information having
spoken verbally about,

to directly address
someone (of the
audience)



Enforce the Message: The Stance and the Arms

- Keep your weight balanced on both feet, stand tall, eyes ahead - no slouch
- But not standing at attention like a soldier
- **Gestures** – but not fidgeting, jiggling and swaying
- Use **hand and arm gestures** to punctuate your points
(Open palms: openness, honesty)
- Avoid hands in the pocket
- Keep your arms and hands unfolded



The Power of the Pause

- Make your audience wait.
It's your show, so take your time.
- "The right word may be effective, but no word was ever as effective as a rightly timed pause." (Mark Twain)

Silence builds tension

1. People start to listen if you stop talking
2. Let the audience ingest what you said (and put on the screen)

PowerPoint: Very Basic Rules

- PowerPoint (and your laptop) is not a crutch to get through the material!
- Contrasts for *readability* (light on dark) and one of the most effective ways to add *visual interest* to a page
- Grab the eye with Arial (or Verdana) – fonts can be read quickly
- Keep the font throughout the slide body
- Script fonts: *Don't use a font like this for body text.*
Only save it for accents:



PowerPoint: Visuals

- One concept per slide
- 20-Minutes Presentation: “10/20/30 Rule”
- Consistent design (“Slide Master Template”)
- Know when and how to emphasize (*italics* and/or **bold** or using **color**)
- Be restrictive with **colors** ... **colours**
- Pictures? Use them! Differentiate informative, emphasizing and decorative pictures
- **Use action, assessment or conclusion slides**

Visualizations

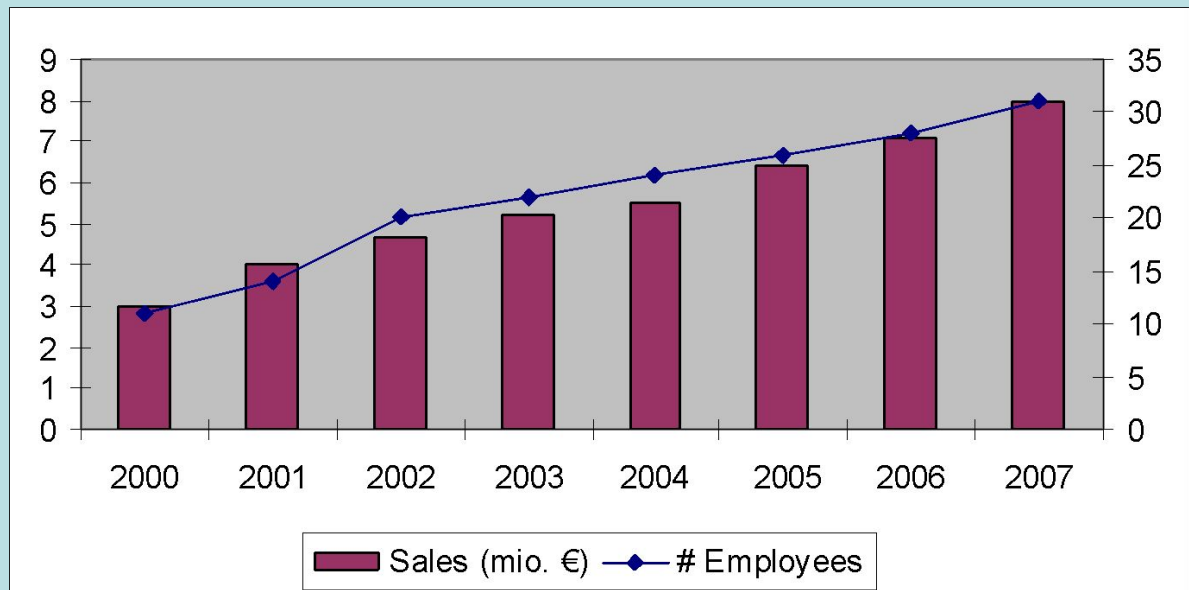
BEFORE:

Sales (in mio. €) and Numbers of Employees

	2000	2001	2002	2003	2004	2005	2006	2007
Sales (mio. €)	3	4	4.7	5.2	5.5	6.4	7.1	8
# Employees	11	14	20	22	24	26	28	31

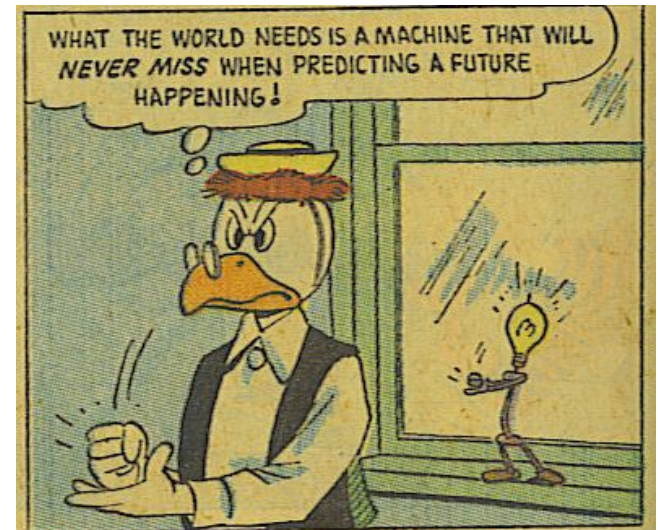
AFTER:

**We outperform in sales,
on average 15% growth over the last 7 years!**



The End

- Summarize your MAIN POINTS:
what the audience shall remember when they leave!
- WHAT shall the audience remember?
Prioritize messages!
- **End with a bang**
- **Call to action**
- Thank the audience
- Initiate Q&A



Summarizing (Business Presentations)

- WHERE (external orientations – customers, conferences, fairs – vs. internal orientation in firm)
- WHOM (the audience)
- WHY (achieving goals – inform, analyze, convince)
- HOW (clear, concise, verbally specific, well prepared, restricted time)
- COMMUNICATION
 - Verbal communication (the “special” and the “normal language of the presentation)
 - Non-verbal communication (eye contact, “face”, gestures etc.)
 - Visualizations, visual (technical) aids (graphics, diagrams, slide shows etc.)

Eliminate Bad Presentation Habits!

- **Failure to rehearse**
- **Missed attention and interest on entry**
- **Ending with an inspiration deficit**
- Failing to excite
- Avoiding eye contact
- Small, annoying gestures or mannerisms
- Standing at attention
- Reading from scripts, notes, or PowerPoint slides
- Reciting bullet points

One Moment, Please!

