



Present well and right
SCORE with your presentation



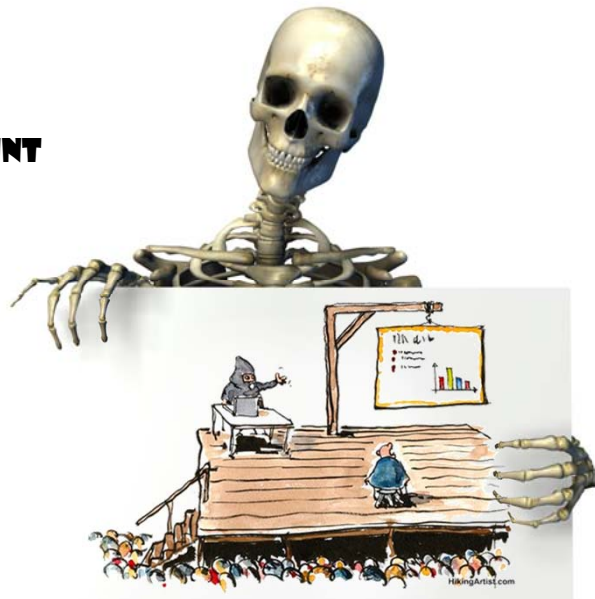
...with your presentation

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DEATH BY POWERPOINT



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Source: <http://rgalland.blogspot.ch> (2011)

Good presentations are key

- PowerPoint-presentations are nowadays like emails part of the **standard** corporate communication
- Approximately **200 millions** PowerPoint presentation are generated daily worldwide
- Presentations give the possibility to **visualize complexe connections** and therefore make them more accessible.

Source: www.strategy-compass.com



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Good presentation boost the career

- If applied skillfully and aim oriented, they not only inspire clients, but also prove your **management competences** towards decision makers and hence **boost careers**.
- On the other hand, one bad presentation can burst whole businesses or **thwart the professional development**.
- But when is a presentation considered as good?
- Experience shows that the **least of us people** learned to visualize their thoughts and to use the necessary tools.
SCORE helps you with it:

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Agenda



1. Summary
2. **SCORE** with your presentation
 1. Succinct
 2. Captivating
 3. Organized
 4. Relevant
 5. Easy
3. Present professionally
4. Practical check-lists
5. Conclusion



Succint

Captivating

Organized

Relevant

Easy

Succinct



- Short and concise presentation keeps the audience awake.
- Only one core message per slide.



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Captivating



- Do not lose the central theme («**red thread**»)
- Draw the attention of the audience with captivating and attractive content.
- Use simple graphic arts
- «light» slides are more attractive to the audience
- A surprising introduction attracts attention
- The end of the presentation should be the most captivating part



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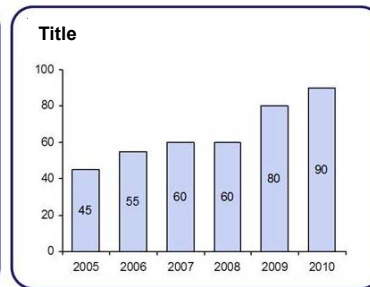
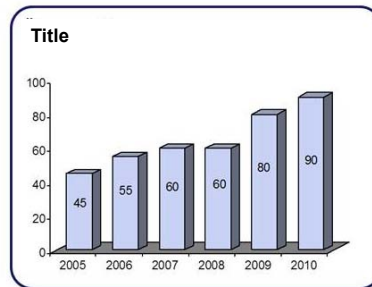
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Example graphic arts

captivating



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Organized



- Organized and structured presentations keep the red thread upright
- Top managers expect slides in a way that they can be quickly grasped
- The basic structure is always the same



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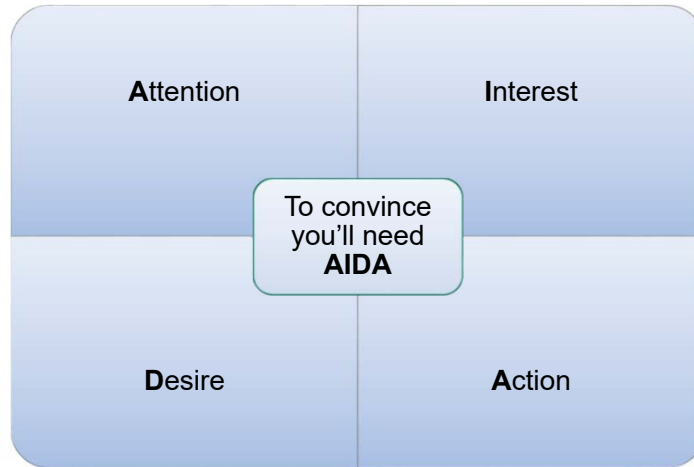
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Relevant: The AIDA-principle



Relevant: Relevant & sustainable



- Only relevant presentation will convince the audience
- Relevant presentations are interesting
- The question is not what do I want to present but rather what does the audience want to hear?



Easy: simple & comprehensible



- A good presentation is simple and comprehensible
- «Action Title» contains the main message and dynamizes the presentation
- Visualize: Images say more than a thousand words
- Visualize: yes, but in a effective manner
- Only use animation for better understanding
- Navigatores support overview

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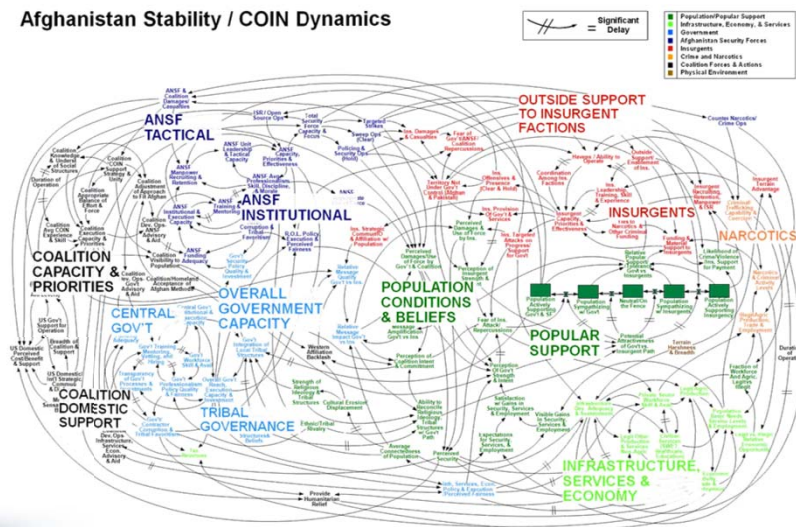
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Example: A simple slide ;-)

easy



Afghanistan Stability / COIN Dynamics

Source: New York Times, 2009 **WORKING DRAFT - V3**Institute
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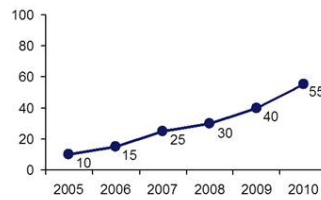
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Example: Action Title

easy

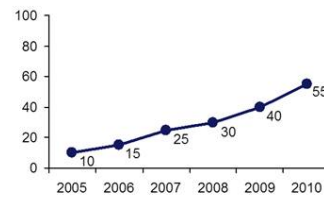


Sales Trend [Mio. CHF]



Sales have sextupled in the last 5 years

Sales Trend [Mio. CHF]



Source: www.strategy-compass.com



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Example: Visualize

easy



Investments with chances and risks

Investment chances

- Better quality
- More capacity
- Lower unit costs
- Little default risk

Investment risks

- Higher capital expenditure
- Technical risk
- Risk of little workload
- Training needed



Investitionen mit Chancen und Risiken

Chances

- Quality
- Capacity
- Lower unit costs
- Little default risk

Risks

- Capital
- Expenditure
- Technical risk
- Workload risk
- Training needed



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1. Summary

Example: Navigation


easy




AGENDA
Introduction
Methodical approach
Results
Conclusion



AGENDA

- Introduction
- Methodical approach
- Results
- Conclusion




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Source: www.strategy-compass.com


2. SCORE with your presentation: Easy


Economize with animations





Animations

- Generally animation should be **avoided**. Practically animations are used to «jazz up» the presentation
- This is **contraproductive** as you do not support better understanding but moreover create additional distraction
- Therefore economize on animation used in the presentation




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Source: www.strategy-compass.com

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Example: Structure of a «basic» presentation

organized



1. Title page
2. Agenda
3. Introduction
4. Main part
5. Conclusion
6. Bibliography/Webography



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Example: Structure of a «scientific» presentation

organized



1. Title page
2. Agenda
3. Introduction (Why theme selected, goals / hypothesis, occurred difficulties, limits of the thesis)
4. Methodical approach (literature research, used method like questionnaire, interview, modell etc.)
5. Main part: results (what are the result of my thesis? Which are the recommendations of actions?)
6. Conclusion
 - Scientific summary (goals achieved? Findings (+/-)? Outlook?)
 - Personal summary (difficulties, what did I like? personal Statements)
7. Bibliography/Webography



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Steve Balmer, Microsoft



<https://www.youtube.com/watch?v=I14b-C67EXY>



Agenda



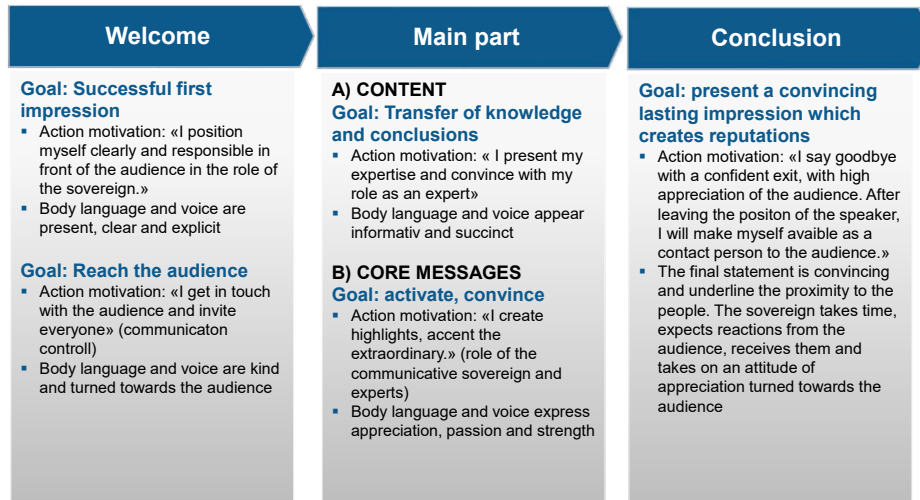
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Successful presentations hold on

- For a successful appearance the **first seconds** count already
- If the speaker attracts the **attention** of the **audience** through his/her personality, the presentation will be persuade
- The **audience expects** a clear and succinct transfer of knowledge
- They want to understand complexe circumstances, they want to come to conclusions. They expect to be **involved**

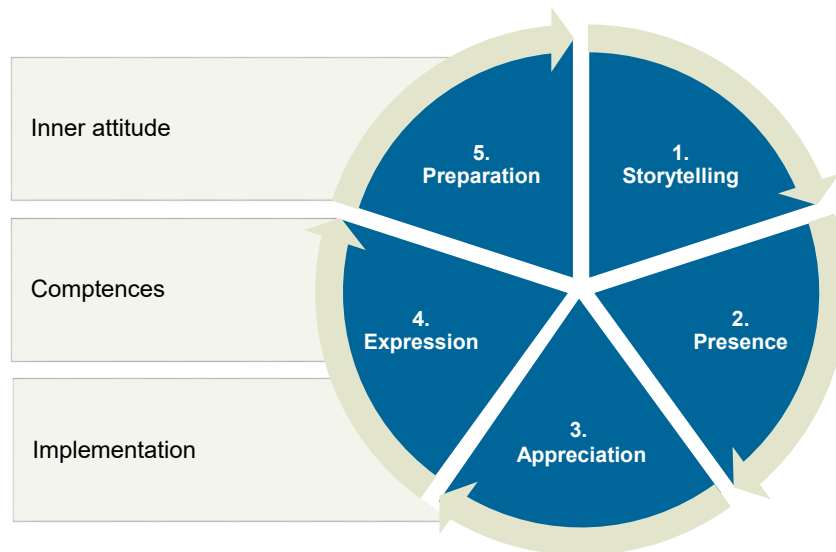
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Structure of the stages of a presentation



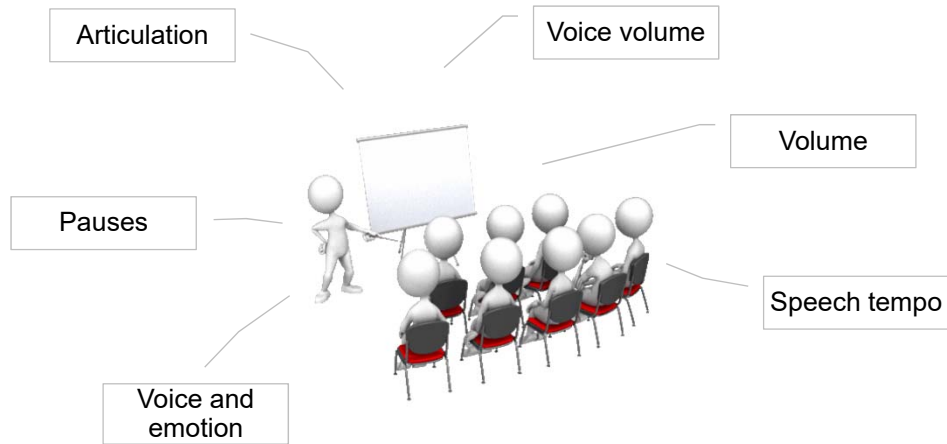
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The 5 factors to a successful presentation



Source: www.strategy-compass.com

Means of expression in verbal communication



Source: www.strategy-compass.com

Means of expression in non-verbal communication

- Body presence
- Gesture
- Facial expression
- **Eye contact**
- Breathing
- Stand confidently



Referring to Albert Mehrabians study „Silent Messages“ the positive effect of the communication made by a speaker is based **55% on body language**, **38% on voicing** and only **7% on the content**

Source: www.strategy-compass.com



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Checklist Presentation and direction plan (1/2)



Question for the text and its content

- ✓ Who are the people in the audience?
- ✓ What do I want to communicate to them?
- ✓ How shall they leave after the presentation?
- ✓ What shall they recall from it? What is the message?
- ✓ How to I communicate the message?
- ✓ How «passionate» am I personally for the core messages?
- ✓ How do I appear?

Questions for the structure

- ✓ Is the structure of my presentation clear?
- ✓ Did I note down a short version of my presentation on numbered cards?
- ✓ Am I aware of the structure and the titles of each chapter?
- ✓ Do I have the red thread in mind?

Source: www.strategy-compass.com

Checklist Presenation and direction plan (2/2)



Questions for the direction plan

- ✓ Did I add the direction instruction to the structure of the text
- ✓ Where do I plan pauses?
- ✓ Where do I accentuate with the help of pauses?
- ✓ How does the transition of messages work?
- ✓ How does the transition of roles work?
- ✓ Which changements of movements are necessary?
- ✓ Which changements of facial expression / gesture are necessary? (e.g. gentle look on your face)
- ✓ How do I use my voice?
- ✓ How do I catch eye-contact?
- ✓ Did I mark the welcome note or did I memorize it?
- ✓ Did I mark the credo or did I memorize it?
- ✓ Do I know my final statement by heart?

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Checklist organisation (1/2)



Questions for the arrival

- ✓ Do I have all the travel documents?
- ✓ Did I check the travel transportation?

Questions for the documents

- ✓ Did I prepare the text for the presentation, the summary and if necessary the cards?
- ✓ Did I prepare all the printed and electronical documents?

Questions for the location and the lecture hall

- ✓ Did I prepare the room / have it prepared by somebody
- ✓ What is missing?
- ✓ How much time do I need onsite before the presentation starts?
- ✓ Can I handle the technics?
- ✓ How much time did I calculate for unplanned events?
- ✓ What are the names of the point of contacts, the eventmanger and the technician?

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Checklist organisation (2/2)



Question for the event

- ✓ Do I have a calendar of events?
- ✓ How does the daily routine look like?
- ✓ At which time does my presentation take place?
- ✓ Who is the moderator and which information did I give him beforehand?

Questions for the outfit

- ✓ Did I prepare well my outfit?
- ✓ Did I prepare the accessories?
- ✓ Do I feel comfortable in my outfit?

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Checklist performance (1/1)



Check the roles

- ✓ Structure of the presentation, course of events and change of roles
- ✓ Position of the role of the sovereign
- ✓ Welcome note and role of the host
- ✓ Presentation and handling of the theme in the role of the expert
- ✓ Example based on personal experience in the communicative role
- ✓ Phases of insecurity and disturbances: role of the sovereign

Body language and check posture

- ✓ Is my posture relaxed and upright?
- ✓ Am I well grounded?
- ✓ Am I present in my body?
- ✓ Body-room-presence: Do I spot my position within the room?
- ✓ Contact-presence: Am I in contact with the audience?

Check voice

- ✓ Is the breathing fluid and deep?
- ✓ How is my voice in the room?
- ✓ Am I present in my voice?
- ✓ Is the presence of my voice directed to the audience?

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Conclusion

- Good presentations boost the **career**
- The **worst** that can happen during the presentation is if the **audience loses the attention**
- Top-manager expect **easy understandable** slides
- Preparing a convincing presentation requires to be able to **master the tools** like PowerPoint and the **knowledge of structuring** and design



Conclusion



- A **confident** and **authentic performance** is the trademark of successful managers
- Do not forget, that the **structure** is the most important but also **most difficult part** of a presentation preparation
- The question is not what do I want to present than rather what does the **audience** want to hear?
- And... present perfectly is **can be learned**



Succint

Kurz & prägnant

Captivating

Spannend & ansprechend

Organized


Organisiert & strukturiert

Relevant


Relevant & nachhaltig

Easy


Einfach & verständlich



**Thank you very much
for your attention**



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