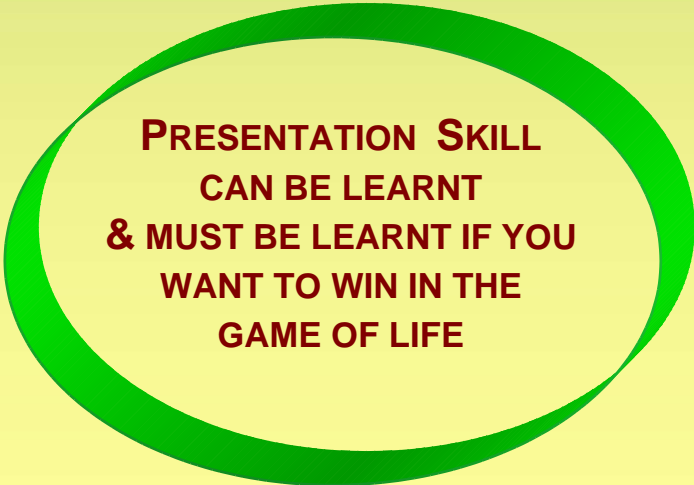


**FOUNDATIONAL SKILL IN
PERSONAL EFFECTIVENESS**

Business Presentation Skills

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**PRESENTATION SKILL
CAN BE LEARNT
& MUST BE LEARNT IF YOU
WANT TO WIN IN THE
GAME OF LIFE**

Business Presentation Skills

**From Planning & Preparing
To Delivering & Evaluating**

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WHERE DO I BEGIN?

You have accepted an assignment to prepare and deliver a presentation. Having overcome the initial joy and jubilation and possibly, also the fear and anxiety, you sit yourself down to begin work on the presentation. Between the moments when the mind is totally blank and when it is beaming with a thousand ideas, you are at a loss as to where to begin?

Time is ticking so you start to write and write – only to find yourself deleting paragraphs and paragraphs of ideas that don't seem to connect. You try harder and harder and begin to feel more and more helpless and anxious.

You wonder if there is a systematic way of going about this... The good news is – **'Yes! There is!'** And help is right here!

In this eBook, you will learn the 'what-to-do' as well as the 'how-to-do' when it comes to preparing and delivering a presentation – from start to end, in a series of five logical phases.

- Planning,
- Preparing,
- Getting the speaker ready,
- Delivering, and
- Evaluating.

Phase 1

Planning The Presentation

In this section, you will learn HOW TO:-

- ❑ Develop a strategy for the presentation
- ❑ Define the Primary Goal
- ❑ Set Secondary Objectives
- ❑ Craft A Compelling Take Home Message
- ❑ Research The Audience
- ❑ Research The Topic
- ❑ Generate Ideas
- ❑ Capture Ideas

PLANNING THE PRESENTATION

Before you start to prepare the presentation itself, it is useful to have a strategy. Having a strategy enables you to stay focused. A strategy is a route that shows where you want to go and how you want to get there and of course why you want to go there.

Start by asking:

- Why am I presenting?
- Whom am I presenting to?
- What do they need from me?

The answer to these questions will help you to formulate your:

- Primary goal,
- Secondary objectives, and
- Take home message

Deciding on what to say will be easier if you know these.

DEFINING THE PRIMARY GOAL

What do you want to achieve? What is your goal? Why are you presenting? How do you want to impact them by your presentation? At the end of your presentation, how do want them to:

- Think,
- Feel,
- Do?

For the goal to be helpful in focusing your presentation, be as specific as possible.

Primary goal deals with the question:

- ‘What matters most in this presentation?’

Examples of primary goals:

- Change preference from A to B.
- Set aside the negative feeling about X.
- Approve the proposed investment.
- Agree on the next step.
- Adopt the recommendations.

SETTING SECONDARY OBJECTIVES

Beside the primary objective, you may wish to achieve other important objectives during the presentation. These are the secondary objectives.

Examples:

- Arouse interest for alternatives.
- Provoke feelings of teamwork.
- Develop rapport.
- Set the stage for future cooperation.
- Create a positive first impression.

Key words relating to setting primary and secondary objectives include:

- Inform,
- Entertain,
- Persuade,
- Explore,
- Sell,
- Get support,
- Influence behaviour,
- Communicate an image,
- Provoke feelings,
- Motivate,
- Stimulate new ideas,
- Reassure,
- Challenge.

CRAFTING A TAKE-HOME MESSAGE

A take-home message is like a slogan for your talk. If you have only 30 seconds to speak, what is the one thing you would want your audience to hear from you? A take-home message is catchy, easy to remember, compelling and thought provoking.

It is the essence of your talk in a sentence.

Examples:

- In business as in life, you don't get what you deserve, you get what you negotiate.
- Quality is free.
- Treating people as things is the surest way of building a demotivating team.
- We are what we repeatedly do. Excellence is not an act, but a habit.
- A 5% increase in price will increase profit by 30%.

RESEARCHING THE AUDIENCE

A presentation that doesn't connect with your audience will never be good!

Your preparation must therefore also include gathering information about your audience and their needs. A well-prepared speech given to the wrong audience can have the same effect as a poorly prepared speech given to the correct audience. They both can fail terribly.

Preparing an audience profile is critical part of the planning and preparation process. Use the table below as a guide:

ANALYSIS	Who are they? How many will be there? What are their roles & responsibility? Who are the key players?
UNDERSTANDING	What is their knowledge? How much do they know?
DEMOGRAPHICS	What is their age, sex, education, and position?
INTEREST	Why are they here? What are they looking for? What can you give them which are of value to them? What are the possible objections?
ENVIRONMENT	How do they feel about you as a speaker? Are they likely to be receptive or resistant? What are the potential problem areas?
NEEDS	What are their needs and wants? What problems can we solve? What can they gain by listening to me?
CUSTOMIZED	How can we make this presentation special and unique to them? What questions would they ask?
EXPECTATIONS	What do they expect to learn or hear from you?

An audience profile will help you determine what they need so that you can prepare accordingly and give it to them.

RESEARCHING THE TOPIC

Depending on the topic of your presentation, it may be necessary to supplement what you know by additional research. The sources are plenty and include:

- In-house literature;
- Books;
- Newspaper & magazine articles;
- Trade and industry journals;
- Information from colleagues;
- Inputs from experts;
- Internet.

Researching the topic helps you to 'top-up' your knowledge and this helps build confidence when you know what you are talking about.

GENERATING IDEAS

If you need to generate ideas for the presentation, try brainstorming either in groups or by yourself. During brainstorming, it is important to concentrate on generating as many ideas as possible – quantity is more important than quality. So note all ideas – even crazy ones and avoid evaluation at this stage.

Other tips on generating ideas:

- How would someone else (your boss, your mother, the prime minister, your secretary) present this subject?
- Talk to other people about the topic and get their ideas.
- Get away from it all.
- Take some exercise.
- Break your routine.

CAPTURING IDEAS

Your best ideas are likely to come at inconvenient moments. Be ready to capture them - be it at 4am in the morning, while driving or in the shower. Have a large piece of paper on the wall and record ideas as they come up. A mind-map is a useful tool for this purpose.

Keep a pad and pen by your bed-side for those occasions when the idea bulbs start to light up in the middle of the night.