



Effective Presentation Skills

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“Successful presentations are understandable, memorable, and emotional.

Carmine Gallo

Three Ps of a Great Presentation



PREPARE



PRACTICE



PRESENT

Qualities of a Great Presenter

Adept nonverbally	Adept Verbally	Assertive	Cheerful	Clear	Commanding
Confident	Credible	Dynamic	Effective	Engaging	Focused
Knowledgeable	Memorable	Natural	Organized	Passionate	Present
		Relaxed	Understandable		

Know Your Audience

Rule #1

It's all about your audience

Rule #2

Be aware of who they are

Rule #3

Adapt their story

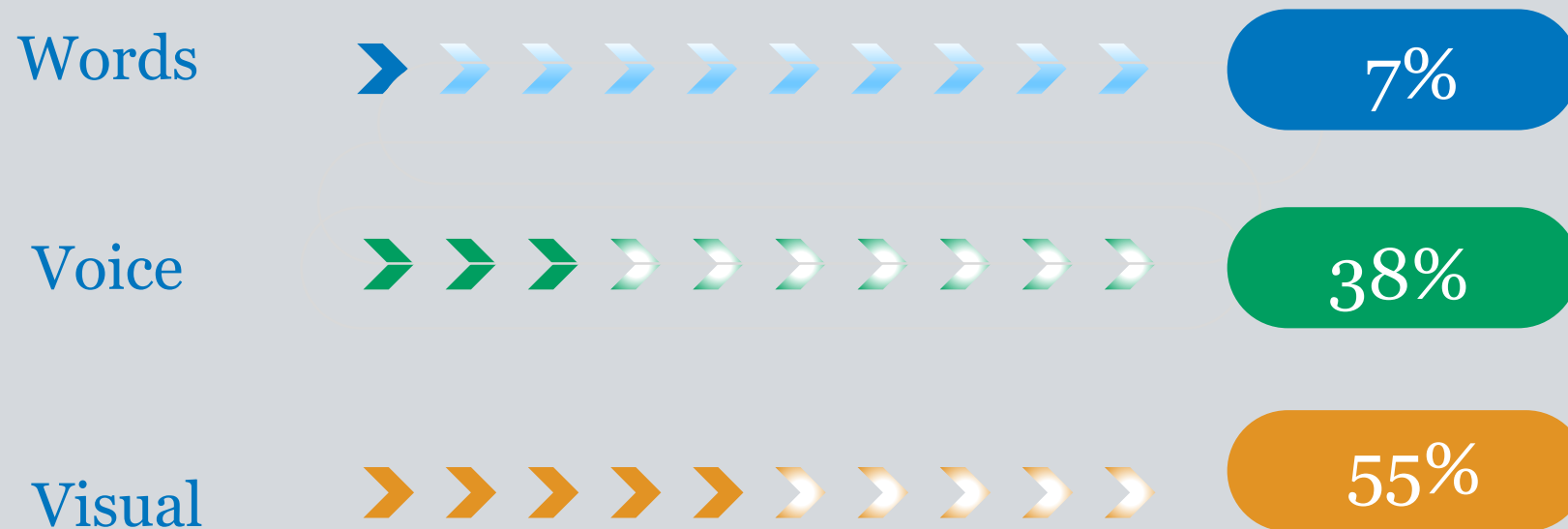
Rule #4

Speak their language

Rule #5

Develop a **relationship** between the **presenter** and **audience**

What's in the message?



Start to Finish



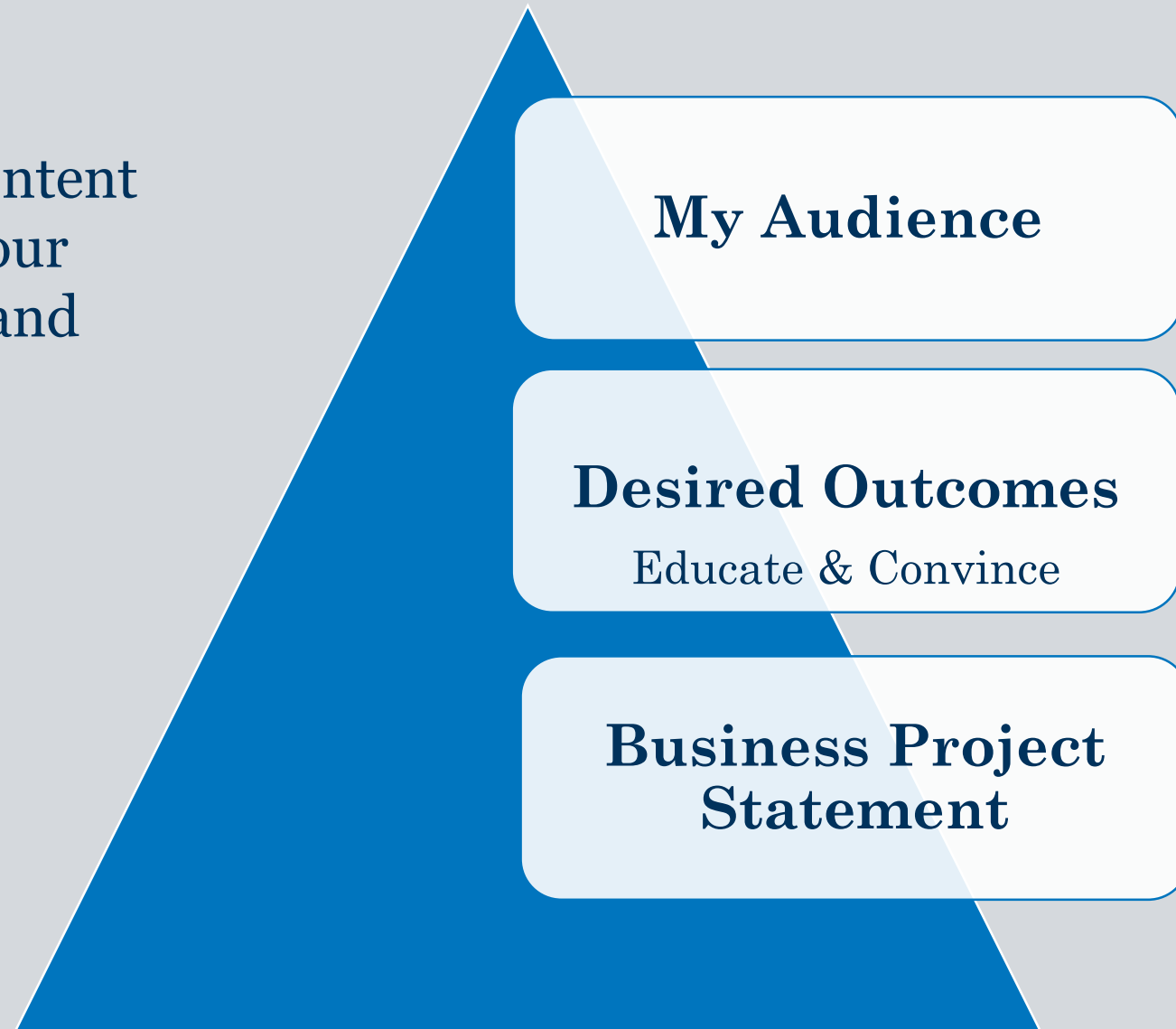
Convince & Educate

Business Case

A written or verbal presentation that is intended to educate a decision-maker and convince them to take an associated action.

Selecting and Organizing Content

As you develop content
stay focused on your
desired outcome and
audience





Parts of the Presentation

- Opening
- Body
- Closing
- 2nd Closing





Primacy and Recency


People Remember

-  The first thing they hear
-  The last thing that is said

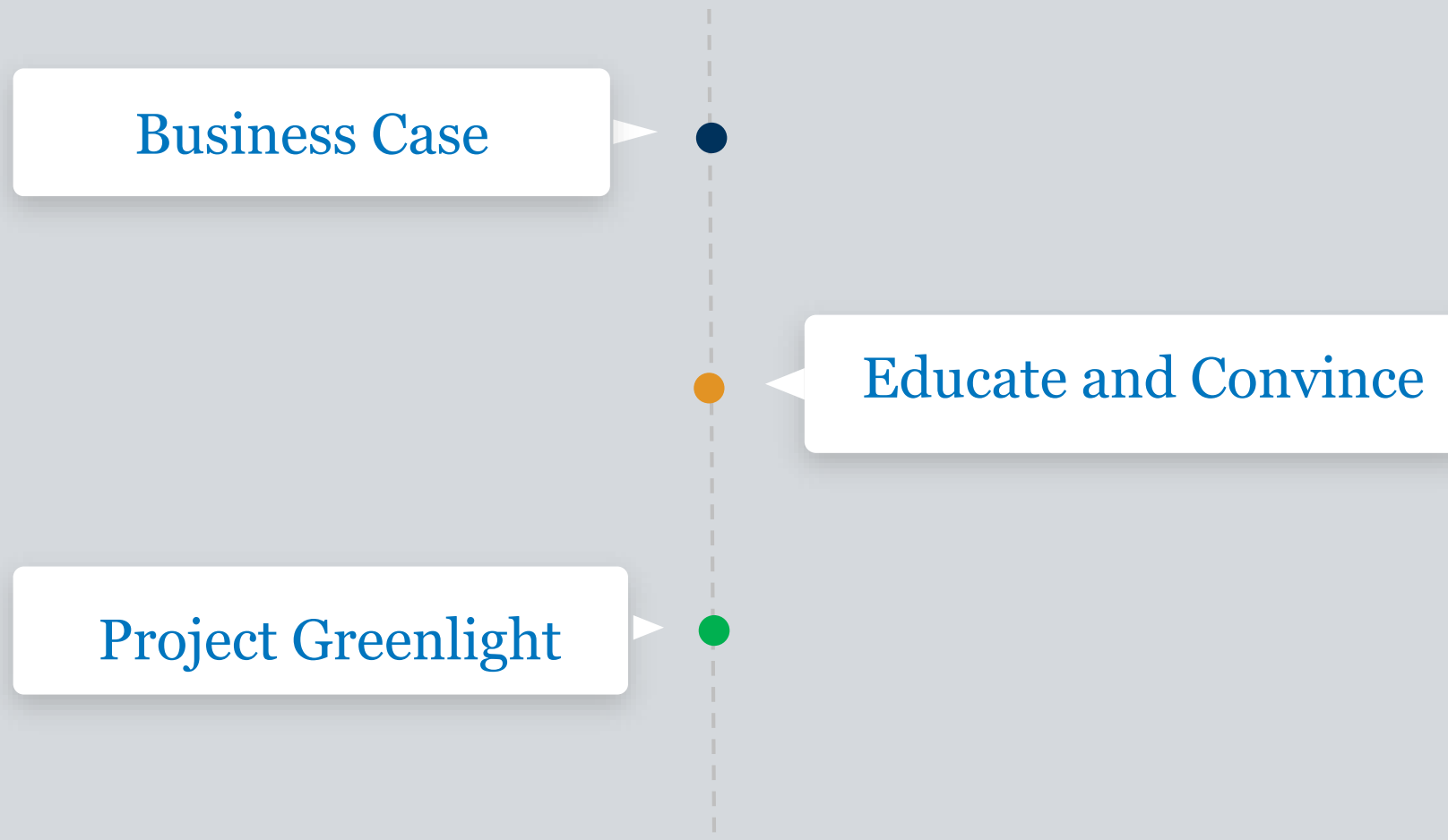
Multi-sense

-  Sensory rich messages
-  Recollection of sounds, tastes, smells, and body feelings

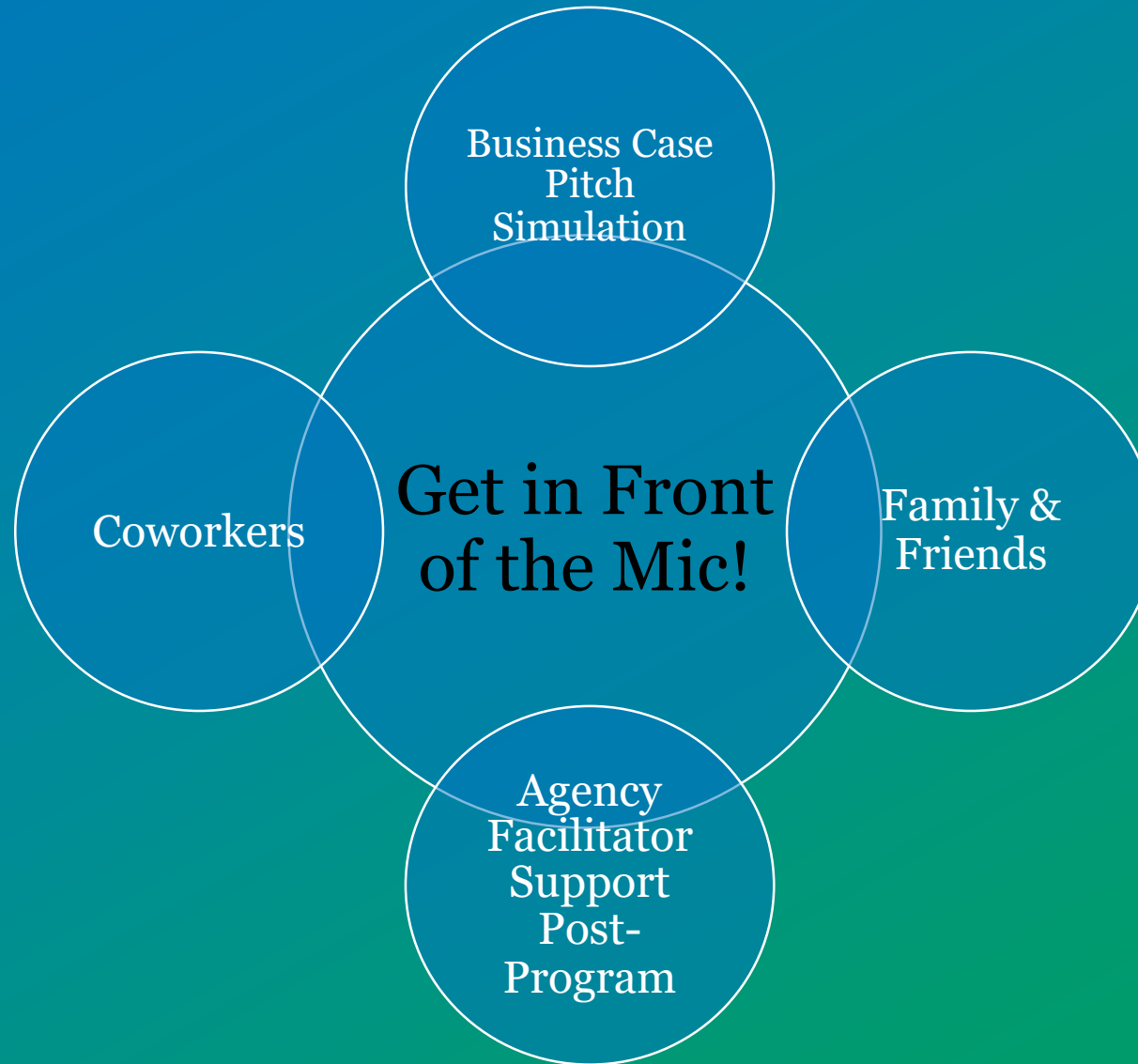
Visuals

-  People forget numbers, names, and details of sequences of events unless they are visual

What is the end goal of your Business Case?



Practice, Practice, Practice!







Be Ready for Questions



Elevator Pitch

- 2-3 Minutes
- Key Points Only
- Practice

Within next 10 days:
Start preparing your mock pitch

Host Visit 4:
Deliver 2–3-minute mock pitch of your
business project





QUESTIONS?