



# **Learning Support Resources**

## **A Guide to Prepare Your Presentations**

Amin Kaboli



# Professional Presentation – Elements



Structured, short,  
concise, to the point



Visualize  
Problem/Analysis/Outcome



Respect allocated time

# How To Ruin Your Presentation – Ten Ways

- 1** Take a really long time to explain what your talk is about.
- 2** Speak slowly and dramatically. Why talk take when you can orate?
- 3** Make sure you subtly let everyone know how important you are.
- 4** Refer to your book repeatedly. Even better, quote yourself from it.
- 5** Cram your slides with numerous text bullet points and multiple fonts.
- 6** Use lots of unexplained technical jargon to make yourself sound smart.
- 7** Speak at great length about the history of your organization and its glorious achievements.
- 8** Don't bother rehearsing to check how long your talk is running.
- 9** Sound as if you are reciting your talk from memory.
- 10** Never, ever make eye contact with anyone in the audience.

Source: Chris Anderson, How to Give a Killer Presentation, Harvard Business Review, June 2013

# Effective Presentation – Five Tips (I)

## 1 Summarize up front

Say you're given 30 minutes to present. When creating your intro, pretend your whole slot got cut to 5 minutes. This will force you to lead with all the information your audience really cares about— high-level findings, conclusions, recommendations, a call to action. State those points clearly and succinctly right at the start, and then move on to supporting data, subtleties, and material that's peripherally relevant.

## 2 Set expectations

Let the audience know you'll spend the first few minutes presenting your summary and the rest of the time on discussion. Even the most impatient executives will be more likely to let you get through your main points uninterrupted if they know they'll soon get to ask questions.

## 3 Create summary slides

When making your slide deck, place a short overview of key points at the front; the rest of your slides should serve as an appendix. Follow the 10% rule: If your appendix is 50 slides, create 5 summary slides, and so on. After you present the summary, let the group drive the conversation, and refer to appendix slides as relevant questions and comments come up. Often, executives will want to go deeper into certain points that will aid in their decision making. If they do, quickly pull up the slides that speak to those points.

Source: Nancy Durate, How to present to senior executives, Harvard Business Review, October 2012

# Effective Presentation – Five Tips (II)

## 4 Present what is asked for

If you were invited to give an update about the flooding of your company's manufacturing plant in Indonesia, do so before covering anything else. This time-pressed group of senior managers invited you to speak because they felt you could supply a missing piece of information. So answer that specific request directly and quickly.

## 5 Practice, practice, practice

Before presenting, run your talk and your slides by a colleague who will serve as an honest coach. Try to find someone who's had success getting ideas adopted at the executive level. Ask for pointed feedback: Is your message coming through clearly and quickly? Do your summary slides boil everything down into skimmable key insights? Are you missing anything your audience is likely to expect?

Source: Nancy Durate, How to present to senior executives, Harvard Business Review, October 2012

# Giving and Receive Effective Feedback



Feedback is a gift



Feedback/comments are  
always welcome

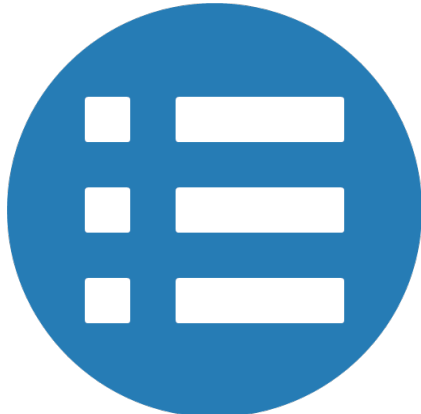
# Giving Effective Feedback



## Respectful

**Ask for permission**

May I share my observation



## Fact-based

**Share facts/ your feelings**

What I observed/felt is that ...



## Constructive

**Stay focused on growth**

What I suggest is that ...



## Concise

**Be to-the-point and short**

Max three key points



## Open

**Be open to any reaction**

I respect your feeling ...

# Receiving Effective Feedback



## Receive the gift

**Be open and receptive**

*I appreciate your feedback*



## Listen

**Listen to listen!**

The goal is to listen not to answer, no interruption  
(zip it)



## Understand

**Focus on THE message**

The goal is to understand,  
ask questions, clarify,  
repeat key points, ...



## Decide

**You always have a choice**

*Thank you, I have never  
seen it this way*  
OR  
*Thank you, let me reflect  
and get back to you?*



## Follow up

**Reach a common understanding**

There are many ways to  
follow up: revise the work,  
set up a meeting, ...