

# Effective Presentation Skills

## Action Plan

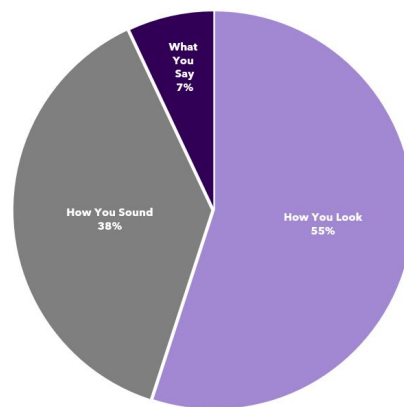


Strong presentation skills are the cornerstone of effective executive communications.

### How you show up impacts your effectiveness!

- Speak slowly with enthusiasm
- Take breaks and “pace” your ideas
- Add interactivity if possible
- Vary your tone and rhythm
- Remove superfluous words
- Demonstrate good body language
- Make eye contact and SMILE
- Look at people more than your notes.

### Speaker's Impact



■ How you look ■ How you sound ■ What you say

**MINDSET**

Be Confident!

Nervous = energy

Manage stress

### Why Breathing is so Effective at Reducing Stress

- Deep breaths have been shown to slow the heartbeat and/or stabilize blood pressure
- Different emotions are associated with different rates of breathing
- How we breathe can change how we feel
- Changing rhythm can signal relaxation...calming comes as we change the ratio of inhale to exhale
- The “4 7 8” Breathing Technique

### WHAT IS INFLUENCE?

To affect or change someone or something in an indirect but usually important way. Convincing others to listen and have an impact on thinking, behavior, decisions.

It's a process... establishing credibility, building relationships and understanding other perspectives.

Leverage all types of influence: authority, expertise, resources, informational and relationships.

The importance and relevance of INFLUENCE is growing in organizations and is widely viewed as an essential skill for success in business and in life.

Your communication effectiveness is enhanced by your ability to influence!

### How to be more persuasive:

- Demonstrate Empathy
- Understand others' views
- Find Common Ground
- Problem Solve-Collaborate
- Prepare for Objections
- Do Your Research
- Use Names Often
- “Mirror” Voice & Body
- Be Confident & Credible

### What it takes:

- Mandates aren't always the most effective ... it's patient persuasion.
- Genuine curiosity to learn and understand others' perspective
- Knowing their reasons for resistance is the catalyst for action, change and cooperation
- It takes empathy, wisdom, confidence, emotional courage and risk taking.

# Effective Presentation Skills

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### PREPARATION

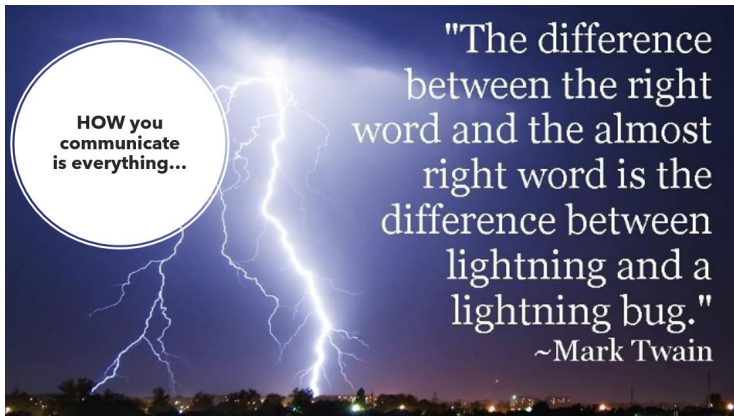
#### RESEARCH

- Ask questions
- Understand the business
- Key initiatives?
- Purpose?
- Challenges?
- Opportunities?
- Outcome?

#### KNOW YOUR AUDIENCE

*Designing a presentation without an audience in mind is like writing a love letter and addressing it "to whom it may concern"*

**Ken Haemer,**  
Presentation Research Manager, AT&T

**HOW you communicate is everything...**

"The difference between the right word and the almost right word is the difference between lightning and a lightning bug."  
~Mark Twain

#### YOUR AUDIENCE: How can you engage and influence them?

- Why are they here?
- What's important to them?
- What keeps them up at night?
- What do you want them to do?
- How will they respond...resist?
- Best way to consume data?

### CONTENT

The importance and relevance of INFLUENCE is growing in organizations and is widely viewed as an essential skill for success in business and in life.

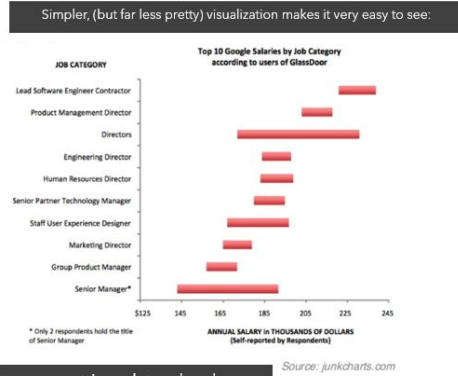
Your communication effectiveness is enhanced by your ability to influence!

#### CONTENT FOR WINNING PRESENTATIONS

- Understand your audience
- Align with the mission of the business
- Focus on today's need and purpose
- Be concise...think bullet points & flow
- Keep assumptions to a minimum
- Master the most relevant facts
- Present data effectively!
- Highlight benefits...the WHY?
- Think strategically about the outcome

# TIPS FOR DEVELOPING DATA ANALYTICS

## PRESENTATION MATTERS



It's not about pretty. When it comes to presenting data clearly, "informative" is more important than "beautiful."

## SIMPLIFY FORMATS

- Simple formatting
- Skip unnecessary decimals



Always right-align

Allows your data to form a "quasi" bar chart!

Operating System	Visits
Android	2,319
iOS	726
Linux	236
RIM	1,289
Symbian	298
Unknown	955,049
Windows	145

## REPEATS & UNECESSARY INFO

Avoid repeating information

Region	Sales
Northwest Region	\$ 245,487
Southwest Region	\$ 230,131
South Region	\$ 202,550
Midwest Region	\$ 181,887
Northeast Region	\$ 163,550
Southeast Region	\$ 157,979

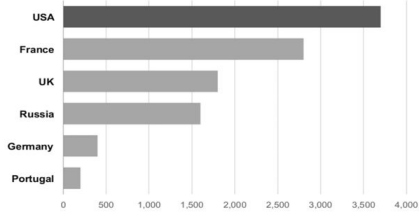
Region	Sales
Northwest	\$ 245,487
Southwest	230,131
South	202,550
Midwest	181,887
Northeast	163,550
Southeast	157,979

If you include the word "Region" in the column header, there's no need to repeat the word in each cell within the column. You don't even need to repeat the dollar sign. Once we know the column is in dollars, we know all the values are too.

## CHOOSE THE BEST FORMAT TO PRESENT DATA

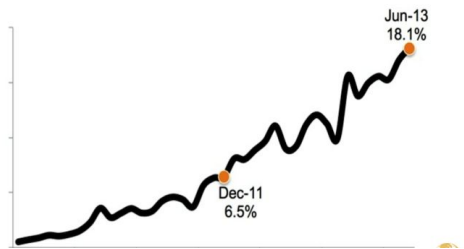
### Bar or Column Charts

Bar or column charts should be used to emphasize the differences between things.



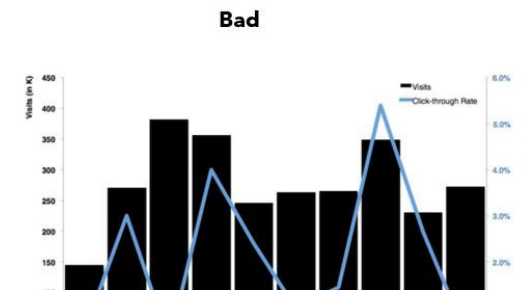
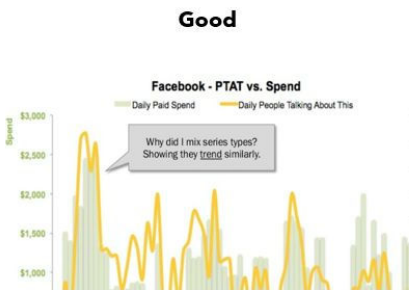
### Line Charts

Use line charts to demonstrate trends. If there are important things that happened, you can also highlight specific points.



## DON'T MIX FORMATS

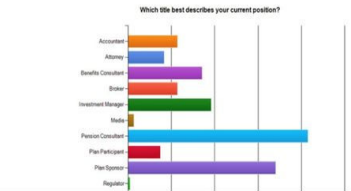
\*FRIENDS DON'T LET FRIENDS USE PIE CHARTS\*  
We aren't as good at judging the relative differences in area or circles, versus lines.



## USE COLOR WITH INTENTION

### MATCH SERIES COLORS ON MULTIPLE CHARTS

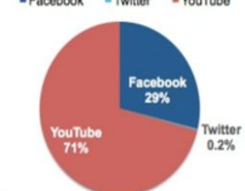
Meaningless:



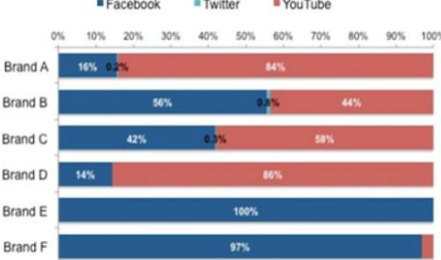
Brand colours:



Percentage of Social Audience



Percentage of Audience by Portfolio



# Effective Presentation Skills

## Action Plan



## DELIVERY

### PRESENTATION OPENING: THE EXECUTIVE SUMMARY

- Capture their attention, pique their interest...possible "story telling"
- Align with the business
- Identify today's need and purpose
- Highlight key topics and benefits
- WHY?

### STORIES CREATE CONNECTIONS AND ENGAGE

#### WHAT WAS, WHAT IS, WHAT COULD BE

- Offer history, background, context, perspective...
- Keep it short & focused on outcome, don't ramble!
- EXAMPLES:
  - We fell short of Q4 goals and...
  - What if we could solve...
  - As you know we've been challenged by...
  - An important initiative for 2023...

### PRESENT CLEARLY & CONCISELY TO SENIOR EXECUTIVES

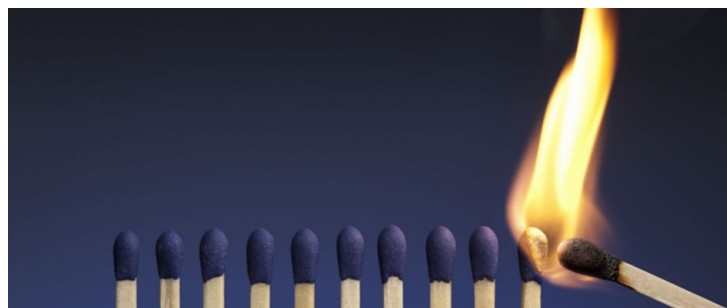
- Executive Summary at the beginning (10% rule) to engage and set expectations
- Get to the Point! Fewer words are more powerful, easier to remember
- Take less time than planned
- Give them what they asked for...stay on topic

### CONFIDENT DELIVERY: Clear, Concise, Compelling

- Manage your mindset
- Seize the opportunity!
- Embrace stress as "energy"
- Prepare, prepare, prepare!
- Use powerful words, add value
- PAUSE
- Avoid "fillers" ...like "um"
- BREATHE!!
- Lose the "jargon" and acronyms... let everyone follow you
- Read the room...and adapt!

### INFLUENCING UPWARD

- Focus on your desired results ...from their point of view
- Be relevant...understand priorities, potential questions and challenges
- Link your points to most important business priorities and "mission".
- Make the "business case", and a positive difference for the organization
- Be mindful of tone, facial expressions, body language and eye contact.
- Communicate in a style they find persuasive and compelling



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### ANTICIPATE RESISTANCE

- Logical resistance (data does not support)
- Emotional resistance (don't like or don't want to)
- Practical resistance (might be OK, not worth it)
- NOTE: Socializing ideas in advance can help here!

### BALANCE ANALYTICAL & EMOTIONAL APPEAL

#### ANALYTICAL: WHAT?

Features, data, exhibits, examples, case studies

#### EMOTIONAL: WHY?

Benefits, opportunities, possibilities, leverage, strengthen, expand

### POWERFUL ENDING

- RECAP key points, steps
- Add "emotional texture" by highlighting benefits
  - Re-state the WHY?
  - Call to action

Leadership is about persuasion,  
presentation and people skills.

Shiv Khera

# EFFECTIVE PRESENTATION SKILLS RESOURCES

## What's Next?

These steps on Effective Presentation Skills are essential, but we must also remember we need to continue to learn & sharpen our tools.

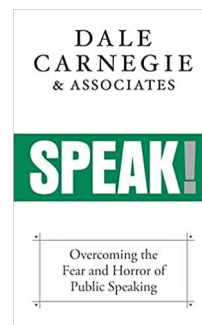
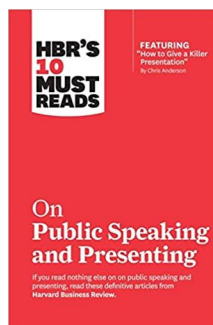
Let's not just survive, let's THRIVE.

Here are some resources to help you dive deeper into THRIVING!

All resources are linked below:

### [HBR's 10 Must Reads on Public Speaking and Presenting](#)

Harvard Business Review

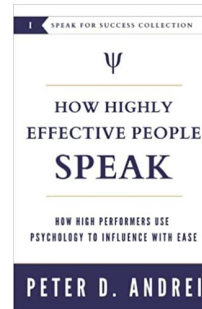
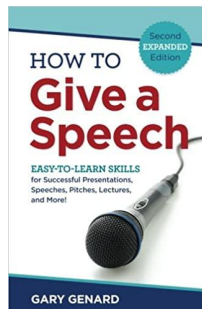


### [Speak!: Overcoming the Fear and Horror of Public Speaking](#)

Dale Carnegie & Associates

### [How to Give A Speech: EASY-TO-LEARN SKILLS for Successful Presentations, Speeches, Pitches, Lectures, and More!](#)

Gary Genard

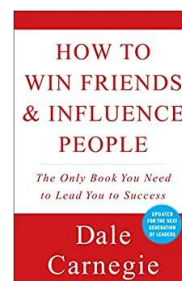
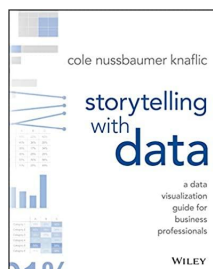


### [How Highly Effective People Speak: How High Performers Use Psychology to Influence With Ease](#)

Peter Andrei

### [Storytelling with Data: A Data Visualization Guide for Business Professionals](#)

Cole Nussbaumer Knaflic



### [How to Win Friends & Influence People](#)

Dale Carnegie

