

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are framed by a semi-transparent white rectangular overlay in the center. The sky is a pale, overcast blue.

Presentation fundamentals training

Created by Andriana Kozar

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Presentation fundamentals

Learning objectives

Upon successfully completing this training, you should be able to:



Demonstrate an efficient integration of communication and presenting techniques in the delivery of professional presentations



Know how to visualize your ideas



Execute a strategy of delivering effective management communication

What will you learn today...



Presentation fundamentals

- Types of presentations
- What makes a presentation look unprofessional
- What makes a presentation look professional
- Where to start
- How to analyse information



Presenting skills

- Data analysis and visualization: fundamental skills
- How to visualize your idea
- Structure & flow
- Mastering PowerPoint
- Visual tools



Management reporting

- Best practices of management reporting: written and oral communication
- Effective management communication
- Management reporting example
- Achievement reporting



Communication

- Communication and presenting techniques in the delivery of professional presentations
- Body language and confidence

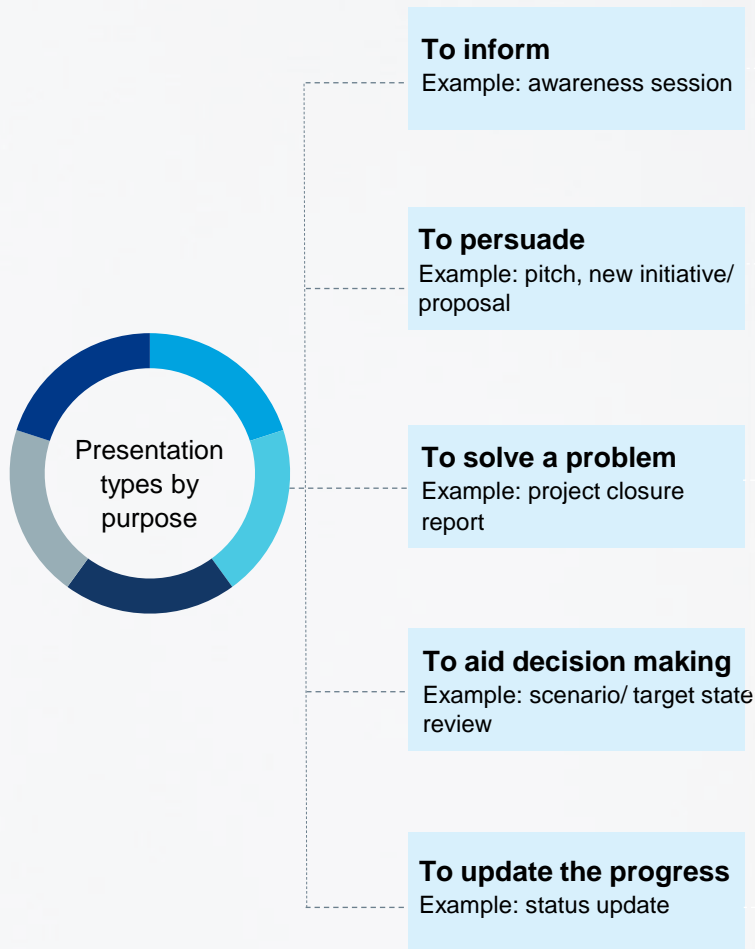


Presentation fundamentals



Types of presentations

Purpose and objectives



Providing information

The format of informative presentations encompasses anything from a team meeting that gives updates on a project, upcoming events or organizational change to a demonstration of an updated target state to a wider audience. They are used to inform employees or teach skills.

Selling a product/ service

A briefing like this includes a recap of the product or service, a discussion of needs, improvements and new solutions. Persuasive presentations are those in which the speaker tries to convince members of the audience to accept a proposal.

Solving a problem

Presentations used in panel setting or other meetings, where the problem is identified, problem is presented and a list of causes is generated. From here, the speaker lays out the expected outcome, presents solutions and provides recommendations.

Making a decision

Professionals use decision-making presentations to settle on specific policies or to make choices about organizational structure. These types of presentations are interactive because the presenter introduces an idea that the entire group in attendance will work on.

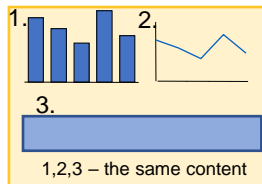
Reporting progress

Regular progress reporting is an essential part of required management information. During integration of the new systems, people or process related changes it is a common practice to set up regional/ divisional meetings or group off-sites to share the progress.

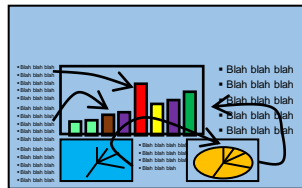
What makes a presentation look unprofessional

Ten mistakes to avoid

Repetitive content



Overloaded slides



Generic clip art



Shadows

Aa

Presenting word-for-word

- ✓ Using abbreviations that your audience is not familiar with
- ✓ Extensive infographics
- ✓ Plain text, pronouns on the slide

Doubtful phrases

Could Hopefully
Absolutely
No idea Possibly Never
Not sure Always

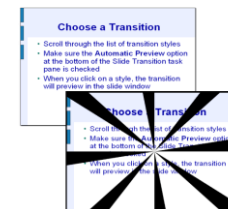
Different fonts

Trebuchet
arial
verdana
futura Book
Helvetica
Avantgarde
Times New Georgia

Poor quality



Transitions



Grammar mistakes

**TABLES ARE
FOR EATING
CUSTOMERS
ONLY**
NO LOITERING

What makes a presentation look professional?

Five simple things to remember

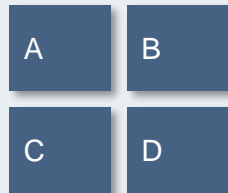
Structure & flow



Have a clear structure. Know your audience and create a logical story, for example:

- 1.Introduction
- 2.Problem statement
- 3.Solution alternatives
- 4.Delivered result
- 5.Conclusion

Balanced layout



Pay attention to the layout of the slides; make sure they are balanced and aligned.

Neat layouts not only look more professional, but also help the slide communicate its point more effectively.

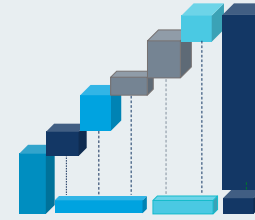
Colour



Having a harmonious colour balance will look far more professional and compelling.

Do not underestimate the emotional effect of colours (e.g. use Red referring to risks, Green – to highlight achievements).

Data



Carefully select the most appropriate method for displaying your data.

Choosing an appropriate chart will help the reader to more readily interpret findings from the facts.

Less is more

- ✓ One font only
- ✓ No animations
- ✓ No shadows
- ✓ No clip art
- ✓ Less clutter

With a few notable exceptions, less is more. Leave out anything gimmicky, and keep each slide focused on the main point it is trying to convey.

Where to start

Presentation planning checklist

01

Define the scope, topic and objectives of your presentation. As a first step, ask yourself the following questions:

- **WHAT** do you want to present? (content, material, type)
- **WHO** is your audience? (stakeholders, managers, SMEs)
- **WHY** do you want to present this? (purpose, objective)
- **WHERE** do you want to present? (forum, 1-2-1, call)
- **HOW** do you want to present this? (slides, video)

02

As a second step, do your research, gather materials, sketch the structure based on key statements

- Create PowerPoint slides
- Arrange logical points/ illustrations/ graphs and highlight key take-aways
- Add a conclusion. Move all excessive details to Appendix.

03

Finally, do the correctness and grammar checks

- Generate an appropriate audience
- Print out the visual/graphic handouts if appropriate
- Anticipate audience's questions and prepare possible answers, ensure that all objectives are met



How to analyse information

Gap and content analysis

Data analysis steps:



COLLECT

Define your scope, find reliable sources of data, filter your data



IDENTIFY

Eliminate omissions, recognize bias, identify pain points and risks



COMPARE

Run a gap analysis, take note of similarities and differences, relate pieces of information to establish relationships between them



PROVIDE A PLAN TO REMEDIATE GAPS

Generate solutions/ solution alternatives, link them to identified gaps



VISUALIZE AND INTERPRET

Visualize the analysed data (table, graph etc.), identified gaps, issues and solutions. Use SIPOC methodology to visualize a process you analysed, SWOT – to visualize any identified strengths, weaknesses, opportunities, and threats.



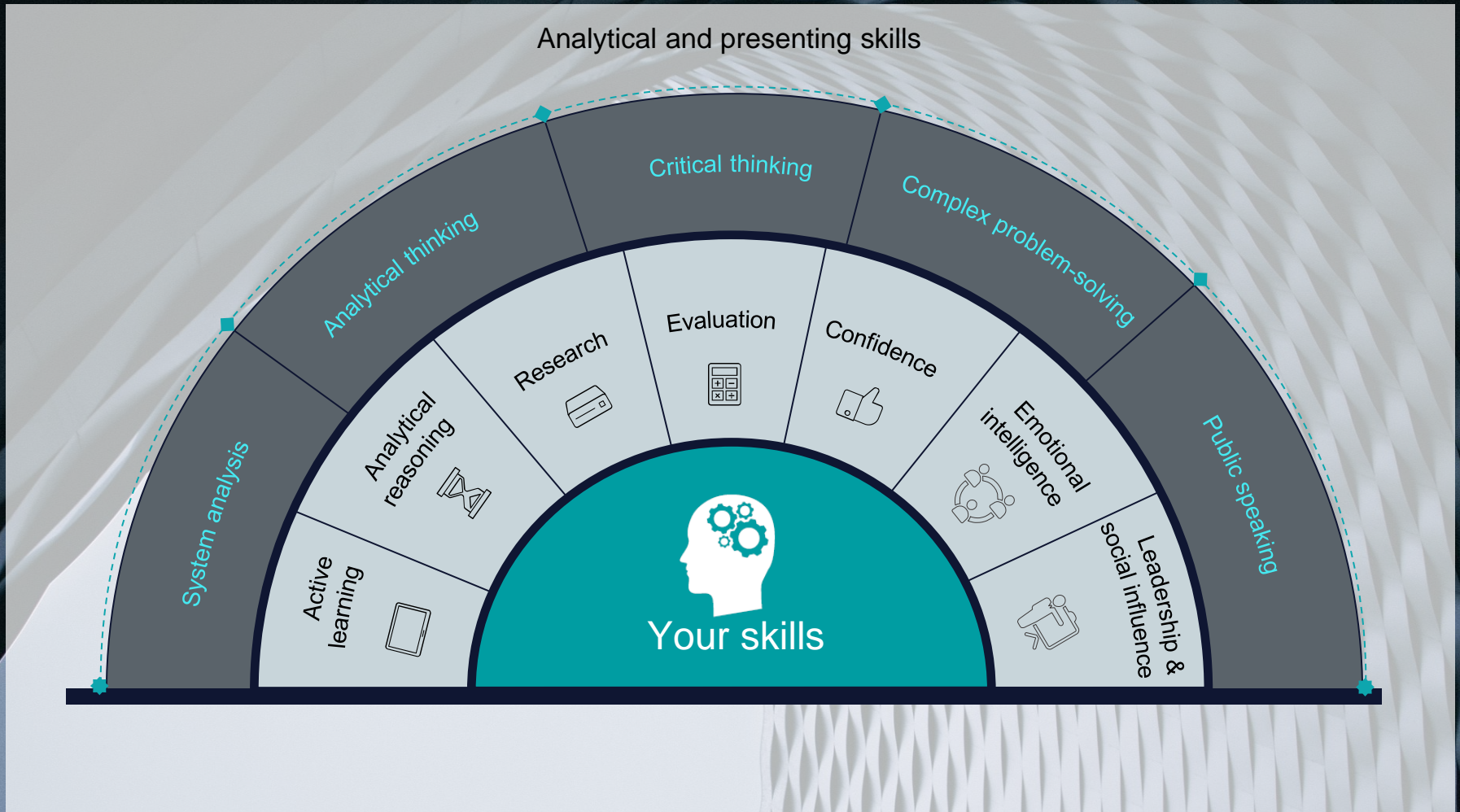


Presenting skills



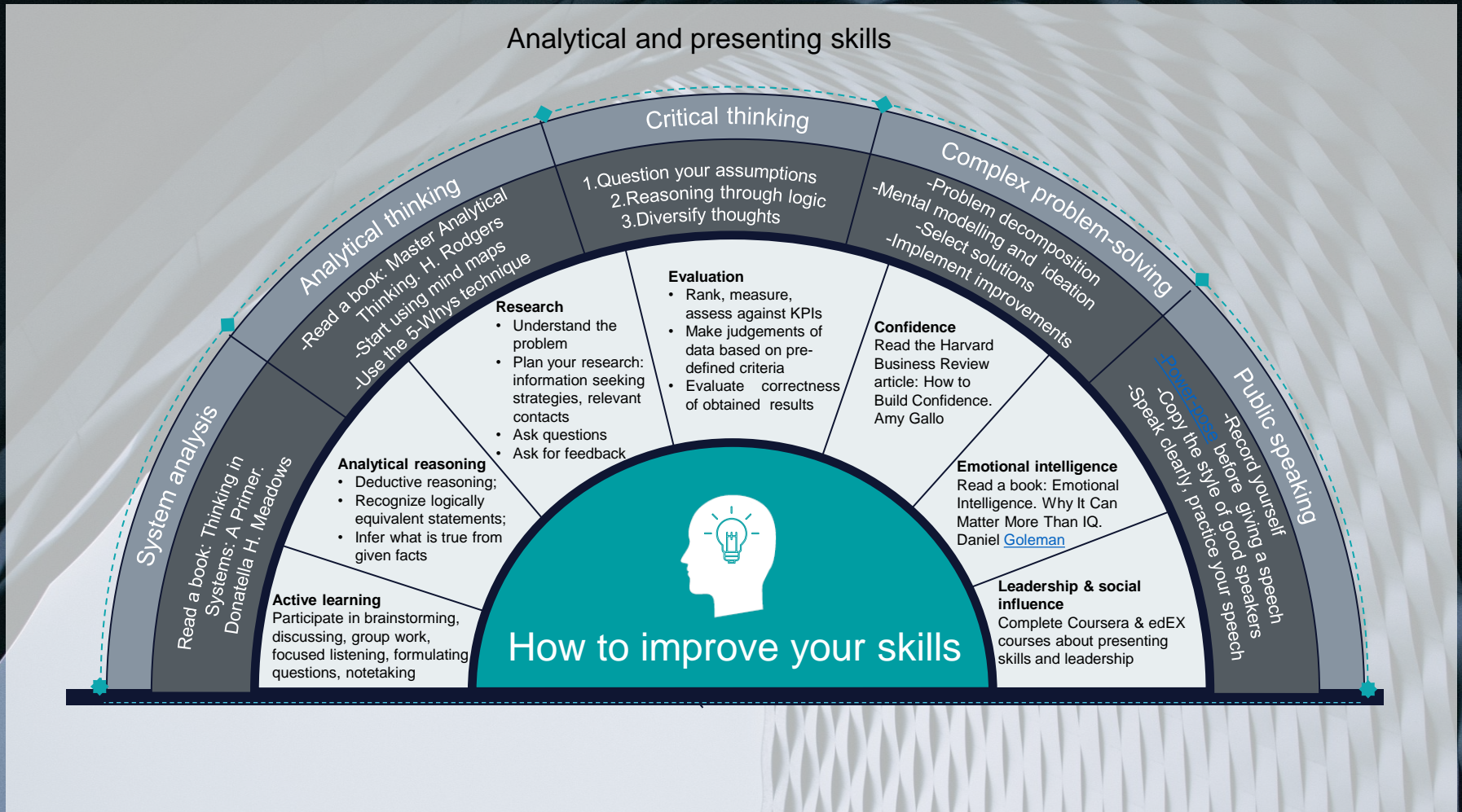
Data analysis and visualization

Fundamental skills



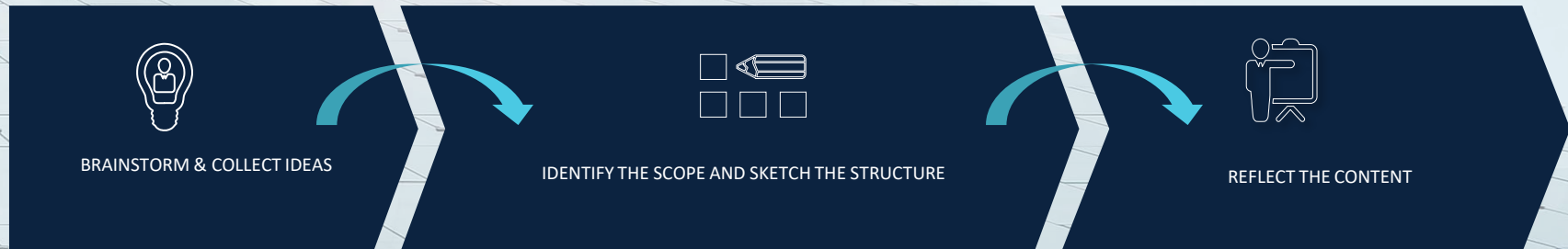
Data analysis and visualization

How to improve your skills



How to visualize your idea

Transformation of idea into presentation



Improvement ideas

Participate in the brainstorming sessions. As a result of team meetings and workshops, proactively share your ideas or ideas of your team about:

- ✓ Improvement potentials
- ✓ Process simplification
- ✓ Cost saving
- ✓ Manual effort reduction
- ✓ Human capital/skillset development

Draft your idea

Sketch a structure of your presentation to reflect your idea (in PowerPoint or simply using a pencil and paper), e.g.:

1. Use the title slide for introduction and topic;
2. Reflect the main issue and idea on the second slide;
3. Contains the solution to the problem;
4. Contains the implementation plan;
5. Comprises information about what needs to be done in order to allow your idea to work;
6. Implementation strategy, industry and peer analysis, financial forecasts (using visual tools);
7. Highlights the key players in your team;
8. The eighth slide contains the conclusion.

Visual tools

Depending on the information you want to share with the public, create:

- bar charts (for comparing various number categories),
- line charts (used to showcase growth),
- circle graphs (to demonstrate percentages),
- Venn diagrams (used to highlight, compare, or contrast data on a certain topic),
- timelines (to demonstrate chronological changes),
- flowcharts (to describe the flow of processes) or
- maps and other visual tools.

Mastering PowerPoint

Useful tips



PRACTICE TO IMPROVE

TOP TIPS:



Use the Eyedropper tool to easily copy any colours (Format → Shape Fill → Eyedropper)



Easy alignment of multiple boxes: Home → Drawing section → Arrange → Align



Make the size of rows and columns of your table equal: Layout → Cell Size → Distribute Rows or Distribute Columns



Instead of inserting long hyperlinks, create word links: copy your link, highlight the chosen word, right-click and pick “Hyperlink” from the drop-down menu → Insert your link to the “Address” field and press OK.



When you copy & paste any tables, slides etc., choose the second paste option ‘keep the format’.

Visual tools

Features of a good presentation



WHAT ARE THE FEATURES OF A GOOD PRESENTATION?

● Relevant, reliable and accurate content

● Visually appealing presentation

Inspiring

Your presentation captures attention, important points are covered

Informative

The good presentation is enlightening and eye-opening

Connecting

The audience is involved, the connection between the speaker and audience is established

Appealing

The screen projectors, handouts, slides and body language help delivering the message of the presentation

Important

Professional presentations with clearly defined purpose, objectives that are beneficial to your audience

Consider how to show your audience what you are talking about. Visuals can provide a reference, illustration, or image to help the audience understand and remember your point.

Visual tools:

- ✓ PowerPoint slides
- ✓ Handouts
- ✓ Posters
- ✓ Drawings on the whiteboard etc.

Visual tools are used to:

- Make your speech more interesting
- Enhance your credibility as a speaker
- Guide transitions, helping the audience stay on track
- Communicate complex information in a short time
- Reinforce your message
- Encourage retention

A man in a white shirt and glasses is seen from the side, looking at a tablet. He is standing in a modern office with large windows and industrial-style pendant lights. The scene is brightly lit, with light coming from the windows.

Management reporting



Management reporting: best practices

Written communication



MISTAKES TO AVOID

- X Adding unverified information to the slide
- X Wrong classification of the slide with sensitive information
- X Adding client account numbers and names
- X Poor grammar
- X Informal style
- X No logical structure, no conclusion, fragmentary/ missing information
- X Not enough quantifiable values, vague reporting
- X Slides do not tell the story and get the reader lost in details
- X Not clearly defined ownership of delivered tasks, risks, issues
- X No differentiation between facts and personal opinion
- X Using abbreviations that your audience is not familiar with
- X Using personal pronouns on the slide (e.g. „I delivered this project“)
- X Using subjunctive mood in management reporting (e.g. „might have occurred“)
- X Avoid using modal verbs if possible („could, would“)
- X Do not use words that reflect lack of confidence/ clarity and otherwise, overconfidence, such as “maybe”, „hopefully“, „absolutely“, „always“, „never“, “possibly”, “around”, “no idea”, “for sure”

Management reporting: best practices

Oral communication



THINGS TO REMEMBER

- ✓ Do not read word-for-word
- ✓ Distinguish between facts and personal opinion
- ✓ Presented information should be reliable and relevant
- ✓ Make sure all data is accurate
- ✓ If you make assumptions, do not present them as statements
- ✓ Reports should help management take informed decisions
- ✓ Do not get lost in details, focus on key points

If you need to present a complex story, use the STAR technique:

S	T	A	R
1.Situation	2.Task	3.Action	4.Result
Introduce the situation, task, problem to management and set the context	Describe the task you had to complete, including the expectations and challenges	Explain what you did to fulfill the task and how did you do it	End with results of your efforts, including accomplishments, rewards and impact

Effective management communication

Relevance check



PLEASE ANSWER THE BELOW QUESTIONS BEFORE PRESENTING TO SENIOR MANAGEMENT

- **Relevance** Is this information relevant to senior management?
- **Awareness** What does management already know? Is this information not obvious?
- **Expectation** What does management expect from this presentation?
- **Involvement level** Does this problem require involvement of senior management or is this something I am authorized to solve and potentially report as achievement?
- **Interests of audience** What does management want?
- **Value of information** How will management benefit from this presentation? Is this a final version?

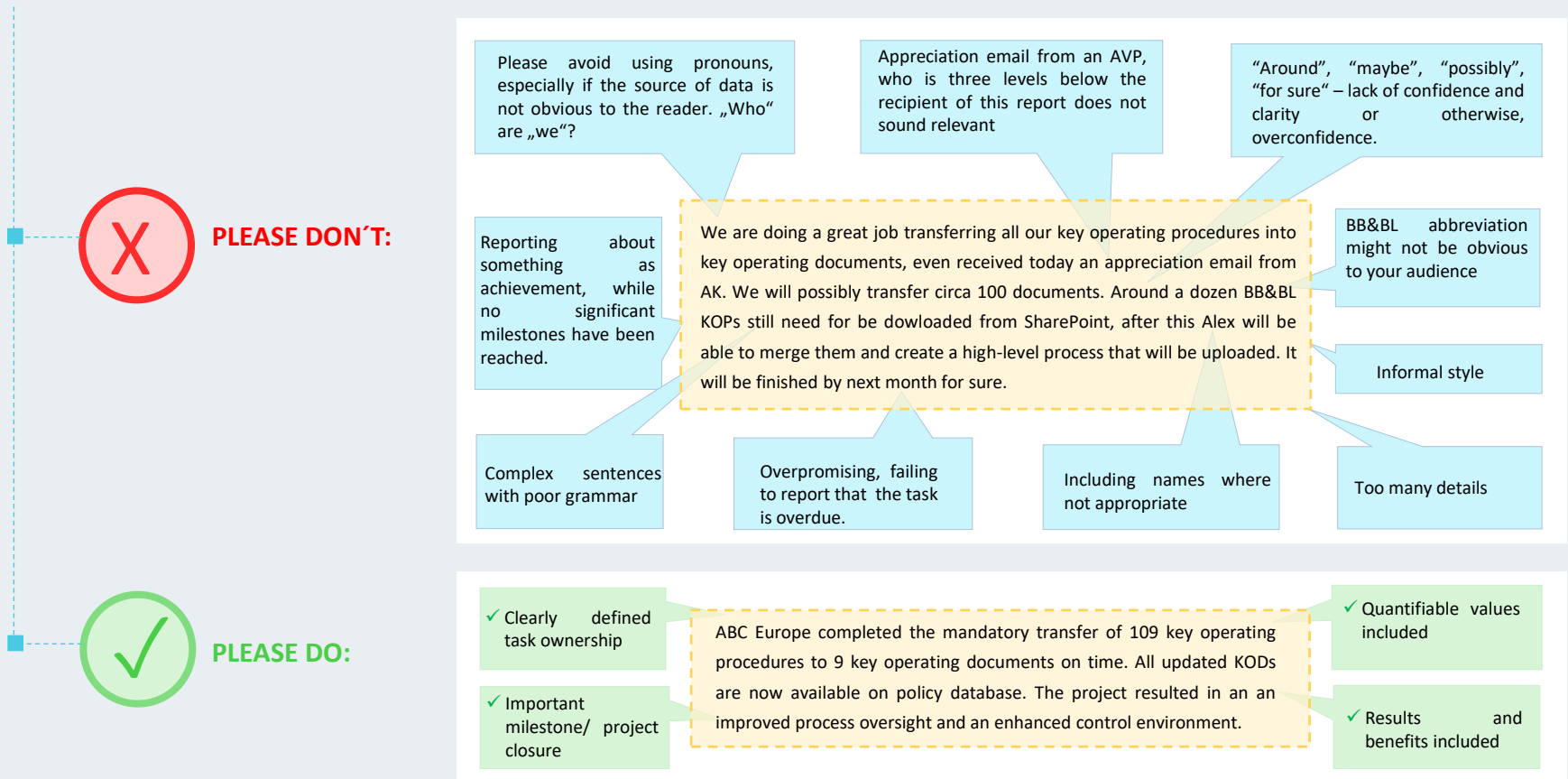
Key takeaway

The reported information should be relevant, reliable and accurate. The effective management communication is based on clearly defined goal and expectations, communicated to the relevant audience via direct channels. The result is measured on the basis of follow-up actions.

Management reporting

Example

Please compare the below examples of bad and good management information:



Achievement reporting

Recommendation

If the reported information meets one or more of the below criteria, it can be classified as key achievement:

- Revenue increase
- Significant cost reduction
- Significant risk reduction
- Positive reputational impact
- Closure of programmes & projects
- Closure of important milestones of the ongoing programmes & projects (incl. delivery of mandatory regulatory change projects)
- Business expansion influencing long-term operational success
- Appreciation from key business partners / external stakeholders of position of power / key team recognition
- Meeting audit requirements / financial & headcount targets (incl. diversity targets)
- Exceeding the targets and the previously agreed forecasts
- Technology / digitalisation driven improvements, which simplify the complexity of processes (e.g. reduction of manual efforts)
- Ability to perform BAU activities in the environment of volatile conditions (e.g. significant increase in volumes)

Do not classify as key achievements:

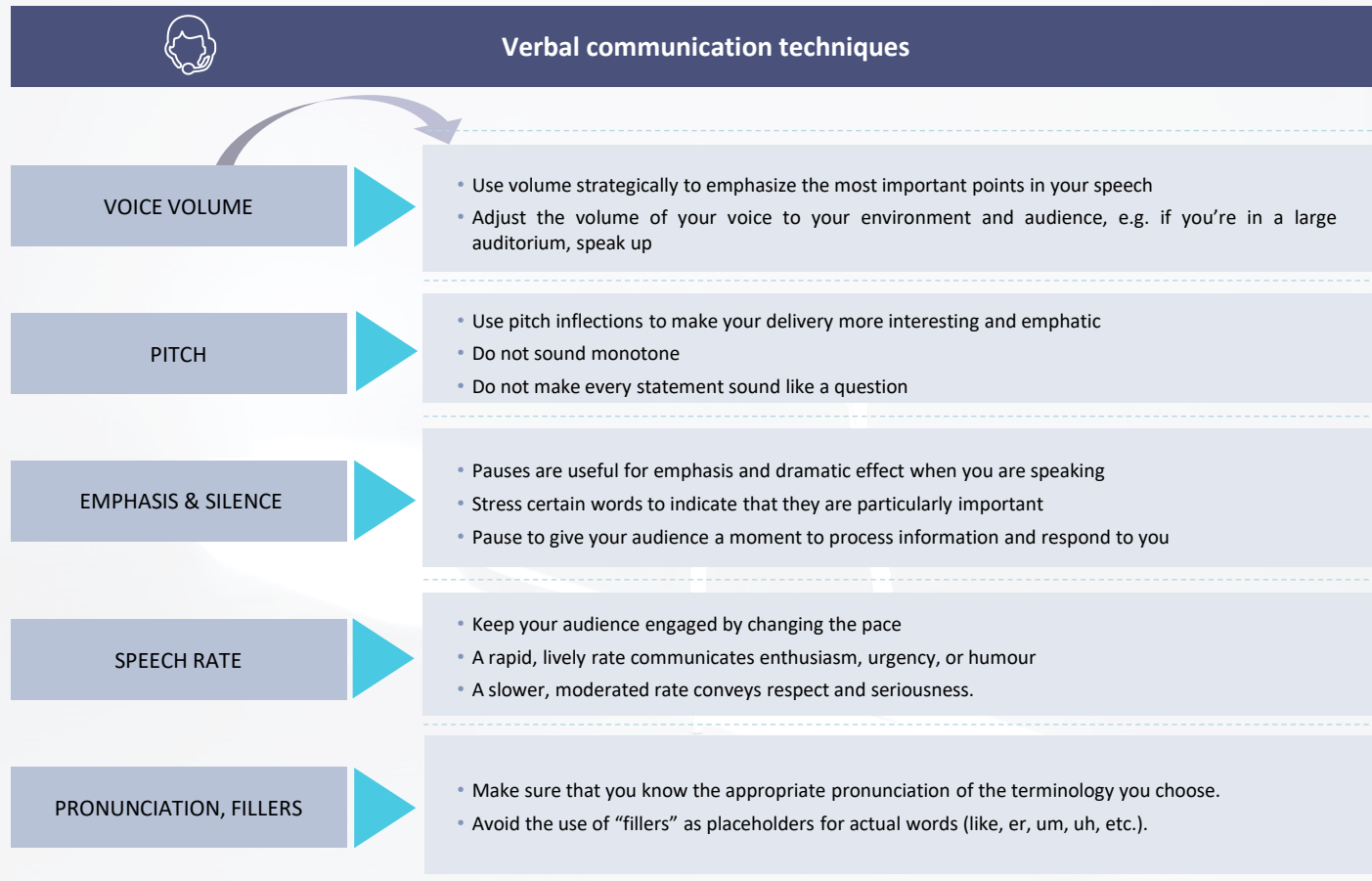
- Items, which can be categorised as business as usual activities with regular occurrence
- Internal employee appreciation from management within the same division
- Activities without significant positive impact on business results



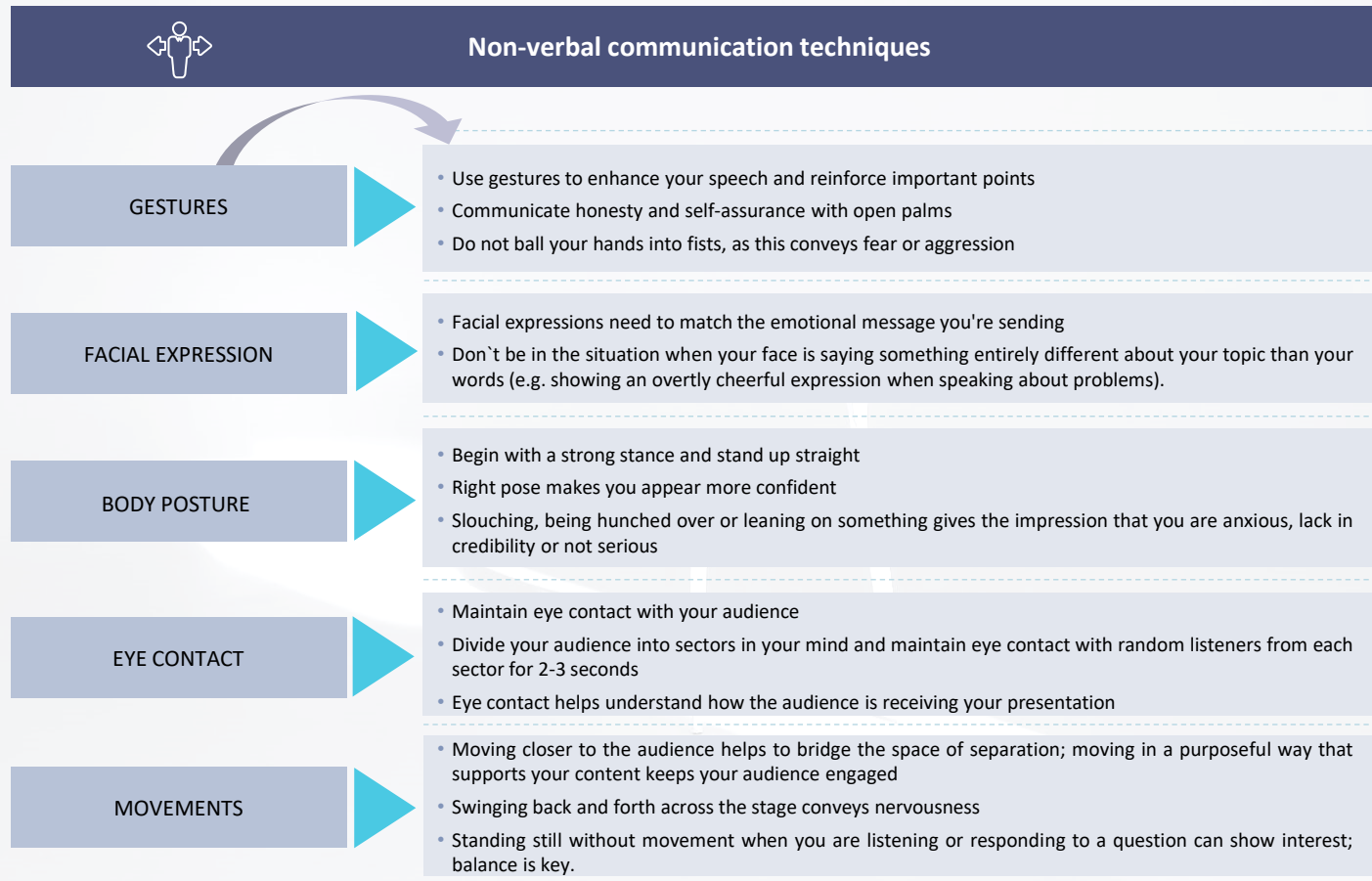
Communication



Communication and presenting techniques in the delivery of professional presentations



Communication and presenting techniques in the delivery of professional presentations



Body language and confidence

THE BOX

Trustworthy, truthful

If you punctuate your speeches with big, wide gestures, it can make you appear untrustworthy. To help you keep your body language under control, imagine a box in front of your upper body and contain all hand movements within it. This term in the field is called the “Clinton box”.



Source: Control Your Body Language

HOLDING THE BALL

Commanding, dominant

Gesturing as if you were holding a basketball between your hands is an indicator of confidence and control, as if you almost literally have the facts at your fingertips.



PYRAMID HANDS

Self-assured, relaxed

When people are nervous, their hands often flit about and fidget. When speakers are confident, their hands are still. One way to accomplish it is to clasp both hands together in a relaxed pyramid.



WIDE STANCE

Confident, in control

How people stand is a strong indicator of their mindset. When you stand in this strong and steady position, with your feet about a shoulder width apart, it signals that you feel in control.

PALMS UP

Honest, accepting

This gesture indicates openness and honesty. Appear as a powerful, influential figure, but who is also willing to connect sincerely with the people, be it one person or a crowd of thousands.



PALMS DOWN

Strong, assertive

The opposite movement can be viewed positively too—as a sign of strength, authority and assertiveness. Next time record yourself with a camera and analyze your body language.

Key takeaway

Body language reveals the true story behind your presentation. The open, confident positions together with positive facial expressions and movement congruent with your speech are examples of effective, persuasive body language. Many studies showed that positive body language (smiling, maintaining eye contact, and persuasive gesturing) was strongly correlated with more successful outcomes. Fidgeting, stiff distracting hand movements, contradictory posture and averted eyes can diminish your message.

Useful links

- www.canva.com – external resources with presentation design
- www.prezi.com – external resources with presentation design
- www.coursera.org – self-education: further courses about presenting
- www.edx.org – self-education: further courses about data visualization
- www.getabstract.com – website with short summary of books / audiobooks
- TED [talk](#): Amy Cuddy. Your body language may shape who you are.
- TED [talk](#): Julian Treasure. How to speak so that people want to listen
- TED [talk](#). David McCandless. The beauty of data visualization
- Article: Amy Gallo, How to Build Confidence, Harvard Business Review
- Article: Kasia Wezowski. 6 Ways to Look More Confident During a Presentation, Harvard Business Review, 2017
- Book about system analysis: Donatella H. Meadows. Thinking in Systems: A Primer. Chelsea Green Publishing Co, 2015
- Book about analytical thinking: Master Analytical Thinking. H. Rodgers, 2019
- Book about EI: Daniel [Goleman](#). Emotional Intelligence. Why It Can Matter More Than IQ. Bloomsbury Publishing, 2020.