

Presentation Skills for Managers

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Presentation Skills for Managers

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McGraw-Hill

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Mexico City Milan New Delhi San Juan
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1 2 3 4 5 6 7 8 9 0 AGM/AGM 0 9 8 7 6 5 4 3 2 1

ISBN 0-07-137930-4

This is a CWL Publishing Enterprises Book, developed and produced for McGraw-Hill by CWL Publishing Enterprises, John A. Woods, President. For more information, contact CWL Publishing Enterprises, 3010 Irvington Way, Madison, WI 53713-3414, www.cwlpub.com. Robert Magnan served as editor. For McGraw-Hill, the sponsoring editor is Catherine Dassopoulos, and the publisher is Jeffrey Krames.

Printed and bound by Quebecor World.

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Contents

Preface	vii
1. What Makes a Great Presentation?	1
Content, Design, and Delivery	1
The Process	3
The Situation	5
Presentation Checklists	9
Manager's Checklist for Chapter 1	12
2. Preparing Your Content	13
Before You Start Your Research	14
Starting Your Research	16
Managing Your Information	17
Converting Your Research into an Outline	23
Writing Your Script	28
Manager's Checklist for Chapter 2	30
3. Converting the Content into a Slide Presentation	31
From Outline to Bullets	31
Enhancing Your Bullets	36
Getting Rid of Bullets	41
How to Handle Quotes	42
Adding Questions to Your Presentation	42
Using Graphics	42
Presentation Handouts	46
Guidelines	48
Manager's Checklist for Chapter 3	48
4. The Three Keys to Setting up a Great Slide Presentation	50
Key 1—Layout	50
Key 2—Consistency	54
Key 3—Color	63
Get a Little Help	68
Manager's Checklist for Chapter 4	69

5. The Basics of Designing High-Impact Slide Presentations	71
Design for Your Audience, Your Image, and Your Objective	72
Designing for Your Audience	72
Designing for Your Image	74
Designing for Your Objective	76
Using Your Corporate Identity	79
Guidelines	83
Manager's Checklist for Chapter 5	84
6. Adding Pizzazz to Your Slide Presentation	85
Symbols	85
Clip Art	93
Photos	96
Charts	97
Sound	99
Video	103
Ready, Set, No ...	105
Manager's Checklist for Chapter 6	106
7. The Presentation Environment and Logistics	107
Date and Time	107
Room Environment	109
Equipment	114
Questions for Presenters	115
Manager's Checklist for Chapter 7	117
8. Presenter's Guide to Facilitation	118
Start Right	118
Keep Participants Engaged in Your Presentation	120
Ways to Deal with Difficulties	122
Changing the Direction of the Presentation	123
Different Strokes for Different Folks	123
How to Handle Tough Situations	125
Going Beyond Your Presentation	128
Manager's Checklist for Chapter 8	128
9. Getting Ready and Delivering Your Presentation	130
Butterflies	130
Before You Begin	133
Setting Up	137
First Impressions	138

Delivery	141
Presentation Technicalities	144
Manager's Checklist for Chapter 9	149
10. Handling Questions and Other Delivery Issues	150
Question Time	150
Planning for the Questions	151
Dealing with Disasters	160
Timing Is Everything	163
Close ... and Open ... and Close	163
Manager's Checklist for Chapter 10	165
11. Evaluate, Learn, and Improve	166
Did You Meet All of the Meeting Objectives?	169
Feedback Is the Breakfast of Champions	170
Working with a Survey	173
Now What?	176
Manager's Checklist for Chapter 11	177
Appendix. PowerPoint Quick Reference	179
Index	185

Preface

“**H**ow do I create and deliver an effective presentation?” Perhaps you’ve asked yourself this question at least a few times and that’s what draws you to this book. You strive to create a memorable, maybe even great, presentation, but somehow it doesn’t turn out that way. You may have some ideas about how to create this caliber of presentation, but there’s no “official” training available for individuals like you to learn the guidelines for creating an effective presentation.

That’s where we fit in. For many years, we’ve been teaching people in every type of organization how to plan, create, and deliver speeches, talks, and presentations that move and help people. What we teach is what you’ll find in this book—a series of simple, easy-to-follow techniques that work.

This book is designed to walk you through a step-by-step process that will help you make your next presentation the best you’ve ever done. We discuss presentation guidelines and give you our tips and techniques to make you more efficient. Plus, we discuss in depth how to use the most popular presentation software package out there, Microsoft PowerPoint. In fact, this is one of the only books available that combines presentation how-to with the secrets of creating great PowerPoint slides to go with your talk.

Overview

This process is broken down into three phases—content, design, and delivery—in Chapter 1. In Chapter 2, we first discuss how to do research. Then, we outline ways to organize and arrange your material. Finally, we pull all of this information together into our presentation outline.

After we have our outline, we convert it into a slide presentation in Chapter 3. We discuss guidelines for creating effective bullets, designing appropriate text layout, preparing the proper number of slides, and using graphics to further enhance the impact of your presentation. We take all of these steps before we even open PowerPoint.

Then, we get into the nitty-gritty of efficiently using the application to implement our design plans. Chapter 4 goes into great detail about PowerPoint and how to use it effectively, emphasizing the three keys to a professional presentation—layout, consistency, and color. You’ll learn about how to lay out your slides properly, what type of fonts to use, how to select appropriate images and charts, and how to determine the right colors for your presentation. Chapter 5 is all about creating high-impact design. We cover the three focal points for a presentation—audience, image, and objective.

Chapter 6 will help you take your simple point presentation and add pizzazz. We discuss the six ways to add flavor and excitement in PowerPoint: symbols, clip art, photos, charts, sound, and videos. We go into great detail on how to insert and manipulate each one of these elements.


Finally, we reach the delivery phase. This starts with Chapter 7—The Presentation Environment and Logistics. This chapter discusses the setting, lighting, room equipment, and acoustics. Chapter 8 is all about facilitation skills. This chapter is filled with tips and techniques for getting and keeping your audience’s attention. Chapters 9 and 10 cover such aspects of delivery as managing nervousness, setting up for your presentation, making a great first impression, using body language, working with your slides, handling questions, and dealing with disasters.

In Chapter 11, we discuss how to determine the success of your presentation. You’ll ask yourself questions like “Did I meet the objective of my presentation?” and “How well did I handle audience feedback?” This is the chapter that helps you learn from your presentation so the next one will be even better.

Finally, there's a bonus: an appendix that lists tips for using PowerPoint. This is the practical section for those in a hurry to put PowerPoint to work.

Special Features

The idea behind the books in the Briefcase Series is to give you practical information written in a friendly person-to-person style. The chapters are short, deal with tactical issues, and include lots of examples. They also feature numerous boxes designed to give you different types of specific information. Here's a description of the boxes you'll find in this book.

 <p>Smart Managing</p>	<p>These boxes do just what they say: give you tips and tactics for being smart in the way in which you plan and deliver and your presentation.</p>
	<p>These boxes provide warnings for where things could go wrong during every phase of the presentation process.</p>
	<p>Here you'll find the kind of how-to hints the pros use to make your presentation go as smoothly as possible.</p>
	<p>Every activity has its special jargon and terms. These boxes provide definitions of these concepts.</p>
	<p>Look for these boxes for examples of principles and practices described in the text.</p>
	<p>Here you'll find specific procedures and techniques you can use to create a great presentation.</p>



How can you make sure you won't make a mistake sometime during the presentation process? You can't. But if you see a box like this, it will give you practical advice on how to minimize the possibility.

Acknowledgments

We would like to thank John Woods of CWL Publishing Enterprises for giving us the opportunity to do this book and for being patient and understanding with my efforts. We should also thank Robert Magnan of CWL for revising several chapters and contributing so much to this book. Without the two of them, the book that you hold now would still be just a lot of ideas and ambitions floating around in our heads. Turning those ideas and ambitions into a book has been truly a learning experience for us.

About the Authors

Jennifer Rotondo is a Microsoft certified "PowerPoint Expert." She utilizes her abundance of knowledge in her Advanced PowerPoint Seminar and in several publications including:

- *PowerPoint 2000: Getting Professional Results*, a Microsoft publication detailing its new features
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