

# Delivering Effective Presentations

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# Two Key Elements

- Content – the message
- Delivery – effective communication
  - Structure
  - Language
  - Style

# Selecting Content

- Audience
    - Make-up
    - Size
    - Interactivity
  - Time available
- 
- Theme
  - Key take-aways
  - Data

# Selecting Content

- Laser focus on key issues
- Should be meaningful to listener
- Should build a logical case (issue, facts, conclusion sequence)

# Elevator Pitch

- Goal is to develop listener's interest, not sell
- Should be simple and content-rich
- If it is successful, you will have an opportunity to sell later on
- Should be thirty to sixty seconds duration

**Not good:** We have developed a proprietary algorithm that models moving objects as trajectories and uses a dynamic variable to manage uncertainty. Our technology allows companies to optimize their mobile assets in real-time and develop a whole new class of location-based services.

**Better:** We offer software that dramatically improves a company's ability to manage mobile resources like trucks, service personnel and equipment. Our technology goes beyond today's tracking systems by proactively notifying dispatchers when schedules are off and enabling them to match resources to requirements on the fly.



# Content of an Elevator Pitch:

- Make the most powerful argument you can in under a minute.
- Use aspects of your mission statement and core business concept.
- Reference any recognized assets you may have. (Patents, technologies, customer validation, core competencies, etc.)
- Cover management track record

# Other Elevator Pitch Components

- If your targeted market is large, say so, but use realistic figures.
- If your competition is failing, say so but also be sure to say why you are better.
- Mention your key strengths and opportunities.
- Make sure you sound like an expert in your field.
- Make sure you look and sound like you did your homework.

# The 20 Minute Business Plan Pitch

- Theme: This is a good business investment
  - Elevator Pitch provides the initial content
- Key Take-Aways:
  - **We solve an important problem**
    - Problem
    - Solution
  - **We have momentum**
    - Patents/Prototypes
    - Beta customers
    - Management team
  - **We are a good investment**
    - Market size
    - Revenue projections
    - Barriers to entry/competitive advantage
- Then Ask: What do you need from this audience



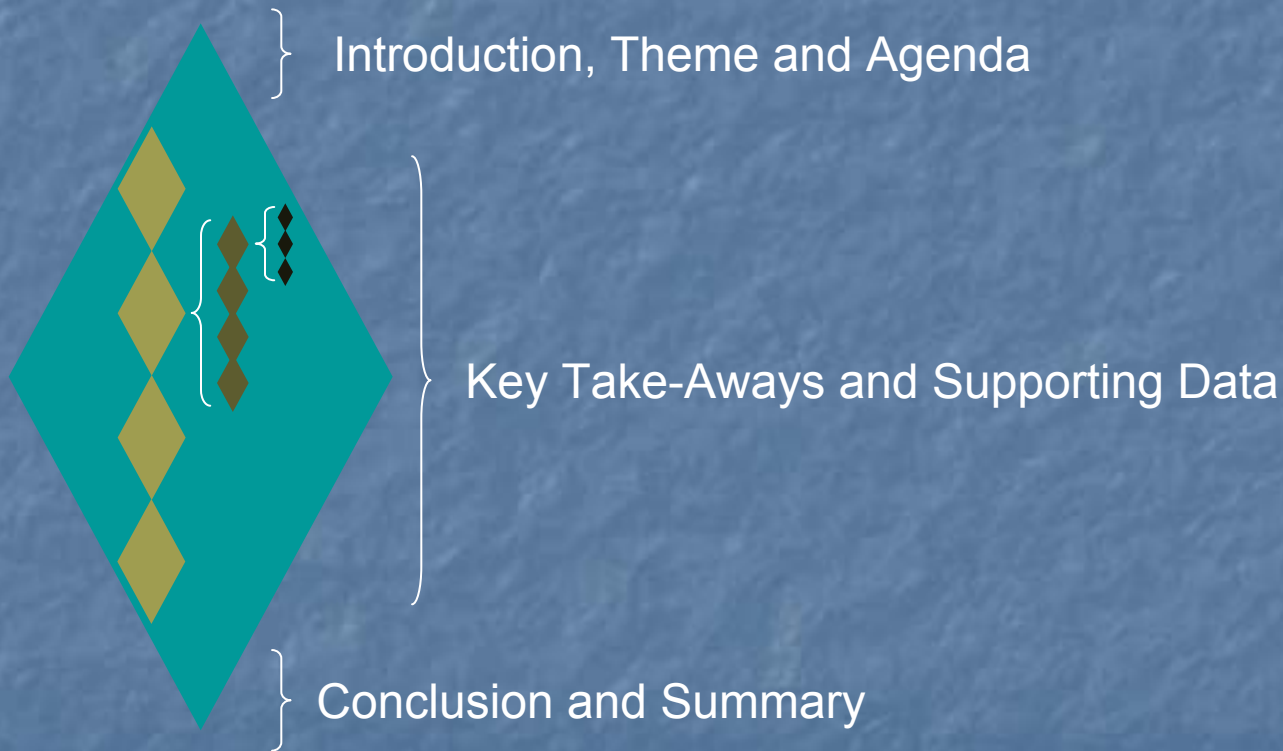
# Structure

- Story – Beginning, Middle, End
- Nested Diamond Outline



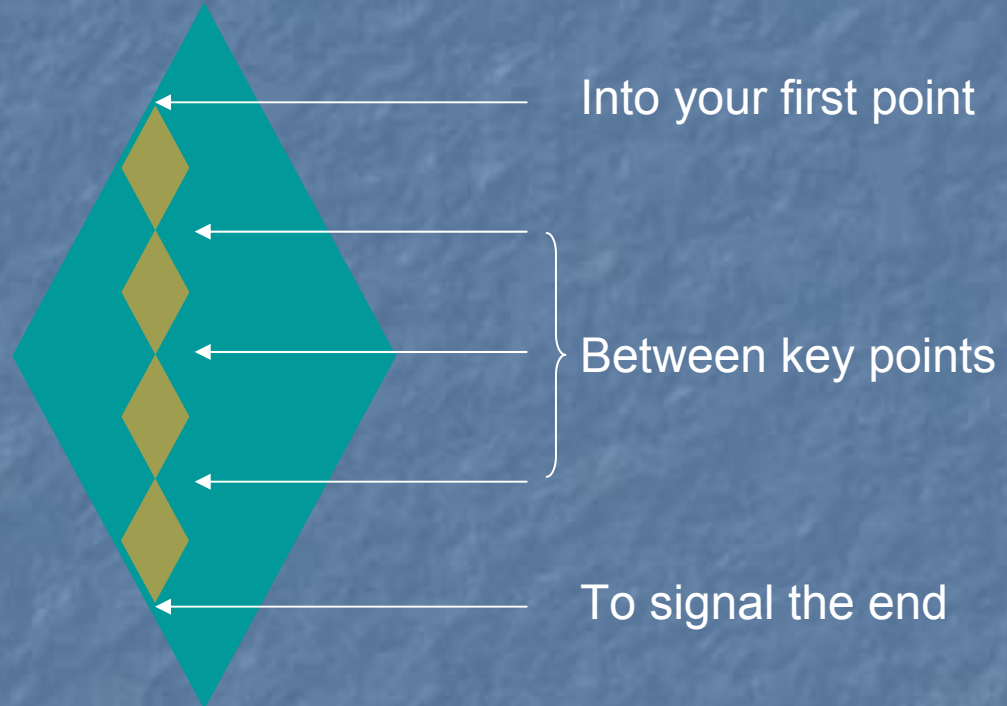
- Transitions

# Nested Diamond Outline



# Two Kinds of Transitions

*Between sections  
of the presentation*



*Between slides*



- Smooth the flow
- Connect the supporting data
- Often worth memorizing

# Notes on Slides

*Less is more. Don't make your audience work too hard.*

- **Bullets are useful...**

But don't write out your whole bullet. Always have more to say than is written on your slide. Make sure you use large fonts. A rule of thumb is 16pt minimum for a small room, 20pt minimum for a large room. Use sans serif fonts (fonts which do not have little tails on the letters – exp. Arial not Times New Roman).

- **Style is important...**

But don't choose complex backgrounds that make it hard to find your content. Always use either light text on a dark background or dark text on a light background. Red and Green are bad colors for text. Always, always, always double check all spelling – nothing makes you look less professional than spelling and grammatical errors.

- **Graphics add variety...**

And can make many points better than text. Keep graphics simple and always build them as you make the point of the graphic. Animation, while fun, is distracting to the audience. They stop listening to you and start trying to figure out what is going on. Avoid clipart that doesn't help you make your point. Decorations are pure distraction



# Slide Preparation

- Intro slides are required
- Less is more
  - 1-2 minutes per slide minimum
- High information to ink ratio
  - Informative titles
  - Clean 1-2 line bullets
  - Graphics require time and explanation
- Nested diamond format



# Delivery Styles

<b>Presenter's Role</b>	<b>Goal</b>	<b>Situations/Material</b>
Educator	Teaching	Academic settings Business conferences Introducing complex new material
Evangelist	Persuading	Consultant to client Change maker to management team Legal settings/Some political settings
Motivator	Inciting Action	Key note speeches Motivational workshops Political campaign speeches
Salesperson	Closing the Deal	Sales calls, Trade show Fundraising meeting

# Delivery Tools

- Voice
  - Clarity
  - Volume
  - Pace
- Body Language
  - Eye contact
  - Movement
  - Gestures

# Useful Practice Techniques

- Divide up the presentation and practice sections
- Practice in front of the mirror
- Recruit at least two test audiences
- Use tools
  - PowerPoint's timer
  - Tape recorder
  - Video

# Summary

- Content – sell the business
  - Versus describing technology
- Structure
  - Solution to a problem
  - Momentum evidence
  - Return on investment
- Slides
  - 10-15 for a 20 minute presentation
  - Graphics to illustrate product and milestones, present financials and market size
- Delivery
  - Salesperson, closing style – make the ask!
  - Work the transitions, especially the handoffs between team members

Sources/Adaptation from:

Waverly Deutsch, University of Chicago, "Delivering Great Presentations";

David Mitchell, Babs Carryer, "Elevator Pitches"