

Do you have PowerPoints or something to tell?

Successful Presentations – Despite PowerPoint

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Summary

Management reports and presentations are – in addition to one-on-one talks – an important medium for conveying intended information to management.

When, on the one hand, numerous people responsible for creating reports complain that their reports aren't getting the level of attention they expect and, on the other hand, many of those who receive reports say that they don't even bother to read them, then this should be a cause for concern.

The same thing can be said for business presentations which unfortunately today is basically the equivalent of: *'I'll show you my PowerPoints'*. In this *'PowerPoint culture'*, the audience is usually relieved when speakers come to the end of their presentation – there will rarely be an encore. In this culture, the audience is not grateful for what they have learned; rather the speaker concludes with "Thank you for your attention".

In my opinion, the following approach will serve to improve this unfortunate situation:

Answers: persons preparing reports and speakers should be aware of the questions that their readers or audience have: *"If executives would say what they want to know, then we would certainly tell them."* is a statement heard very often. Reports and presentations should be the answer to the questions that the audience has. You will rarely be successful if you are unaware of their questions.

Messages: reports should consist primarily of text. They should not be mere copies of PowerPoint slides. Reports should illustrate, explain and, if possible, even make recommendations pertaining to a certain situation. Presentations are then successful when speakers have achieved the goal of their presentation – namely, that the desired steps are taken *after* the presentation.

Rules: reports and presentations should bear the SUCCESS Rules in mind, including clear messages, high information density and well structured content.

Successful Presentations
Seminar Outline

Agenda

9:00

INTRODUCTION

9:10

REPORTS AND PRESENTATIONS

The PowerPoint Dilemma

9:30

SUCCESS RULES

Say it: Name the message

Unify it: Standardize content

Condense it: Concentrate information

Check it: Demand quality

Explain it: Convey explanations

Simplify it: Avoid noise and redundancy

Structure it: Clarify structures

12:00

LUNCHBREAK

13:00

STRUCTURING PRESENTATIONS

- Pyramid Principle

- Examples

14:00

VISUALIZING PRESENTATIONS

- Quantitative Exhibits

- Qualitative Exhibits

15:00

COFFEE BREAK

15:30

MS OFFICE TIPS AND TRICKS

- Business Charts

- Linking Excel to PowerPoint

16:30

CONCLUSIONS AND NEXT STEPS

17:00

SEMINAR END