

5 Essential Tools for Your Next Business Presentation



1. Preparation

- Don't underestimate preparation time.
- 80% of your time should be spent on how you're going to deliver your slides and only 20% on the content itself.
- Draw your presentation out before you start using it, to visualize the vision of the presentation before going into it.
- Presentation could be way more time consuming than actual delivery.



2. Persuasion

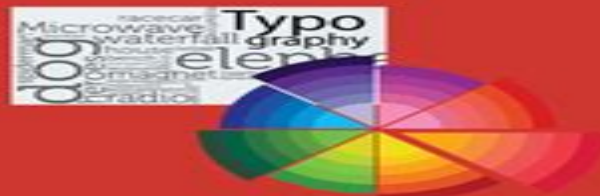
- Use of gestures: Use your hands to be convincing
- Remember who your audience is and put yourself in their shoes when putting your presentation together. This includes being aware of language, visuals, timing and attitude.
- First impressions are everything! Make sure with the first 30 seconds of your presentation that you persuade them to stay along for the rest of your time.

3. Story Telling

- Use humor. If you are good at telling humorous stories use this to your advantage because they keep your audience's attention.
- Use high quality images and graphics to enhance your stories.

4. Captivating Visuals

- Presentable typography
- Utilize color guide:
 - excitement, alert
 - Green** – growth
 - Yellow** – confidence, warmth, wisdom
 - Blue** – dignity, sophistication
 - White** – professionalism, new, innocence
 - Red** – truth, trust, justice
 - Black** – authority, strength
 - Orange** – action, optimism
 - Brown** – friendliness, warmth
 - Grey** – integrity, maturity
- Create custom-made templates with modern designs/aesthetics.



5. Keep it simple yet effective

In this case, Less is more!



Successful Business Presentations

Joseph A. Quattrini



Successful Business Presentations:

Successful Business Presentations Joseph A. Quattrini, 1990-03-01 **The Ultimate Business Presentations Book** Martin John Yate, Peter Sander, 2003 Provides a detailed guide to preparing and giving business presentations Covers researching your presentation verbal and visual aids to get the message across ensuring that information is retained and dealing with nervousness The Successful Business Plan Rhonda M. Abrams, Eugene Kleiner, 2003 Forbes calls The Successful Business Plan one of the best books for small businesses This new edition offers advice on developing business plans that will succeed in today's business climate Includes up to date information on what's being funded now

Successful Presentation Strategies (Collection) Jerry Weissman, 2013-08-19 In Winning Strategies for Power Presentations Weissman identifies the elements of a great presentation distilling 75 best practices from the world's best persuaders into bite sized chapters designed to be easy to read and equally easy to apply Following on the heels of Weissman's best selling Presentations in Action this book presents powerful new insights into the four key areas of delivering winning presentations contents graphics delivery and Q and A sessions In this fully updated Second Edition of Presenting to Win the world's 1 presentation consultant shows how to connect with even the toughest most high level audiences and move them to action Jerry Weissman shows presenters of all kinds how to dump those PowerPoint templates once and for all and tell compelling stories that focus on what's in it for the audience Drawing on dozens of real case studies Weissman shows how to identify your primary goals and messages before you even open PowerPoint stay focused on what your listeners really care about and capture your audience in the first crucial 90 seconds Weissman covers all the practical mechanics of effective presentation finding your flow communicating visually writing better slide text making your numbers using graphics practicing aloud customizing for different audiences presenting online and much more **Successful Public Speaking** ,

Successful Business Presentations Howell Parry, 1991 Designed as a practical guide to making a business presentation this work's main aim is to break down the often self erected barriers that face budding presenters It includes sections on preparation nerves delivery and principles of successful communication between presenter and audience

Presentation Success Janis Fisher Chan, 1999 What does it take to impress an audience No more boring presentations Presentation Success gives you what it takes to succeed spectacularly when you stand up to impress an audience Packed with easy to use worksheets strategies and tips this book delivers success It helps you overcome presentation fear and makes it easy to plan prepare and deliver the kind of presentations that make people sit up and take notice You'll discover the best ways to prepare your opening write smooth transitions plan your Q A session and troubleshoot potential problem areas You'll learn how to use body language communicate clearly gain and hold attention listen effectively and elicit valuable feedback Eye opening self evaluation exercises enable you to pull the pieces together and practice the skills you need to be a resounding success You can use the handy resource section to access timely books websites and media tools to continue your

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