

Business Presentations



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Business Presentations: Preparation

Know your purpose. Know your audience.

- What do you want your audience to believe, remember, or do when you finish?
- Aim all parts of your talk toward your purpose.
- Friendly, neutral, uninterested, hostile?
- How to gain credibility?
- How to relate this information to their needs?
- How to make them remember your main points?



Business Presentations: Organization

The Introduction

- Capture listeners' attention and get them involved.
- Identify yourself and establish your credibility.
- Preview your main points.



Business Presentations: Organization

The Body

- Develop two to four main points. Streamline your topic and summarize its principal parts.
- Support your main points.
- Arrange the points logically by a pattern.
- Prepare transitions to guide the audience.
- Prepare **transitions** as “bridge” statements between major points (*I’ve just discussed three reasons for X; now I want to move to Y*).
- Include **verbal signposts**.
- Keep your audience interested and involved throughout the presentation.

Oral Presentations: Organization

The Conclusion

- Summarize your main themes.
- Leave the audience with a specific and memorable take-away.
- Include a statement that allows you to depart the podium gracefully and leaves a lasting impression.
- Be prepared to answer questions.



Handling Audience Questions

Tell audience in the beginning of your presentation that you'll be taking questions at the end.

Pause at the end of your conclusion before asking for questions.

Keep control.

Call on audience members.

Repeat each question before answering.

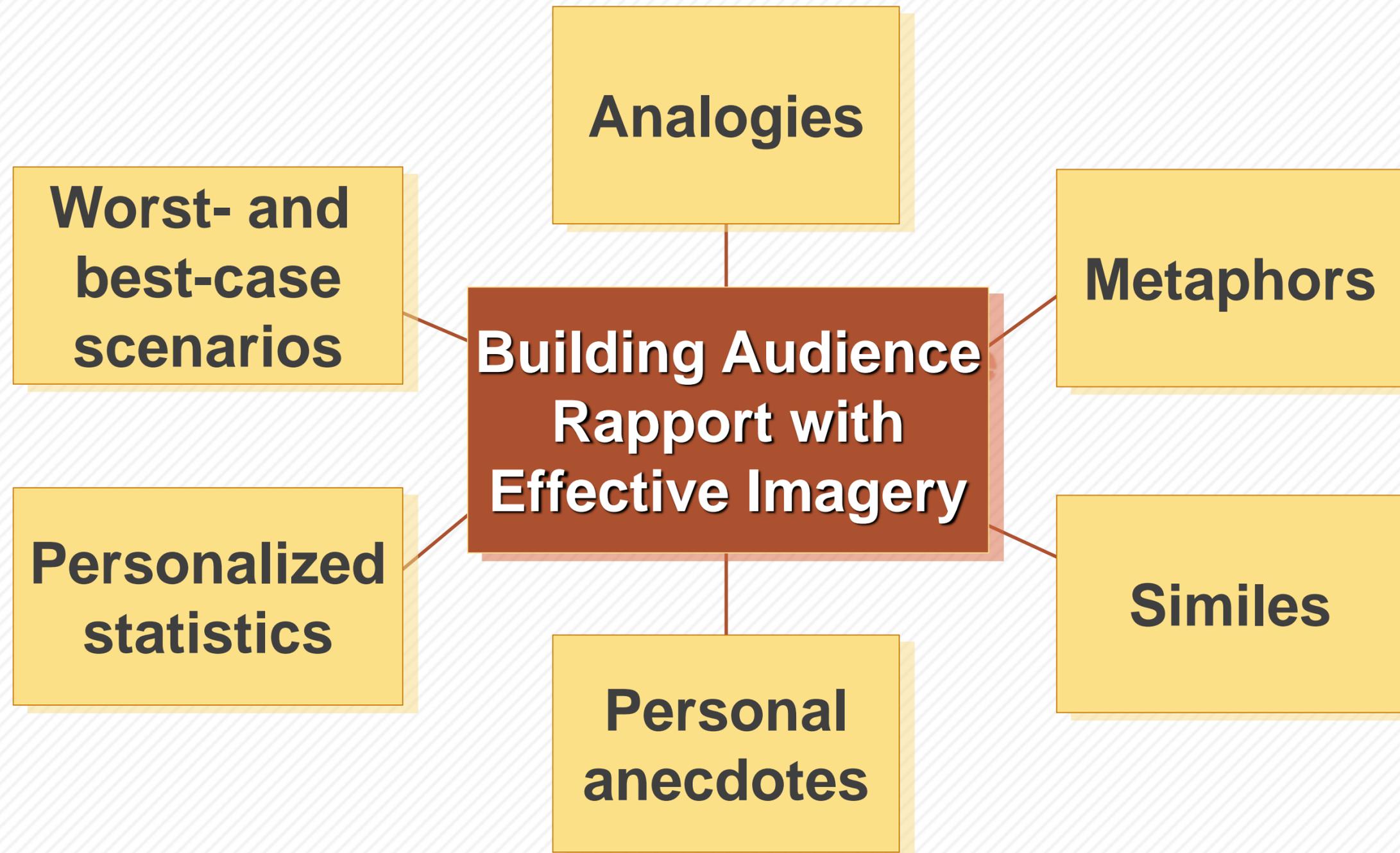
Direct answers to the entire audience, not just the person who asked the question.

If you don't know an answer, admit it and offer to find the answer later.

Follow up!



Business Presentations: Rapport



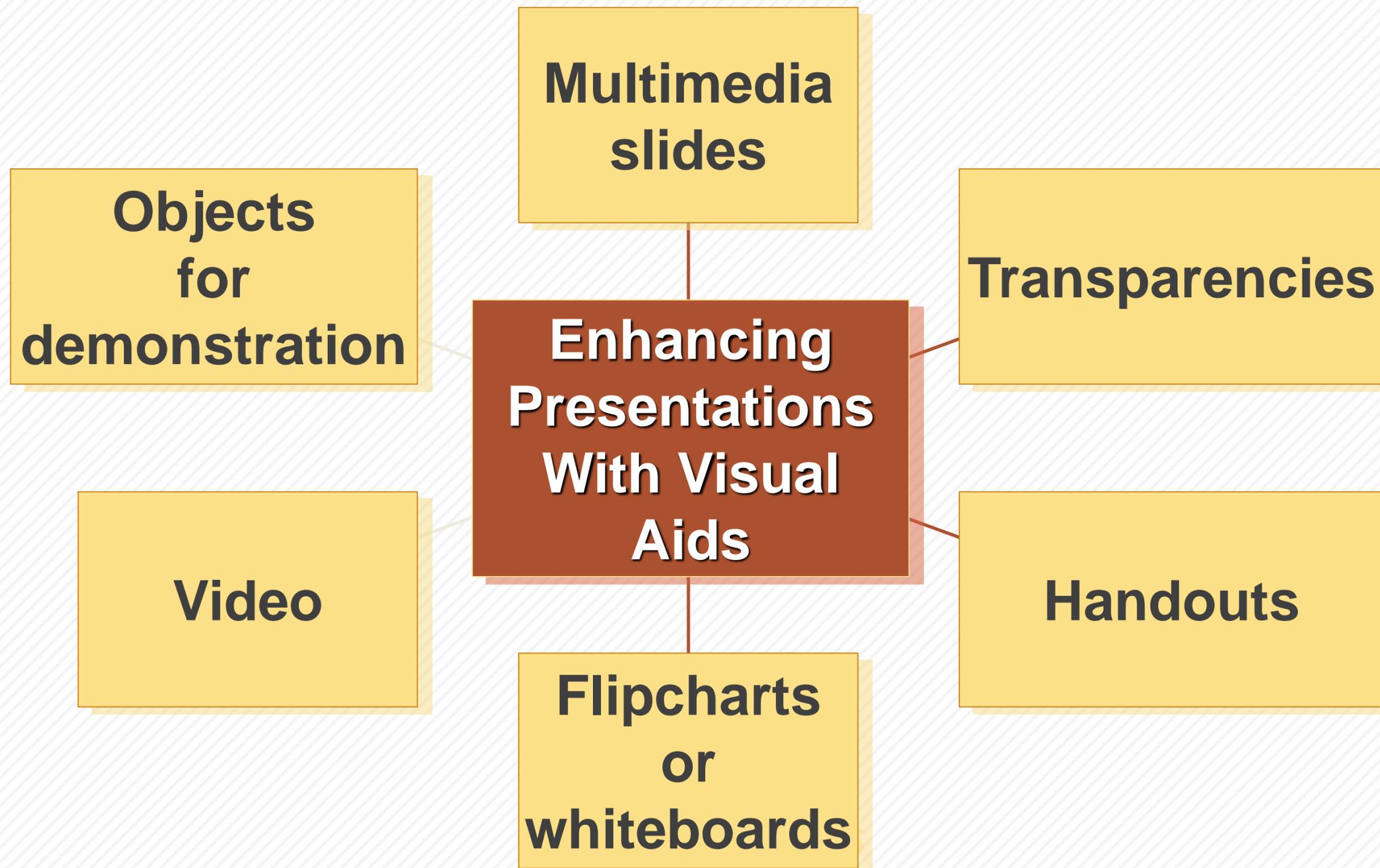
Oral Presentations: Rapport

Sending Positive Nonverbal Messages

- Look professional.
- Animate your body.
- Speak extemporaneously.
- Punctuate your words.
- Use appropriate eye contact.
- Get out from behind the podium.
- Vary your facial expressions.



Oral Presentations: Visual Aids



Highlighting Main Ideas

Focus on major concepts only.

Avoid overkill. Showing too many graphics reduces effectiveness.

Keep all visuals simple.

Make sure visuals add something of value to the presentation.



Ensuring Visibility

Use large type for slides and transparencies.

Position the screen high enough to be seen.

Don't include too much information on visual.

Be sure all audience members will be able to see.



Enhancing Comprehension

Make sure you're on the right visual.

Don't rush through visuals too quickly; make sure audience has enough time to digest each slide.

Paraphrase its verbal message; don't read it.

Elaborate on each bullet point. Give your audience more than the slides provide.

Proofread all visuals carefully.

Practicing the Use of Visual Aids

Rehearse your talk, perfecting your handling of the visual aids.

Practice talking to the audience and not to the visual.

Test equipment in advance.

Have a Plan B!



Oral Presentations: Delivery

Delivery Method

If you are using a slideshow, practice thoroughly so that you can speak **extemporaneously** without notes.

If you are speaking without a slideshow, use notes but try to talk to the audience conversationally.

Beware of reading from your notes: BORING!

Combating Stage Fright

Select a familiar, relevant topic.

Prepare 150 percent.

Use positive self-talk.

Convert your fear into anticipation and enthusiasm.

Take a sip of water if your throat is dry.

Shift the focus from yourself to your visual aids.

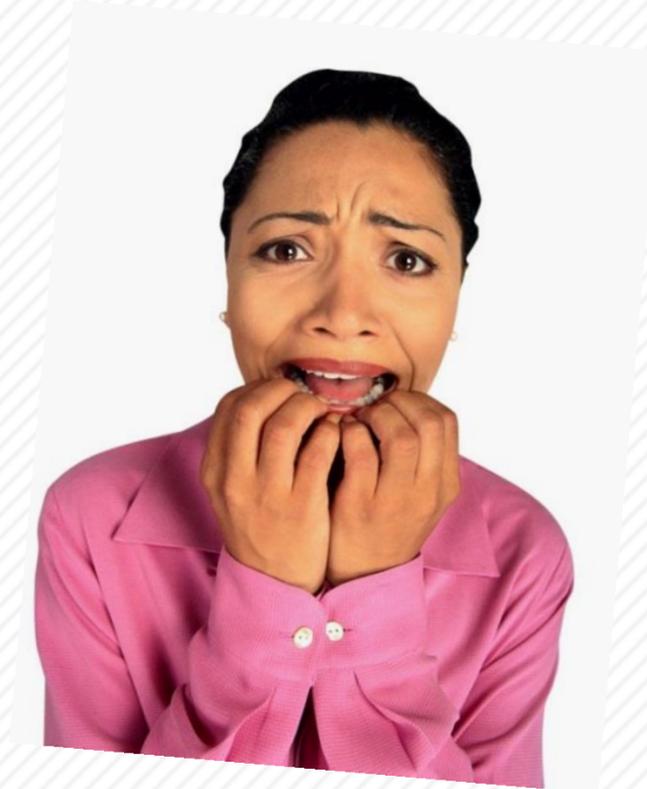
Realize that it's okay to make an occasional mistake.

Ignore stumbles. Don't apologize—just keep going.

Don't tell the audience that you're nervous.

Feel proud when you finish.

Reward yourself.



Practicing Your Presentation

Begin by reading your presentation aloud.

Deliver the presentation in front of a mirror using your notes and wearing your presentation outfit.

Deliver the presentation to a friend using your notes.

Practice in front of a small group using your notes.

Ask for honest feedback.

Record or videotape yourself.

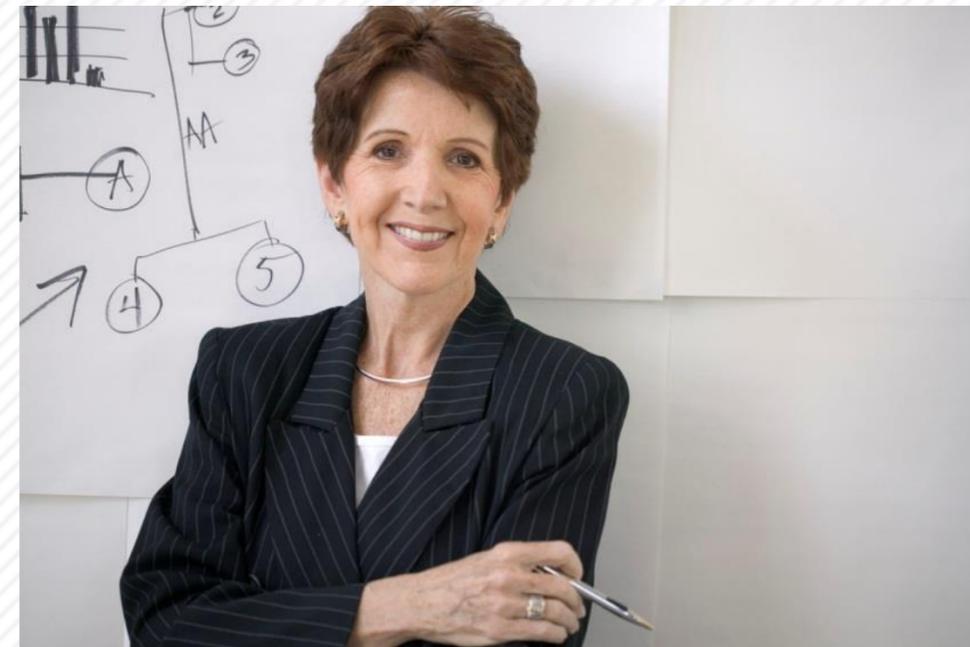
Time yourself.



Putting It All Together



- Prepare thoroughly.
- Rehearse repeatedly.
- Time yourself.
- Dress professionally.
- Check the room.
- Greet members of the audience.
- Practice stress reduction.



Putting It All Together



Begin with a pause.

Present your first sentence from memory.

Maintain eye contact.

Control your voice and vocabulary.

Skip the apologies.

Put the brakes on.

Putting It All Together



Incorporate pauses when appropriate.

Move naturally.

Use visual aids effectively.

Avoid digression.

Summarize your main points.

Show enthusiasm for your topic.



Putting It All Together



Distribute handouts.

Encourage questions.

Repeat questions.

Keep control.

Reinforce your main points.

Avoid *Yes, but* answers.

End with a summary and appreciation.





REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan





Thank You! 😊

Any Questions?