

Presenting “to the bosses” – no problem...

...if you approach the situation from their point of view – how do they feel?” and “What do they really need?”

The three “meta-tips” in a nutshell: 1. “Less is more!” 2. “Keep it short!” and 3. “Don’t assume.”

Follow these and you’ll get more than just applause.



Your concept: – short – clear – flexible

75 Bosses have little time and overloaded calendars, are impatient, undisciplined and poor listeners.

You can’t change that, but you can prepare for it in your next presentation:

- by **creating a simple, logical basic story**, that is easy to remember and to pass on to others, so that the boss can make a good impression elsewhere, too...
- by **designing a modular construction** that allows you to be flexible when you have to shorten it or shift priorities
- by **tying your topic into the overall goal**, for example the corporate strategy, a current development or a situation that your boss considers important
- by **beginning with a “Purpose Statement:”** The reason for this meeting is to decide...(not: “I will show you....”)

The 5-minute principle and the structures suitable for business presentations are practiced in the classic HPS seminar “Effective Business Presentations”

Reduce your presentation mercilessly towards the 5-minute mark – everything else comes up in the Question & Answer session.



Show time – Pack your message properly

76 It’s how you say it that gives your boss the lasting impression. Enthusiasm, key message, and confidence are the ingredients.

The key to getting your message across is proper preparation in how you present your facts and opinions:

- Your boss is looking for someone who **believes** in themselves and in the organization. Show your enthusiasm! Put yourself in a positive mental attitude before you begin. Add **vitality** to your voice when you speak and remember to **speak loudly and clearly**.
- **Repeat your key message** 6 times 6 different ways. Let your boss know what it’s all about up front. Keep your sentences short (9 words max.) and don’t be afraid to rephrase often. A clear structure is, of course, essential.
- Express your confidence - **Use effective language**. Your words should be directive, appropriate to the audience and exciting to listen to. It is not your duty to baffle or impress, but to **help your boss understand and make a decision**.

Powering up your language, gestures and voice is an integral part of the 3-day “Power Talk” programme..

Successful people use their language well. When you plan your next presentation, use language that enhances your message, not interferes with it.



Visual aids – attractive and factual

Whoever thinks that bosses are only interested in dry facts & figures and boring charts is mistaken.

On the other hand, the overloaded, action-based PowerPoint show backfires, too. Bosses hate time-wasting show-offs and PC freaks.

- Your slides have to show the **facts, not conjecture**. Avoid “woolly” words like: “much”, “often”, “considerable”, “low”...
- Use **graphics**, in order to - but only when – you want to **explain something more quickly**.
- **Use imagery** – not ONLY bullet charts and tables. Make it easier to understand by showing maps, plans, diagrams – and photos; remember to use clip art sparingly.

Effective visual aids require more than simple PowerPoint skills. The one-day workshop “Slides that Win” participants how to transform mediocre slides into powerful visual aids – slides that win

Follow the basic principle “Clarity first” – especially important for presentations to the boss, unless there are people there who really shouldn’t be there.



English Tips – Talking about visuals – Visuals need to be clear and easy to read. But it’s ALWAYS necessary to point out the important information.

Guide your audience through your visual so that they get the most out of what you want to say!

Highlighting information:

- “I’d like to start by drawing your attention to...”
- “What I’d like to point out here is...”
- “I’d like to focus your attention on...”
- “Let’s look more closely at...”

Explaining a visual

- “Let’s look at the next slide which shows you...”
- “First, let me quickly explain the graph...”
- “The different colours indicate...”
- “In the bottom left-hand corner you can see...”

Adding structure

- “I’ve divided this slide into two parts...”
- “Let me recap the key point...”
- “Let’s move on to the next point...”
- “That brings me to the end of this part...”

Our international English seminars focus on the non-native speaker of English. The goal is to forget the grammar and concentrate on the message, while giving you the tools to make you fluent.

Clear, simple and to the point. Tell your audience where you are going, then take them there!

Even the best presentation is only half the battle – the decision is very often based on the discussion afterwards. But more about that in our next edition.

Questions, Ideas & Tips ...

You’ll find this edition at www.hps-training.com

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