

Making Persuasive Presentations

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What We Will Discuss Today

- Understanding the communication process
- Preparing your presentation
- Designing the slides



As the sender, you must establish credibility



- Display knowledge of subject
- Display knowledge of audience
- Display professional manner

Messages are conveyed through several channels



- Spoken
- Visual
- Written
- Body language

Messages are delivered to an audience



- Know their agenda
- Know their preferences
- Know their feelings towards you

Observe audience feedback



- Verbal and nonverbal reactions
- Clues to whether or not they understand you

Each slide should add value



- Make the message the heading
- When possible, use a graphic to illustrate the message rather than using a bulleted list

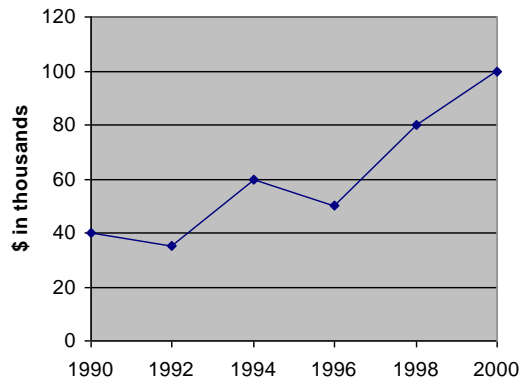
Make the message the heading



- People read top down
- Heading should convey significance of visual
 - What it means, NOT what it is
- If you can't state a message, the slide isn't needed



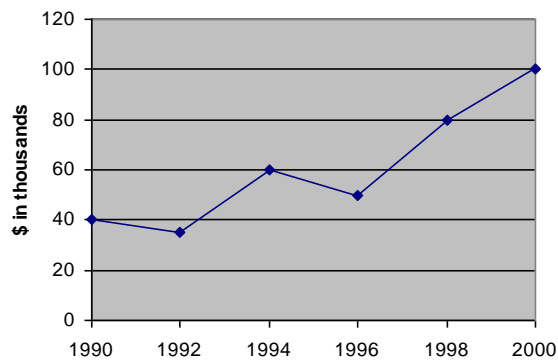
Sales 1990-2000



A topical heading says "what it is."



Sales have nearly tripled in 10 years



A message heading says "what it means."



Agenda

- Overview
- Current market
- Competitors
- Opportunity
- Next steps

This visual tells audience only that the presentation has 5 parts.
It provides no meaningful roadmap.



Our goals today are

- Define critical issues
 - New technology
 - New market demands
- Determine change in focus
- Agree on implementation steps

This visual sets stage for presentation by letting audience know
what the speaker hopes to achieve as well as the order of topics.

Xenon headlights illuminate signs better than halogen headlights do



Halogen Headlight



Xenon Headlight



[Sylvania, 2008]



What to know about designing text slides



- Make the message the heading
- Follow simple guidelines

Here are some guidelines for text slides



- Use strong action verb phrases
- Keep lists parallel and in the order you intend to follow
- Use upper/lowercase type and simple typeface
- Highlight the most important message on the visual

Organizational structure has allowed these weakness to develop



- Key tasks are not being performed: market research, long-range planning, proposal writing.
- The organization is overly dependent on key people: two individuals manage all aspect of program.
- Work unevenly divided: several departments are overloaded, other are underutilized.
- Communication among departments is poor.
- The staff' s involvement in the organization is artificially limited.

Text is too dense, too long, and visually unappealing.

We can gain a competitive advantage if we



- Provide major pricing advantage with new plants
- Reach the market ahead of the competition
- Service the entire region from central distribution

Phrases let speaker tell story. Verbs give sense of action.

We will build on the basics



- *Provide* superior financial products
- *Unequaled* client service
- *Strength* and value

A list that is not parallel in form is hard to read and understand.



To build on the basics, we will

- *Provide* superior financial products
- *Offer* unequaled service to clients
- *Preserve* strength and value

Strong verbs make good lists.



Guidelines for any graphic

- Message determines form
- Convey one message per chart
- Make the chart easy to read
- Convey data honestly
- Eliminate all unnecessary details

Message determines form



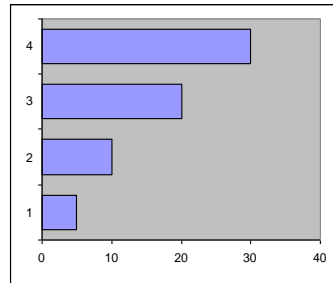
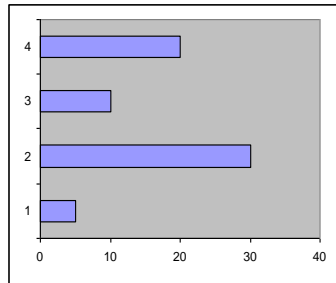
- Bar and column chart – compares or groups items
- Column and line chart – shows change in variables over time
- Pie chart – indicates relation of part to other parts or to the whole
- Scatter diagram – shows the relation of two or more variables

Tips to convey data



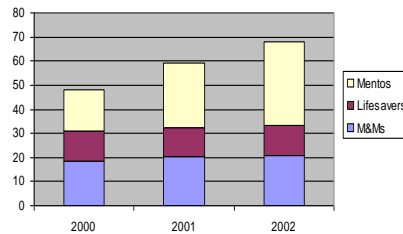
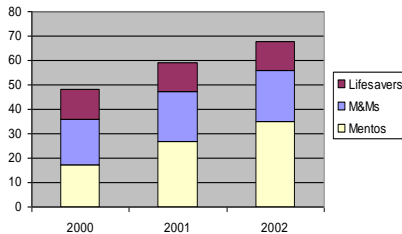
- Order variables for easy comparison
- Keep differences between quantities equal
- Start numerical axis at zero
- Use 3D charts sparingly—they give deceptive weight to the items in the “front”

Conveying data



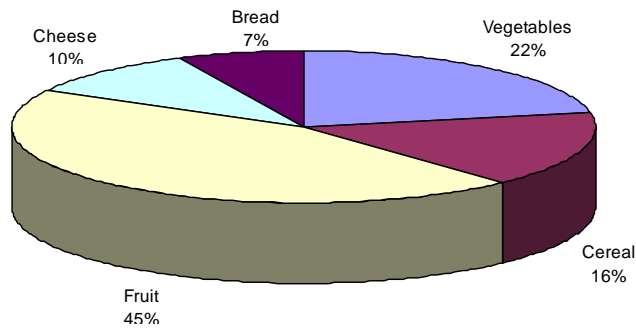
Ordering variables by size makes comparison easier.

Put the least varying bar of stacked bars on bottom



This chart is a more honest representation of the data.

Problems with 3D charts



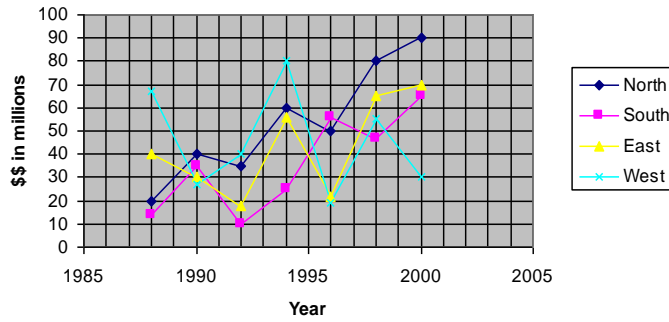
Pie sections in front of screen have distorted emphasis.

Guidelines specific to line charts



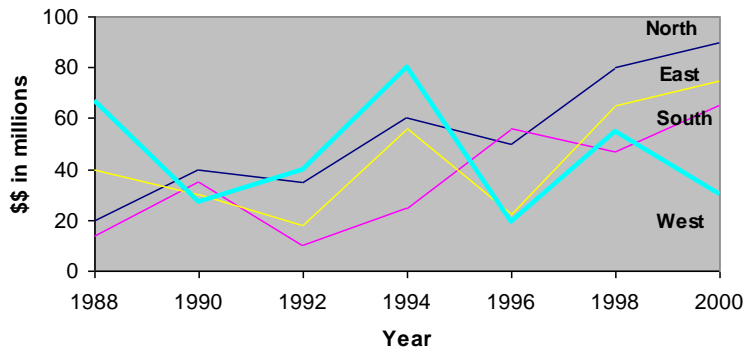
- Reserve the heaviest line for the most important variable or component
- Use a variety of broken lines for other variables
- Anchor data lines to the left axis

Sales by Division



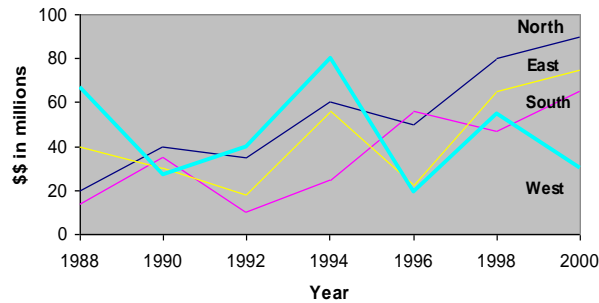
Start numerical axis at zero and eliminate unnecessary grid lines.

Sales have increased in all divisions except the West



Message is in heading, no gridlines, and trends are easy to follow.

Line charts show changes in time of 1 or more variables



More effective than column charts when you have more than 4-5 data points.

Visual support helps people remember your message



- Design slides that add to presentation
 - Keep slide simple
 - One point per slide
- Use the most appropriate form
 - Text slides preview and summarize and provide transitions
 - Charts show relationships among data
- Keep the audience focused on your message, not on the design features

Some Random Tips



- Use simple backgrounds
 - You don't want the background to detract from the message
- Try to relax
 - If you have done your job well, you are the foremost expert in the room on your project
 - Try to anticipate questions
- Emphasize the strong points, but be honest about shortcomings
- Don't try to cover everything

Questions?

