

Presentation Skills

Thinking Right & Expressing Right



“Put it before them *briefly* so they will read it, *clearly* so they will appreciate it, *picturesquely* so they will remember it, and above all, *accurately*, so they will be guided by its light..”

- Joseph Pulitzer
Founder
Pulitzer Prize

“If you want to run the show someday and run it well, you had better *learn to think, write and speak*, in the that order – clearly, forcefully, concisely and to the point...”

- Ed Artz
Former CEO
P&G (World’s Top 10 Most Admired Company)

Start-up

- Setting The Stage
- Agenda review
- Ice-Breaker!

Ground Rules

- Facilitation vs. Training
- Please switch off/mute mobile phones
- Time Management
- Do not expect a magical wand

**Nearly all men can stand
adversity, but if you want
to test a man's character,
give him power.**

*↑
point*

Abraham Lincoln

Agenda

1. Thinking Right
 - Pyramid Principle: Governing Statement, Supporting Logic
 - MECE: Mutually Exclusive, Collectively Exhaustive
 - Insights: Synthesis Vs. Summary
 - Mind Maps
2. Telling A Story
 - Audience Analysis
 - Rule of Story Telling
 - Story Lining
3. Expressing Right
 - Crispness: Summarizing
 - Ethos, Pathos, Logos
 - Stylistic Devices: Creating Powerful Impressions
4. PowerPoint Basics
 - Death by PowerPoint!
 - Basic Rules (Templates, fonts, sizes, colours, images, density)
 - Tricks: Links, Animations, and other cool features!

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“When I was a young manager I used to spend about a half an hour meditating before every big important meeting... reflecting on the important points I wanted to get across... being clear with myself first about those things I felt were critical for others to understand in the same way that I did”

- Wade Miquelon
Global CFO

Walgreen (US's leading drug retailer, Forbes #250)

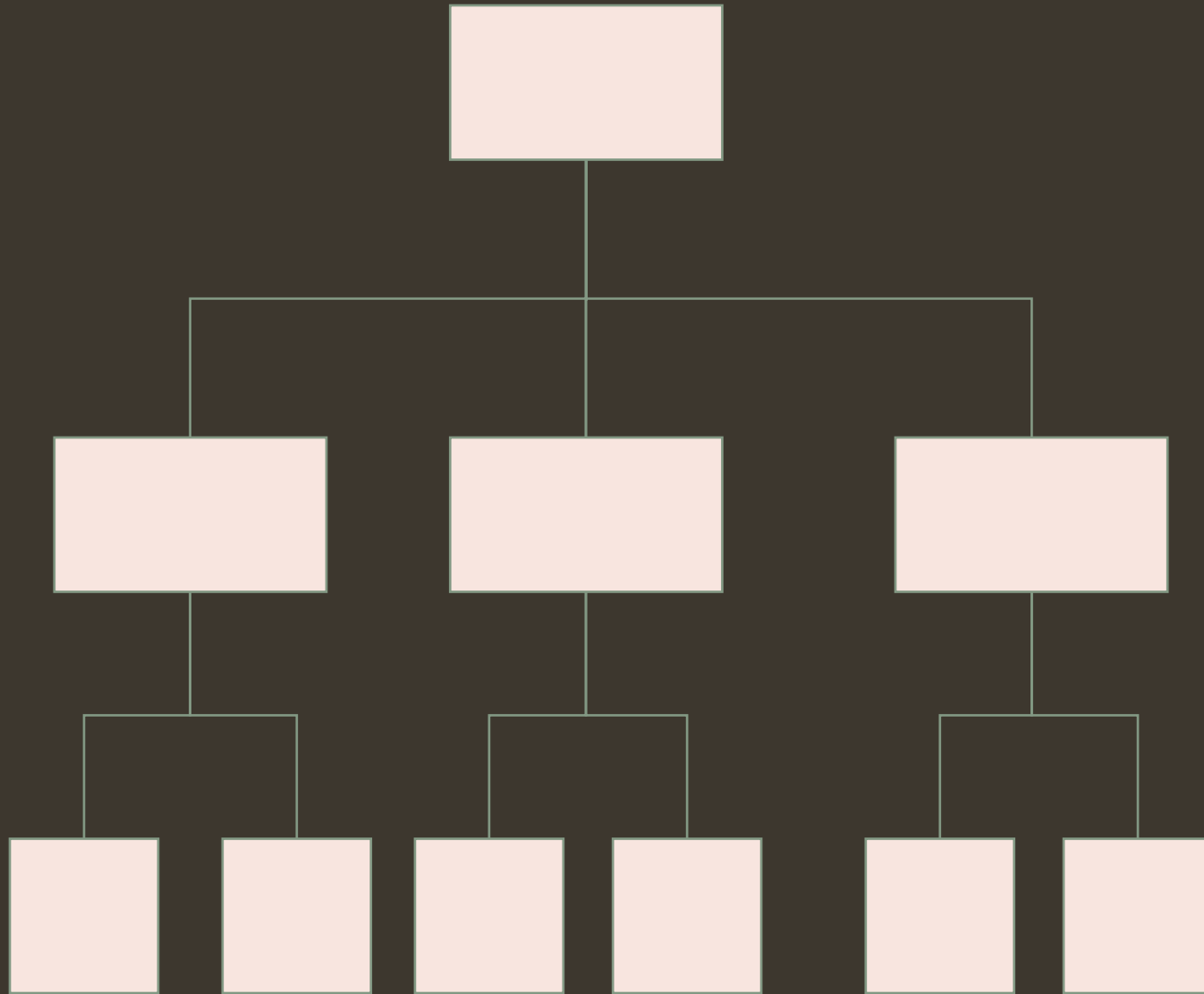
Pyramid structure

Only one stone at the top

Every stone supported by 2 or more stones

A very robust structure that is tough to break-down – has stood the test of time for 4500 years





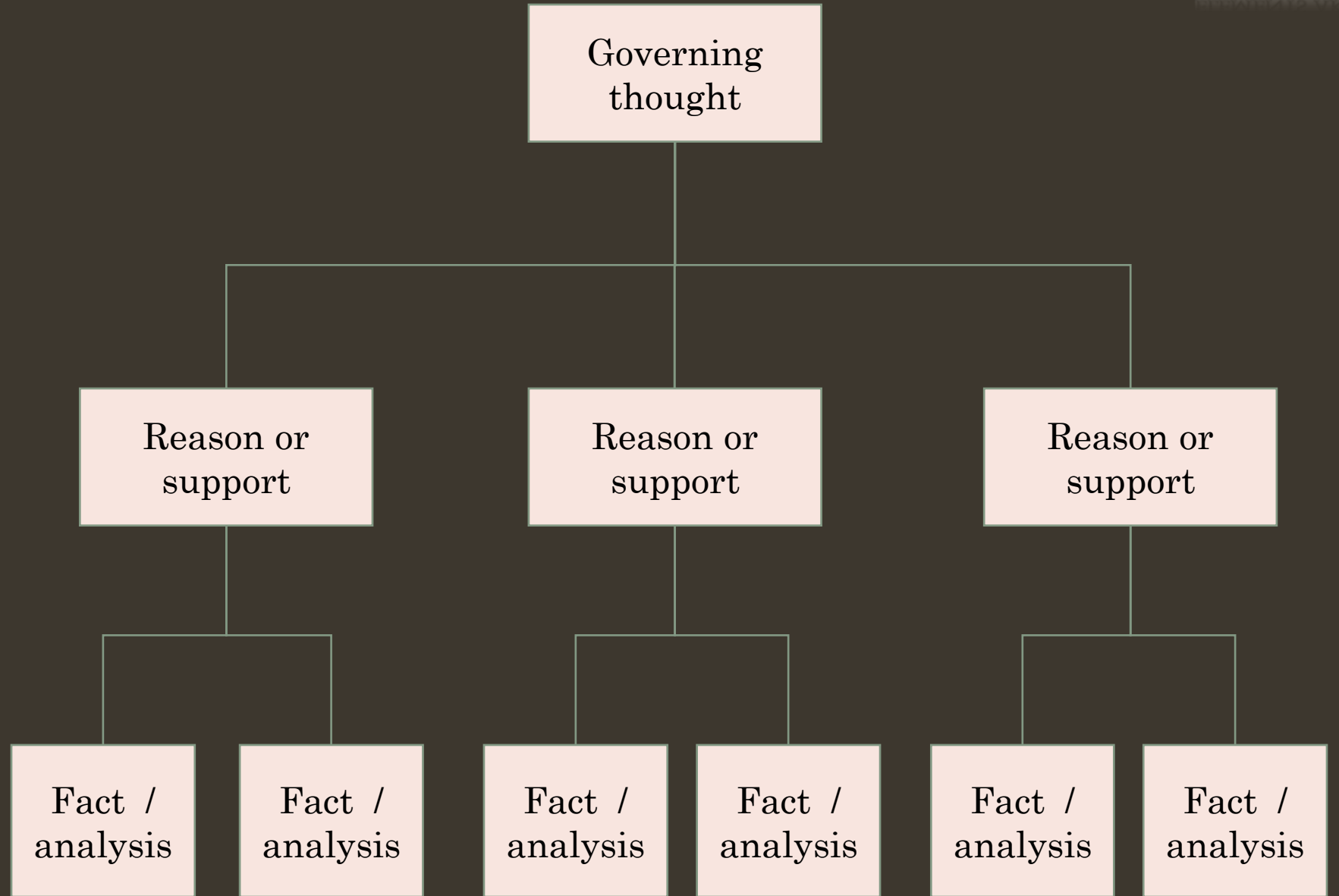
Only one idea at the top

Every idea supported by 2 or more ideas

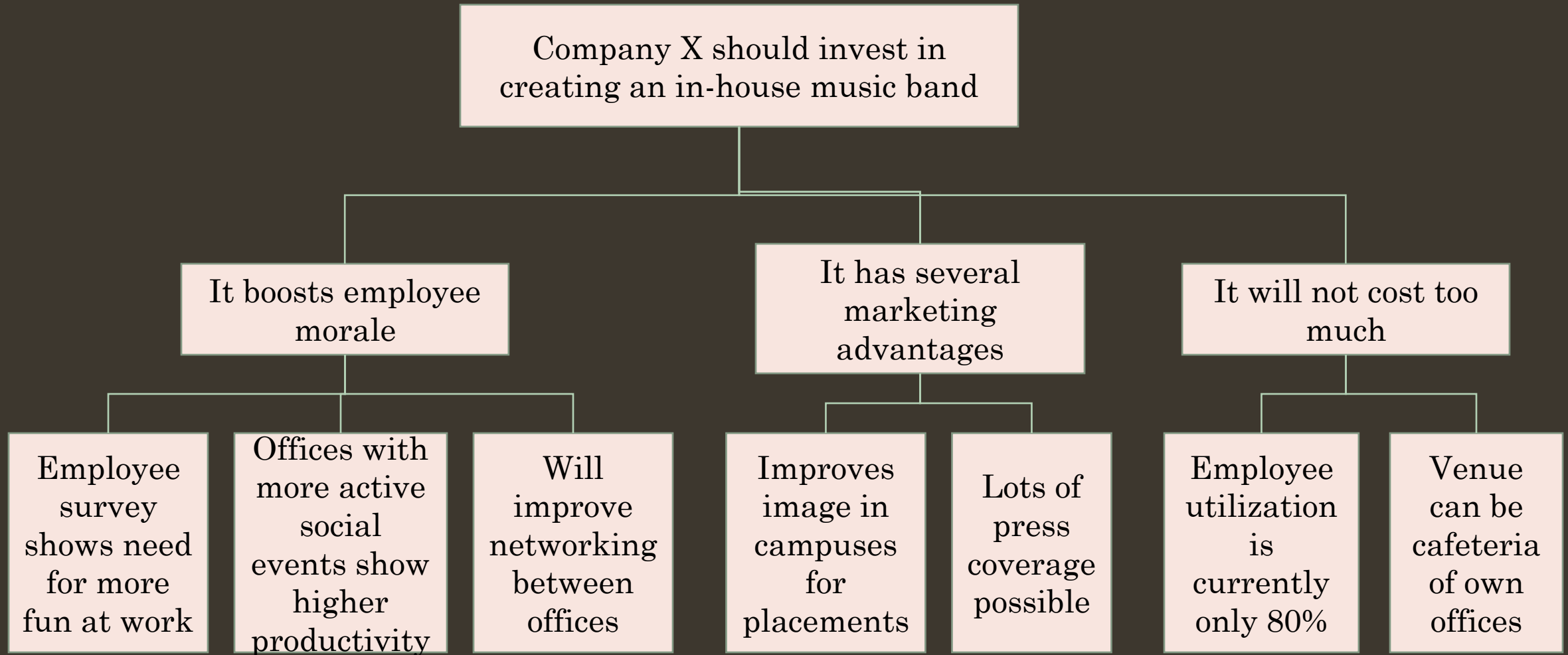
A very robust structure that is tough to break-down – can withstand questions from tough audiences

**What?
Why?
How?**

**How do
you know
that?**



Pyramid structure example





Exercise

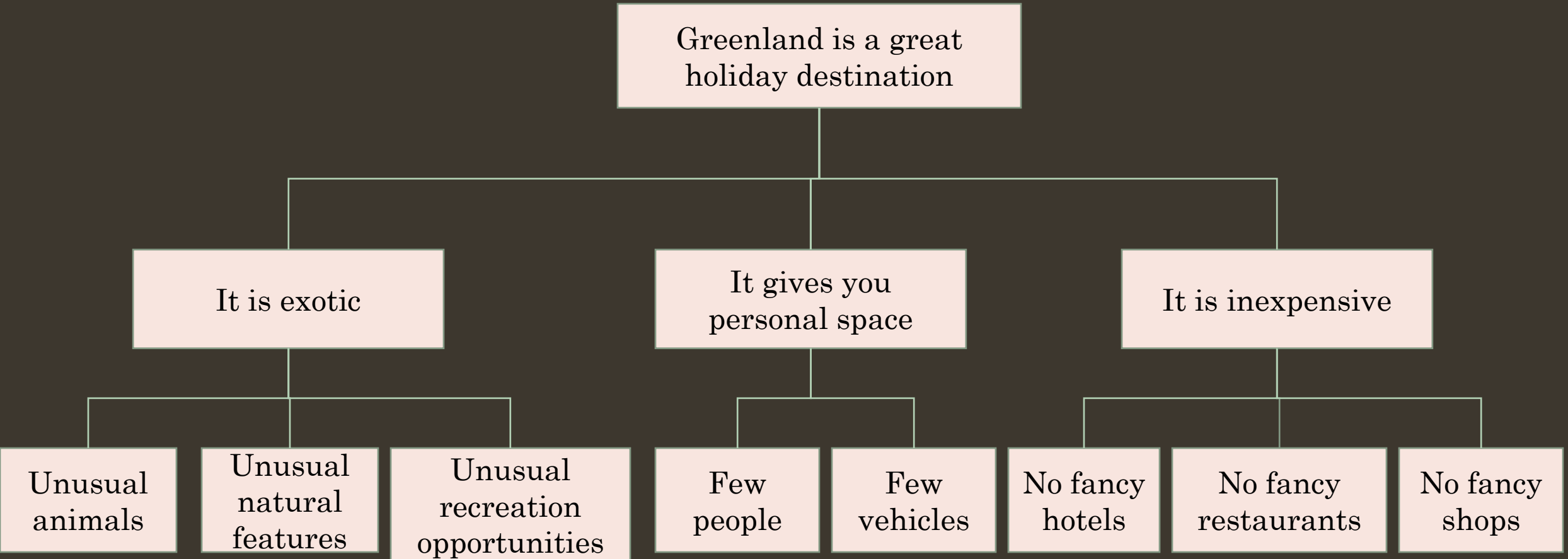
Greenland - Pyramid



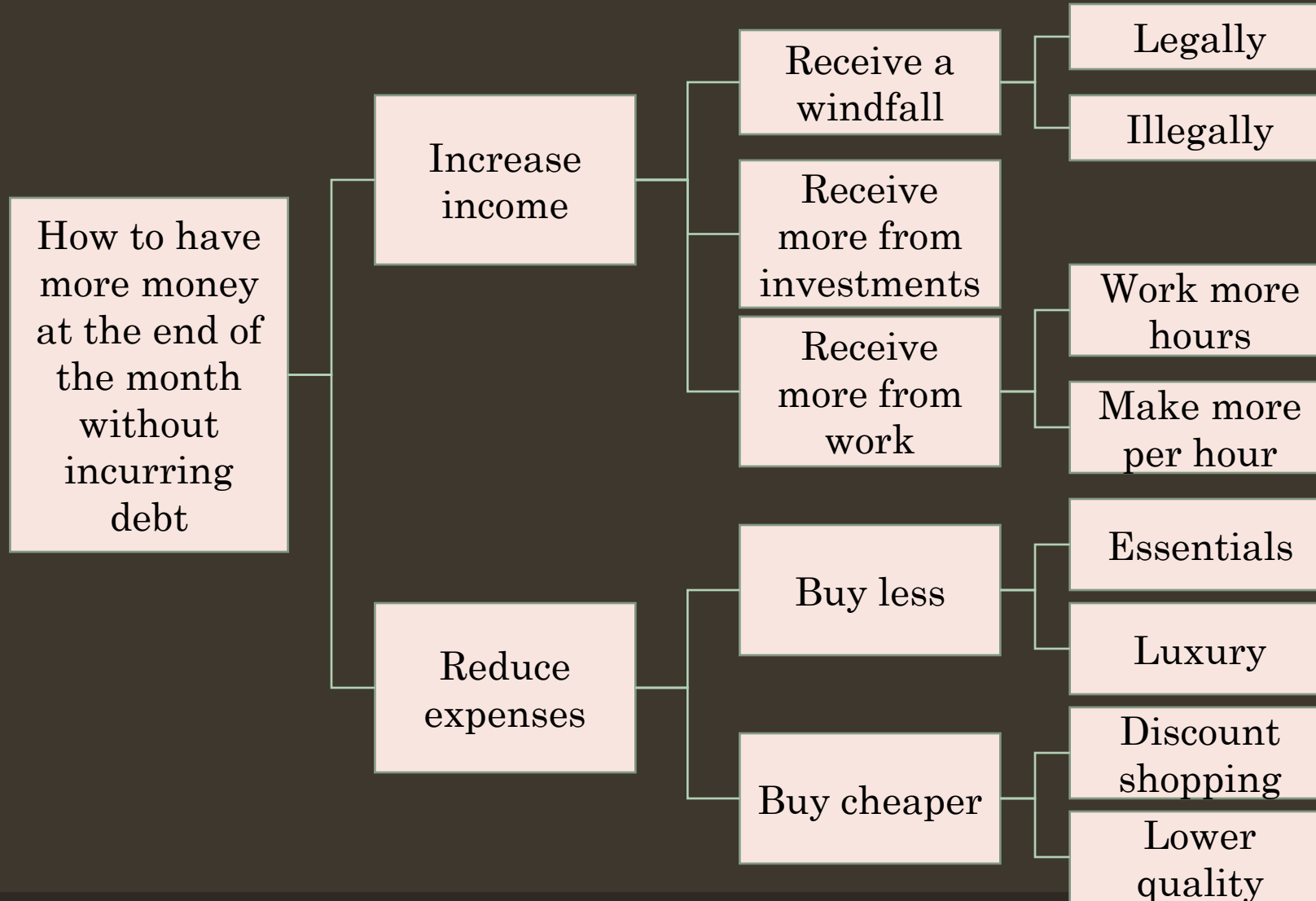
Exercise

- Build a pyramid from the following data about Greenland
 - Not many people live there
 - No big hotels
 - No fancy shops
 - Provides unusual recreational possibilities
 - Has rare natural features
 - Gives opportunity to observe unique forms of wildlife in their natural habitat
 - Very few restaurants and that too inexpensive ones
 - Not that many vehicles

Possible solution



Issue tree - logical structuring



- MECE –Mutually Exclusive Collectively Exhaustive

- Pareto principle or the 80-20 rule: Prioritize

Indian Pharma Industry: Product vs. Process

1. Developed world follows Product patent, which gives companies 20 years 'monopoly' to sell patented products.
2. Indian government historically followed Process patent, which allowed Indian companies to reverse engineer globally patented products and then sell it at a fraction of the cost.
3. But as per provisions of TRIPS/WTO, India will also start following Product patent starting 2015.

Big Global Pharma

1. Product patent necessary to incentivise R&D. New molecule development cost (including failures) is USD 2.3 bn per molecule and takes 7 years!
2. Indian generic manufacturers are 'pirates' who do not invest in technology (not a single new molecule developed in India) but reaping the benefits (high margins of most players).
3. Market share of Indian generic manufactures has grown from 20% to 80% in last 40 years, at the expense of MNCs.

Indian Pharma

1. 3 bn poor in developing world remain deprived of life saving drugs. "Indian government's repealing of process patents amounts to selective genocide."
2. Western firms anyway have 20 year run in the most expensive markets of US and Europe, plus they do ever-greening (use minor modifications in molecule to extend patent).
3. North America/Europe/Japan is a USD500 bn market, while India/Africa is just USD15bn! In India, a Prilosec (say) sells for 4 cents, while it sells for USD5 in US.

Indian Government view

1. The modern patent regime (product patent) has been adopted by other developing BRIC nations like China and Brazil.
2. Ever-greening practices have been curbed in the new law. One-third of India's pharma industry's output is anyway exported. They need to focus on research (Indian R&D costs are much lower than that of MNCs) and off-patent drugs.
3. In any case, 97% of drugs in the Indian market and 100% of all essential drugs are not covered by patents! Both Big Pharma and Indian Pharma have given returns higher than market.



What is
synthesis?

Insights: The art of pattern recognition

- **Facts:**

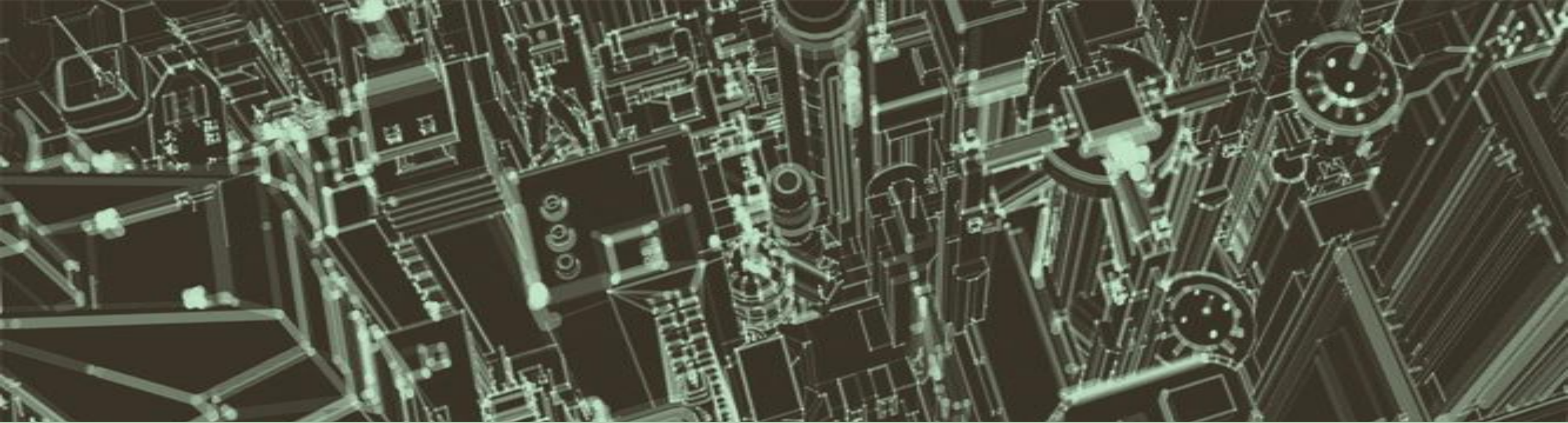
- I have misplaced my I-card
- I dropped my room keys somewhere on way to the class
- I still haven't prepared my CV

Summary:

I have lost my I-card and my room keys, and my CV is not ready

Synthesis:

I have been careless



Exercise


Synthesis about industry?



Exercise: What is the synthesis?

X [apparel and accessories luxury brand] has taken following initiatives in recent times:

- X has been streaming all its fashion shows online since September 2009
- X is one of the leading luxury brands on Face book with over one million fans
- In November 2009, X launched ‘artofthetrench.com’, a social media website which introduced the iconic trench coat to the digital generation. Between November 2009 and June 2010, this site received over 7million page views
- X broke new ground by live streaming in 3D the Autumn 2010 show to five locations around the world. The web cast also allowed consumers to purchase items for expedited delivery – another pioneering effort in the luxury sector
- A new interactive X ad campaign uses motion-responsive images to simulate in-store experience for customers




Synthesis about
industry?

Possible solution

X [apparel and accessories luxury brand] has taken following initiatives in recent times:

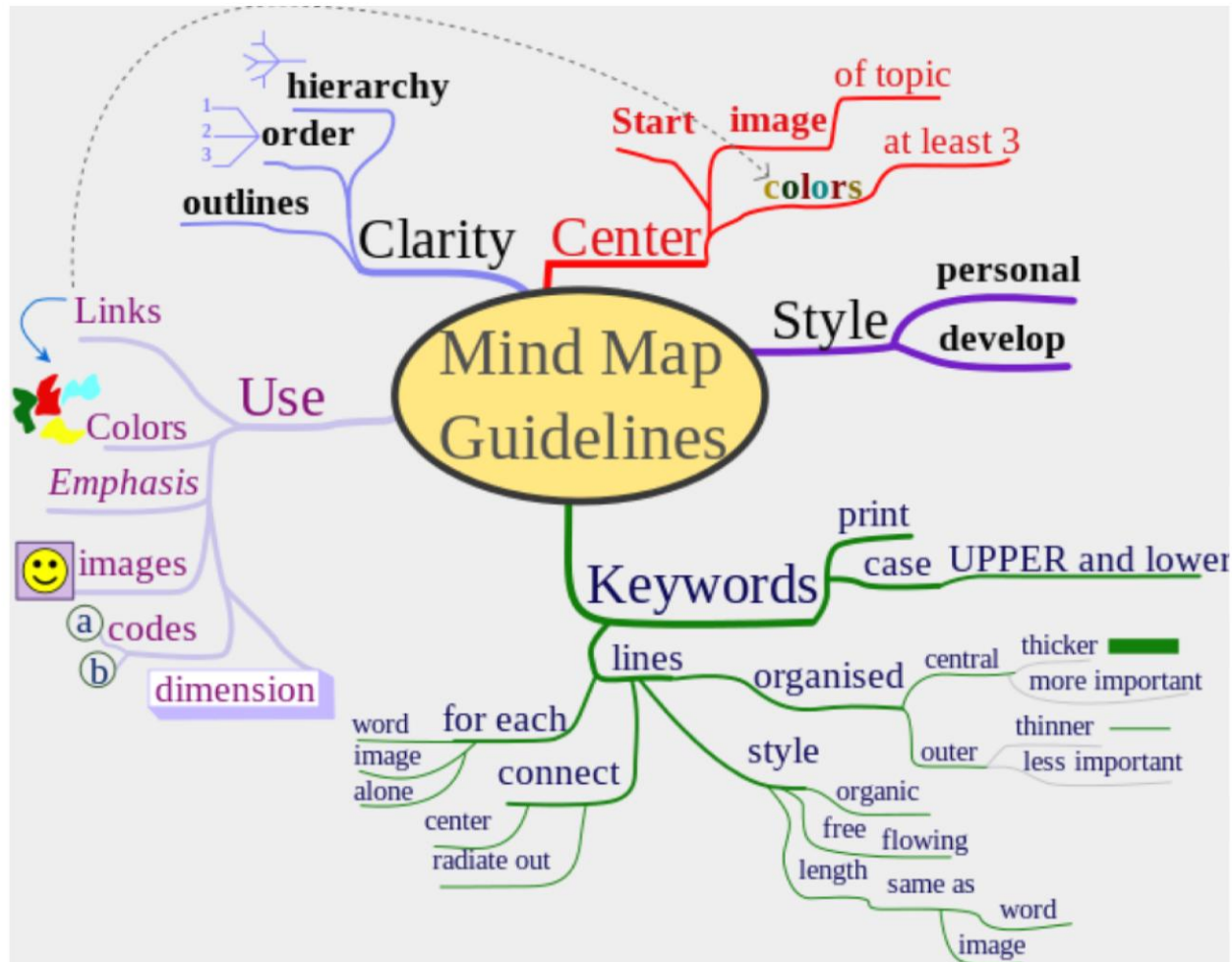
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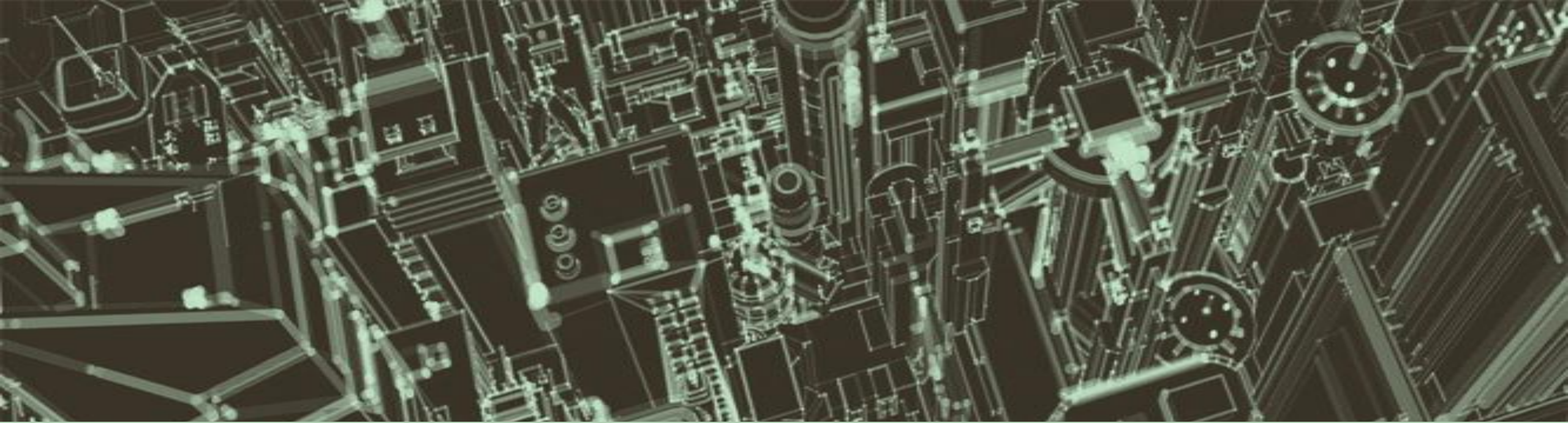
Luxury brands
are embracing
‘new media’ to
connect with their
target segments

Mind Maps

A mind map is a diagram used to visually outline information. A mind map is often created around a single word or text, placed in the center, to which associated ideas, words and concepts are added



Draw a Mind Map



Exercise

Nestle finance real situation



Seven Questions to Knowing Your Audience

- | | |
|---|--|
| 1 What are they like? | Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like. |
| 2 Why are they here? | What do they think they're going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis. |
| 3 What keeps them up at night? | Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution. |
| 4 How can you solve their problem? | What's in it for the audience? How are you going to make their lives better? |
| 5 What do you want them to do? | Answer the question "so what?" Make sure there's clear action for your audience to take. |
| 6 How might they resist? | What will keep them from adopting your message and carrying out your call to action? |
| 7 How can you best reach them? | People vary in how they prefer to receive information. This can include everything from the setup of the room to the availability of materials after the presentation. Give the audience what they want, how they want it. |

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Audience Analysis



Trap of presenting
what you'd like to
hear



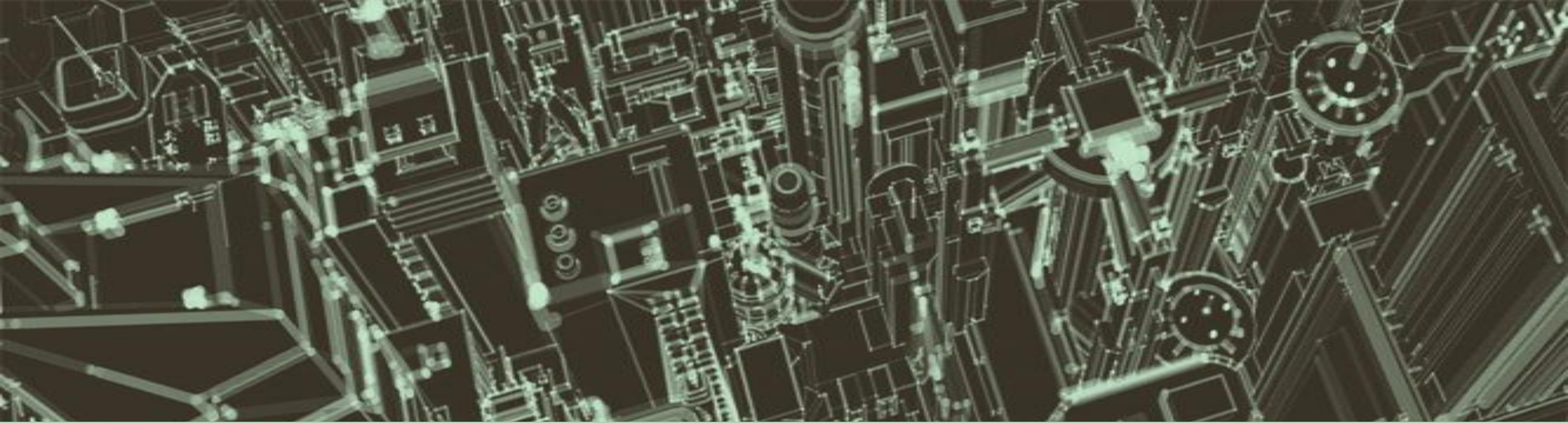
The audience isn't you



Communicator should
be able to control from
inception through
dissemination

Get feel of the GM's mind

- What do GM and his/her core team need to decide?
- What information will they require to make that decision? What are their priorities?
- A short corridor discussion on: We are presenting this. What are your expectations?
- Engage your manager as necessary.
- Talk to the key people with whom the GM is likely to consult before deciding, what are their thoughts. Build those into the presentation.



Exercise

Audience analysis.



“Decisions are made on
feelings about facts,
not on facts themselves.”

Kevin Daley

Founder – Communispond Inc.

Story Telling

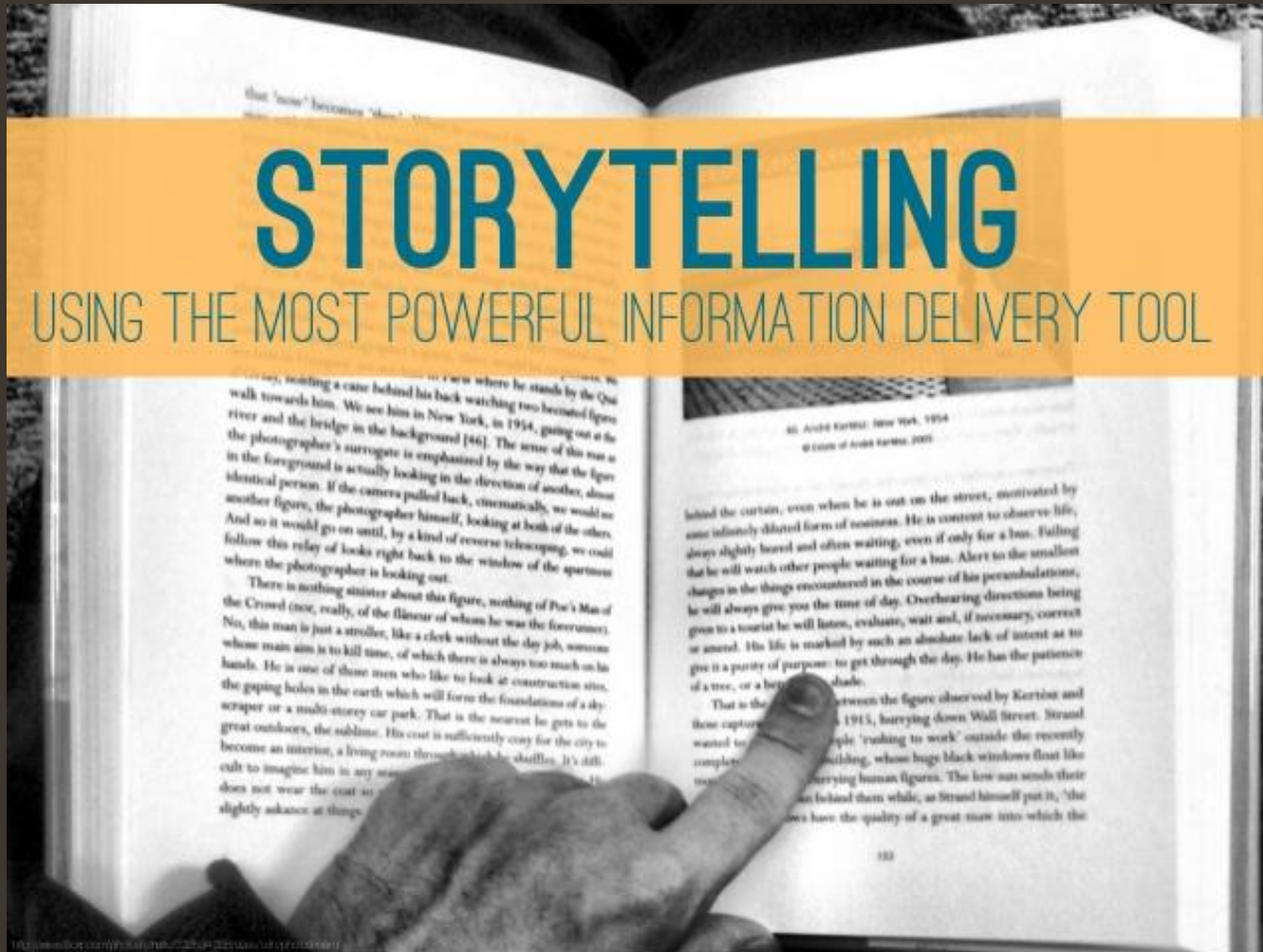
Presentations are not about the transfer of information (memos or reports are used for that), they are about the transfer of ideas or insights!

The Why of numbers
much more than the
What of numbers.

Before every presentation

Think about the story you want to tell and how can it bring your content to life.

- What is the goal of your talk?
- What are the key takeaways you want your audience to remember?
- What do you want them to feel, do or know when you are done speaking?





For too long, the business world has ignored the power of stories, preferring soulless PowerPoint slides, facts, figures, and data. There is a strategic difference between a data dump and a winning story. Non-stories may provide information, but stories have a unique power to move people's hearts, minds, feet and wallets!

- Peter Guber, Chairman and CEO of Sony Pictures

What slides are not...

- PowerPoint
- Instructional
- Statistics
- Lists
- Flipcharts
- Raw facts
- Decks



Building A Story: Challenge, Struggle & Resolution...

- First, get your listener's attention by an unexpected challenge or question.
- Next, provide an emotional experience by narrating a struggle to overcome the challenge.
- Finally, galvanize your listener with an eye-opening resolution that calls them to action.

[Adapted from Tell To Win, Peter Guber]

When asked to donate charity for Africa, MBAs gave



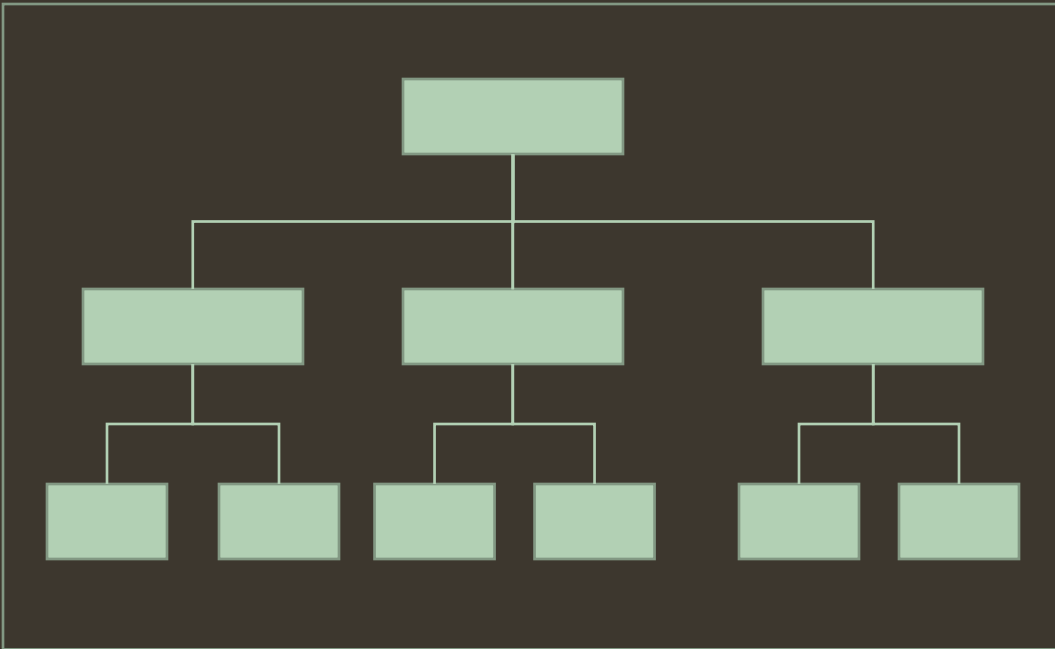
For a purely logical appeal

For a purely emotional story-based appeal

From: "Sympathy and Callousness: The Impact of Deliberative Thought on Donations to Identifiable and Statistical Victims," Deborah A. Small, George Loewenstein, Paul Slovic; Organizational Behavior and Human Decision Processes, March 2007.

Story-lining

Structure



Story-line

- Governing thought
 - Reason 1
 - Reason 2
 - Reason 3
- Reason 1
 - Fact 1
 - Fact 2
 - Fact 3
- Reason 2
 - Fact 1
 - Fact 2
- Reason 3
 - Fact 1
 - Fact 2

The Power of Words

<http://www.youtube.com/watch?v=Wgi0t2ap-us>

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Summarizing

Great presenters connect with their audience, speak naturally, and allow the slides to enhance their story.

But that's easier said than done! Memorizing an entire presentation may seem difficult and time-consuming.

Learning to Ride

- Put training wheels on the bike
- Raise the training wheels so you wobble
- Wear clothing and a helmet to protect yourself
- Remove the training wheels and practice falling on the grass
- Enjoy riding your bike wherever you need to go

Learning to Ride

- Put **training wheels** on the bike
- Raise the training wheels so you **wobble**
- Wear **clothing** and a helmet to protect yourself
- Remove the training wheels and practice falling on the **grass**
- Enjoy riding your bike wherever you need to **go**

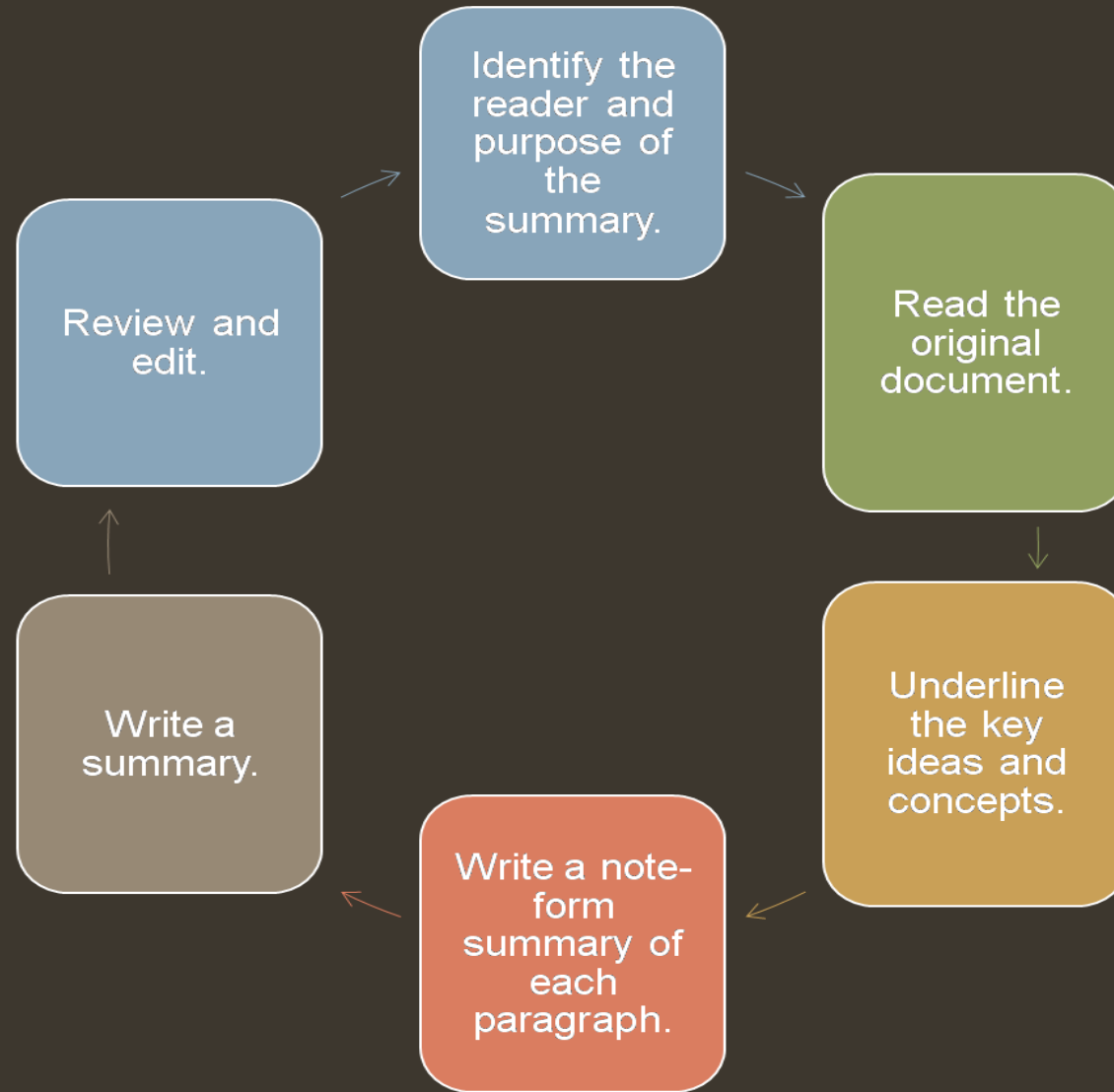
Learning to Ride

- **Training wheels**
- **Wobble**
- **Clothing**
- **Grass**
- **Go**

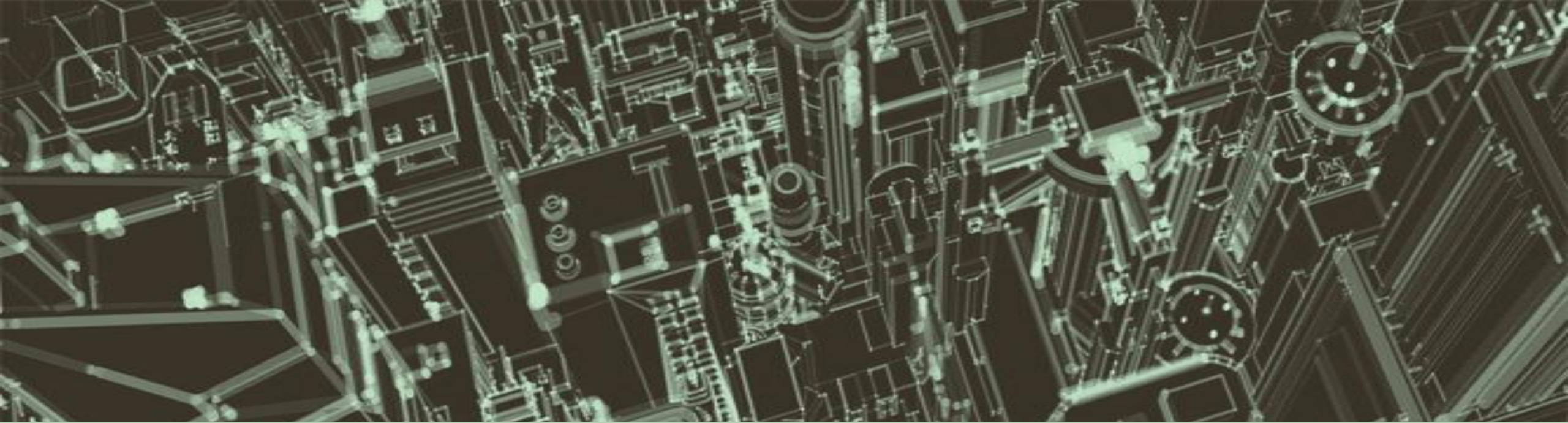
1. Select a slide that has too many words on it.

2. Highlight one key word per bullet and rehearse the slide until you can remember all the content when you look only at the highlighted word.

3. Remove all other text on the slide leaving just the keywords as mnemonics.



Process of Summary Writing



Exercise

The ability to communicate effectively plays an important part!



Exercise

Because the ability to communicate effectively plays an important part in an accountant's success on the job, many employers screen prospective accountants for adequate skills in oral and written communication. In fact, one study shows communication skills to be the most important factor in decisions to hire. Employers view the ability to write and speak effectively as even more important as a prospective employee's academic results.(66 words)

Action

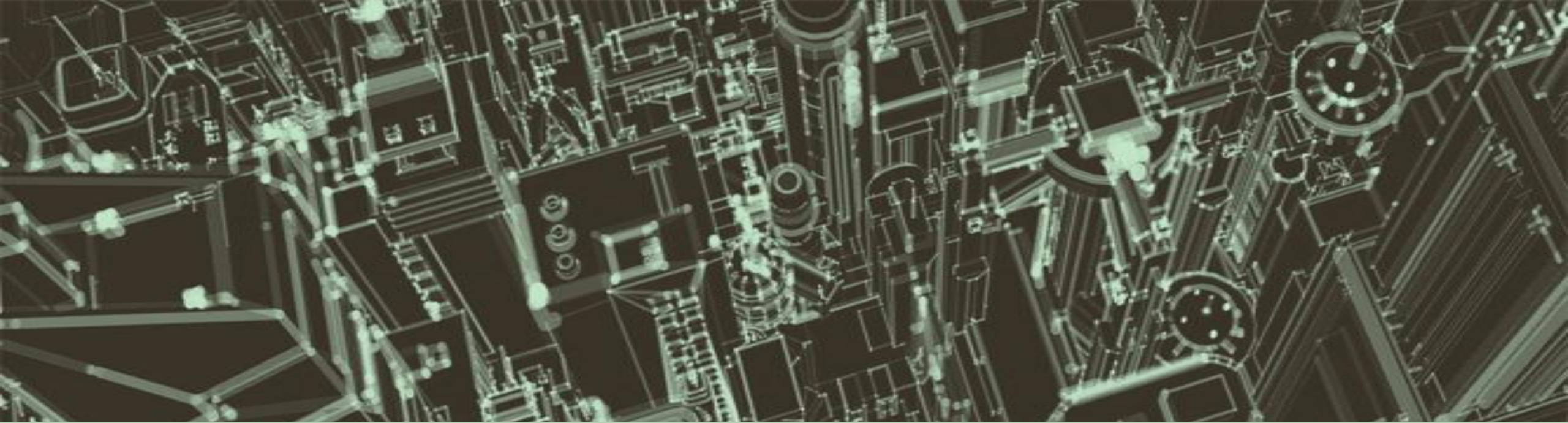
Use your own words to express these key ideas more concisely and develop a full sentence paraphrase which conveys the original message accurately and is clear, concise and coherent.

Solution

Key Points to be included in summary

- Ability to communicate effectively is important to accountant's success
- Important factor in decision to hire
- Employers value communication skills even more than academic results

Employers recognize the importance of oral and written communication in accounting, and therefore prefer to hire graduates with effective communication skills.(21 words)



Exercise

Y is a holding company.



Exercise

Y is a holding company. The Company designs, sources, manufactures and markets luxury men's, women's and children's clothing and non-apparel accessories globally through a diversified network of retail, wholesale, franchise and digital commerce channels worldwide.

Y also licenses third parties to manufacture and distribute products using the Y trademarks

- Its segments are Retail/Wholesale and Licensing. Retail/Wholesale revenues are generated by the sale of luxury goods through Y's mainline stores, concessions and outlets, as well as Y's franchisees and prestige department stores globally
- Licensing revenues are generated through the receipt of royalties from Y's licensees in Japan and global licensees of fragrances, eyewear, timepieces and European children's wear (110 words)

Action

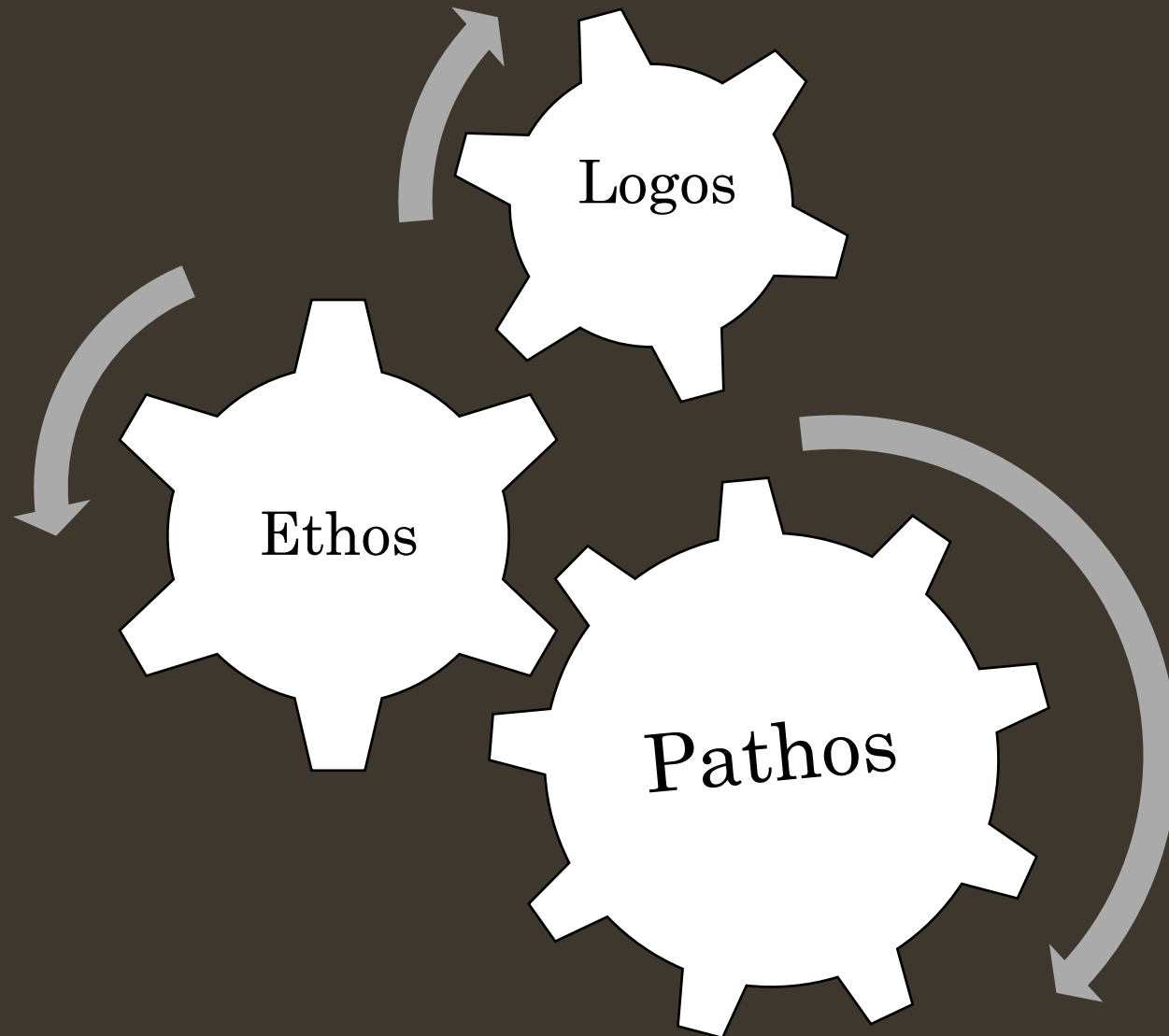
Use your own words to express these key ideas more concisely and to develop a full sentence paraphrase which conveys the original message accurately and is clear, concise and coherent.

Key points to be included in summary

- Y is a holding company which manufactures and markets luxury clothes and accessories globally.
- It operates through diversified network of retail, wholesale, franchise and online commerce channels.
- Y also licenses third parties to manufacture and distribute products using the Y trademark

Solution

- Y is a holding company that designs, sources, manufactures and markets luxury clothes and accessories globally.
- Y operates through a diversified network of retail, wholesale, franchise and digital commerce channels worldwide. These include mainline stores, concessions and outlets, Y franchisees and prestige department stores globally.
- Y also licenses third parties to manufacture and distribute products using the Y trademark. It generates royalties through licensees in Japan and global licensees of fragrances, eyewear, timepieces and European children's wear (79 words)



Expressing
Better

Using Stylistic Devices in Writing

Rhythm and Balance

- Do more with less, Do even more with even less

Metaphor

- Dark storm clouds of opposition

Personification

- ‘India, the dear mother of us all’

Using Stylistic Devices in Writing

Parallelism

- But we refuse to believe that the bank of justice is bankrupt

Alliterations

- Rising Revenues, but Poor Profitability

Antithesis

- 1963 is not an end but a beginning

Talking caption vs. Topic caption

- Topic caption: Impact of prices on Profitability
- Talking caption: Profit margin increases 1% for every Rs 1 increase in price

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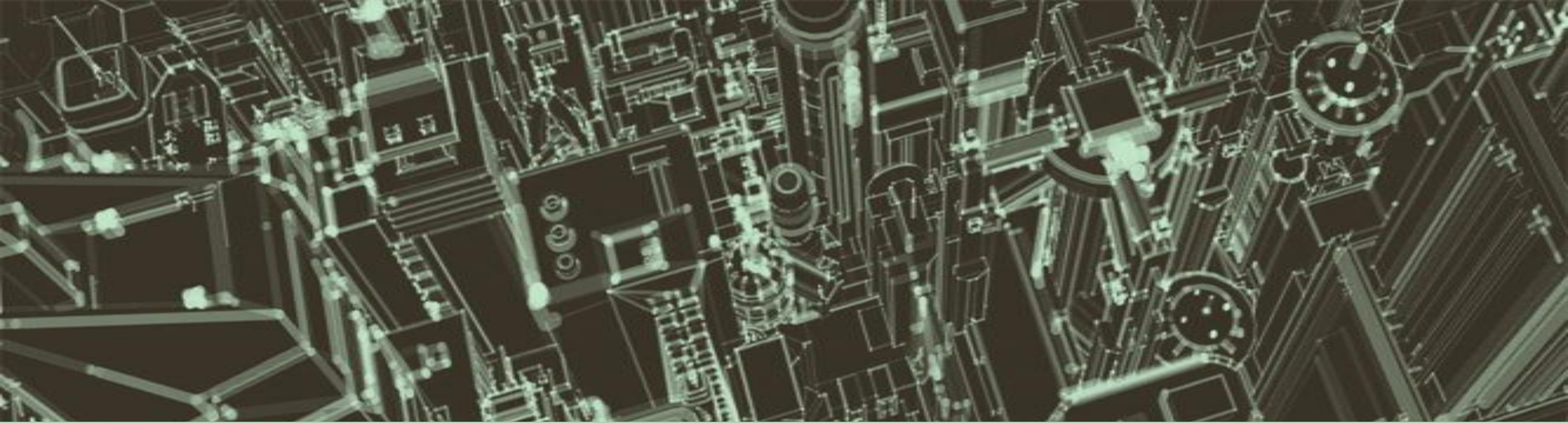
Death By Powerpoint!

- <http://www.slideshare.net/thecroaker/death-by-powerpoint>
- <http://www.slideshare.net/mrcoryjim/smoke-the-convenient-truth-5602255>



5M

58 songs every second



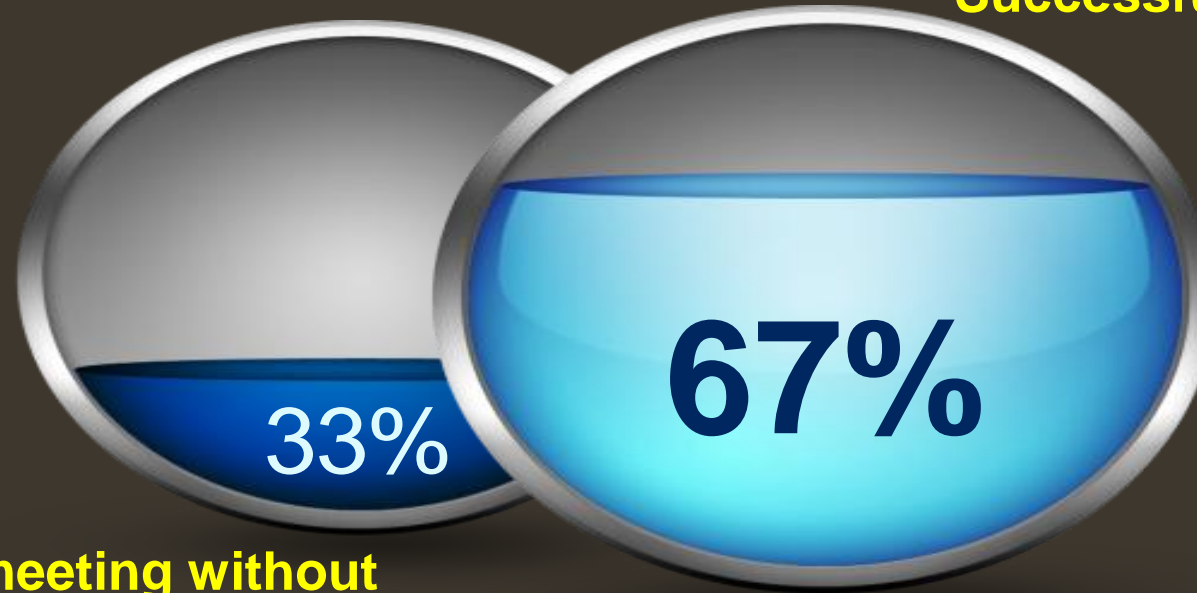
Diagrams – a good way to
show data



Visuals Persuade

Visuals help you sell your ideas

Successful meeting using visuals



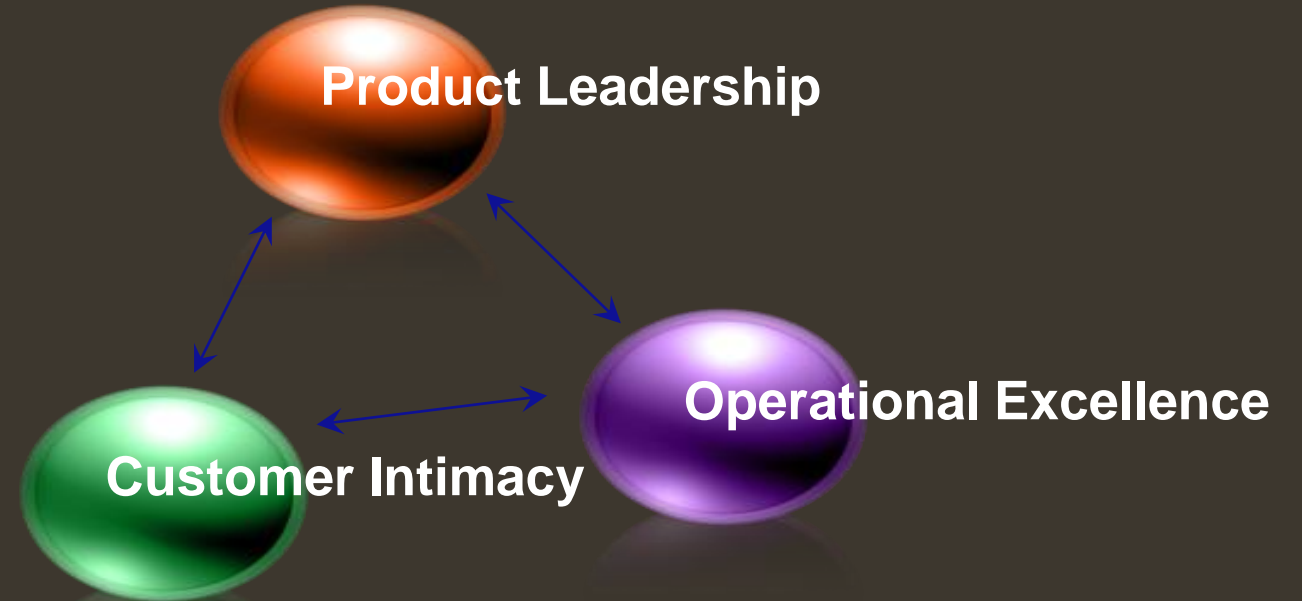
**Successful meeting without
visuals**

Think KISS (Keep It Short and Simple)

The Three Keys to Success

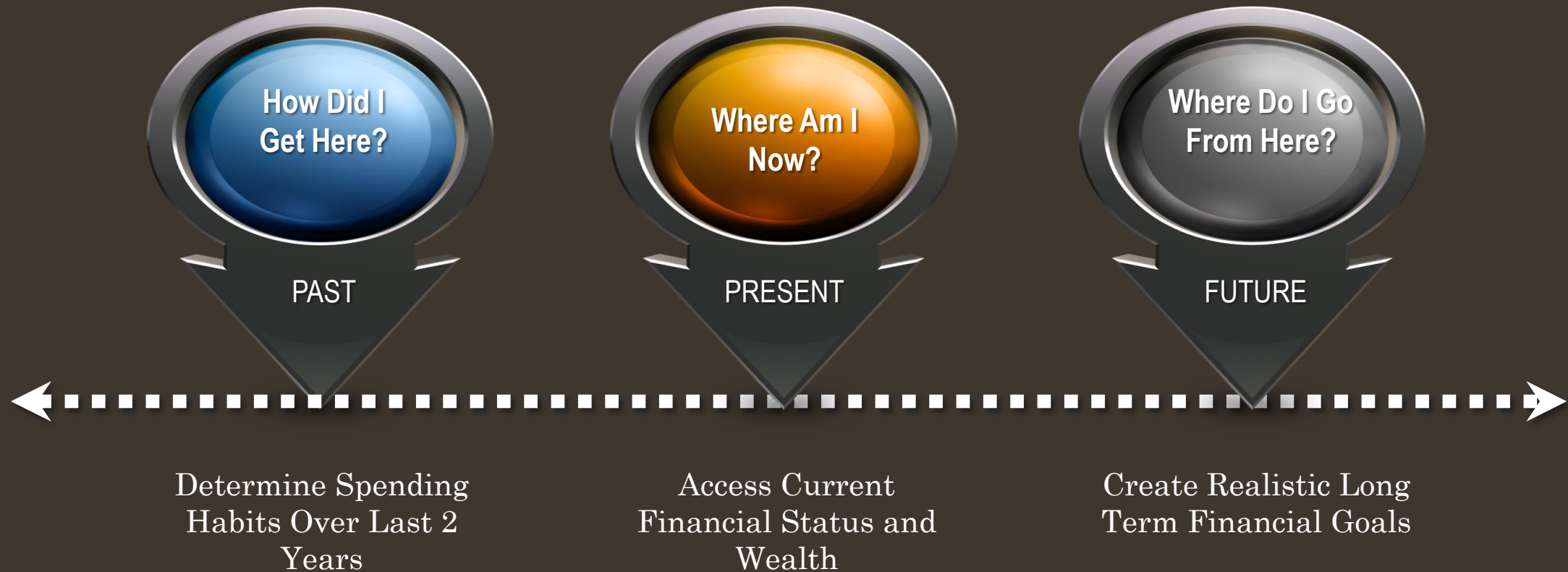
Impact Test

- Is it simple?
- Is it clear?
- Is it visible?



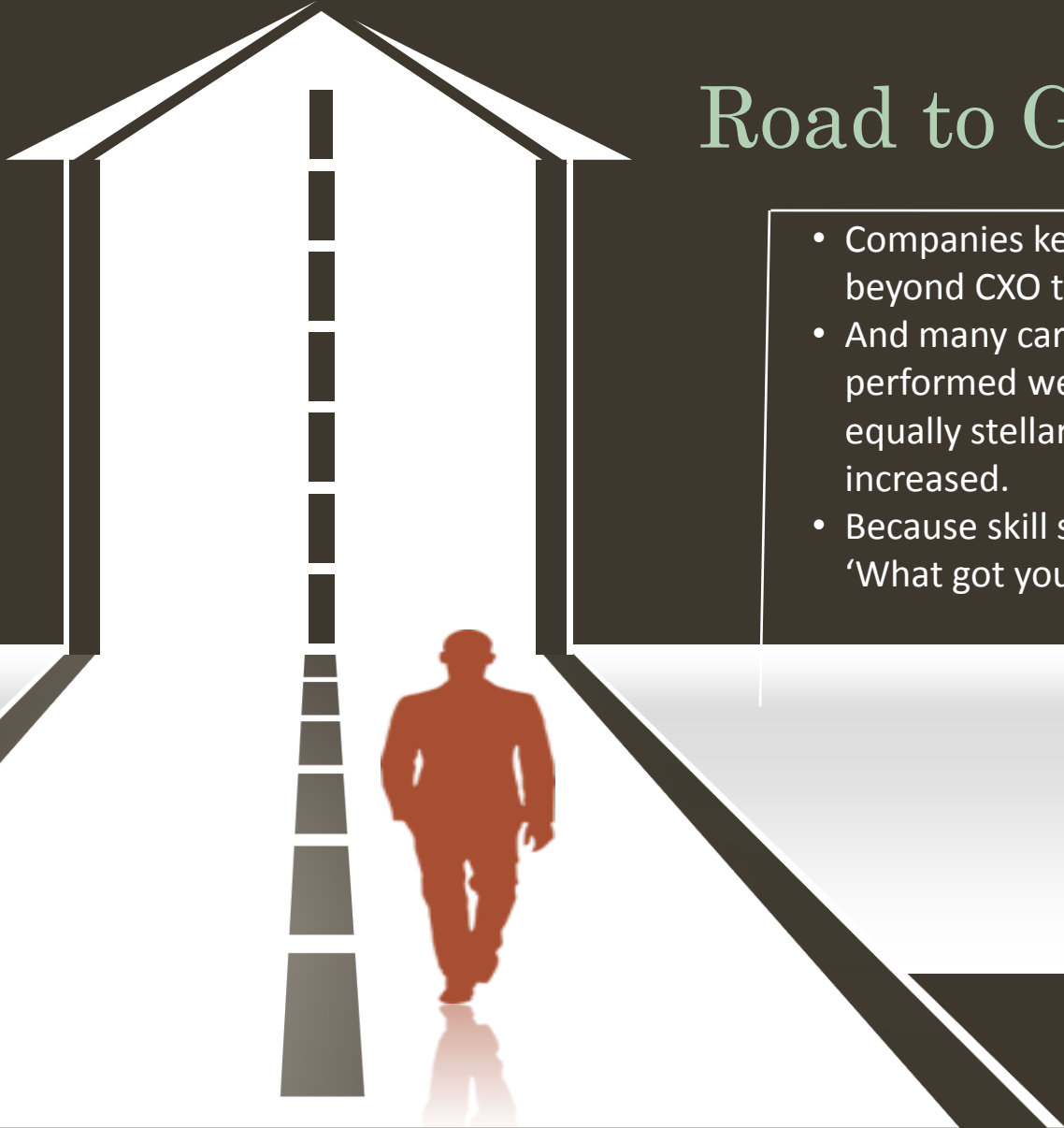
Source: PowerGRAPHICS
Category: Circles & Spheres

Financial Perspective



Source: PowerGRAPHICS
Category: Arrows

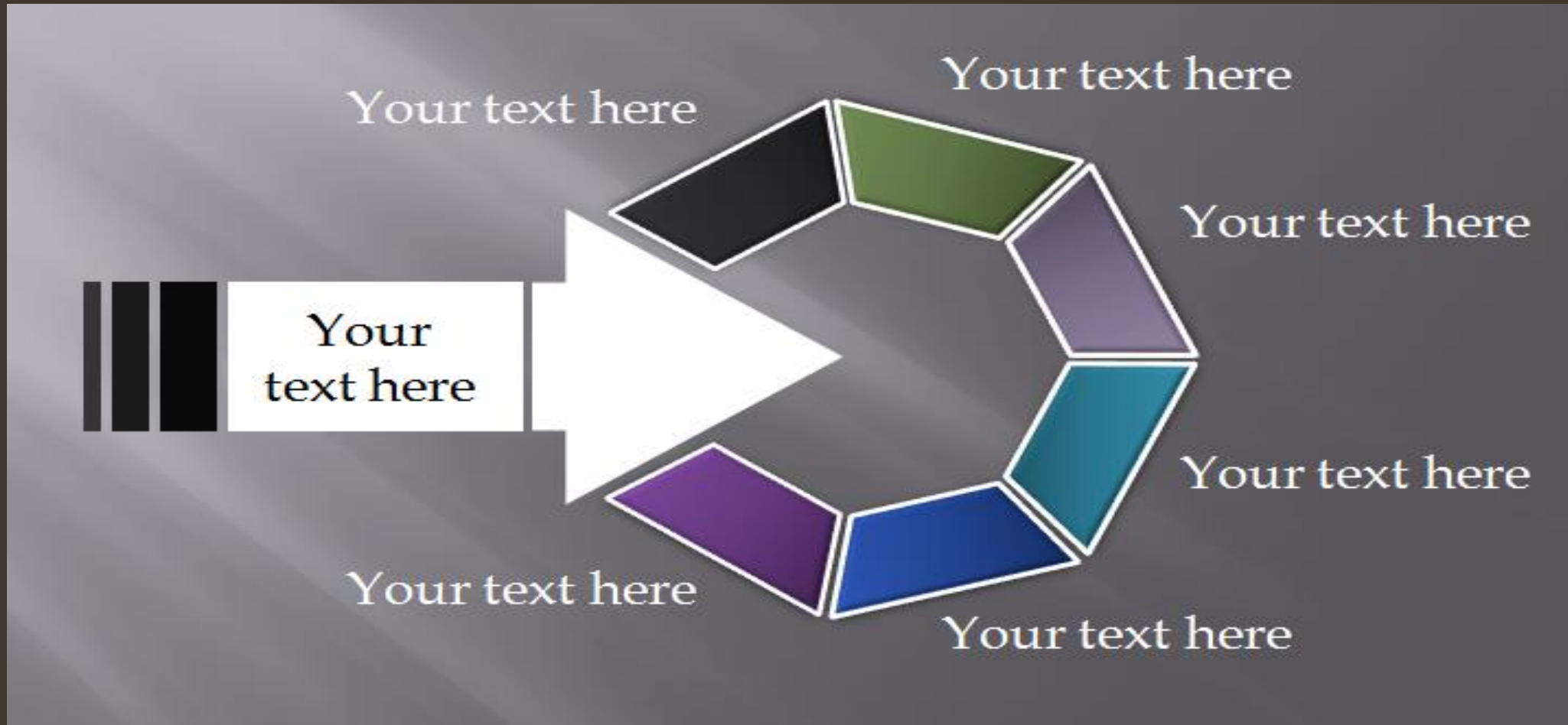
Road to Growth

- 
- Companies keep lamenting on the ‘Leadership cliff’ beyond CXO team.
 - And many careers hit a **glass ceiling** – employees who performed well at junior levels are unable to deliver equally stellar results as their span of control increased.
 - Because skill sets required to succeed are different – ‘What got you here, Won’t get you there!’

Managing Others



Repercussions of a new element



Placement of Elements Creates Meaning

Nancy Duarte

Contrast

The audience can identify the main point quickly.

Flow

The audience knows the order in which to process the information.

Hierarchy

The audience sees the relationship between elements.

Placement of Elements Creates Meaning

Nancy Duarte

Unity

The audience senses that the information belongs together.

Proximity

The audience perceives meaning from the location of elements.

Whitespace

The audience has visual breathing room.

Font	Personality
Georgia	formal, practical
Times New Roman	professional, traditional
Courier	plain, nerdy
Arial	stable, conformist
Tahoma	young, plain
Century Gothic	happy, elegant

Every font
has its own
personality

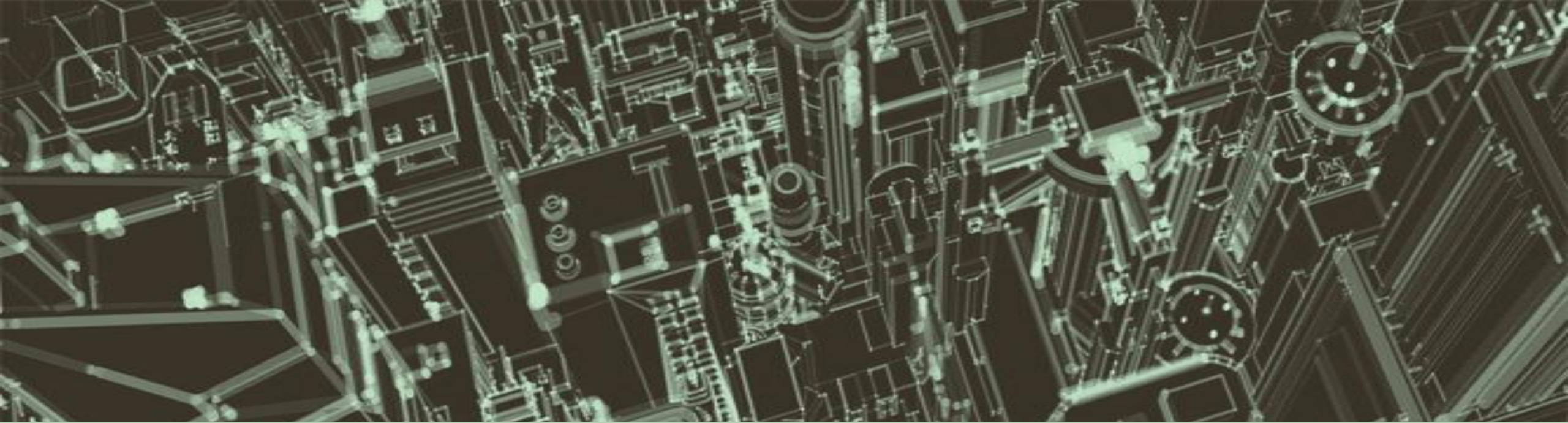
The Ten Topics That a Venture Capitalist Cares About

- | | |
|-------------------------------|-------------------------------|
| 1 Problem | 6 Competition |
| 2 Solution | 7 Team |
| 3 Business model | 8 Projections and milestones |
| 4 Underlying magic/technology | 9 Status and timeline |
| 5 Marketing and sales | 10 Summary and call to action |
-

How Many Slides?

Use the 10/20/30 Rule.

Here is an example.



Few tricks & tips



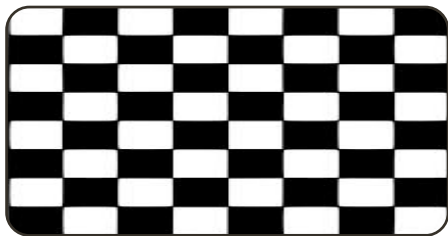
YOU are the presentation!



The slides are meant to *support* the narration, not make the speaker superfluous.



Have a detailed handout or publication for the audience to be passed out **after** your talk.



Attention span of 15-20 minutes. Then some 'change-up' is required. When you want the focus on you, use the B or W key. This blanks out the screen and the attention is on you.

Font

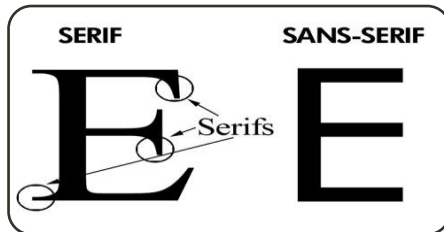
ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 0123456789
 !@#\$%^&*()

Experts recommend a font chosen should be readable classic fonts, such as Goudy.

"Thus, the metric system did not catch on in the United States, unless you count the increasing popularity of the 9 millimeter bullet."

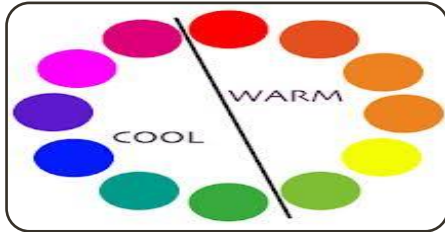
— Dave Barry

Remember that ornate or very blocky fonts are difficult to read in slide shows, and try to keep the font size at 30 or greater.



Know the difference between Serif fonts (Times New Romans) designed for documents, and Sans Serif fonts (Arial) designed for presentations.

Colours



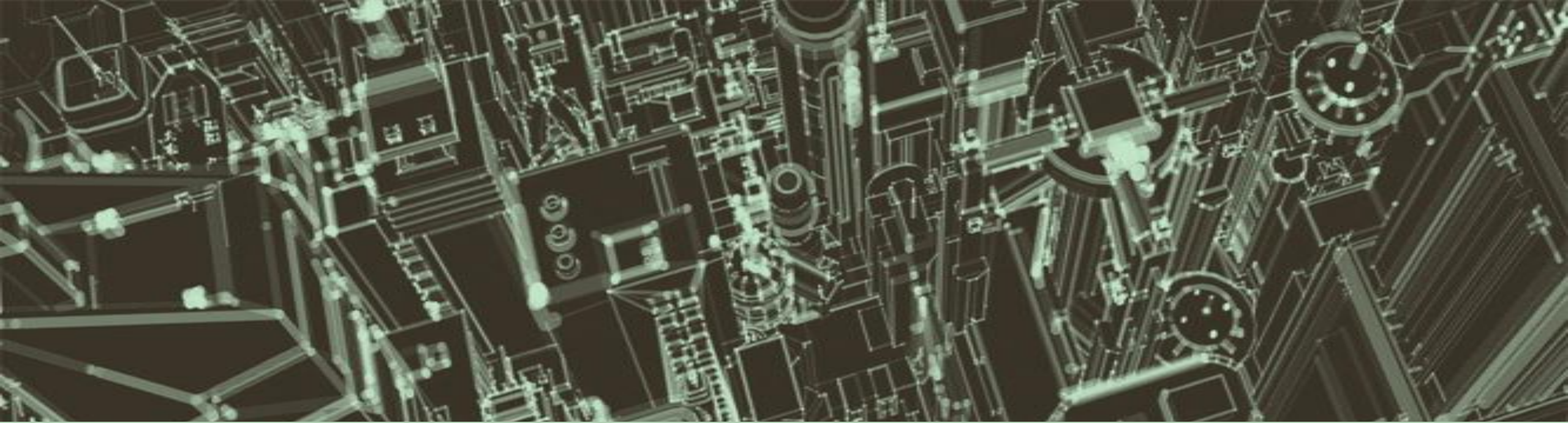
Colours can be divided into two general categories: Cool (such as blue and green) and Warm (such as orange and red).



Cool colours can be used for backgrounds as they appear to recede away from us into the background.



Warm colours generally work best for objects in the foreground (such as text) because they appear to be coming at us.



Shortcuts for PowerPoint



Slide show shortcuts

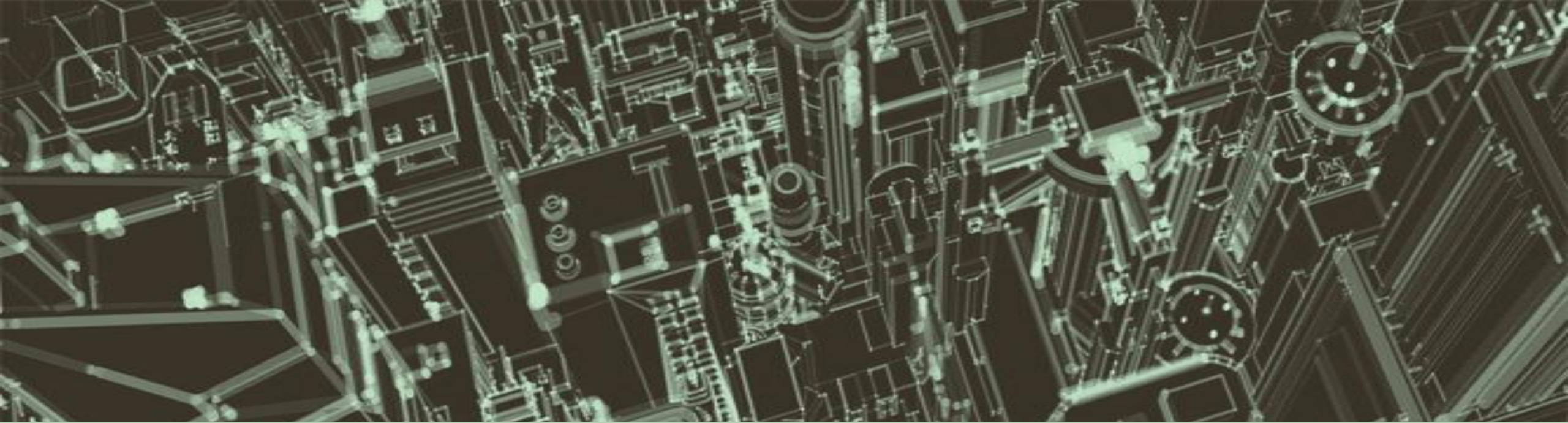
TO DO THIS	PRESS
Start a presentation from the beginning.	F5
Perform the next animation or advance to the next slide.	N, ENTER, PAGE DOWN, RIGHT ARROW, DOWN ARROW, or SPACEBAR
Perform the previous animation or return to the previous slide.	P, PAGE UP, LEFT ARROW, UP ARROW, or BACKSPACE
Go to slide <i>number</i> .	<i>number</i> +ENTER
Display a blank black slide, or return to the presentation from a blank black slide.	B or PERIOD
Display a blank white slide, or return to the presentation from a blank white slide.	W or COMMA
Stop or restart an automatic presentation.	S
End a presentation.	ESC or HYPHEN
Erase on-screen annotations.	E
Go to the next slide, if the next slide is hidden.	H
Set new timings while rehearsing.	T
Use original timings while rehearsing.	O
Use mouse-click to advance while rehearsing.	M

Slide show shortcuts

Re-record slide narration and timing	R
Return to the first slide.	Press and hold Right and Left Mouse buttons for 2 seconds
Change the pointer to a pen.	CTRL+P
Change the pointer to an arrow.	CTRL+A
Change the pointer to an eraser	CTRL+E
Show or hide ink markup	CTRL+M
Hide the pointer and navigation button immediately.	CTRL+H
View the All Slides dialog box	CTRL+S
View the computer task bar	CTRL+T
Display the shortcut menu.	SHIFT+F10
Go to the first or next hyperlink on a slide.	TAB
Go to the last or previous hyperlink on a slide.	SHIFT+TAB
Perform the "mouse click" behavior of the selected hyperlink.	ENTER while a hyperlink is selected

Few web resources

- For more PowerPoint shortcuts:
 - http://www.shortcutworld.com/en/win/PowerPoint_2007.html
- For PowerPoint ideas:
 - apolloideas.com/portfolio/
- For interesting templates:
 - www.presentationpro.com
 - www.poweredtemplate.com
 - www.slidegeeks.com
 - www.slideteam.net
- For charts:
 - <https://www.duarteshop.com/diagrams.html>
- For fonts:
 - http://www.fontspring.com/about?utm_source=fontsquirrel.com&utm_medium=bottom_banner&utm_campaign=Worry_Free_Plain
- For good photographs:
 - http://www.freedigitalphotos.net/images/Finance_g198.html
 - <http://spillink.com/freeimages-9>



Before & After



Income StatementPeriod Ending: Oct 22, 2006 @ 05:00 PM

Revenues

Revenue (5,500 units) \$1,100,000.00

Less: Cost of Goods Sold (COGS)

Beginning Inventory \$0.00

Add: Cost of Goods Manufactured \$325,247.69

Goods Available for Sale \$325,247.69

Less: Ending Inventory \$0.00

Total COGS \$325,247.69

Gross Profit

\$774,752.31

Operating Expenses

Advertising \$100,000.00

Research & Development \$40,000.00

Sales Support \$85,000.00

Market Research \$0.00

Office Expense \$55,069.19

Leasing Expense \$11,010.73

Severance \$0.00

Training & Development \$0.00

Total Operating Expenses

\$291,079.93

Income Before Interest & Taxes

\$483,672.39

Interest (0.00 %) \$0.00

Income Before Taxes

\$483,672.39

Income Tax (20.00 %) \$96,734.48

Net Income (Loss)\$386,937.91

Statement of Retained EarningsAs at: Oct 22, 2006 @ 05:00 PM

Retained Earnings (Loss) at Start of Period \$6,596,843.58

Net Income (Loss) \$386,937.91

Retained Earnings (Loss) at End of Period \$6,983,781.48

Income Statement

Revenue

1,100,000

COGS

325,247

Gross Profit

774,753

Expenses

291,079

Income Before Tax

483,674

Tax

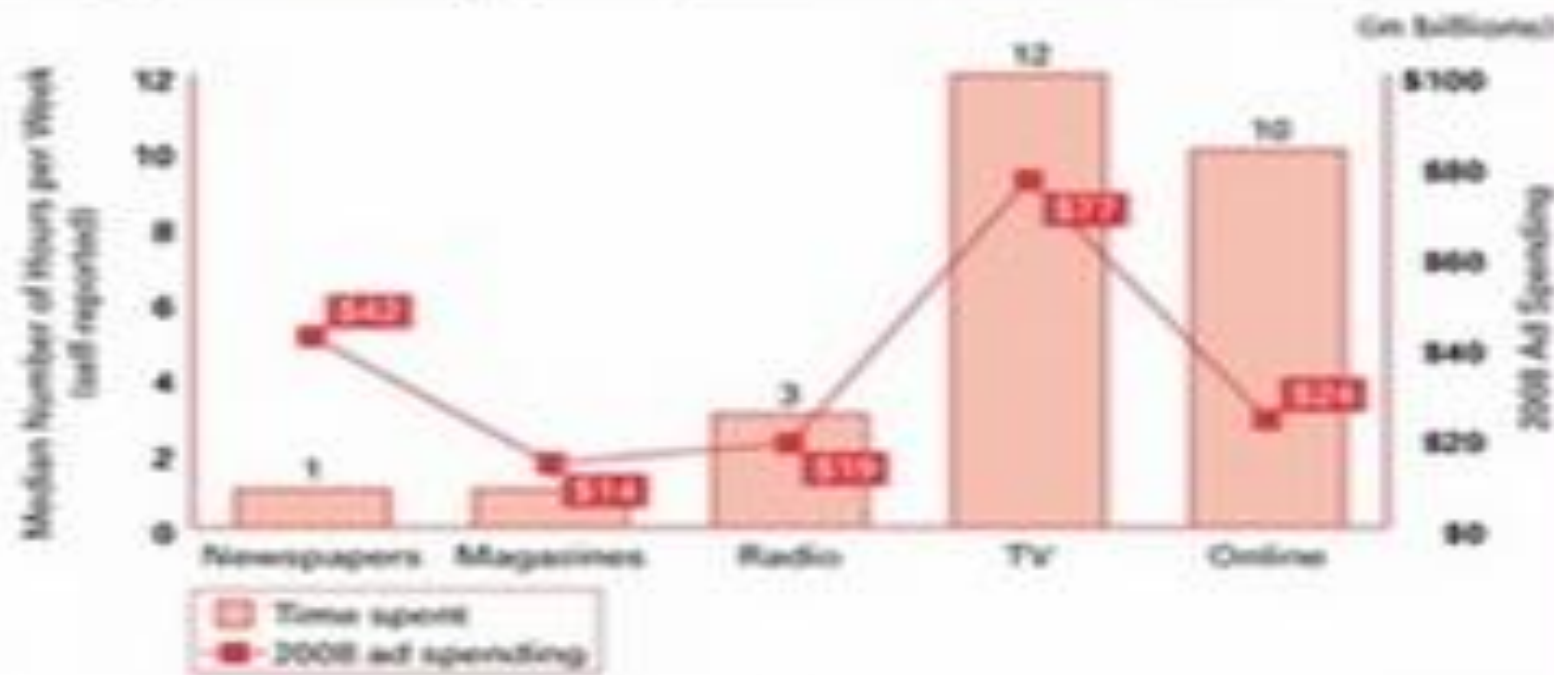
96,735

Net Income

386,939

35%

Figure 1.2: Ad Spending vs. User Media Consumption



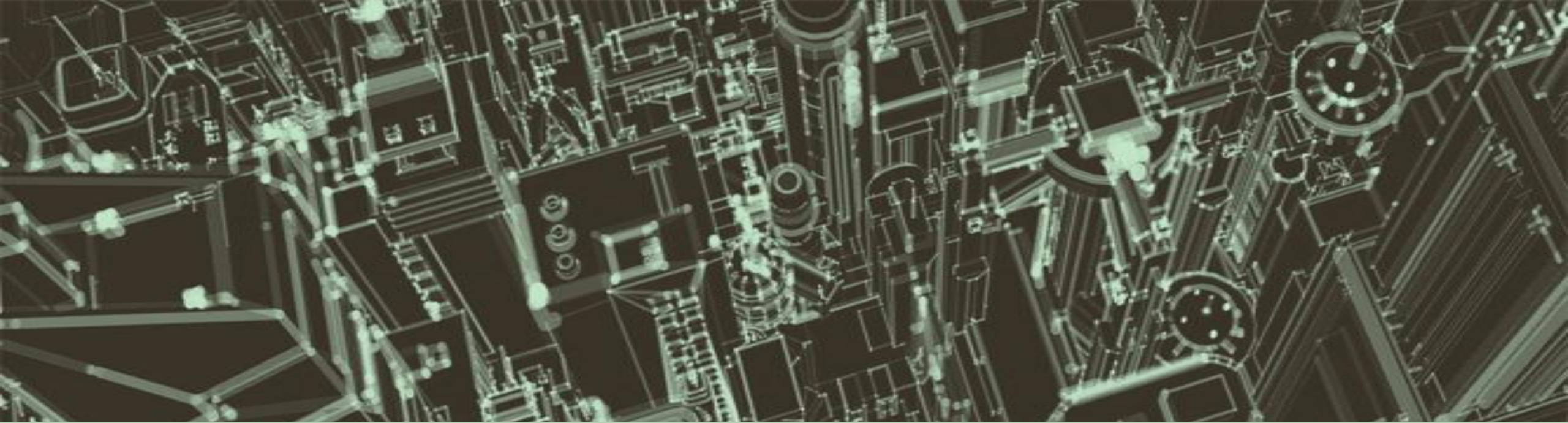
Source: Jupiter Report: Media Consumption Patterns: Oct 2008

Yet spending still
lags compared to usage.

Ad Spending vs User Media Consumption

Spending still lags behind usage.





Thirst!

<http://www.slideshare.net/jbrenman/thirst>



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Thank you
-Nishant Saxena
n.saxena@elementsakademia.com