

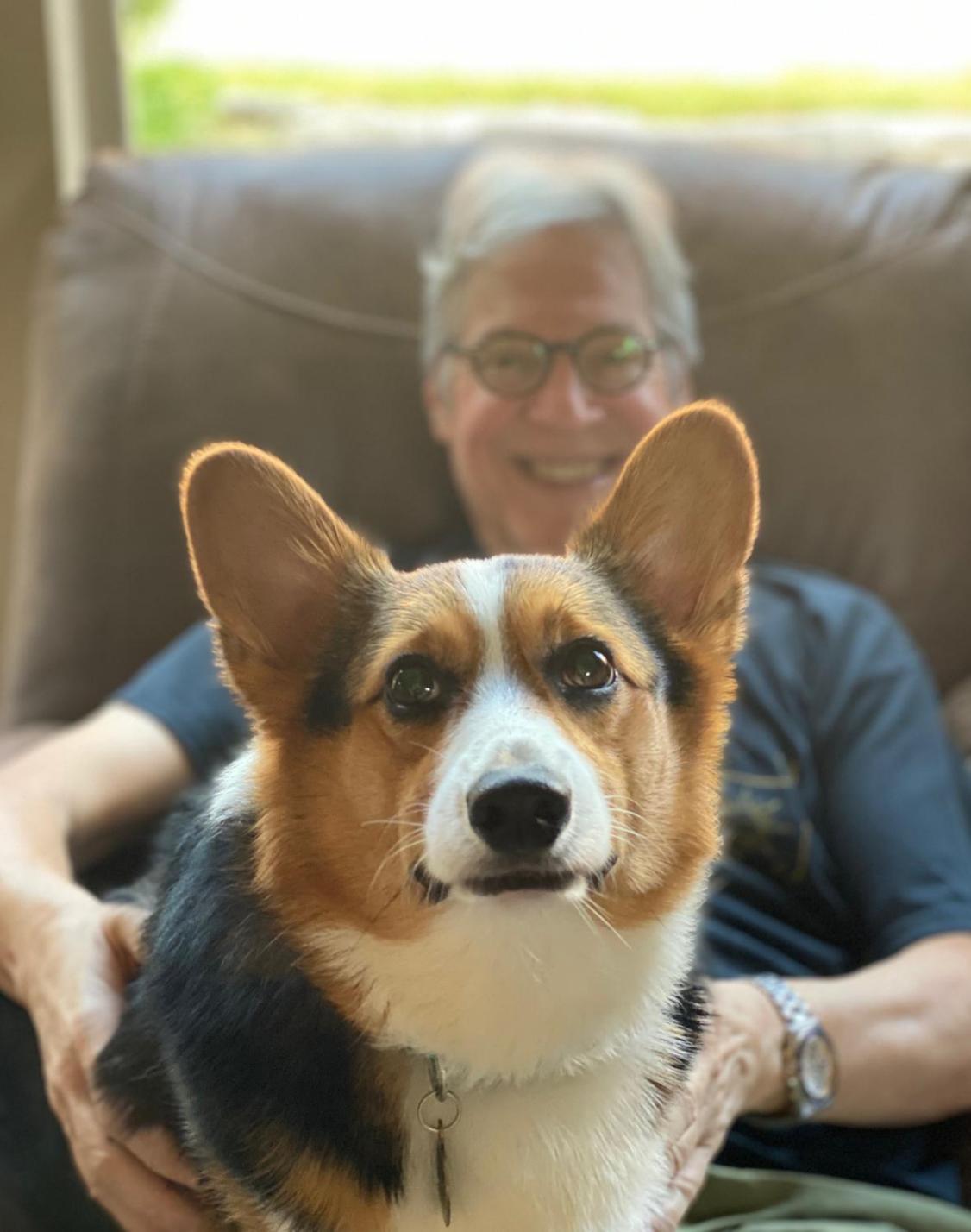
A woman in a grey blazer is seen from behind, gesturing towards a diverse group of people seated in a modern, brightly lit room. The background is blurred, showing other people and architectural elements. The overall tone is professional and educational. The text is overlaid on the right side of the image.

# Making a Great Presentation

Bruce B. Rosenthal. MBA, PhD

Dean, College of Business.

Thomas More University



# Bruce B. Rosenthal

## MBA, PhD (+ Woofgang)

- + BFA Syracuse University
- + MBA Rutgers University
- + PhD University of the Sciences in Philadelphia
- + 20 years experience as a businessman: 2 blue chip companies; 3 continents; entrepreneur twice
- + 20 years living outside of the US: 12 years in Asia, 8 years in Europe
- + 8 years as a fine artist/graphic designer

# Most important elements of a presentation:

- + Why are you doing the presentation?
  - + -Information only: “Look at what I found!”
  - + -Tell them what to do
- + To whom are you doing the presentation?
  - + -Experts in the field?
  - + -Complete “lay-people”?



How to do it  
wrong...





Three elements:  
**The slides**

# The content



**A Good Story  
Is Better Than  
Great Information**

...and **the speaker**



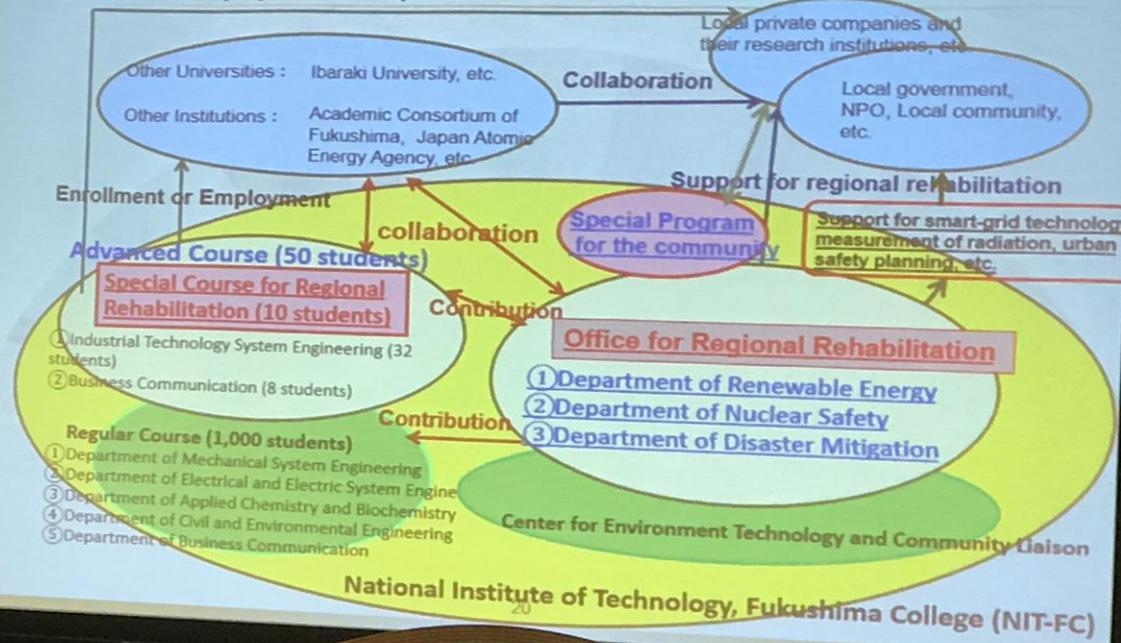
# How to do it wrong!

First, let's go over the  
slides...



# Diagram of this Project

## Employment of completed and skillful students



# Slides

- + Write the minimum:  
“pick up points” – your job is to move the narrative forward
- + Use graphics, photos to make the narrative impactful



# Impactful

- + “The world’s thinnest notebook”
- + “One thousand songs in your pocket”
- + “Vanquishing an ‘enemy’ – a frustrating situation or the competition”
- + MacBook Air in an inter-office envelope



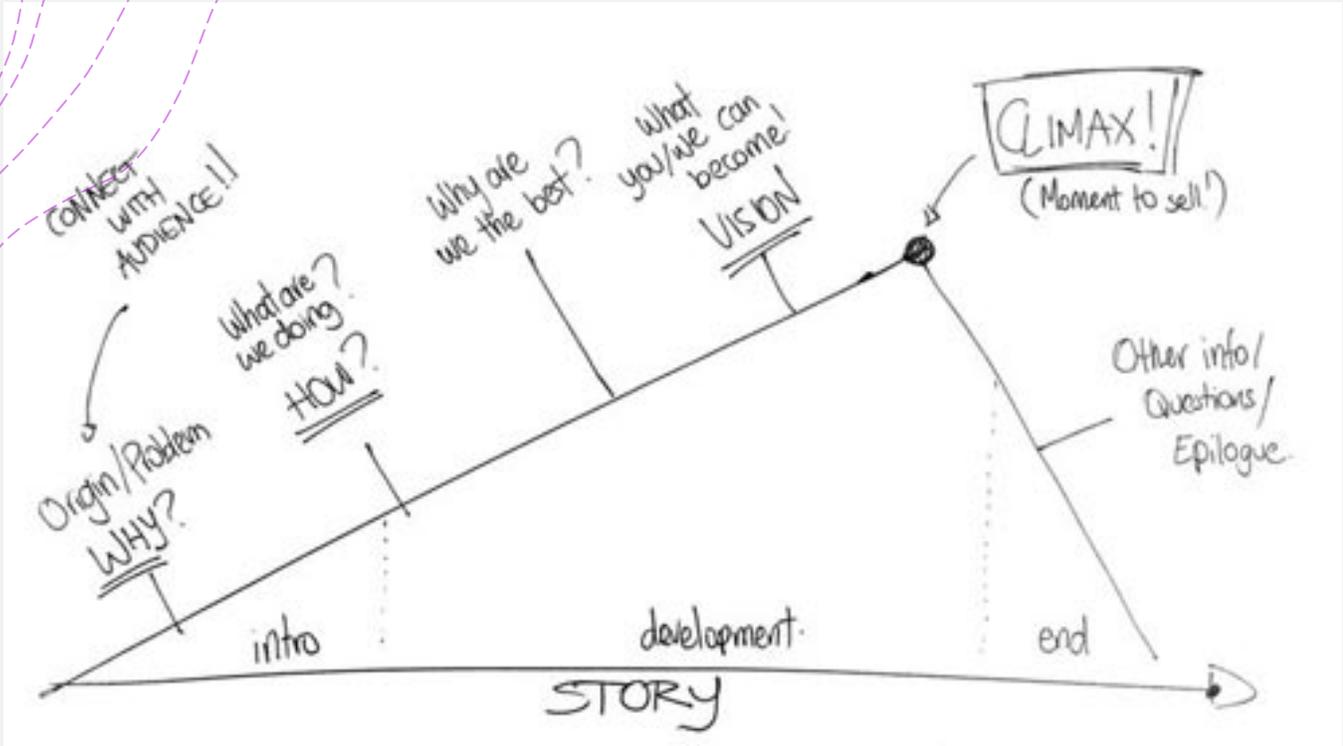
# How to do it wrong: The Content



# How to do it wrong: The Content

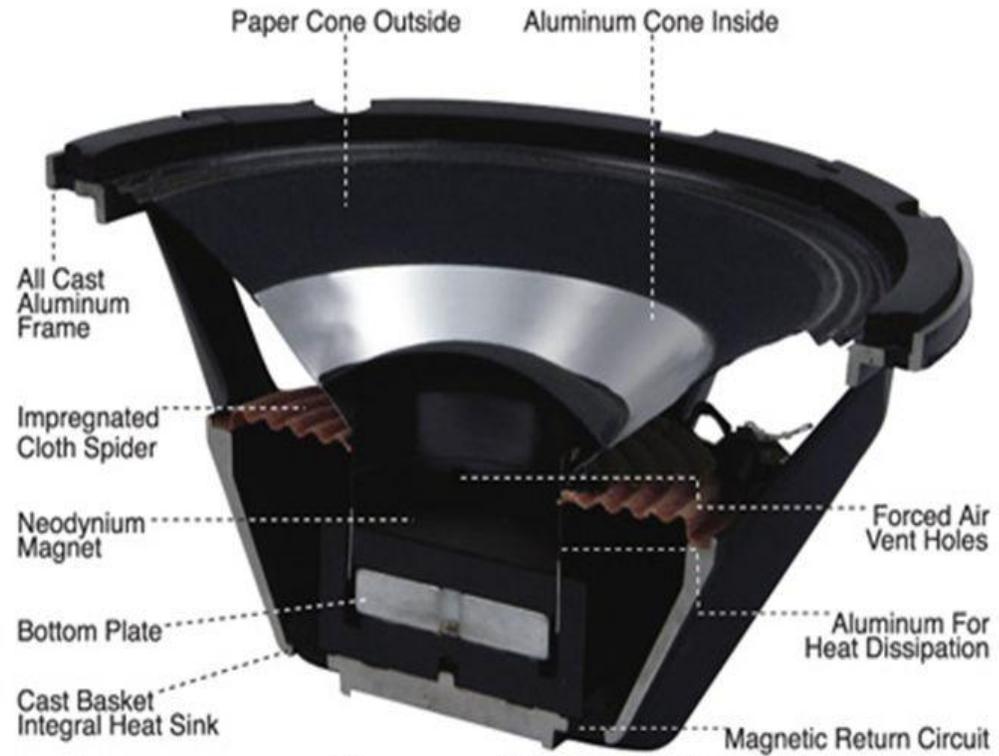
- + There is no narrative: audience doesn't know where they are at any particular moment in the presentation (Are we still on Point #1??)
- + Details are too confusing (Why are you telling me that??)
- + The content isn't geared towards that particular audience: they already know it or have no clue
- + Information only vs strategic positioning?





# Narrative

# What is a good speaker



- [http://www.ehow.com/facts\\_4899035\\_what-does-rms-stand-speakers.html](http://www.ehow.com/facts_4899035_what-does-rms-stand-speakers.html)

# How to do it wrong (I'll show you)



A black and white silhouette illustration of a business meeting. A man in a suit stands on the left, pointing towards a whiteboard. In front of him, four other people are seated, looking towards the whiteboard. The whiteboard has a grid pattern. The text 'What to do right!' is written in white on the whiteboard. There are decorative wavy lines in the top left and bottom right corners.

What to do right!

A large iceberg floats in the ocean under a dark, cloudy sky. The visible tip of the iceberg is small and jagged, while the much larger, submerged part is smooth and rounded. The water is dark blue, and the sky is a mix of dark blues and greys. The overall mood is somber and mysterious. The text is overlaid on the image in white and blue colors.

# Slides, Content, Delivery

- + Fewer Slides; images; engaging
- + Know your audience; straightforward narrative; information or strategy?
- + Iceberg approach: 20 to 30% only

# MORE what to do right!

- + If you are working as a team; practice by punching holes in your arguments; if not work with someone who knows the subject and the audience
- + Facts & figures MUST be correct! (Common sense!)
- + Put numbers into context (“Deka!”)
- + PRACTICE PRACTICE PRACTICE!

Doing it right!

Speaking...



# Speaking

- + 5 seconds per person
- + Side to side
- + Read thru, then elaborate
- + Gestures!
- + Stand straight + posture
- + Hands...
- + Don't turn your back on the audience
- + Every 10 or 15 minutes or so...



# Reading from a busy slide

**Toys, which are now such a central component of our holidays and culture that they have their own stores, their own charities, even their own rooms in some houses, were considered sinful in Puritan society.**

**Jane Austen, now one of Britain's most famous authors whose works have spawned dozens of movies and spin-offs such as *Pride and Prejudice* and *Zombies* and *Vampire Darcy's Desire*, earned barely a hundred pounds a year for her writing.**

**Ben Franklin, despite doing plenty of crazy things like knocking himself unconscious while trying to electrocute a turkey, probably never flew a kite with a key on it.**

# Good speakers!

- + Hit emotional points
- + Use imagery
- + Light humor
- + Are passionate!
- + Know what the audience is feeling



## Q & A

Keep control! You don't have to give a detailed answer simply because someone asked you!

“Look how smart I am!” vs serious question

Identify \*when\* you will take questions

# Q & A continued

- + Do \*not\* let one person dominate the Q & A! “I would like to get someone else’s questions too, thank you!” “This lady/gentleman has their hand up too!”  
\*SMILE\*
- + “Yes sir” Yes ma’am”
- + You can guide the questions a bit: “Do you have any questions about my 4 point marketing plan?”



# Q & A continued

01

Listen to the end of the question! The whole question...

02

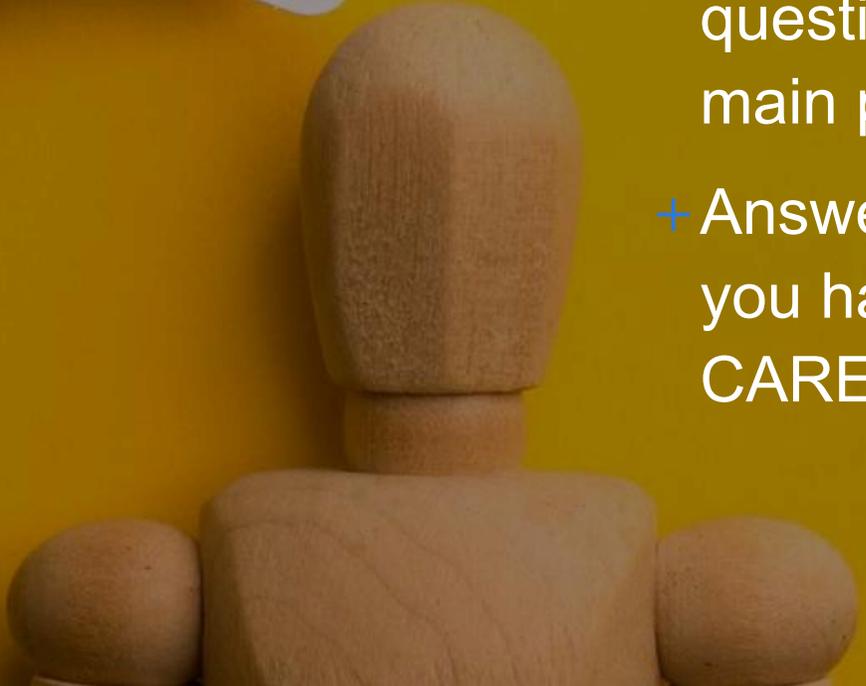
Clarify and confirm: “If I understand you correctly, you would like me to explain (X); is that in relation to (Y)?”

03

Continue to involve all members of the audience. Use this as an opportunity to refine some of your points.



## Q & A continued

- + Check to see if you have answered: “Does that answer your question?” (Chances are they will say “yes” even if it didn’t.)
  - + “Thank you! That is a great question and goes back to my main point...”
  - + Answer the question you wish you had been asked. **BE CAREFUL WITH THIS!**
- 

# How to do that...

- + Can you comment on the price of eggs in China?
  - + “The price of eggs in New England = ...”. **X**
  - + “The price of eggs in China are related to the price of eggs in New England in this way...So the price of eggs in New England respond to X, Y, Z, as would the price of eggs in China” **Towards your area of expertise**
  - + “I don’t really know much about the price of eggs in China but I do know how the worldwide market for eggs responds to price volatility...” **Directly plugs in to your area of expertise BUT USES “CHINA” “EGGS”**
  - + “I really don’t know very much about China, that is not where my research or expertise lies” **Avoids the question**

# More Q & A Strategies: Don'ts!



- + Don't do another mini presentation
- + Don't pass the buck: "I didn't do that, Mary did!"
- + Don't embarrass the questioner: "I already covered that!"
- + Do not give a defensive response; remain calm and in control

# Some responses



- + “That’s an interesting idea, I hadn’t looked at that aspect. After the presentation is over I would love to chat with you about it further.”
- + “I know there are some experts in the audience; how would they respond?”
- + “That was not part of the focus for this research but it is a really interesting idea. Let’s discuss afterwards?”
- + “Thank you for your opinion – I know there are various schools of thought...”

“I’m afraid I need to move on!”

“I do need to move on – perhaps we can talk more later...?”

Important response!

# Final Q & A Thoughts

- + Defend the \*idea\*, not yourself! Ignore personal jibes and steer the question(s) back to the idea, not your viewpoint or credentials!
- + You can raise some objections proactively if you know that some attendees are opposed to the idea: “May, I know you disagree with the new pricing strategy, but...”
- + Present the problem + solution objectively and be open to other ideas!

A close-up photograph of a dog's face, likely a Golden Retriever, with a white muzzle and brown patches around its eyes. The dog is smiling, showing its teeth. The background is a blurred green field with some purple flowers. The text "Have fun with it!" is overlaid in white, serif font in the upper center. There are decorative white dashed lines on the left and right sides, and a solid pink line at the bottom right.

Have fun with it!