

Executive Presentation Tips

By Bill Salvin
President & Founder

Before Your Presentation

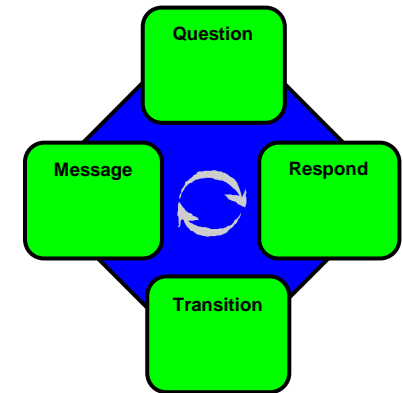
- ❑ Analyze the audience to understand their needs and feelings on the subject.
- ❑ If possible, talk to an audience member to ask them about their expectations.
- ❑ Use the *Presentation Planning Guide* to develop your presentation.
- ❑ Set your communications goals: inform, persuade and motivate.
- ❑ Prepare slides that support your message.
- ❑ Practice your presentation out loud several times. This includes practicing with the technology you plan to use, too!
- ❑ Anticipate tough questions and prepare responses to them.

During Your Presentation

- ❑ Put your notes in an easily accessible place and use them. A presentation is not a memory test.
- ❑ ENERGY COUNTS!
- ❑ Maintain eye contact with the people you are addressing.
- ❑ Put your hands in a position that allows freedom to move.
- ❑ Use your plan to stay on track.
- ❑ Promise to be brief. End early.
- ❑ Clothing and demeanor should be appropriate to the subject and the venue.

During Q&A

- ❑ Listen for the emotion of the questioner and the content of the question.
- ❑ Respond to each question.
- ❑ Transition to your message.
- ❑ Repeat important points from your presentation.
- ❑ Maintain eye contact with the questioner, but remember to include others shortly after you begin your answer.



Useful Transition Phrases

- ❑ The most important thing is...
- ❑ What I can tell you is...
- ❑ What I do know is...
- ❑ What we will focus on is...
- ❑ What we believe is...
- ❑ However...