

MAKING SUCCESSFUL PRESENTATIONS

by **Murali Krishna Valiveti**, Managing Director, www.geta.co.in

Making Successful Presentations



Guest Lecture
by **Murali Valiveti**
to **MBA Students**
at VRS & YRN College, Chirala
on 14 February 2006

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Aim

To teach
how to prepare
and deliver
effective presentations



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About myself

Murali Krishna Valiveti

B. Tech. in Civil from BEC, 1989
M. Tech. in IE from NITIE, Mumbai, 1990

Sonata Software, Bangalore, 1991-1993
Arab National Bank, Riyadh, Saudi Arabia, 1994-1999
Saudi Hollandi Bank, Riyadh, Saudi Arabia, 1999-2005

Gandhi Education & Training Associates, Chirala, AP, India, 2005...

IT Development, Analysis, Project Management, Quality Assurance

Banking, Manufacturing, BPR, Management, and now Counseling...



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Setting the Ground

What is a Presentation?

Give information or a **point of view**
in a **structured** manner
in order to satisfy the **needs**
of an **audience**



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The Steps

1. Plan
2. Develop
3. Prepare
4. Deliver
5. Close



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Step 1 - Plan the Presentation

- The Topic
- The Goal
Stated, hidden
- Audience Needs
Who, their knowledge, expectations
- and the Action Plan



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Step 1 - Plan: Tips

- Expectations
Audience, management, self
- Best presentation mode
On-screen, large-screen, flip charts, overhead projection, handouts
- Time to speak
- Schedule to prepare and practice



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Step 2 - Develop the Presentation

- Research
Internet, libraries, interviews...
- Structure and then details
Top-down approach, outline mode
- Supporting aids
Handouts, fact sheets, additional slides
- Review
Read aloud, give to someone



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Step 2 - Develop: Tips

- Your own presentation
- KISS Principle 
- Contents first
- Pictures, tables, graphs
- Examples



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Step 2 - Develop: Tips continued...

- 3 minutes per slide
- Bullets to organize
- 6 x 6 rule
- 20 words per slide
- Short words (e.g., aim for objective)
- Abbreviations & Sloppy editing



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Step 2 - Develop: Tips continued...

- Colors - emotions
- Fonts - *three per slide*
- CAPITALS
- Consistency from slide to slide
- Transitions and animations
- Key items with a **bright** color



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Step 3 - Prepare to Present

- The topic
Read, prepare notes, collect supporting aids
- The location
Room layout, facilities
- Rehearse
Dry run, record and replay
- Practice, Practice, and Practice



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Step 3 - Prepare: Tips

- Dress Code
- Speaker notes
- Back up materials
- Time your presentation
- Go to venue well in advance
- Projection
- Arrange handouts



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Step 4 - Deliver the Presentation

- Verbal message
Tone, language, pace
- Visual message
Lighting, brightness, colors, pictures
- Body language
Keys, pens, turning your back
- Eye contact



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Step 4 - Deliver: Tips

- Take a few minutes
- You are the expert - smile & relax
- Start on time
- Introduce yourself
- Explain ground rules
Questions, breaks



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Step 4 - Deliver: Tips continued...

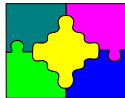
- No distractions
- Repeated words
OK, you know, um...
- The mouse pointer
- Speak at normal pace
- Speaker notes word/word



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Step 5 - Close the Presentation

- Summarize
- List action items
What, Who, and When
- Know when to STOP talking
- Ask audience for feedback



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Step 5 - Close: Tips

- Beyond the allocated time
- Take permission to extend
- Q&A - Focus on the topic
- Thank participants
- Publish action items
- Follow up on the action items, if right



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Summary

- Defined "Presentation"
- The Steps
 - ❶ Plan
 - ❷ Develop
 - ❸ Prepare
 - ❹ Deliver
 - ❺ Close



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Any Questions?



Thank You



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