



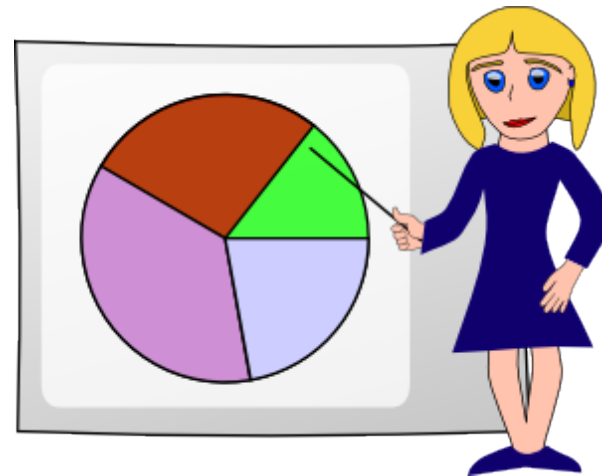
# What is a presentation?

NOT a set of slides!

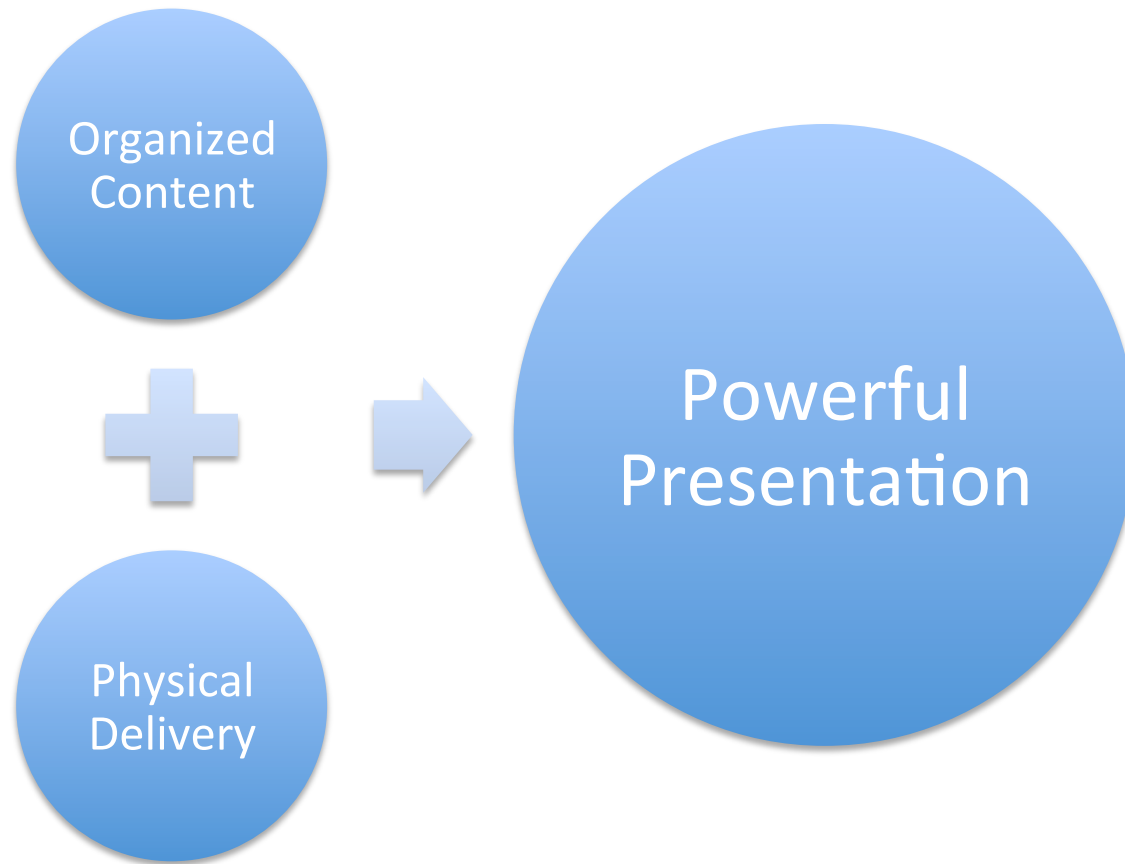
# What you'll do today

Prepare much of an upcoming presentation

Use tools for future presentation prep



# Two Skill Sets





# Physical Delivery Skills

# Don't quit your day job

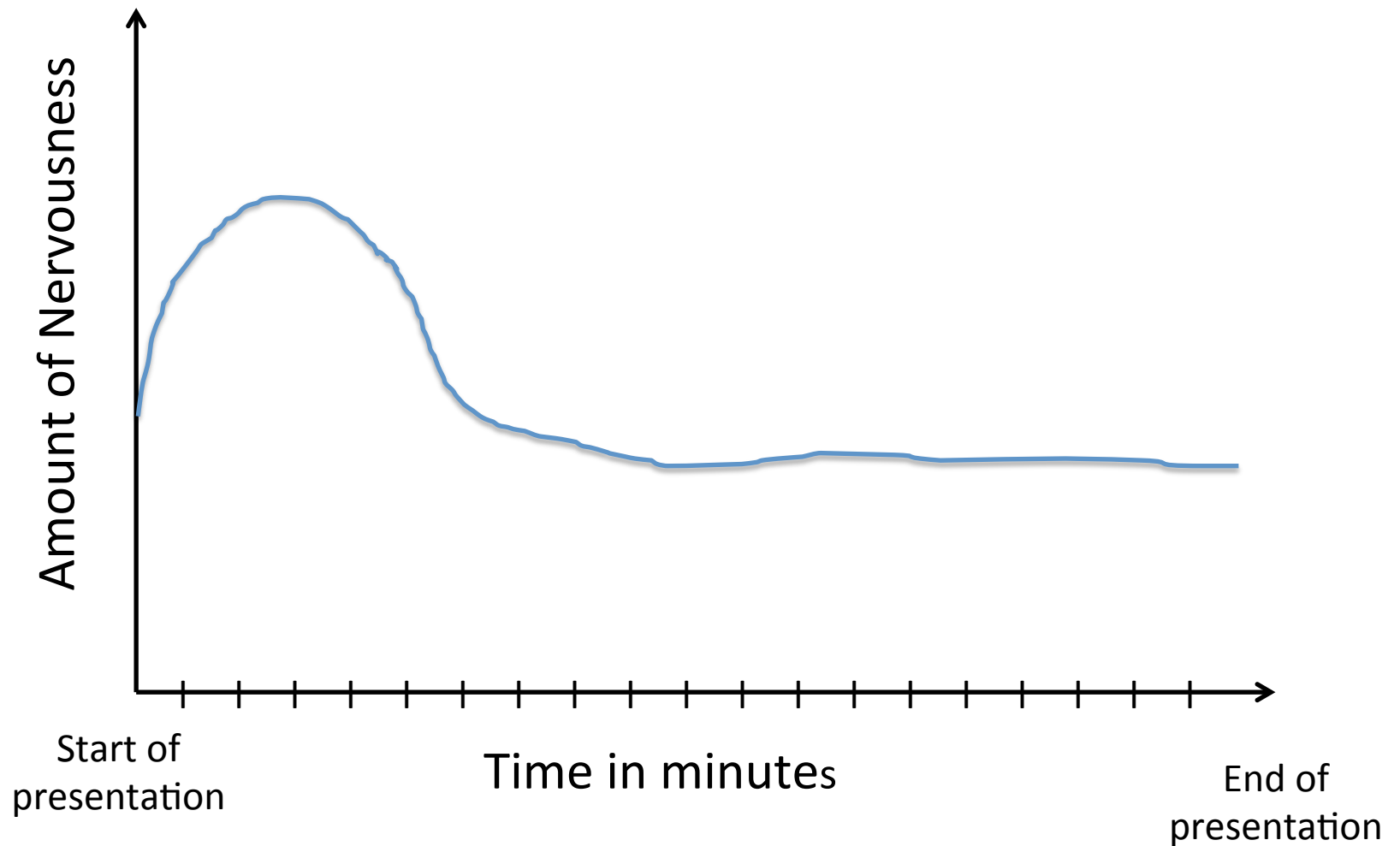
Helping people communicate better at work

by Peter Yawitz  
and Joann Baney



# What did she say?

# Presentation Nerves



# Organizing Content

Purpose

Audience

Content Elements

Visual Aids

# Purpose

My intention

Do something

★ See results

---

Purpose = Audience Action

What do I want my audience to DO  
after hearing my presentation?

# Exercise: Clarify the Purpose 1

Write the answer to this question for your presentation:

What do I want my audience to do after hearing my presentation?

Or, fill in the blank:

After hearing my presentation, my audience will \_\_\_\_\_.

# Exercise: Clarify the Purpose 2

Groups of 3 or 4. Use the handout.

1. Determine which of the purpose statements is correct as written.
2. Rewrite the other statements to make them purposeful.



# Purpose Pitfalls

know  
want to  
understand  
discuss  
feel  
review  
learn  
believe  
analyze

*Why?*  
*So they can*  
*do what?*

# Powerful Purpose Verbs

Approve

Select

Agree

Put on the calendar

Implement

Submit

Make an appointment

Develop

Register

Participate

Decide

Solve

Create

Allocate

# Organizing Content

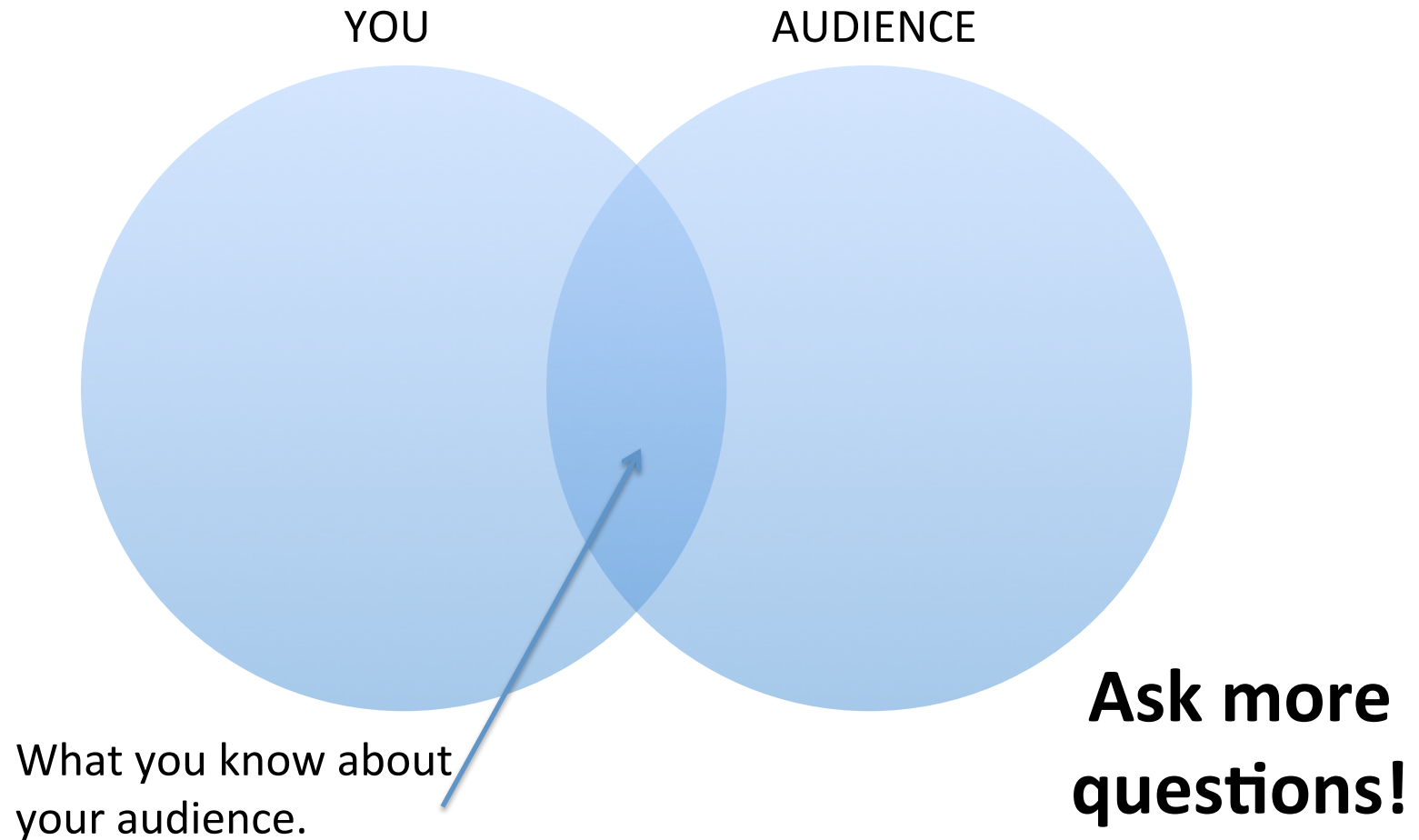
Purpose

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# Audience Analysis



# Exercise: Audience Analysis

Use the Audience Analysis handout.

For your presentation's audience, answer the questions.

# WIIFM?



What's in it for me?

# Make a Long List of Questions Your Audience Will Have



# Organizing Content

Purpose

Audience

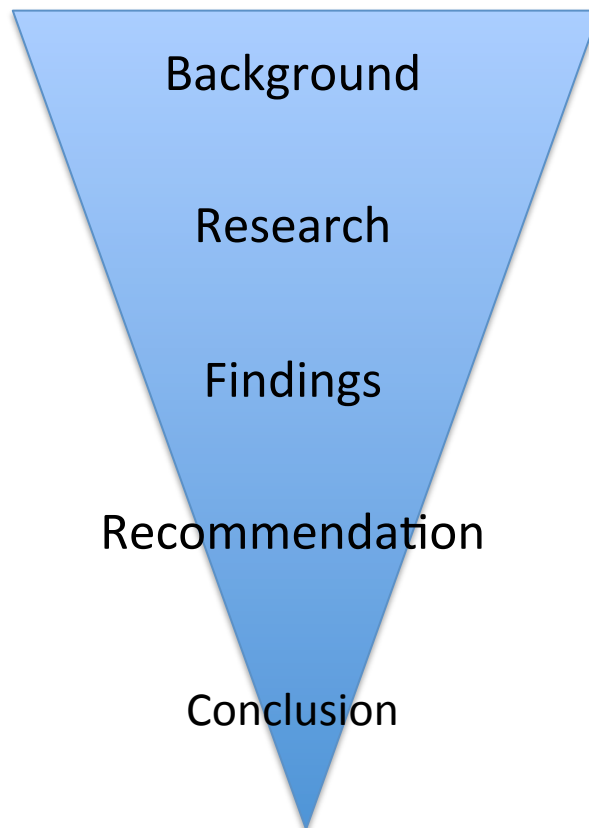
Content Elements

Visual Aids

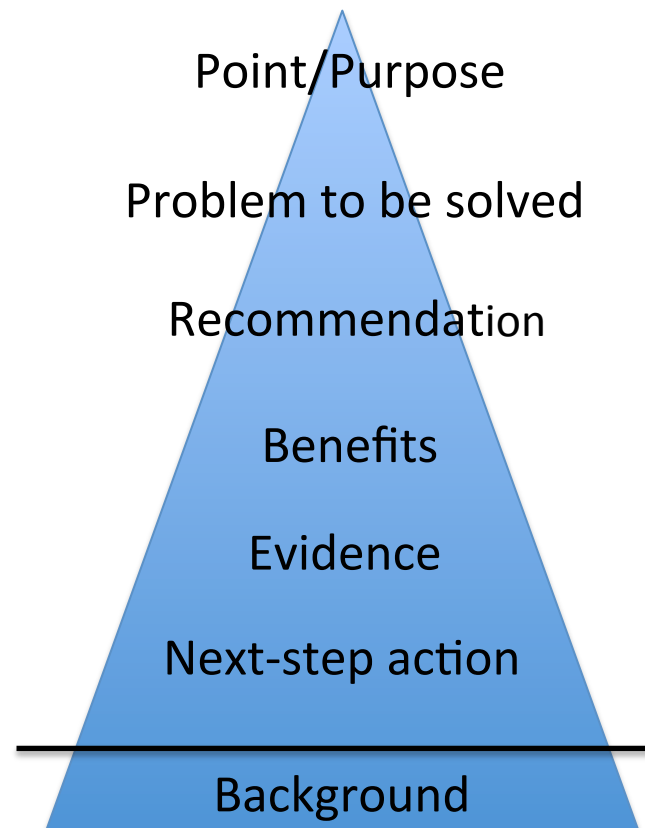


# Organizing Formats

## Traditional



## Modern, Persuasive



# Types of Persuasive Evidence

Statistics

Facts

Examples

Analogies

Expert Judgment

Personal Incident

Quantify as much as possible:

- Time
- Dollars
- Percentages
- Number of people, things
- Space

# Organizing Content

Purpose

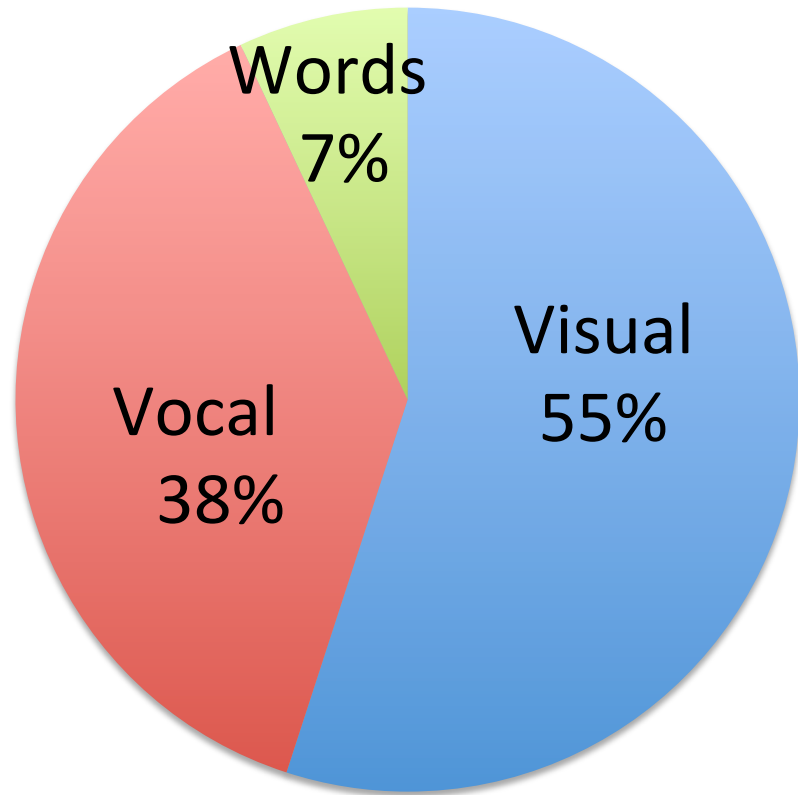
Audience

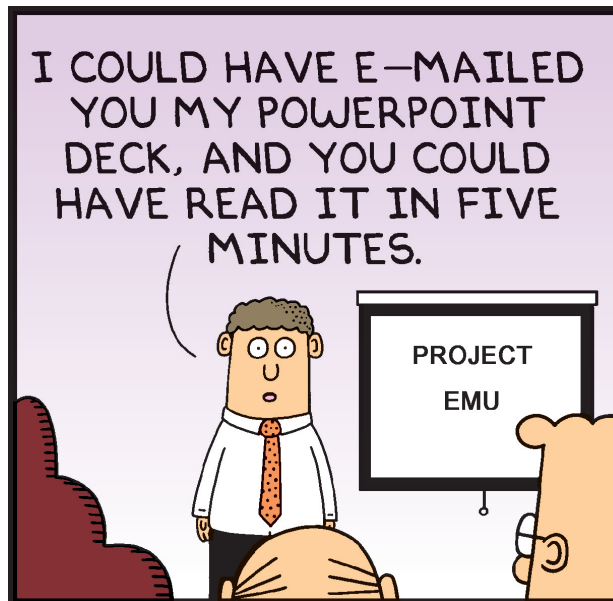
Content Elements

Visual Aids

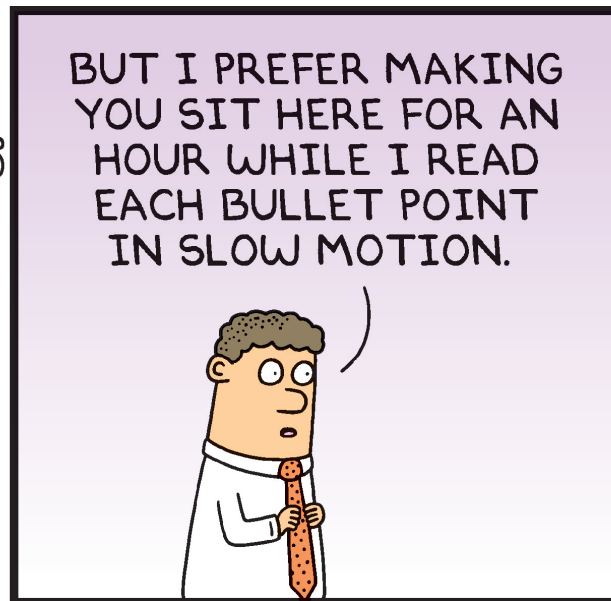
# Believability and Retention of Messages

Albert Mehrabian, Ph.D.  
Professor Emeritus, UCLA

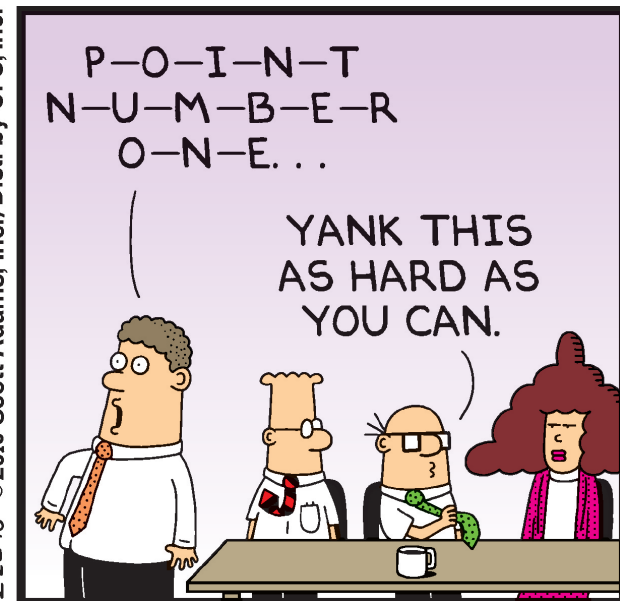




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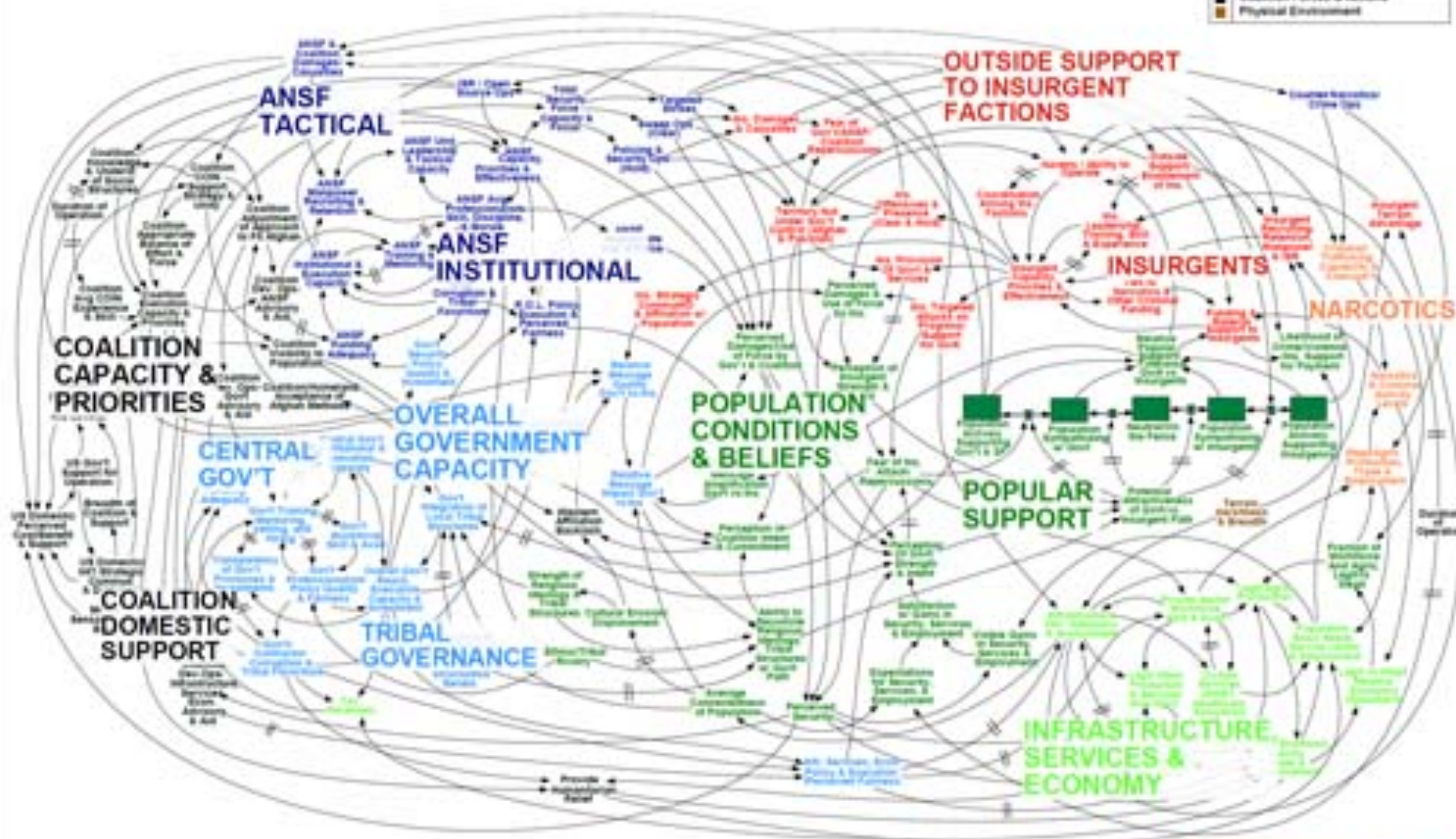


*“I need someone well versed in the art of torture—do you know PowerPoint?”*

# Afghanistan Stability / COIN Dynamics

/// = Significant Delay

- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



WORKING DRAFT - V3

27

# TSG Report includes:

- **Expense Ratio (bps)** – Total annual management fees in Basis points.
- **Spread (¢)** – The difference in the volume-weighted average bid and offer for all executed orders less than 10,000 shares. Measure of the average cost an investor pays for each share.
- **Spread (bps)** – The difference in the volume-weighted average bid and offer for all executed orders less than 10,000 shares. Calculation: Spread (\$) *divided by* Weighted Volume Average Price (\$).
- **Average Quote Size (shares)** – The average quoted depth in shares available at the national best bid and offer. (This provides a true representation of the aggregated size in shares at the inside.)
- **Average Quote Size (\$)** – The average quoted depth in dollars available at the national best bid and offer. (This provides a true representation of the aggregated size in dollars at the inside.)



# **TSG Report includes**

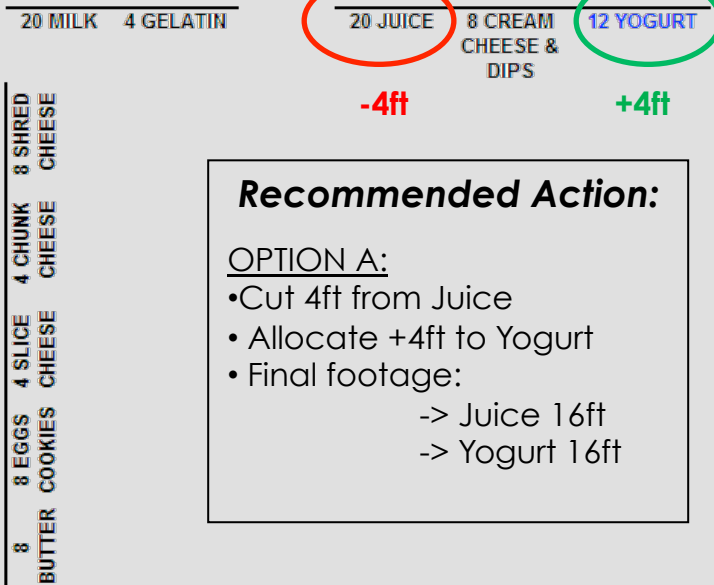
- **Expense Ratio (bps)**
- **Spread (¢)**
- **Spread (bps)**
- **Average Quote Size (shares)**
- **Average Quote Size (\$)**

# Space Allocation Recommendation

District	Address	Store	Buyer	Ctgy Desc	Unit % Change	Dollar % Change	Footage	% Shelf	% of \$ Sales	% of Units	Composit	Index
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	MILK	-15.65%	4.04%	20	20%	30.2%	24.8%	0.275	73
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	YOGURT	7.64%	18.76%	12	12%	10.2%	21.8%	0.160	75
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	EGGS/BIS	-6.67%	5.55%	8	8%	9.1%	9.6%	0.093	86
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	JUICE	-6.51%	1.76%	20	20%	18.2%	16.6%	0.174	115
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	BUTTER	-7.42%	9.16%	8	8%	7.4%	6.0%	0.067	119
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	DIPS	-0.33%	12.73%	8	8%	6.2%	7.1%	0.066	121
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	CHEESE	0.33%	6.70%	20	20%	17.3%	12.8%	0.150	133
D-10 Lancaster	5360 Lincoln Hwy: Gap PA: 17527	191	19	JELLO	4.37%	3.74%	4	4%	1.4%	1.3%	0.014	290

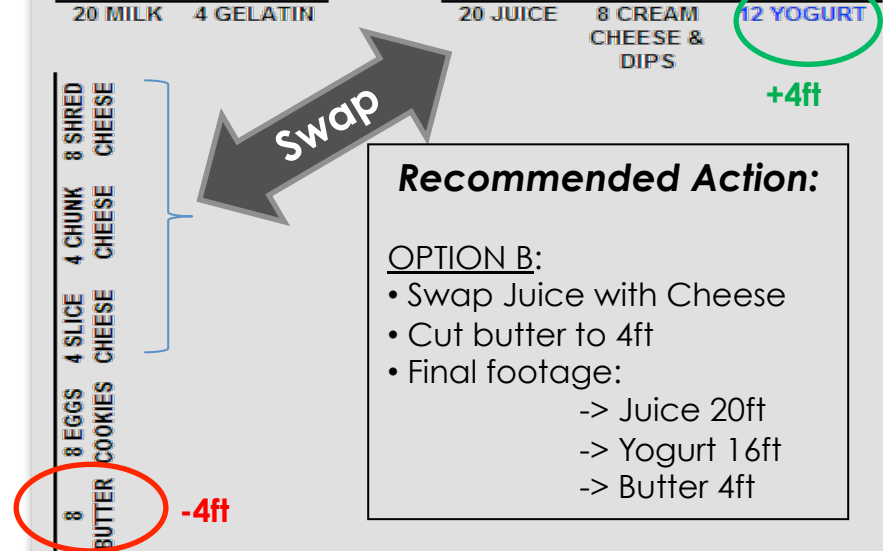
## Option A

### WEIS MARKETS DAIRY AISLE SURVEY STORE NUMBER: 191



## Option B

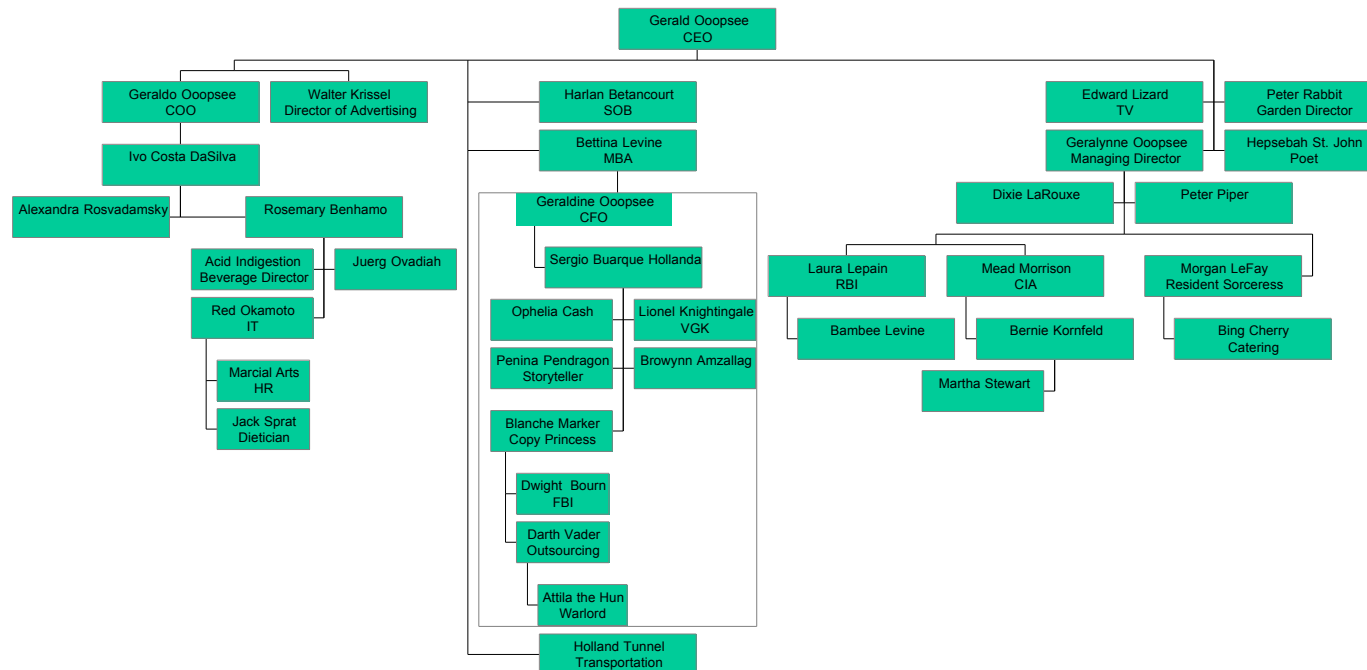
### WEIS MARKETS DAIRY AISLE SURVEY STORE NUMBER: 191





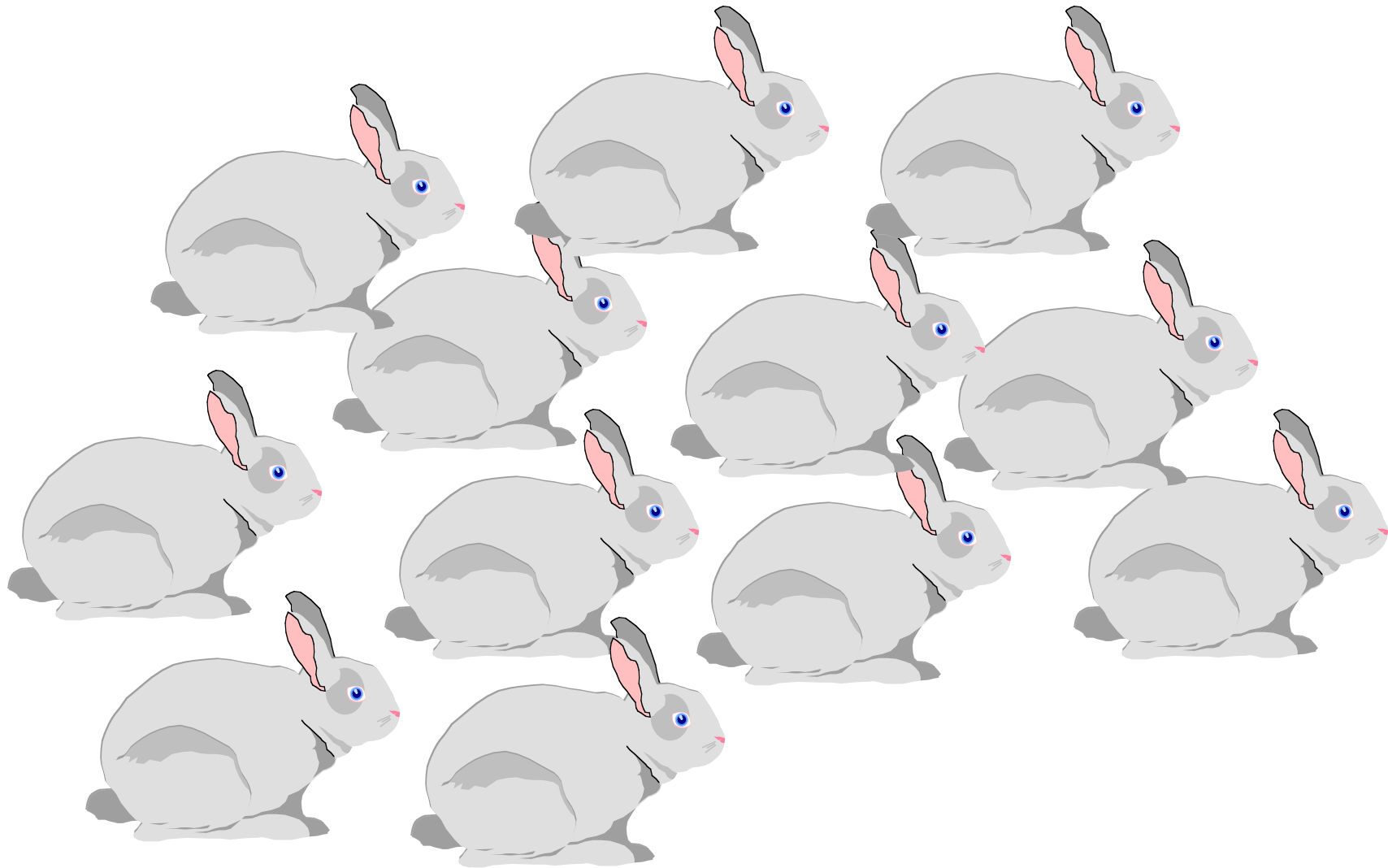
# Our organization chart

Oopsee Accident Insurance, Ltd.



**OOPSEE INTERNATIONAL**  
GLOBAL, NATIONAL, LOCAL

# Animation Overload



**I believe in  
angles.**



# Avoid Boring Headings



Introduction

Why We're Here

Background

Here's the Problem

Summary

Key Points for Next Month

Conclusion

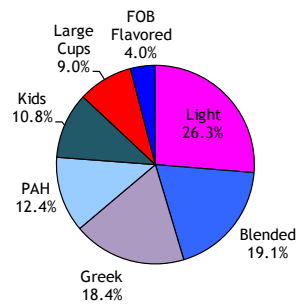
Next-Steps for You

Agenda

Results Needed Today

Title Photo

TBD



Recommendation:



Project Phases

1. Xxxxxx
2. XXXXXXXXX
3. Xxxxxx
4. xxxxxxxx

Proposed Timeline

Feb.

July

Benefits for Your Department

Save \$11,000

Reduce per person cost by \$150



versus



[3<sup>rd</sup> piece of evidence: get from Mickey.]

Next Steps



# Q & A

Anticipate questions  
Prepare responses  
Handle professionally



# **Rephrase Questions Before Answering**

Paraphrase the question's meaning  
in all new words.

# Make Your Presentations More Powerful

1. Get someone to film you presenting or practicing a presentation.  
Look at the video.
2. Use presentation prep tools in order:
  - Purpose
  - Audience
  - Content
  - Visual Aids
3. Focus on your listeners and their needs
4. Practice out loud

