

# Effective Presentations

## Playbook

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# Introduction

*The Effective Presentations Playbook is a proprietary, best practices collection of the presentation creative and delivery process. Tools and resources are included to guide the unique and powerful story development.*

*Its sources are diverse-Fortune 100 companies; NGOs; Highly recognized student projects.*

*The Playbook content may challenge your thinking-----**that is its intention.***

# Thought Process

You are telling a fact-based story that conveys your data substantiated, point of view (POV) in a compelling, challenging and non-threatening manner.

This sounds easy.....it requires focused insightful thinking, empathy and imagination. Place yourself in the audience as uninformed, skeptic, complacent, biased; what type of story resonates with each audience type?

How will you prepare for each audience member type? PRACTICE. Steve Jobs had an equal number of hours creating the story, hours building the story and hours of practice with constructive feedback.

# Orienting Your Spoken Words

**NO ONE** knows the answer now; there may be presuppositions, disinterest, opposition, neutrality within the audience. Yet, they don't know your story....YET.....

Set the overall tone of open understanding and discussion:

**Delete** from your vocabulary, the following

'In my opinion'

'I think that'

'It seems to me'

**Add** to your vocabulary,

'Based on the following article by (author), I recommend' \_\_\_\_\_

'The research results (reported by) suggest that' \_\_\_\_\_

# Capitalize on Your Academic Training

Within your team's project management process (topic 2), relevant academic models (conceptual knowledge—topic 1) were applied to dissect, gather reliable information/data, and analyze yielding a solution with action plans.

The models are also the keys to constructing a powerful, impactful presentation also referred to as 'storytelling' (topic 3). Research will drive the power of quantifying recommendations and action plans.

A project utilizing two academic models: STP (segmenting, targeting and positioning) and NPD (New Product Development) is the Playbook's illustrative example. Highlights of the models follow with additional tools and resources.

# Integrating Academic Training

Topic 1 presents the Element of Performance (EOP). To be a successful business leader and presenter, conceptual knowledge must be integrated with domain knowledge (organizations' work environment, operating procedures, culture) and delivered with masterful action skills. In the organizational setting, a presentation or story that is a "textbook" lecture will likely fail.

There's an imperative equation to follow:  
conceptual PLUS domain knowledge PLUS action skills EQUALS effective, successful presentations.

Highlights of the illustrative models (STP, NPD) that will guide key presentation content are next followed by applied research methodology and storyboard resources..

# STP: Segmenting, Targeting and Positioning

Relevant aspects of the model are highlighted during the presentation. Selection of these aspects are contingent on the project's goals and objectives. The total model may or may not be referenced.

## Segmenting

Segments or clusters based on commonality as well as distinction:

Demographics, lifestyle, firmographics (b-2-b descriptors), geographic, innovativeness (adoption characteristics)

## Targeting

Evaluate each segment/cluster

Size, receptivity, ease of reach yields profitability

## Positioning

- Customized communication strategy per targeted segment
  - Based on similarities, preferences, unmet needs

# New Product Development (NPD)

Relevant aspects of the model are highlighted during the presentation. Selection of these aspects are contingent on the project's goals and objectives. The total model may or may not be referenced.

- Idea Generation (unfiltered, brainstorming)
- Idea Screening (overlay market needs to evaluate ideas)
- Concept Testing (construct 2-3 concepts)
- Marketing Strategy (STP)
- Business Analysis (profitability analysis)
- Product development (refine if necessary)
- Market Testing (rollout phases)
- Commercialization (full market coverage)



# The Research Component

For many, research seems overwhelming as they haven't had much training. You can substantiate your POVs with confidence and drive the quantification of decision-making with a proven classification system.

The Playbook provides the Three Voices: A Research Findings Classification System (3V-RFCS).

# The Three Voices: Research Findings Classification System (3V-RFCS)

Discovered and validated in a premier, student learning lab.

Methodology for classifying relevant discreet findings to synthesize into a quantifiable decision-making process.

There are three Voices:

Industry (VoI)

Customer (VoC)

Enterprise (VoE)

The 3V-RFCS is the backbone of any effective presentation with its efficient guidance toward insights (A-HA moments)

# Voice of Industry (VoI)

## ***Areas of Focus***

***Competition***

***Market Trends***

***Best in class--gold standard  
operational definition***

## ***Secondary Research Methods and Sources***

Online research (university/school library; CB Insights, open source, etc.)

Company publications relevant to project (integrate with other findings from above sources)

Identify information gaps and determine if primary research merited

# Voice of Customer (VoC)

## ***Areas of Focus***

***Customer feedback, preferences,  
unmet needs***

***Concept testing for innovations***

## ***Primary Research Methods and Sources***

Qualitative:

Structured interviews

Individual or small groups

On-site observations

Focus groups

Quantitative:

Survey/questionnaire

Qualitative data rigorously coded  
into numeric measures

# Voice of Enterprise (VoE)

## ***Area of Focus***

### ***Subject matter experts***

***Internal: sourced by  
organization/project sponsor(s)***

***External: recognized and  
accepted leaders, pioneers***

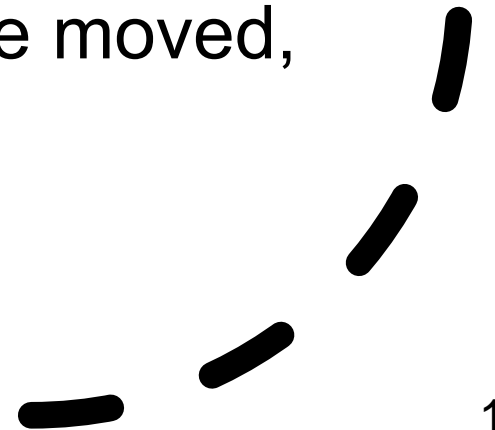
## ***Secondary and Primary Research Methods and Sources***

Qualitative/primary—structured  
interviews

Secondary—published interviews,  
blogs, podcasts from credible  
mediums

# Storyboard Resource

The storyboard is your presentation's road map. It answers the overall project question/challenge/dilemma by integrating frameworks with applied research results. It is a "WIP" (work in progress) until the final practice session or dry-run. Most storyboards are composed on a medium allowing the 'board pieces' to be moved, edited, or removed.



# Product Launch

**Storyboard Example;  
New Product  
Development  
and STP  
Conceptual  
Frameworks**

Title	Agenda	Introduce Brand	Our Team
Overview of Industry	Problem / Why we Launched the product	Research Findings	Solution our brand offers
Our Product Range	Target Market	Segmentation	Positioning
Prices	Product Benefits/ Features- 1,2,3,4,5,6	Call to Action	Thank You

**Reference:**  
<https://www.slideteam.net/blog/how-to-storyboard-powerpoint-presentation-product-launch-ppt>

# Preparing the Final Presentation

“Think backwards”

The final recommendation drives the presentation

Develop a story board (refer to illustrative example)

Start with a brief executive summary  
Enables audience to integrate the final recommendation's logic

Storyboard creates efficient use of preparation time

Review the storyboard with internal leaders prior to final presentation creation

Multiple dry-runs are a necessity

During the presentation's introduction, ask the audience a question

Improves audience engagement  
Consider a poll if available (virtual setting)



# Avoid Pitfalls

## Too many data visuals

Audience will be distracted and miss the most important content

Save data charts, graphs, etc. for the appendix

Refer to them if the presentation flow merits

## Slide reading

Minimize by putting talking points only on slides

Helps resist the temptation to face away from the audience

This is significantly mitigated when in virtual environment

## Designate 1-2 presenters

Full team is part of Q&A



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