PRESENTATION TIPS

Wolff Center for Entrepreneurship

DAVE'S PRESENTATION SUCCESS

- Smile

- Be Confident

- Have Professional Appearance (clothing, groomed hair, appropriate shoes)

- Be Passionate about the topic

- Make Eye Contact

- Command the room, Body Language

- Voice Volume high enough to hear, not too loud

- Use SUCCESS Simple Unexpected Concrete Credible Emotional Stories for Sticky Presentations

PRESENTATION CRITERIA

1. Overall Organization & Professional Appearance, Rehearsed.

2. Ability to Relate/Relevance to Customer

3. Quality of Visuals, finishing in allotted time.

4. Competitive Analysis

5. Basic Financial Understanding (How you make $, Revenue Model, Estimate of Price & Volume, Margins)

6. Q&A Comfort in handling questions, additional work that might address a judge's questions.

WHY DO ENTREPRENEURS HAVE TO BE ABLE TO MAKE GREAT PRESENTATIONS?

- To receive funding
-To have people believe in their idea (and believe in the team)
- To convince others to join their team

Prior to the Presentation:

- Make a presentation "outline" for the team to follow

- Practice with your team until it feels comfortable and natural

-Decide who says what parts, what to wear, what the stage/presentation room looks like, where the judges will be sitting, should your presentation involve the audience somehow

-Research enough about your product, industry, etc. so that the judges questions won't surprise you

POWERPOINT

- Don't make it too wordy (only have <u>important</u> content on the slides)
- Appealing themes
- Lay out frame work
- Pictures
- Videos (if applicable)
- Smooth transitions from slide to slide, topic to topic
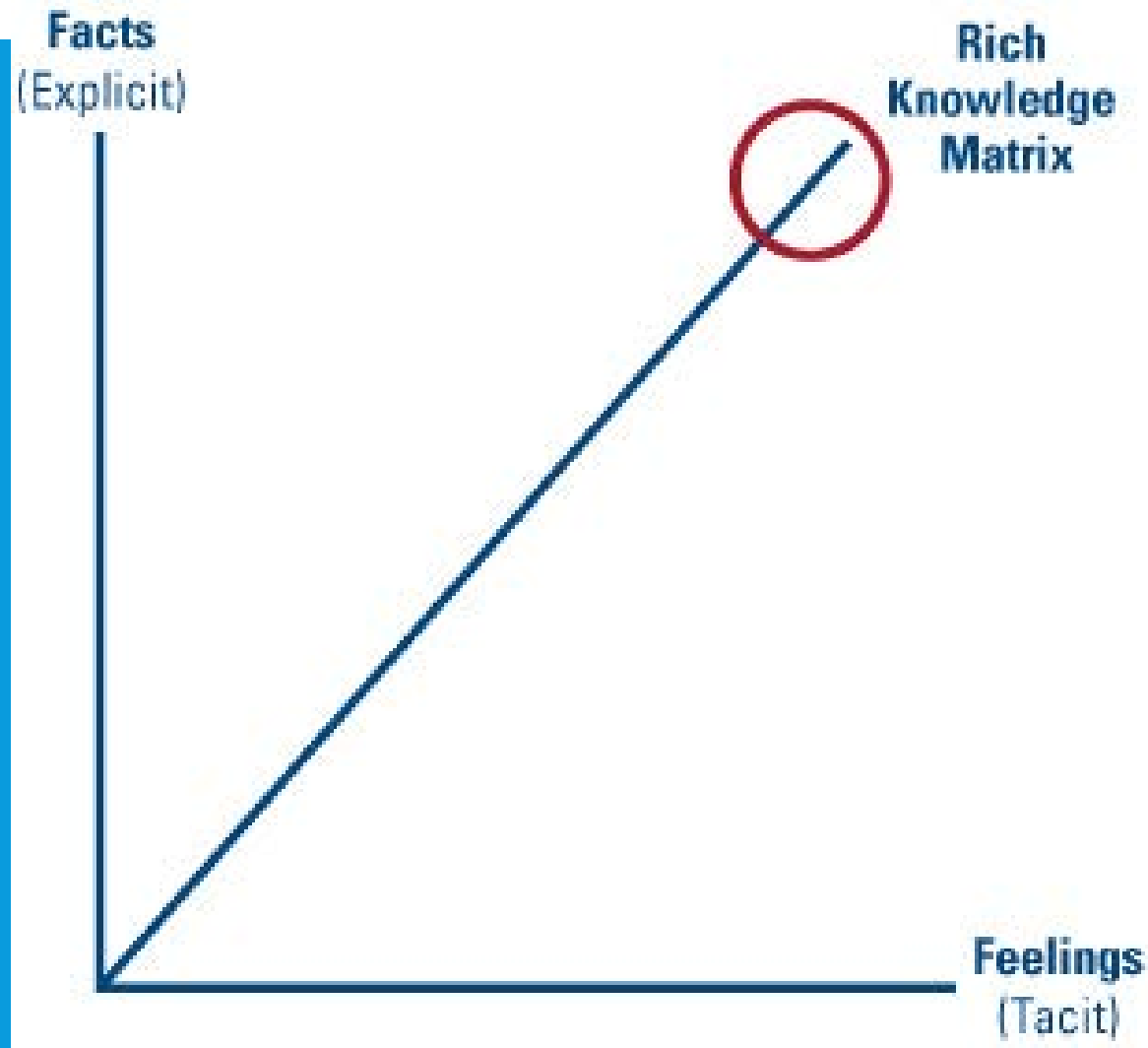
What the Audience **HEARS**

What the Audience
HEARS

- **Articulation**
- **Enunciation**
- **Pronunciation**
  - **Speed**
  - **Volume**
  - **Clarity**

What the Audience
SEES

- **Smile**
- **Eye Contact**
- **Posture**
- **Dress**
- **Gestures**
- **Movement**
- **PowerPoint**
- **Confidence**

FACTS OR FEELINGS?

STARTING POWERPOINT

- **Double Click the PowerPoint Icon on the desktop**
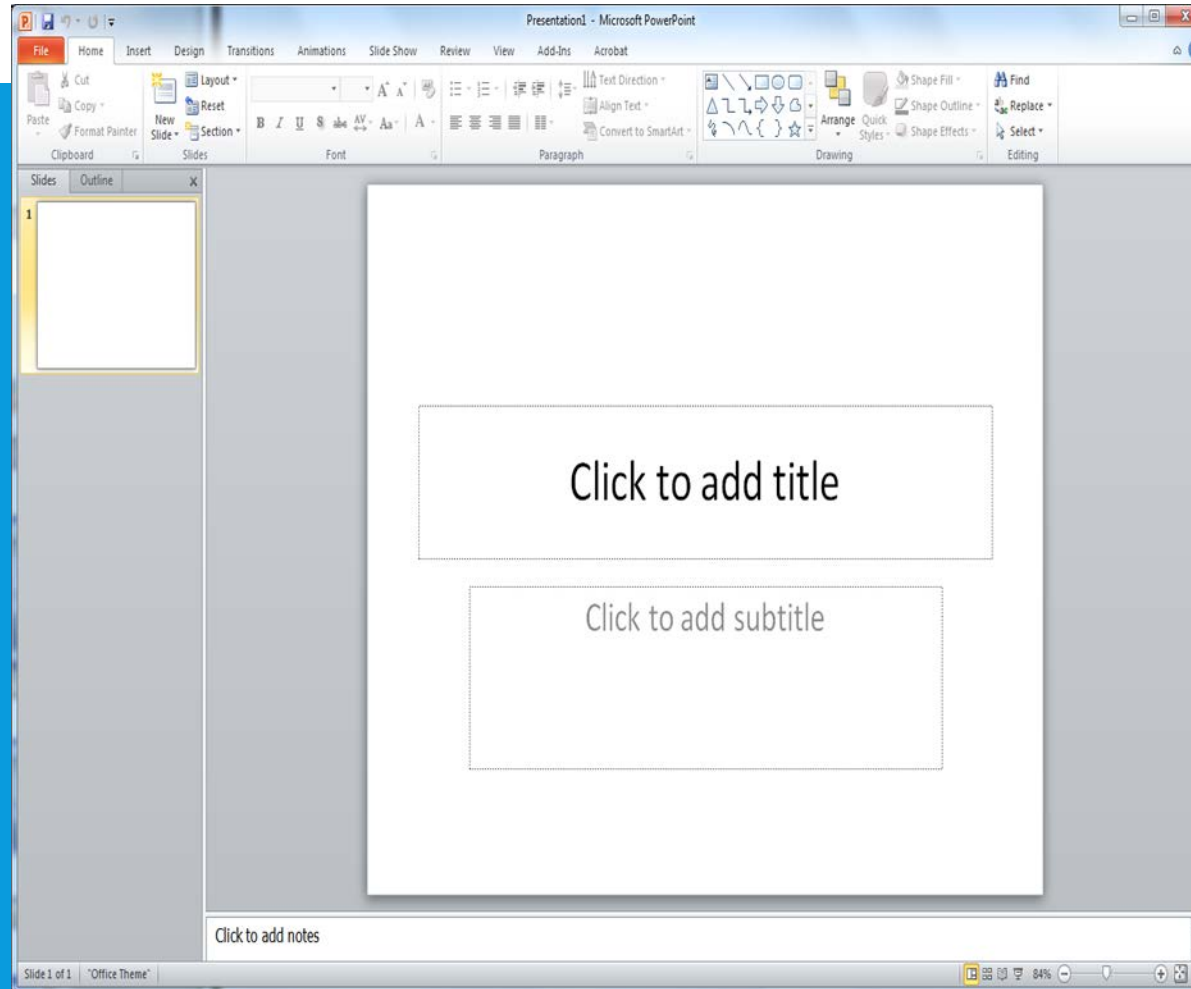
- On Windows PCs
  - Start →
  - All Programs →
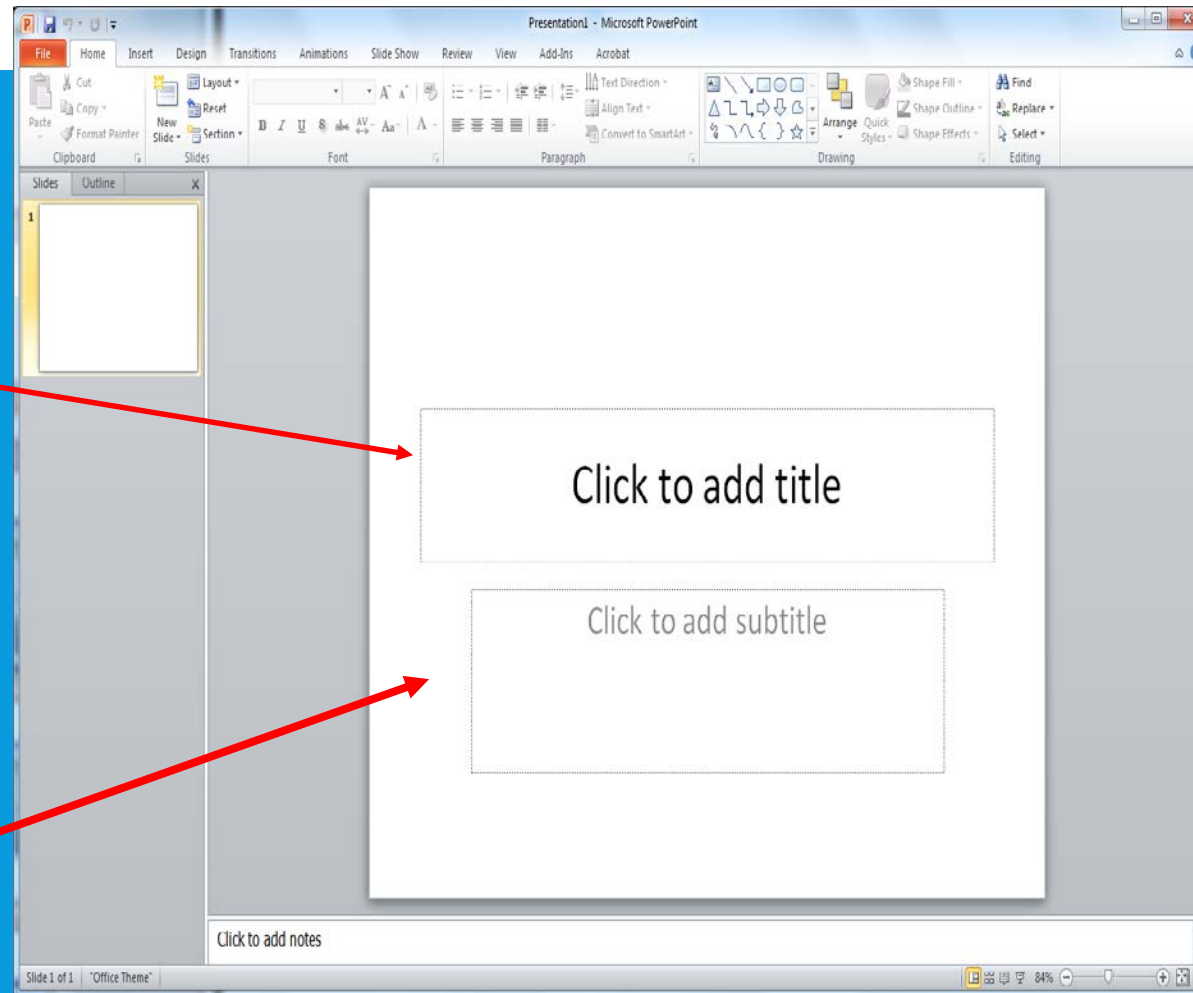 - Microsoft Office →
  - Microsoft PowerPoint

THE FIRST SLIDE

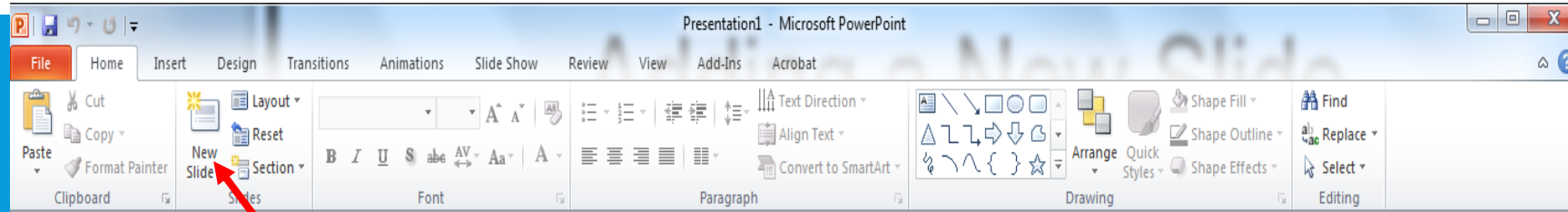When PowerPoint starts, you will see a window like this one.

TYPING IN TEXT

1) Move your mouse to the rectangle that says Click to add title, click once, then start typing

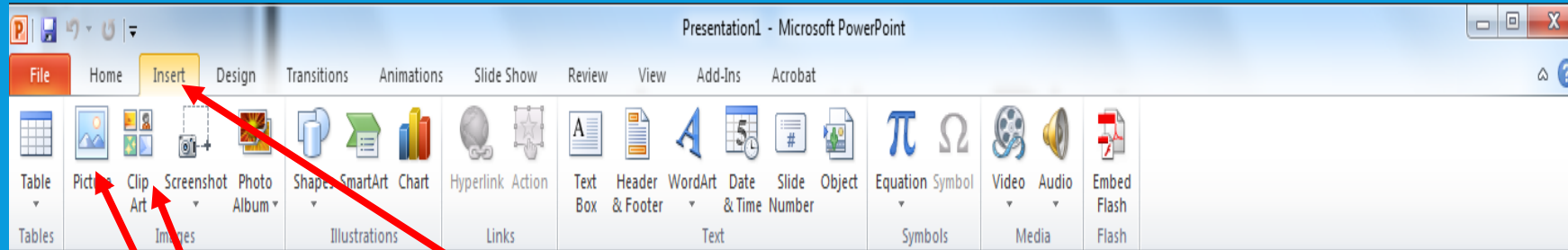2) Move your mouse to rectangle that says Click to add subtitle, click once, then start typing

ADDING A NEW SLIDE

Move your mouse to right end of the toolbar at the top of your PowerPoint Window and click New Slide, once … a new slide will appear

INSERTING PICTURES

1) Move your mouse to the Insert Menu and click once to activate the menu

2) Choose Picture or

3) Choose Clip Art

INSERTING PICTURES – FROM MICROSOFT CLIPART

The Clip Art Tool Will Show up on the right edge of the window.

1. Type in a keyword for the picture you want in the "Search for" box

2. After the search is done, click on picture you want to add

   a) The picture will be placed on your slide
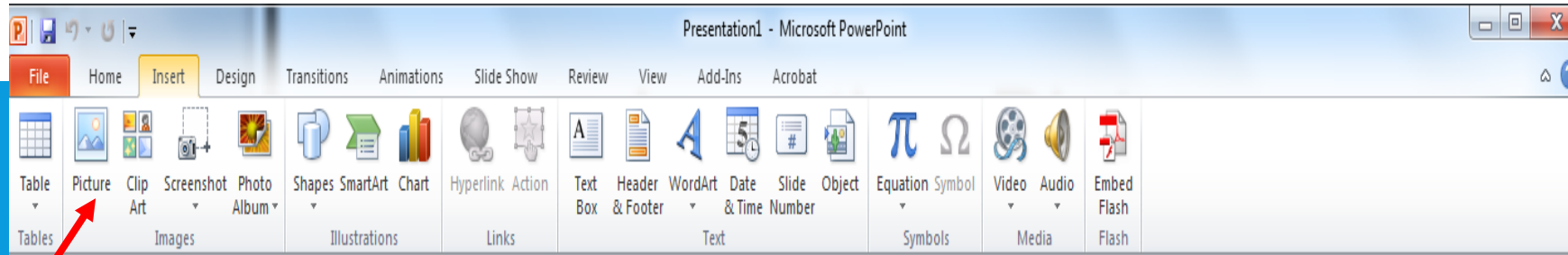
INSERTING OTHER PICTURES

- Pictures must be files saved on a local disk

  - C: hard drive (My Documents, My Pictures)

  - A: floppy

  - D: CD-ROM

  - F: memory stick

INSERTING PICTURES

1) Move your mouse to the Insert Menu and click once to activate the menu

2) Choose Picture

3) Choose File Name
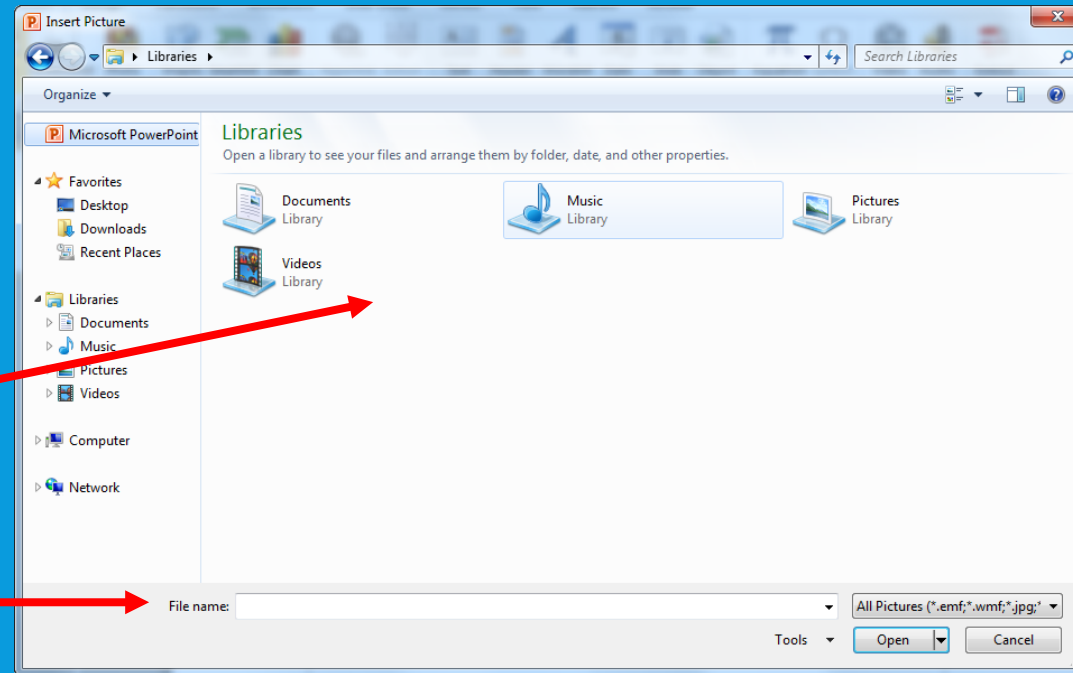
CHANGING PICTURE SIZE & LOCATION

To adjust the size of the picture

1. Click on its lower right corner until the resize double arrow appears

2. Don't lift your finger from the mouse button and drag the mouse to resize the picture ("in" to make it smaller; "out" to make it bigger")

To move the picture on the slide

1. Click on it until the four-sided arrow appears
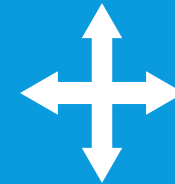
2. Don't lift your finger from the mouse button and drag the mouse –and the picture– to its new location on the slide

CHANGING SLIDE DESIGN

· You can change the background and colors on all your slides
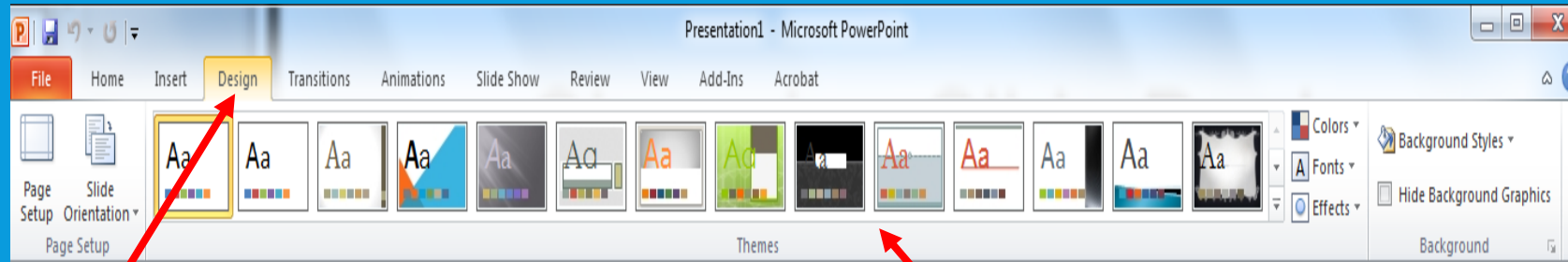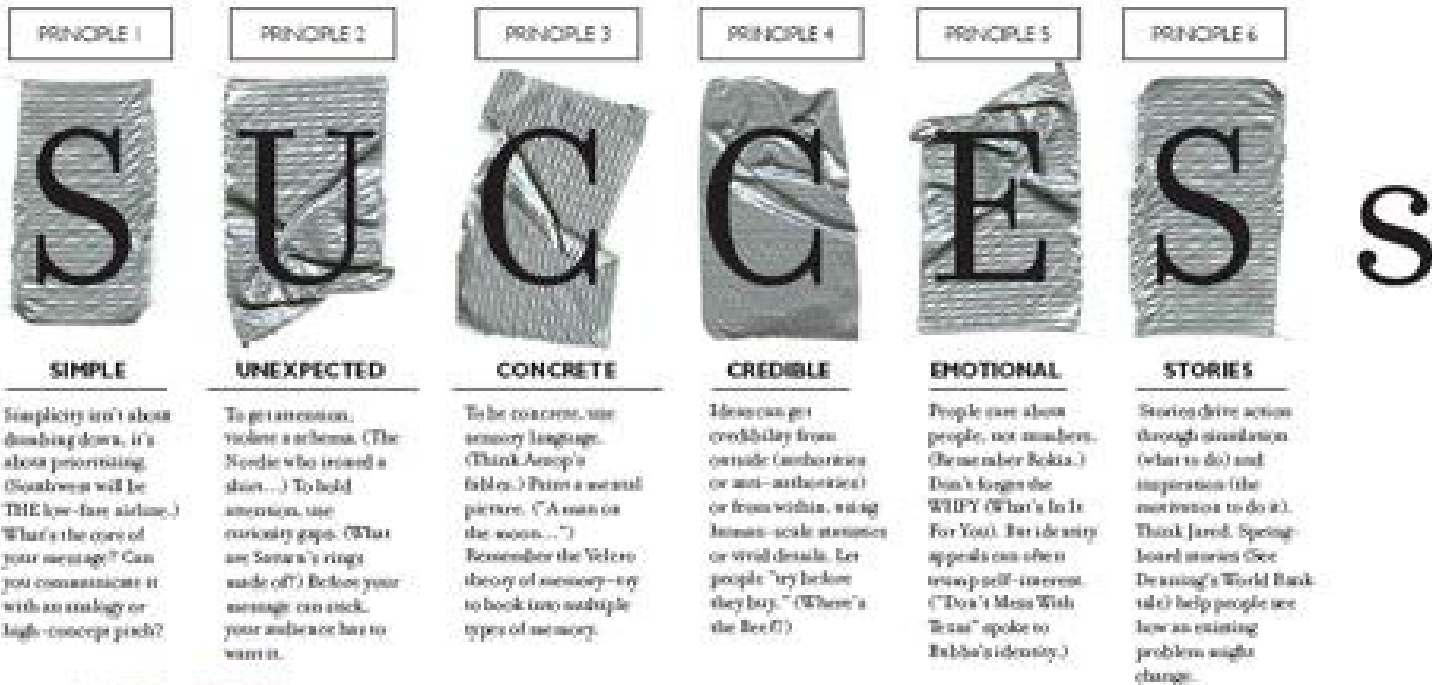

1) Move your mouse to the Design Menu and click once to activate the menu

2) Choose Theme …

MADE to STICK
SUCCESs Model

A sticky idea is understood, it's remembered, and it changes something. Sticky ideas of all kinds—ranging from the "kidney thieves" urban legend to JFK's "Man on the Moon" speech—have six traits in common. If you make use of these traits in your communication, you'll make your ideas stickier. (You don't need all 6 to have a sticky idea, but it's fair to say the more, the better!)

PRINCIPLE 1	PRINCIPLE 2	PRINCIPLE 3	PRINCIPLE 4	PRINCIPLE 5	PRINCIPLE 6

S U C C E S s

SIMPLE	UNEXPECTED	CONCRETE	CREDIBLE	EMOTIONAL	STORIES
Simplicity isn't about dumbing down, it's about prioritizing. (Southwest will be THE low-fare airline.) What's the core of your message? Can you communicate it with an analogy or high-concept pitch?	To get attention, violate a schema. (The Nordie who ironed a shirt...) To hold attention, use curiosity gaps. (What are Saturn's rings made of?) Before your message can stick, your audience has to want it.	To be concrete, use sensory language. (Think Aesop's fables.) Paint a mental picture. ("A man on the moon...") Remember the Velcro theory of memory—try to hook into multiple types of memory.	Ideas can get credibility from outside (authorities or anti-authorities) or from within, using human-scale statistics or vivid details. Let people "try before they buy." (Where's the Beef?)	People care about people, not numbers. (Remember Rokia.) Don't forget the WIIFY (What's In It For You). But identity appeals can often trump self-interest. ("Don't Mess With Texas" spoke to Bubba's identity.)	Stories drive action through simulation (what to do) and inspiration (the motivation to do it). Think Jared. Springboard stories (See Denning's World Bank tale) help people see how an existing problem might change.