

Mini MBA

Presentations Skills Tune-up

Crafting and delivering a top-flight presentation (including effectively using PowerPoint and fielding questions) is a critical skill. Unfortunately, many business leaders have sub-par presentation skills. They present using comfortable, but outdated and self-defeating communication techniques. This session examines a variety of ideas – some of them unconventional, many of them new and research-based – about what constitutes a top-notch presentation.

- Effectiveness of the opening
 - Use of “sparklers”
 - PowerPoint visuals (if applicable)
 - Delivery skills (e.g., energy, eye contact, etc.)
- Major causes of failed presentations
 - Audience analysis
 - Presentation objective(s)
 - Key messages and proper arrangement
 - Importance of “sparklers”
 - Importance of powerful opening and strong ending
 - How to develop script/notes
- How to prepare
 - How to encourage questions
 - How to respond
 - Bridging technique (including some interactive practice)
 - Ten toughest categories of questions and how to handle them