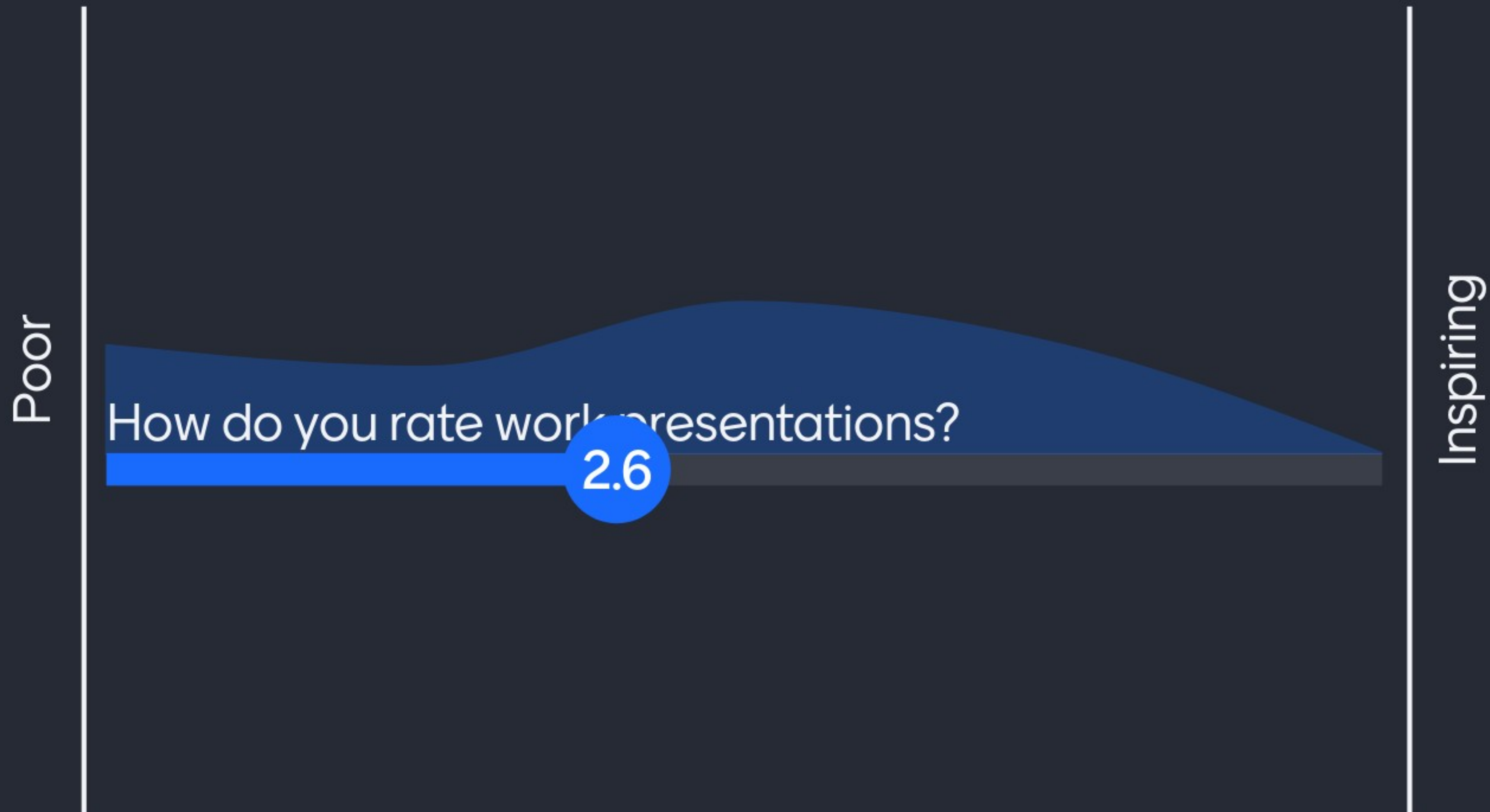


Presentation Skills for Consultants

Quality of presentations at work?



What makes a bad presentation?



What makes a good presentation?

engagement on-target precise open ended
well-argued interactive concise hopeful
enjoyment straight to the point good visuals
tidiness subtitles available simple but not simplistic
having closed captions stories entertaining
speaker gives clear examp captions available can relate to it
speaker intonation vocal variety clarity
passion data pictures
less slides flowing engaging
captions offer tidy presentation aspiring
relevant graphics crisp and consice
call to action pictures over words
focus on presenter timing quick free catering
comedy positive stimulating succinct relevant



What you will learn today

- How to create a persuasive story
- How to use memorable language
- How to create supportive visuals

3 stages to create a persuasive story

1. Audience and outcome
2. Introduction
3. A pyramid of information

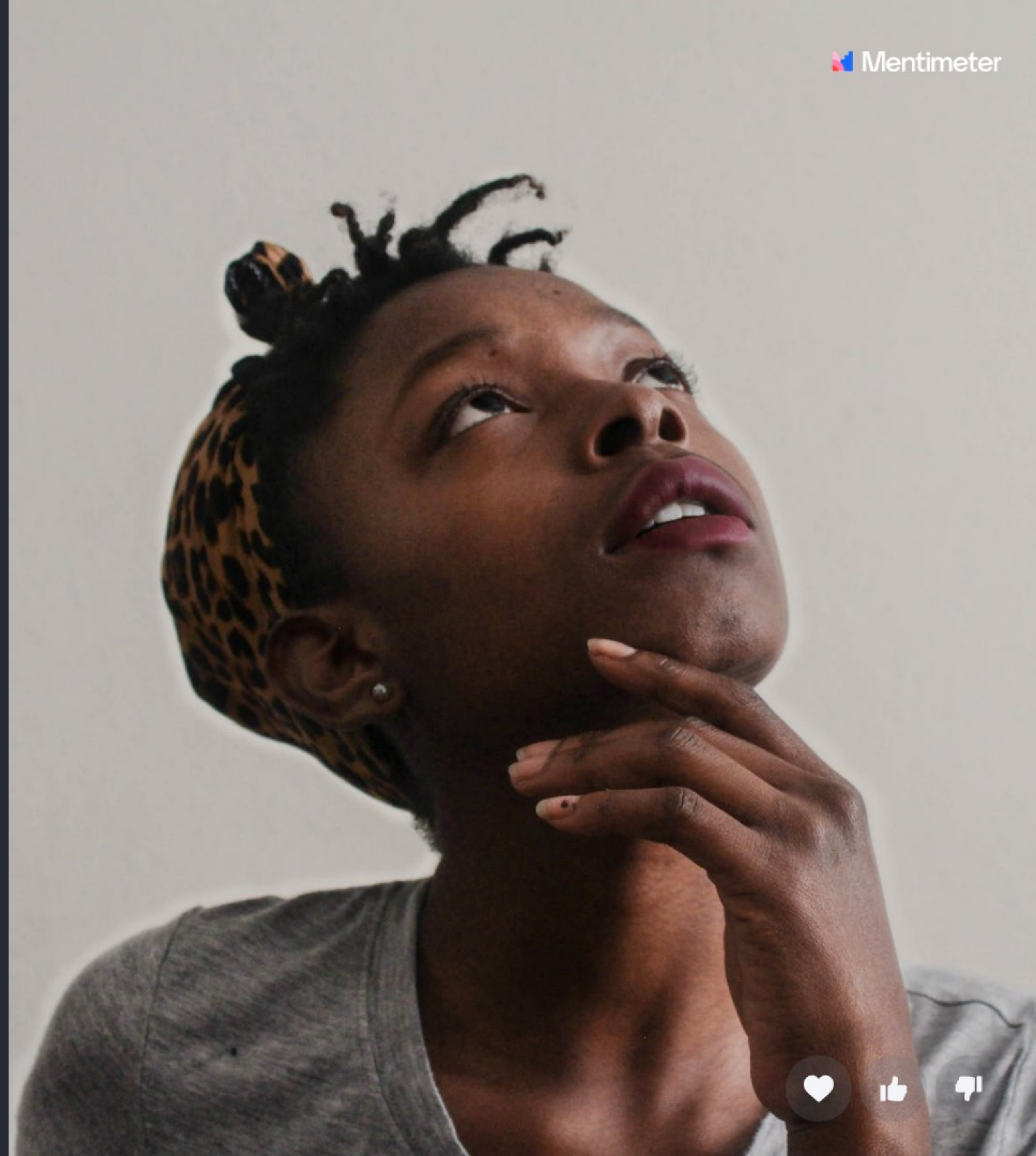
1. Who is the audience?



2. What is the subject

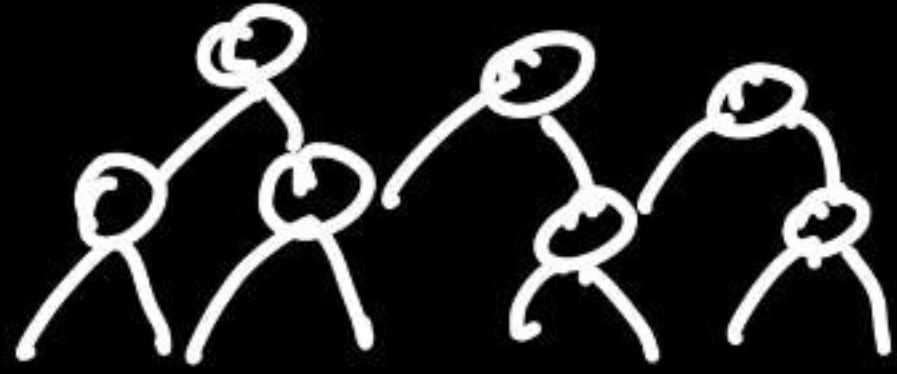


3. What question am I answering or raising in the minds of the audience?



① AUDIENCE?

= NEW AND ASPIRING CONSULTANTS



② SUBJECT?

= PRESENTATION SKILLS



③ QUESTION?

= HOW CAN I DO GOOD PRESENTATIONS

3 stages to create a persuasive story

1. Audience and outcome
2. Introduction
3. A pyramid of information

The introduction has a specific structure

1. Situation
2. [Complication]
3. [Question]
4. [Answer]

4. What's the situation?



5. What's complication



6. *What question does the complication imply?*



7. Does the question match my initial stab?



8. What's the answer?



Situation = Presentations are terrible

Complication = I offered to help

QUESTION = How to do good presentations

ANSWER = There are 3 elements

3 stages to create a persuasive story

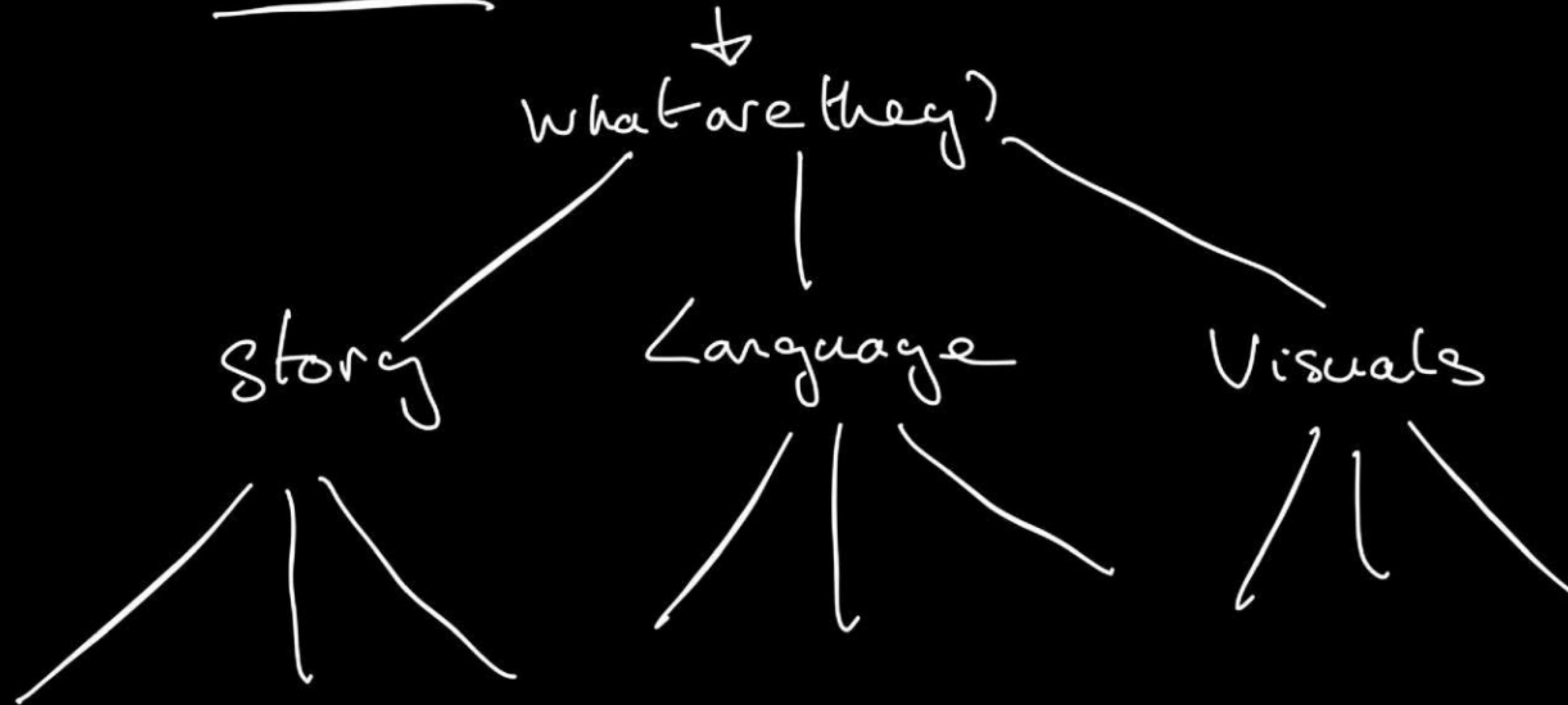
1. Audience and outcome
2. Introduction
3. A pyramid of information

Situation = Presentations are terrible

Complication = I offered to help

QUESTION = How to do good presentations

Answer = There are 3 elements



PROPOSALS

S = You have a problem

C = You've decided to get outside help

Q = Are we the right people to help?

A = Yes

We've solved
this for other

who?



We have a
proven
approach

what?



we have
good
people
ready
right now

who?



PROGRESS

S = You have problem X

C = We told you we would do Y
we've completed Y

Q = What did you find?

A =



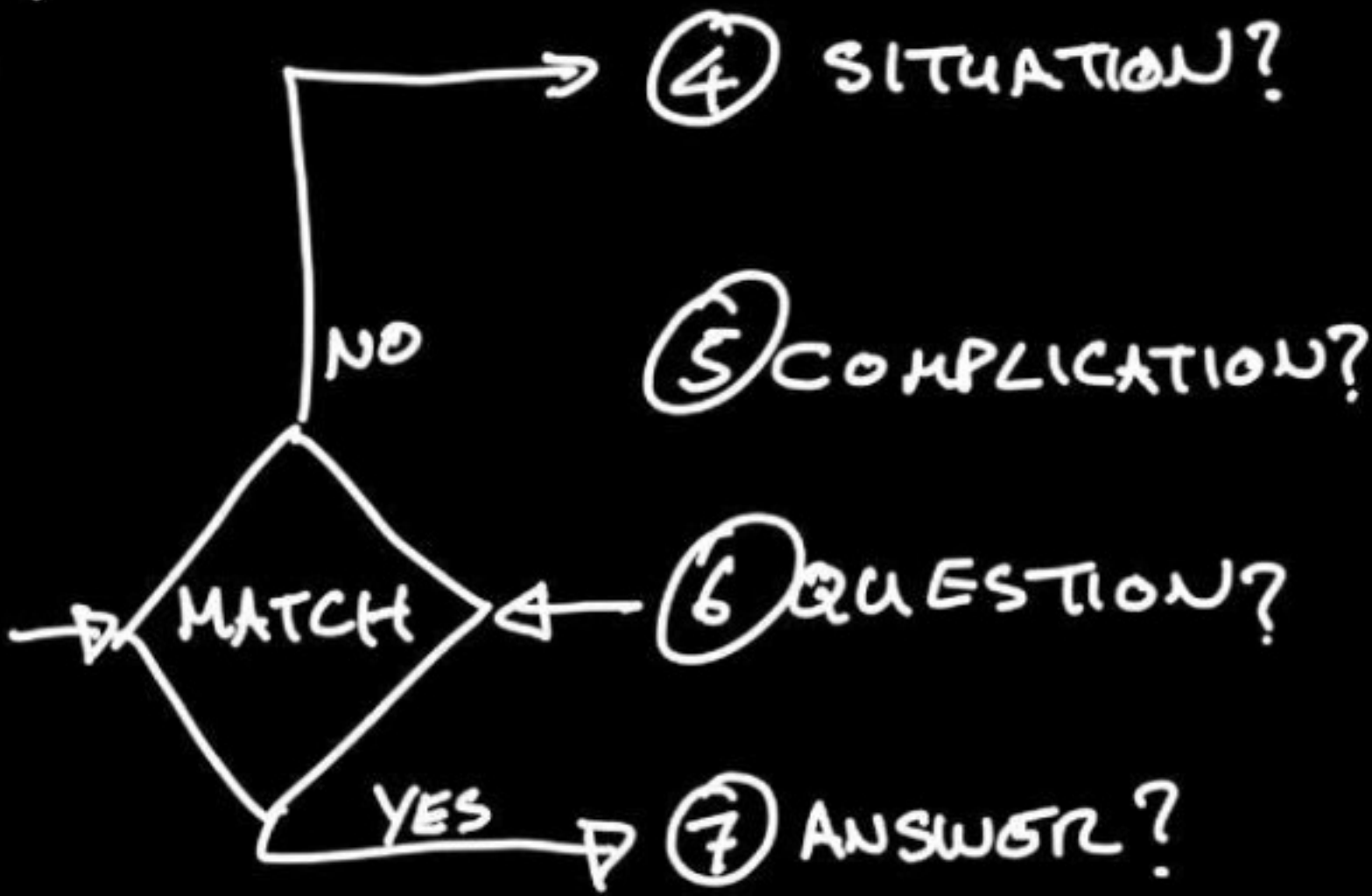
① AUDIENCE?



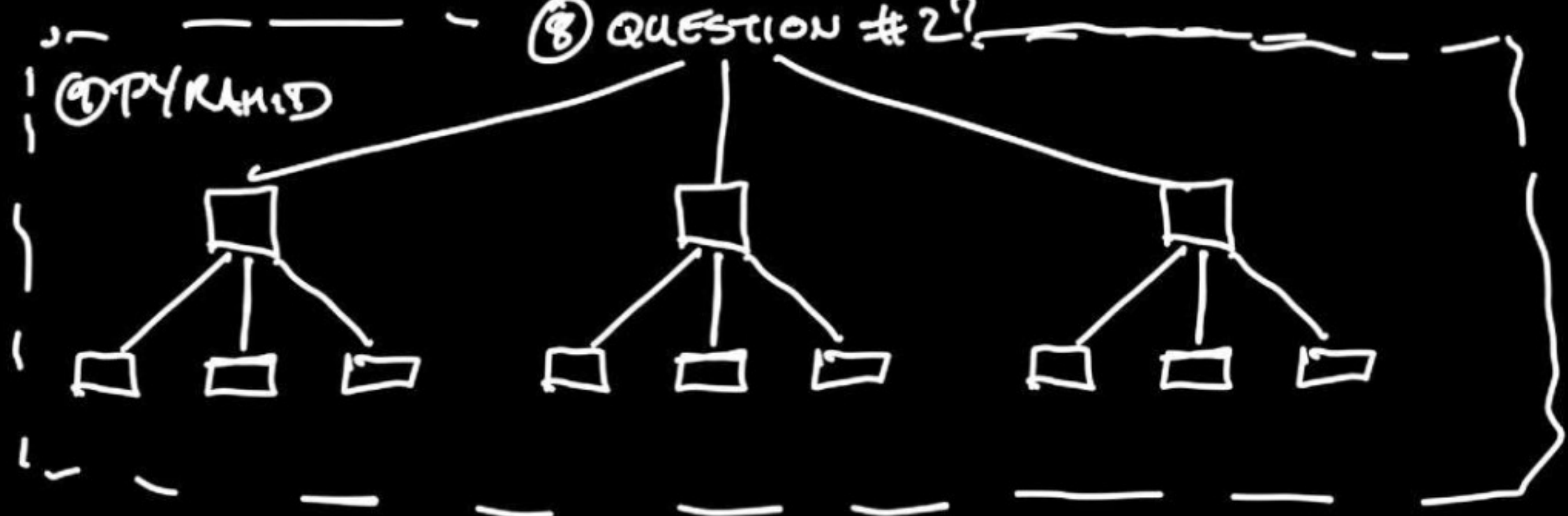
② SUBJECT?



③ QUESTION?

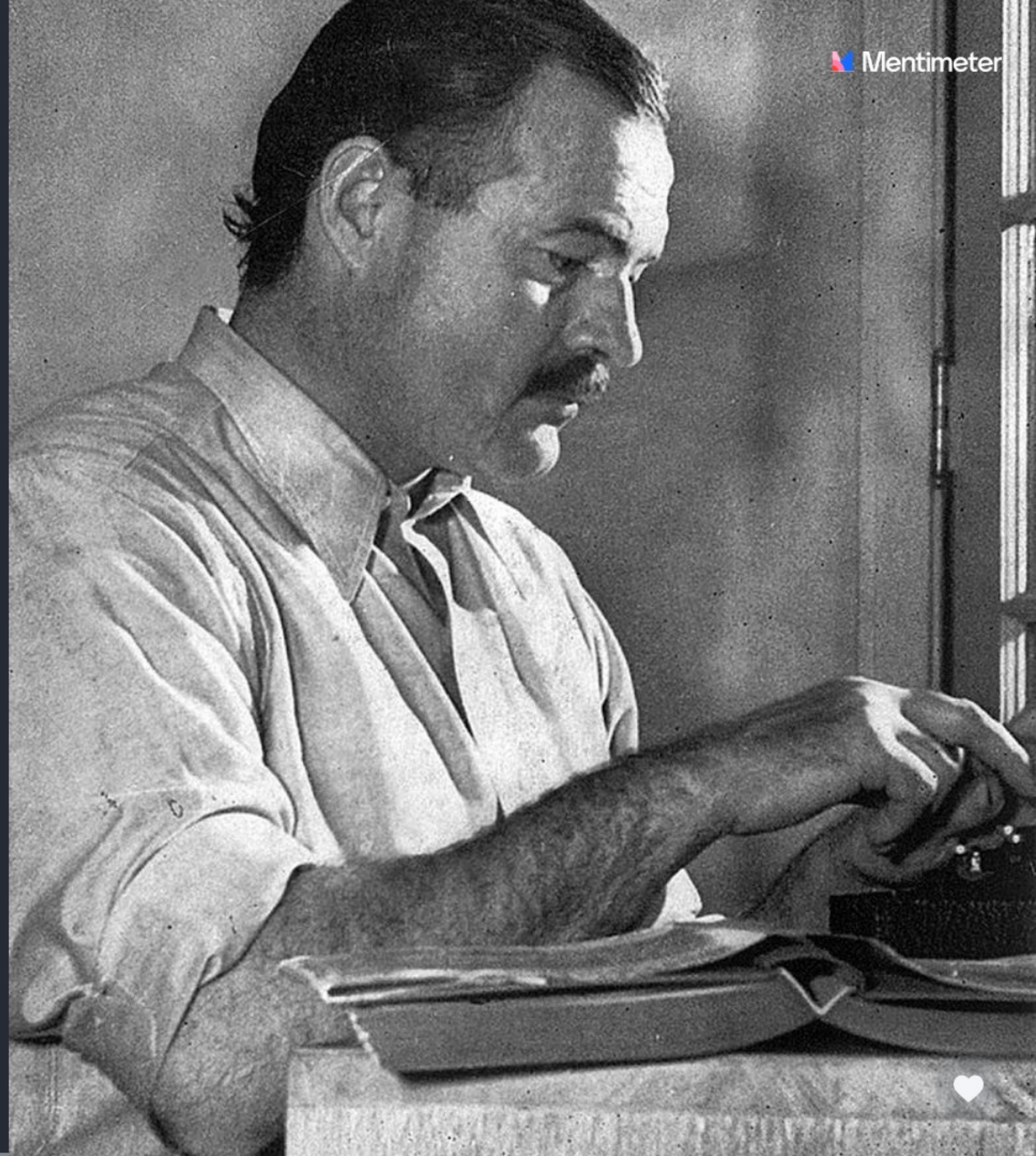


⑧ QUESTION #2?



“
The first draft of
anything is
rubbish!

– Ernest Hemmingway



What you will learn today

- How to create a persuasive story
- How to use memorable language
- How to create supportive visuals



“
When they go low,
we go high!

– Michelle Obama





“

Ask not what your
country can do for
you, ask what you
can do for your
country!

– *President John Fitzgerald Kennedy*





“
Friends, Romans,
countrymen, lend
me your ears!

– *Mark Antony in Shakespeare's Julius
Caesar*





If you want a picture
of the future,
imagine a boot
stamping on a
human face—
forever.

– O'Brien in George Orwell's 1984



A Pyramid of Information

Personal Stories



“
There is no way to
happiness;
happiness is the
way

– Zen Master Thich Nhat Hanh



What you will learn today

- How to create a persuasive story
- How to use memorable language
- How to create supportive visuals

Do your slides help
your audience?



Things

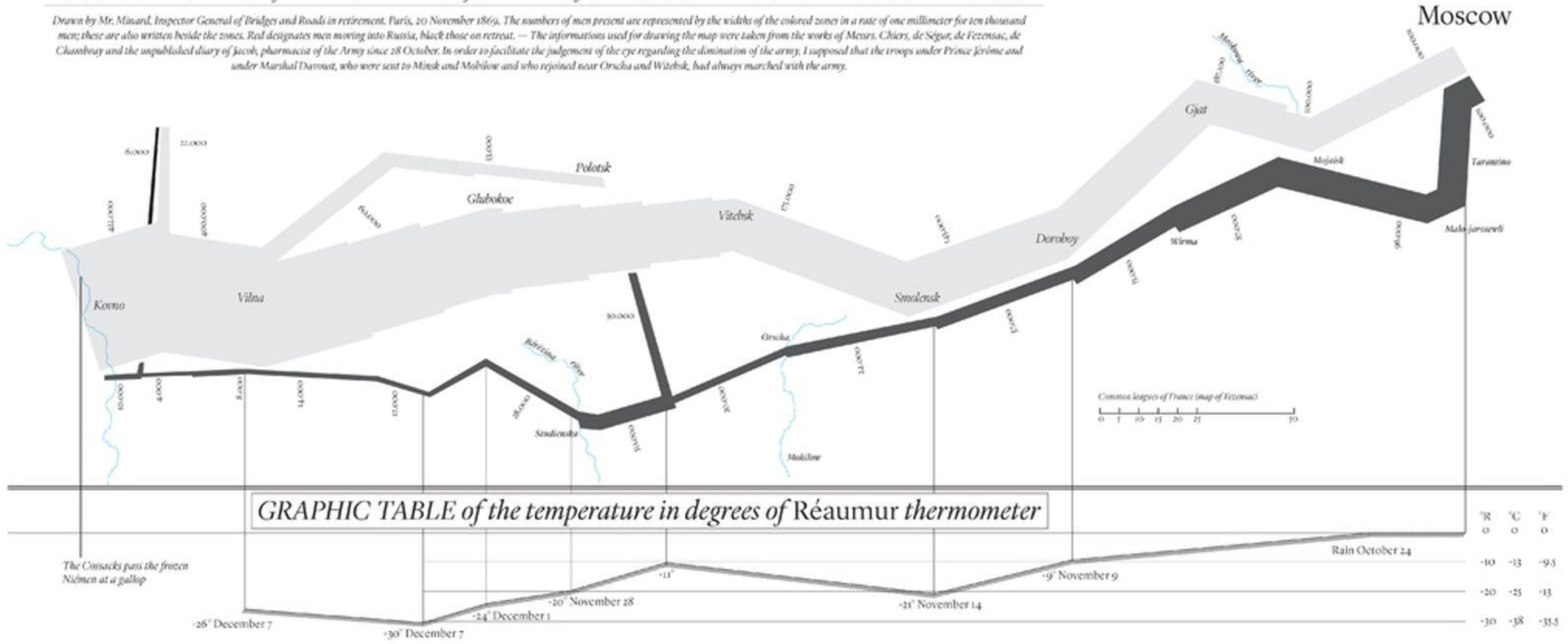
- Do you
- Want me
- To read
- What is
- On the screen
- Or listen
- To you?



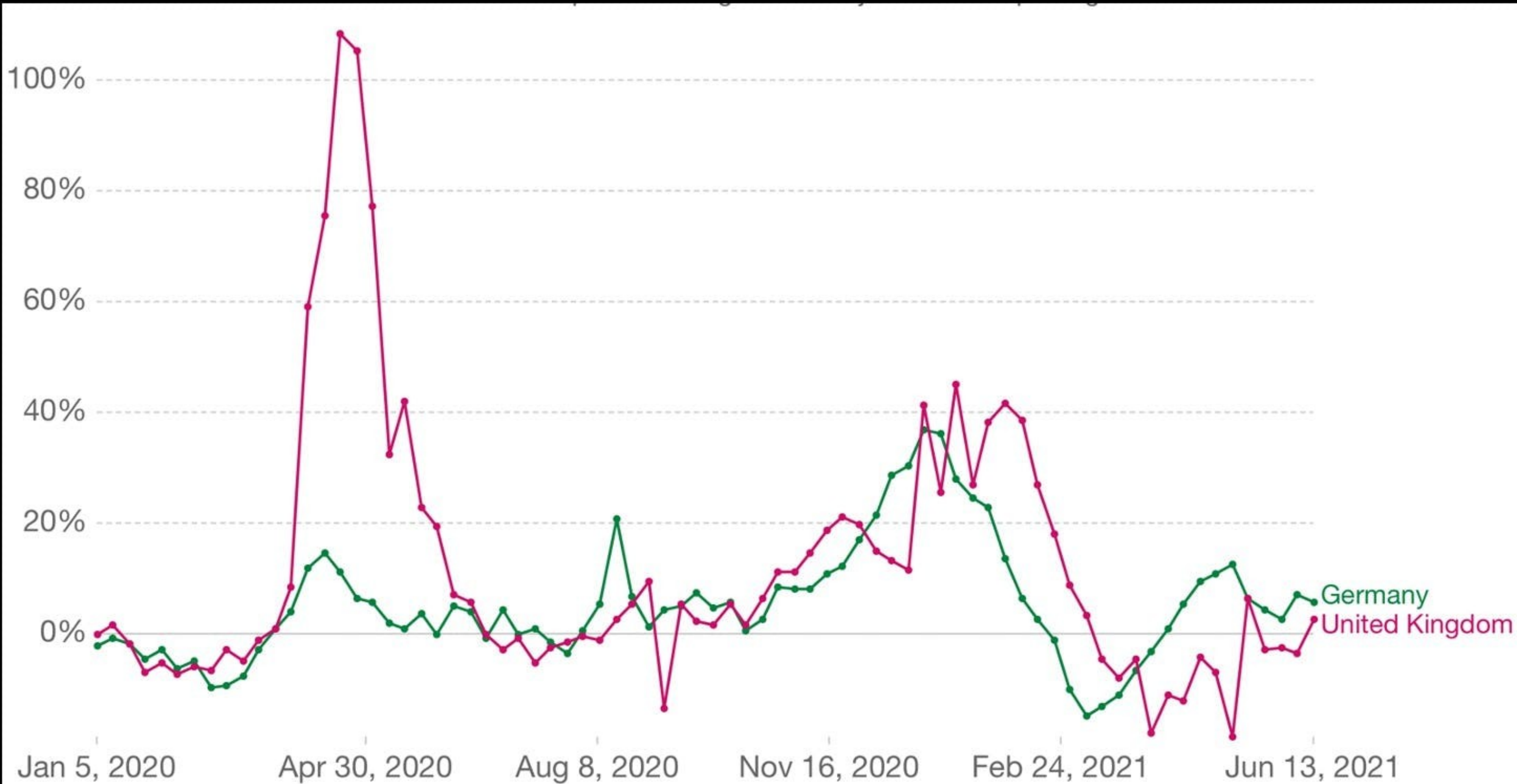
You probably cannot read this but...

FIGURATIVE MAP of the successive losses in men of the French Army in the RUSSIAN CAMPAIGN OF 1812-1813

Drawn by Mr. Minard, Inspector General of Bridges and Roads in retirement, Paris, 20 November 1869. The numbers of men present are represented by the widths of the colored zones in a rate of one millimeter for ten thousand men; these are also written beside the zones. Red designates men moving into Russia, black those on retreat. — The informations used for drawing the map were taken from the works of Messrs. Chiers, de Séguet, de Fetzencac, de Chambuy and the unpublished diary of Jacob, pharmacist of the Army since 28 October. In order to facilitate the judgement of the eye regarding the diminution of the army, I supposed that the troops under Prince Jérôme and under Marshal Davoust, who were sent to Minsk and Mohilow and who rejoined near Orscha and Witebsk, had always marched with the army.



UK Excess Deaths 5X Germany In First Wave



Source: Human Mortality Database (2021), World Mortality Dataset (2021)

OurWorldInData.org/coronavirus • CC BY

Note: Comparisons across countries are affected by differences in the completeness of death reporting. Details can be found at our Excess Mortality page.



Three steps to great presentations

- Create a persuasive story (S, C, Q, A -> Pyramid)
- Use memorable language (Rhetoric)
- Create supportive visuals (for audience)



1