



## **Preparing Management Presentations**

Many times problem solving teams are acting in the independent or consultative mode:

- The team has responsibility for solving the problem.
- The problem or objective has been shared with the team manager.
- The team's analysis and recommendations have been solicited.
- The manager retains full decision-making responsibility.

In many cases, the team usually must prepare and deliver a presentation to management.

Good presentation skills will help the team in getting approval for change and getting support, time, and other resources to implement the team's solutions. Following is a brief review of the principles of effective presentations.

### **1. Understand Your Audience**

Know the people you are presenting to and consider their interests, needs, and concerns. Show how your solution will benefit them. Anticipate their questions and be prepared with answers.

### **2. Keep Your Comments Simple, Clear, And To The Point**

Don't try to cover too much. Do cover the following, clearly and specifically:

- The background of the problem, why it's important.
- The critical facts: where something happened, how often, who has been affected, and so forth.
- The solution you are recommending.
- What you need from the members of the group you are addressing.
- A summary of the significant facts and recommendations.

### **3. Use Visual Aids And Give Examples.**

Help your audience see, feel, and hear the problem and the effects of the solution. Pictures, graphs, charts, examples of actual problems, flip charts, transparencies, and 35-mm slides will help your audience understand. Prepare handouts, particularly if the subject is complicated or involves a lot of information. If appropriate, take the team to the work area to show them the problem.

### **4. Personalize Your Presentation**

Use the talents of team members to add humour or other special touches that will make your presentation different and attention-catching.

## **5. Be Prepared**

Consider dividing your presentation into segments and having several members of your team make the presentation. In making the decision, consider individual preferences, appropriate places to change the person presenting, and the overall length of the person presenting, and the overall length of the presentation. Avoid making the presentation look busy.

## **6. Practice Your Presentation**

The person or persons presenting should get feedback from other team members on how clearly they express themselves. The group should try to anticipate the questions that will be asked. Include the answers to some of those questions in your presentation but leave others for members of the audience to ask - this strategy keeps your actual presentation shorter and gets members of the audience involved.

## **7. Use Your Time Well**

Allow enough time to cover all the significant areas but not so much that you'll be tempted to fill it with unnecessary detail and explanation.

## **8. Plan Ahead**

Send advance notice of the time, place and topic to everyone who will attend the presentation. A few days before the meeting, send an agenda and include other relevant material if appropriate. Book the meeting room at least an hour ahead of the scheduled presentation time. arrange seating so that everyone will be able to see. Make sure you have all the audio/visual equipment you need, that it is working, and that you know how to operate it.