

# EXECUTIVE PRESENTATION SKILLS

Presentation by:

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# SCENARIO



You have been shortlisted by a well known organization and have been invited to pitch for an the advertised Consultancy you tendered for.  
What do you need to effectively prepare for the presentation?

# WHO ARE EXECUTIVES?



Person with  
senior  
managerial  
responsibility



# Characteristics of executives



- They are busy – they are always on the clock when you are in front of them
- They appreciate well prepared presentations
- Love data driven discussions and recommendations

# Characteristics of executives



- Are always hunting for great talent
- Have red buttons- how much will it cost?

# Quote



YOU WILL NEVER GET  
A SECOND CHANCE TO  
MAKE A FIRST  
IMPRESSION

# Manage first impressions



- Analyze your attire
- Role play your verbal communication
- Evaluate your non verbal communication
- Examine your attitude
- Scrutinize your grooming

# 1. Start strong



1. Start strong – establish clear direction of the presentation, why they are there and need to listen to you
- Gives executives confidence its worth their time



## 2. Use your time effectively



Divide your allotted time into half

Tell the time do not talk about the clock

Make your presentation in the allotted time and leave time for discussions and question

# 3. Be flexible while presenting



- There will be interruptions
- Extended discussions on particular slides may mean brushing through the rest
- Back and forth into the presentation

# 5. Know your audience



- What are they looking for?
- How much do they know about your topic?

# 6. Keep it simple



- Short
- Candid
- Focus on bottom line

# 7. Be prepared

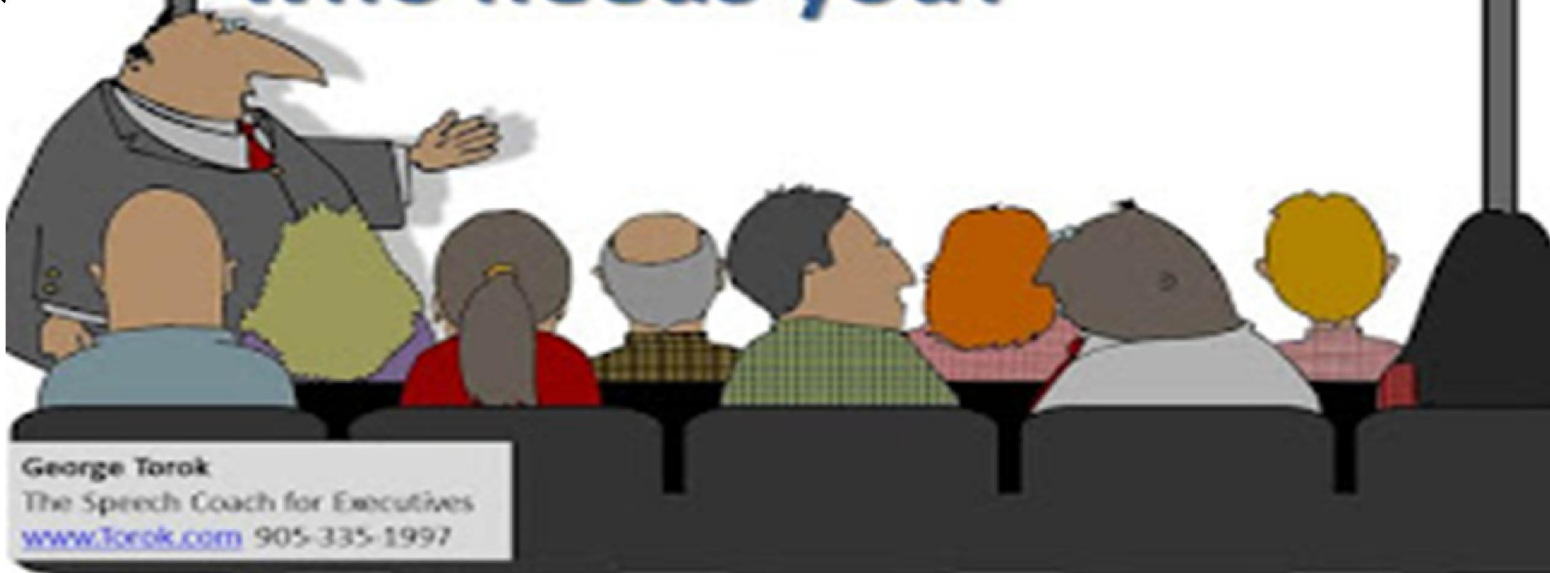


- Be prepared like a wilderness explorer
- Have a back up incase technology fails
- Be confident to create a positive impression

# 7. Be prepared



**If your slides are your  
presentation,  
who needs you?**



George Torok  
The Speech Coach for Executives  
[www.Torok.com](http://www.Torok.com) 905-335-1997

# IMPORTANT QUESTIONS IN EVERY PRESENTATION



1. Why am I here ? Be explicit and not vague e.g Am here to give you an update on.....
2. Why does it matter (why is what you are saying important now)?

# IMPORTANT QUESTIONS IN EVERY PRESENTATION



3. What is the background?
4. What is the proposal? ( meat of the presentation)
5. Way forward?



# IMPORTANT QUESTIONS IN EVERY PRESENTATION



6. What if negative?

**If objections then use this:** I know some of you might be thinking \_\_\_\_\_, but, \_\_\_\_\_

– **If consequences:** If we don't do \_\_\_\_\_, then \_\_\_\_\_

– **If presenting alternatives:** We also considered \_\_\_\_\_, and we still think \_\_\_\_\_

# IMPORTANT QUESTIONS IN EVERY PRESENTATION



## 6. What if positive

Be happy that your presentation will help them achieve their goal.

THANK YOU

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