

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 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 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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