

## Art of Presentation By Deepak Bharara



LEVERAGING PEOPLE FOR TOMORROW...

# Art of Presentation

Creating an effective Business Presentation is both an art & science. It is a skill that involves combining compelling visuals, engaging content, and effective delivery



# Presentation Essentials ...

Ask yourself the following: 5 Questions

1. WHY I am giving this presentation
2. WHY have they asked/chosen me
3. WHAT I hope to achieve
4. HOW can make it interesting
5. HOW much do the audience already know about the subject

# Presentation Principles

- Know your Audience
- Define clear objectives
- Start with big bang/ have a good opening
- Create a structural flow
- Visualize your data
- Keep it concise – Simple, Short, Straight
- Engage audience
- Be mindful of time & practice
- End with strong conclusion
- Address Questions effectively

# Preparation Tips/Plan

- Decide on what & how you want to say, identify, who is your targeted audience – Freeze the objectives
- Prepare yourself in Good/Relax Time – Don't be in hurry..
- Do research for correct data/relevant material - make it your own
- Structure it – Agenda, Introduction, Main Body, Conclusion
- Use script/notes to highlight
- Use Technology – Visual, Pics, Video & Equipment's – **Check them** – Video, Markers, Slide Pusher, OHP, HDMI Connection, Internet Facility, Flip Charts etc. ....

# Preparation Tips/Plan

- Practice before the presentation, use dry run ... it is very important – (Prepare brief notes & Seek feedback)
- **Make Comment/Punchline on key outcomes/expectations**
- Figure out the Seating Arrangements of key people
- Figure out the possibility of high Noise Level/Disturbance
- Pitch on Timeline, Cost Effectiveness, Quality, Special features – USP & Safety issues

# Create an Impact

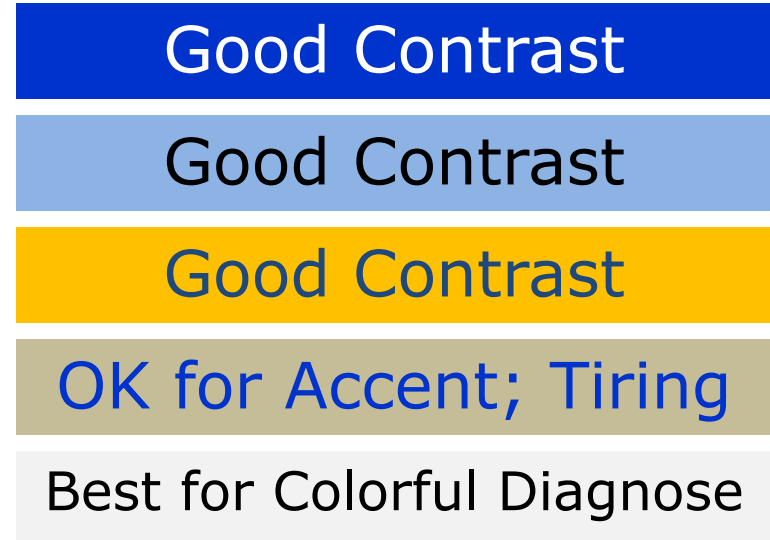
- Size of Font's should be good enough - Legible & Readable – Use Ariel or Calibri 24 to 28 Max. Use different font size or **Colour for emphasis**. The Heading font size can be of 40-48
- Do you know that visual aids have been found to improve learning by up to 400 percent?
- Do you know that we can process visuals 60,000 times faster than text?
- Memorizing effects for different presentation techniques  
30% Seeing, 20% Listening, 50% Listening and Seeing, 70% Discussing, 90% Practicing
- Pronounce names correctly/carefully & it should be clear

# Choose the Color Schemes

## Bad



## Good



- ❑ Use very dark or very light background
- ❑ High contrast
- ❑ Avoid red, green



# Presentation Timings

It all depends upon the message but in practice

- Word visuals - 20 seconds
- Photographs on visuals - 30 seconds
- Diagrams and drawings on visuals - 40 seconds
- Chart and graphs on visuals - 60 seconds



# Understand Psychology of Listeners

- Pressures, Mood
- Enforced attendance
- Fear, Shyness, Aggression, Vocal
- Resistance to learning, Know-it-all attitude, Too old to learn
- Status differences
- Mind is not on the learning new things

# Use of Flipcharts

## ADVANTAGES

- Transportable & easily available
- Need no power/battery back up
- Adaptable, needs no training on equipment's
- Any paper usable
- Easy to use & Retain for future reference
- Lower cost

## DISADVANTAGES

- Needs good handwriting



# Use of OHP/LED TV

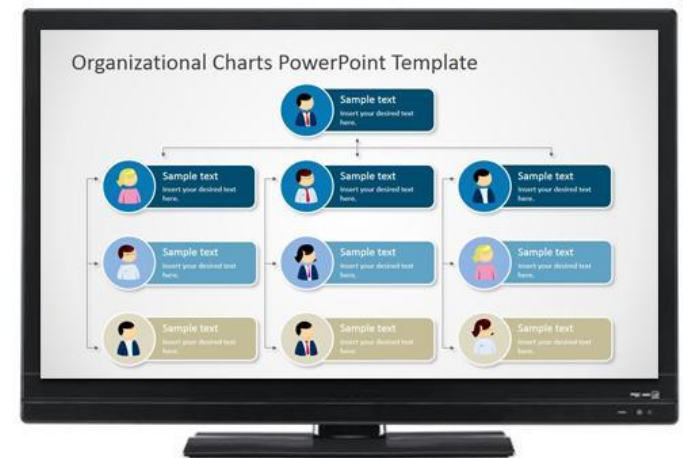
## ADVANTAGES

- High visual impact
- Usable in light with large image
- OHTs/LEDs widely available
- Used in sitting and standing position
- Professional Production/outlook
- PPT is easily portable on pen drive



## DISADVANTAGES

- Requires Power/Space



# Controlling Butterfly/Stage Fear

- Be sincere & Very natural
- Be Confident & Enthusiastic
- Be pleasant & Smiling
- Take a glass of water
- Breathe deeply & slowly
- Use can use humor but carefully to break ice
- Open presentation with a big Bang Dramatic/Provocative Statement/Relevant anecdote/Story Line

# Controlling Butterfly/Stage Fear

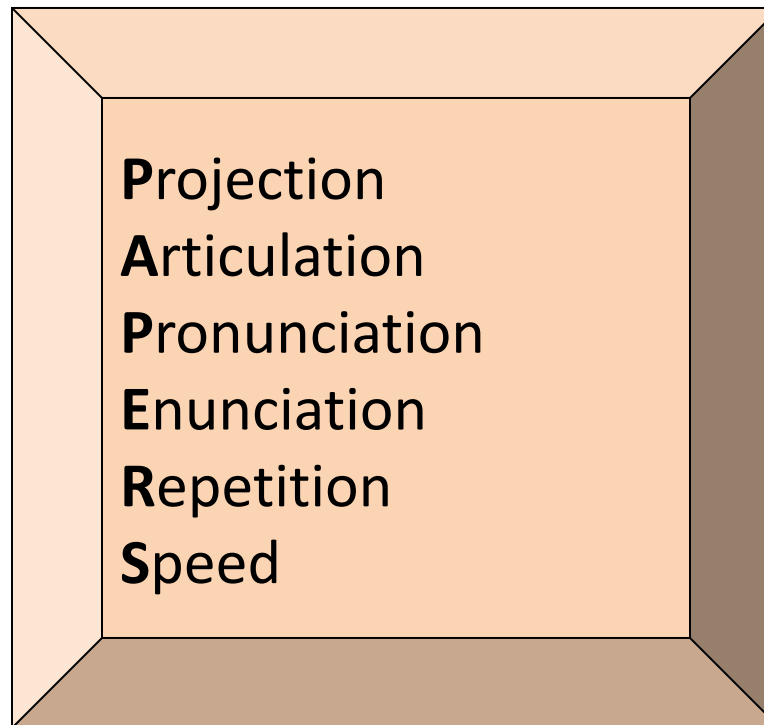
- Start slowly - Explain the objective/purpose & then gradually pick up the speed...all depends on audience comfort... take a pause when required. Must know when to start & when to stop.
- Use positive pitch in comfortable language, style & have control on Volume/Tone - Repeat key words .. Don't Read notes/slides....
- Identify good listeners around & pitch with them to gain momentum – though focus/eye contact with all
- Avoid using heavy technical terms, if you don't know much about them

# Self Appearance

- Be Casual or Formal but be smart – Create Impression
- Dress for the occasion
- Dress for comfort within constraints above
- Check your dress before appearing
- Don't make unwanted movements - be natural
- Don't play with props, keys,
- Don't fiddle with hair

# Presentation itself

Understand this Chemistry: PAPERS





# Closing of Presentation

## Question Time

- In a short span of you have given lot of information
- Finish your Presentation on a forceful note, remaining warm & friendly
- Smile, invite questions
- Be honest in your answers. If you don't know the answer, say so
- Don't react but responds

# In Summary

A good presentation should be  
Long enough to cover the subject , and  
Short enough to create interest!!!

# LET US EMBRACE THE FUTURE







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