Creating a compelling, engaging, focused 5-minute presentation

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5 steps towards an effective presentation

1. **Target the message**: ensure it's audience-driven

2. **Structure the message clearly**: what, why, how

3. **Start with an impactful intro**: tell WIIFT & grab attention

4. **End with a powerful outro**: include a STAR moment

5. **Create memorable visuals**: enhance the message

STEP 1: Target the message

4 key questions

1. Who are they?

2. What do they know?

3. How do they feel?

4. What will persuade them ?

Munter & Hamilton (2014)

Who are they?

Primary audience?

Secondary audience?

Key influencers?

How are they (dis-)similar?

What do they know and expect?

Experts, novices, or a mix?

Background information?

New information?

Expectations and preferences?

What do they feel?

Level of interest?

Needs and concerns?

Positive, negative, or a mix?

Desired action: hard or easy?

What will persuade them?

Tangible benefits?

Task benefits?

Group benefits?

Ego benefits?

STEP 2: Structure the message clearly

Direct

Main idea

Explain

Best for:

- purely informational messages
- messages that are likely to receive a favorable or neutral reaction
- an audience that is positively disposed
- sensitive messages when the audience is results- / action-oriented

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Indirect

Explain

Main idea

Best when you:

- are dealing with a sensitive topic
- have an audience that has a negative attitude
- have a skeptical or hostile audience
- lack credibility
- have an audience with an analytical approach
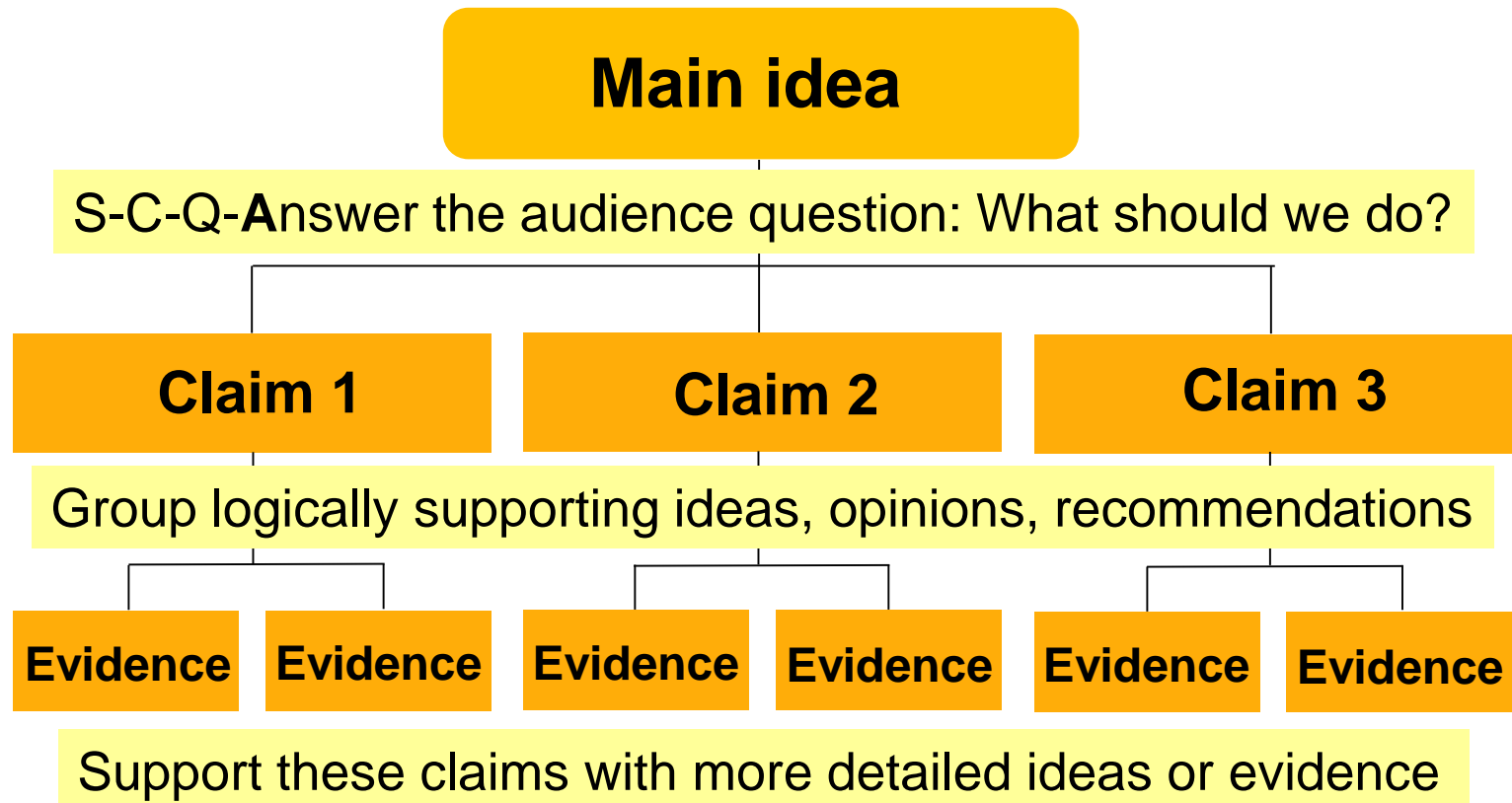
Consider starting with S-C-Q-A

Situation: an assessment the audience agrees with

Complication: the challenge, need, problem

Question: the implicit question that arises

Answer: the solution, recommendation, main idea

The direct (BLUF) approach

Main idea

S-C-Q-**A**nswer the audience question: What should we do?

Claim 1 **Claim 2** **Claim 3**

Group logically supporting ideas, opinions, recommendations

Evidence **Evidence** **Evidence** **Evidence** **Evidence** **Evidence**

Support these claims with more detailed ideas or evidence

STEP 3: Start with an impactful intro

Start with an impactful intro

Arouse interest

Grab their attention and motivate them WIIFT

Highlight need

Focus on the problem or opportunity

Present solution

Present the innovation: device, service, technology
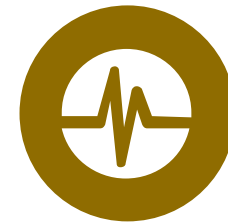
STEP 4: End with a memorable outro

End with a memorable outro

Summarise

Repeat key messages

Call to action

Tell them what they should do

Finish on a high

Make the message memorable: a S.T.A.R. moment

STEP 5: Create memorable visuals

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Design slides based on slide purpose

Stand-up

Pitching sessions, sales & project presentations, conference papers

Sit-down

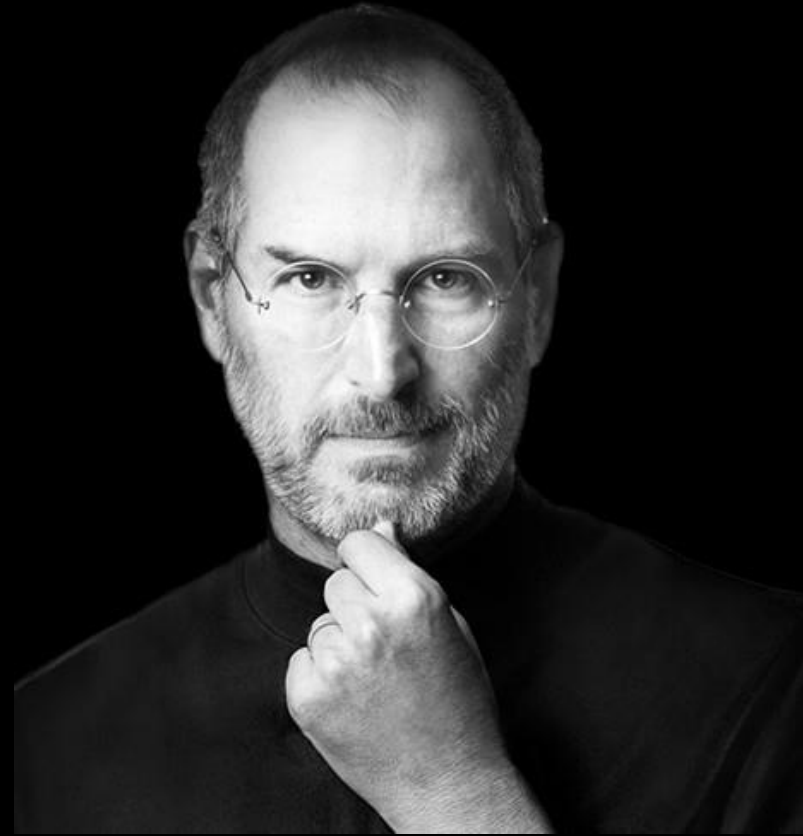Participants have hard copies, slides fairly detailed

Report writing

Exec. reports often PP slides rather than Wordy report.

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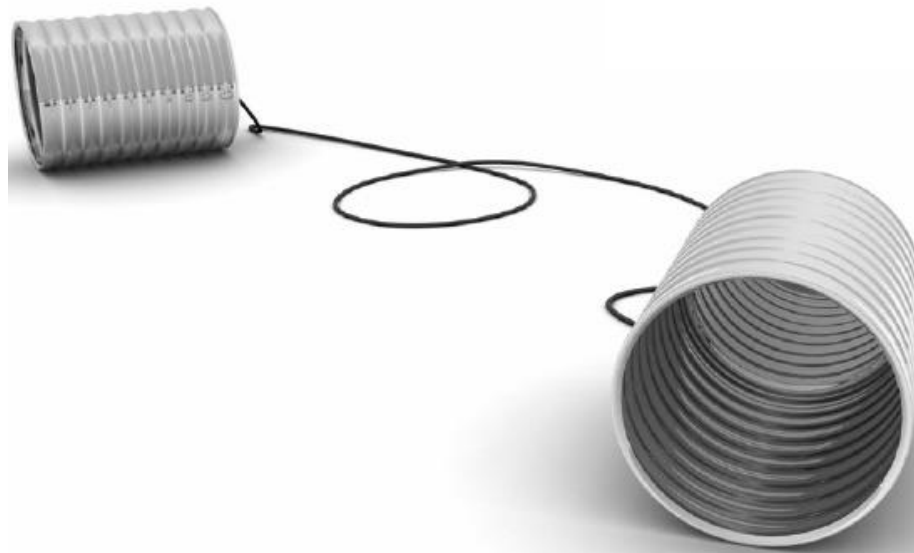**School of Business**

" **Simplicity**

is the ultimate sophistication "

Amplification through simplification

By stripping down an image to essential 'meaning,' we can amplify that meaning.

McCloud (2001)

# **5 principles of effective slide design**

1. Less is more - limit the amount of information

2. Employ visual visuals to enhance the narrative

3. Avoid 'chartjunk'

4. Use animation sparingly

5. Ensure everything is visible and legible

Principle 1

Less is more - limit the amount of information

Lower employee turnover than competitors

- Main claim / idea
- Preferably in a message heading

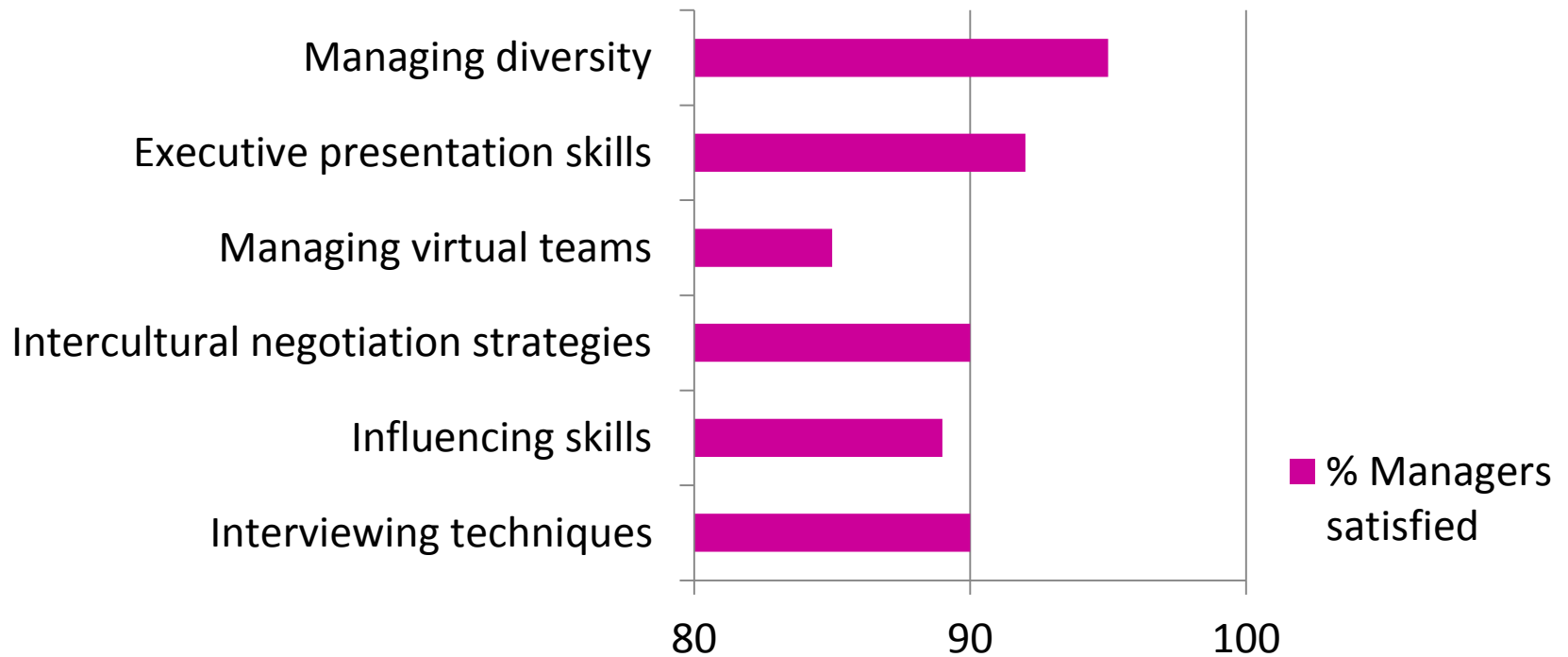**TEKNO GmbH 23%**

HiTec 15%

PerfTec 5%
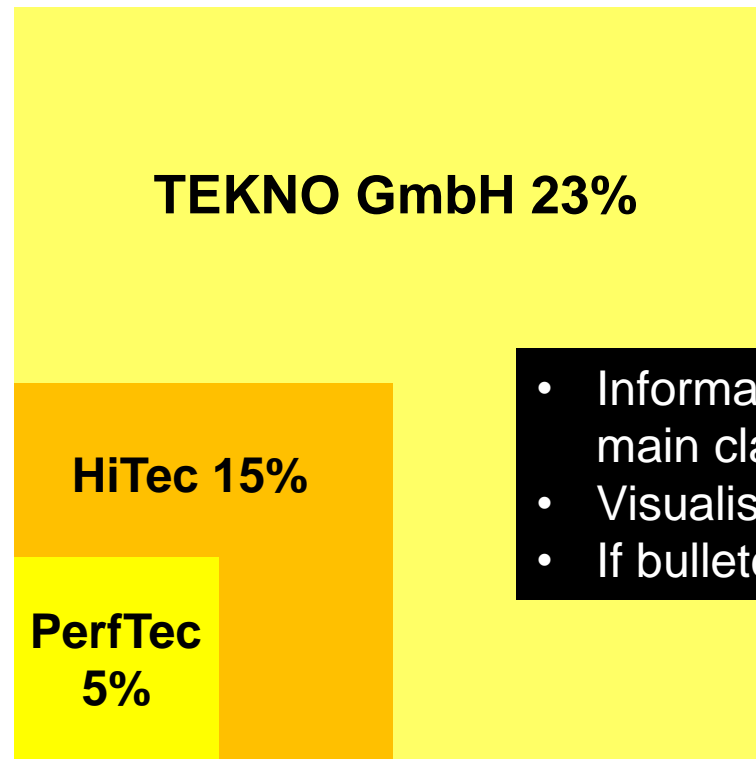
- Information that supports your main claim / idea
- Visualised whenever possible
- If bulleted, stick to 66 rule

Principle 2

Employ visual visuals to enhance the narrative

Over **90%** of managers found the leadership workshops beneficial

Managing diversity
Executive presentation skills
Managing virtual teams
Intercultural negotiation strategies
Influencing skills
Interviewing techniques
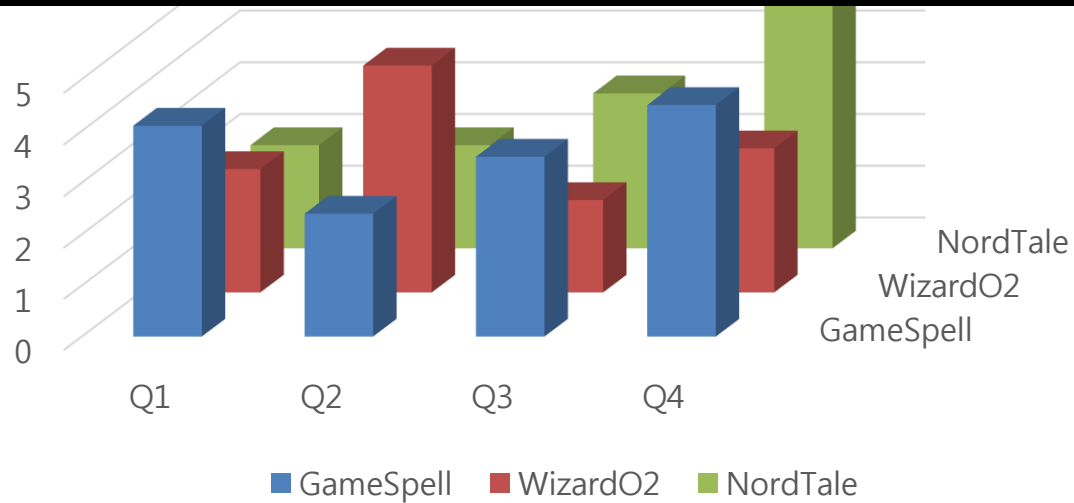
■ % Managers satisfied

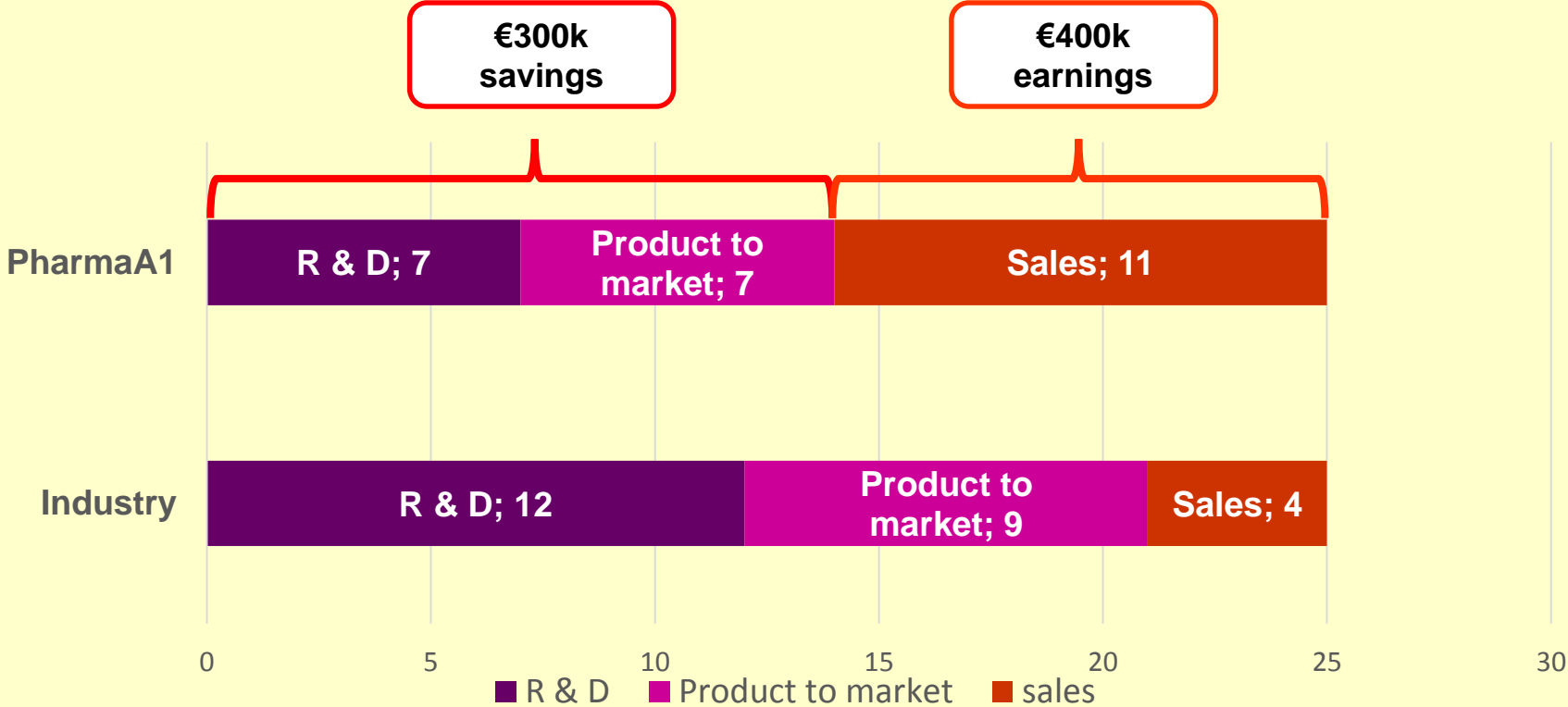80   90   100

Principle 3

Avoid chartjunk

Unnecessary images, lines, arrows, shading, borders, 3D effects, text shadows etc that don't support the message

# Principle 4

Use animation sparingly

Reduced lead-time worth € 700k

€300k
savings

€400k
earnings

PharmaA1

| R & D; 7 | Product to market; 7 | Sales; 11 |

Industry

| R & D; 12 | Product to market; 9 | Sales; 4 |

0   5   10   15   20   25   30

■ R & D   ■ Product to market   ■ sales

Principle 5

Ensure everything is visible and legible

Consumers aged 20-29 use the same fragrance for a shorter period of time,
and prefer to carry a number of smaller, easy-to-carry, reasonably-priced bottles.
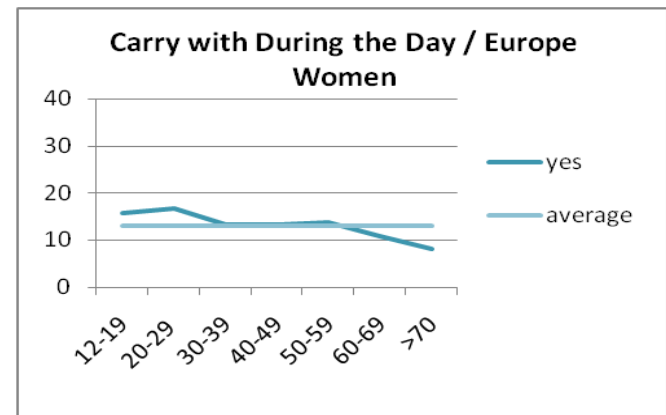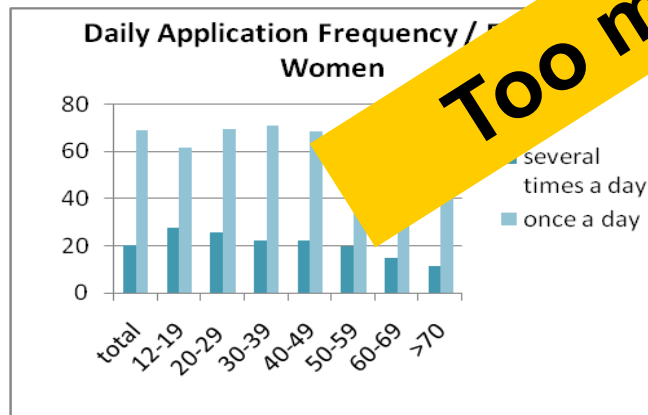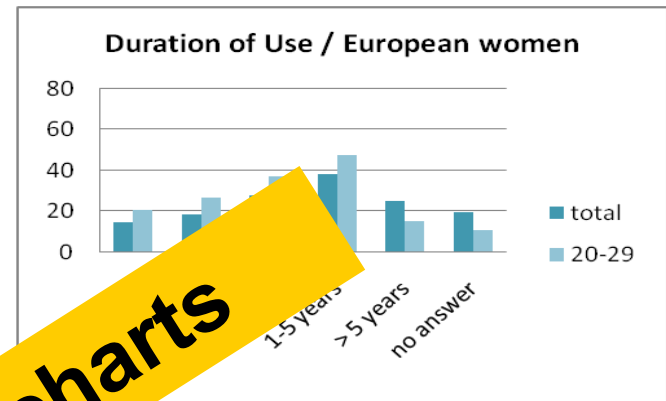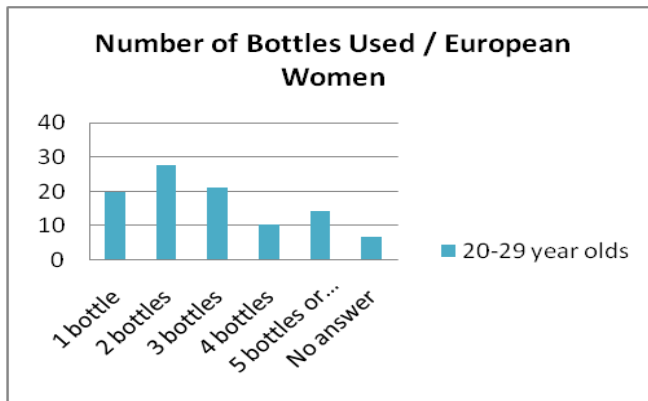
…. and 3 slide text tips

1.   Stick to the '**666** rule'

2.   Use headings to convey the narrative

3.   Aim for conceptual and grammatical parallelism

An absolute **maximum** of …

6 words per line

6 lines per slide

6 consecutive text-only slides

…. and 3 slide text tips

1. Stick to the '666 rule'

2. Use headings to convey the narrative

3. Aim for conceptual and grammatical parallelism

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Use headings to convey the narrative

Topic-specifying   3 types of headings

Message   Headings highlight the message

Question   Why are good headings critical?

A"

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…. and 3 slide text tips

1. Stick to the '666 rule'

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3. Aim for conceptual and grammatical parallelism