



Program

Prepare presentations



Prepare presentations

The contents of your work well prepared

A presentation may make you think that everything is played out during its execution, but in reality it is only the consequence of how it is prepared. Decide whether in presence, at a distance, or mixed, the different figures involved, the expectations of the audience. The presentation is like a flight: preparing it methodically helps make it quick and easy. Ask yourself the right questions, be clear that there is a before, a during, but also an after, which must be managed as a single event, choose the topics, understand who it is addressed to, know how to tell it in different ways, or with different figures present, knowing how to stimulate them according to the role. How much time we think we need for the presentation is decided in the preparation, how much I will have their attention, knowing how to communicate our expertise, having slides that really work to have the right balance and give the audience the opportunity to benefit from the information. Prepare documentation quickly and easily.

Prepare presentations

Short description

The course deals with the preparation of effective presentations, analyzing crucial aspects such as the definition of objectives, the selection of topics, the analysis of the audience and the management of time. The importance of careful planning is emphasized to maximize the impact on the audience, also using visual supports in a complementary way, not as a substitute, to the speaker's intervention. Finally, techniques for communicating skills are illustrated, distinguishing between information and training, and proposing a four-step model.

The main themes and fundamental ideas for preparing an effective presentation are exposed, underlining the importance of planning, knowledge of the audience and the appropriate selection of content. Understanding these dynamics is crucial for a successful presentation.

Key Points

Definition and Purpose of Presentation

A presentation is an exposition of concepts, arguments, explanations and clarifications aimed at sharing with other people. Presentations are communication tools that serve to share information, ideas, progress or solutions.

Presentations in the Context of Meetings

Presentations are often part of discussions, comparisons, decisions and problem solving within meetings. Presentations can have different purposes in a meeting, such as presenting ideas, situations or data.

Presentation Modes (Presence, Distance, Mixed)

Presentations can be given in person, remotely (e.g. smart working) or in a mixed mode. The presentation mode must be adapted to the circumstances and needs of the participants.

Key Roles in Presentation

There are three main figures involved in the presentation: the client (the person who decides or commissions the presentation), the preparer (the person who creates the materials) and the speaker (the person who presents). These roles can coincide with a single person or be covered by different individuals. The course focuses mainly on preparation.



Prepare presentations

Aspects to Monitor for the Preparer

The preparer must consider the usability of the content, the time of presentation, the visual aids (slides, videos, etc.) and the level of attention of the audience. Effective preparation takes these aspects into account to ensure the effectiveness of the presentation.

The Importance of the Title and the Invitation

The title and the invitation are crucial to arouse interest and define expectations. The invitation must be clear and contain essential information (what will be covered, date, time, place, agenda).

Expectations and Results

Participants form expectations that must be met or exceeded. Unmet expectations can generate dissatisfaction.

The Metaphor of Flight

Preparing a presentation is similar to the flight of an airplane, with distinct phases: takeoff (opening), flight (development) and landing (conclusion). All phases are crucial, but takeoff and landing require particular attention.

The Four Key Points of Preparation

Preparation must consider: objective/result, topics, audience and time. These four points must be aligned between the different figures involved (preparator, client, speaker).

Stated Objective and Desired Result

Clearly define the objective of the presentation and the result you want to achieve. The stated objective determines the degree of audience participation and is divided into three moments: before, during and after the presentation.

The Funnel Effect and Selection of Topics

When a speaker speaks, some of the information is lost by the audience. It is important to select the essential topics for the desired result, avoiding misleading topics.



Prepare presentations

The Apple Pie Metaphor

The ingredients and the correct sequence are crucial for a good result, just like the topics and the order in a presentation. An incorrect sequence can compromise the final result.

Audience Analysis

It is important to know who the presentation is aimed at, whether it is a homogeneous or heterogeneous group. Communication must be adapted to the type of audience. If not homogeneous, it requires more work and different communication.

Time Management

Define the available time and the attention of the audience. Divide the presentation into acts/chapters, coherently with the desired result and simulate the exposition to respect the times.

The 4 Step Model (4Step)

The effective presentation is based on 4 steps: Basic information, result, situations and scenario. The flow of expertise is different from the flow of communication (specific-sense-situation-scenery vs scenery-situation-sense-specific).

Use of Visual Supports

The importance of the visual aspect in presentations (70% against 25% of hearing and 5% other). Visual supports must help the audience to imagine and not replace the speaker.

Satisfactory but not exhaustive slides

The slides must be concise but the notes can contain a lot of additional information. Slides should support the speaker, not replace him, and notes are useful for this.



Prepare presentations

	Any role	Intermediate	Manager
1		<p>What is a presentation</p> <p>Inside meetings</p> <p>Presence, distance and mixed</p> <p>Presentation roles</p> <p>Client</p> <p>Preparer</p> <p>Speaker</p> <p>The importance of the invitation</p> <p>Expectations and result</p>	
2		<p>Like a flight</p> <p>Preparation, takeoff, flight, landing</p> <p>Before, during and after</p> <p>Stated objective, execution, desired result</p>	
3		<p>Funnel effect</p> <p>Selection of topics</p> <p>Argument sequence</p>	
4		<p>Homogeneous groups and not</p> <p>Same story, different communication.</p> <p>Mixed communication</p> <p>Time available</p> <p>Attention time</p> <p>Structure of topics</p>	
5		<p>Communicate competence</p> <p>The 4Step or 4S method</p> <p>Competence information</p> <p>Sense of the result</p> <p>Situations</p> <p>Scenario</p> <p>Power and grade of attention</p>	
6		<p>Visual aids</p> <p>Use and importance</p> <p>Speaker and slides</p> <p>Presentation documentation</p>	
7			<p>Use graphs</p> <p>General indications</p> <p>Graphic specifications</p>
8			<p>Mind maps for the important ones</p> <p>Interaction with the audience</p> <p>Using technology for feedback</p>
	Any role	Intermediate	Manager

