

## How to make a convincing presentation

I am often asked, how to make a convincing presentation?

I would suggest a couple of approaches (there are certainly others):

Creating a clearly structured presentation

Addressing the individual biases and concerns of the key audience members

### **Creating a clearly structured presentation**

There are a few approaches to this. A simple one is "situation, complication, resolution". I sometimes add "issues" between complication and resolution. This is a very simply way of telling a story e.g.,

Situation: We are the leading supplier of recipe books

Complication: The market is going digital

Issue: How to build a profitable digital business without destroying our print business

Resolution: 1) Build a compelling website that earns advertising and promotes our books, 2) JV with other parties who might be able to drive traffic to our website

Some links that may help (but there is a lot online - so Google it!):

A **link to a site** that provides quite a lot of advice on making presentations

An **interesting thought piece** that covers SCR plus brief references to other issues e.g., inductive versus deductive logic, creating empathy

A further development of this idea is to use the pyramid principle. I think of this as a way of explaining the logic for the "resolution". There is a lot online about this - including links to Barbara Mintos various books and courses. Some interesting introductions are:

A **short article** that explains how the pyramid principle can be used to expand what the author calls the "answer" (we called it the "resolution")

**Another short article** covers similar ground - but in a little more depth

### **Addressing the biases and specific concerns of the key audience members**

A completely different (and complementary) approach is to interact personally with the key decision makers and influencers. A simple approach is to review the presentation at least a week in advance with all the key individuals.

For some ideas on how to think through what biases they might have (and thus what you will need to address in your presentation), you could also review some of the material under the Strategy Process heading in this section, which also has some other potentially useful information e.g., about running a strategy workshop.