



Preparing Technical Presentations to Decision-Makers

presented by
Roxanna Dunn

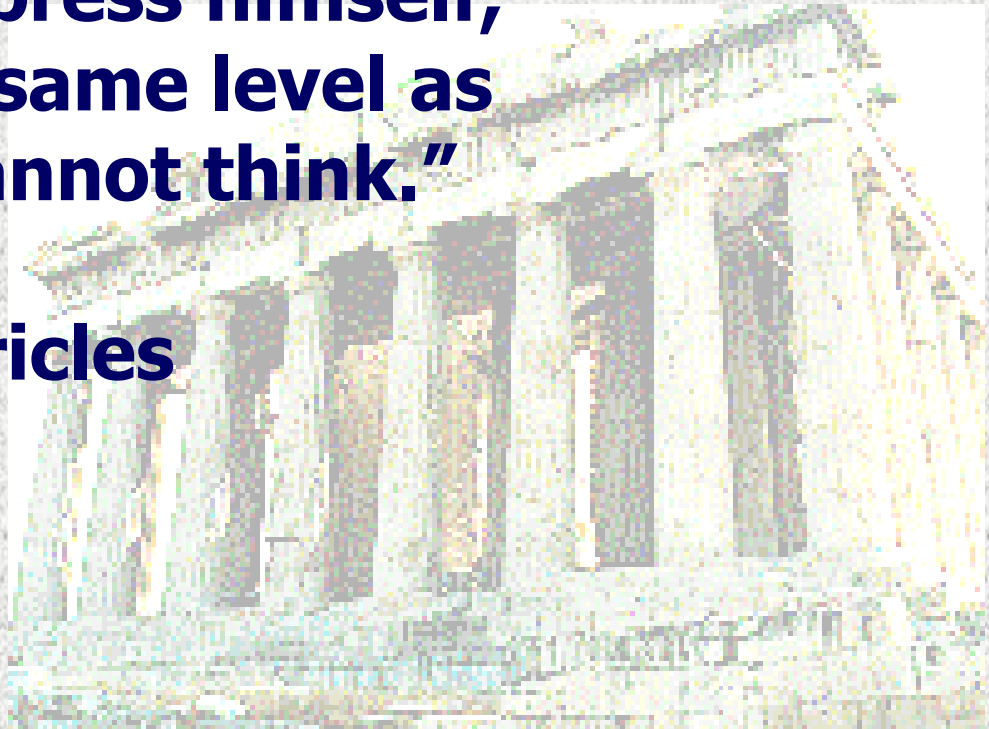
Group Exercise

- Brainstorm a list of the pitfalls of engineering presentations

Good ideas are not enough.

**"The thinking human being,
not able to express himself,
stands at the same level as
those who cannot think."**

-- Pericles



Logic is not enough.

from Aristotle's *Rhetoric*:

Your argument must appeal to...

logos logic, facts

pathos emotions, fears, concerns,
 hopes, wants

ethos trust, confidence

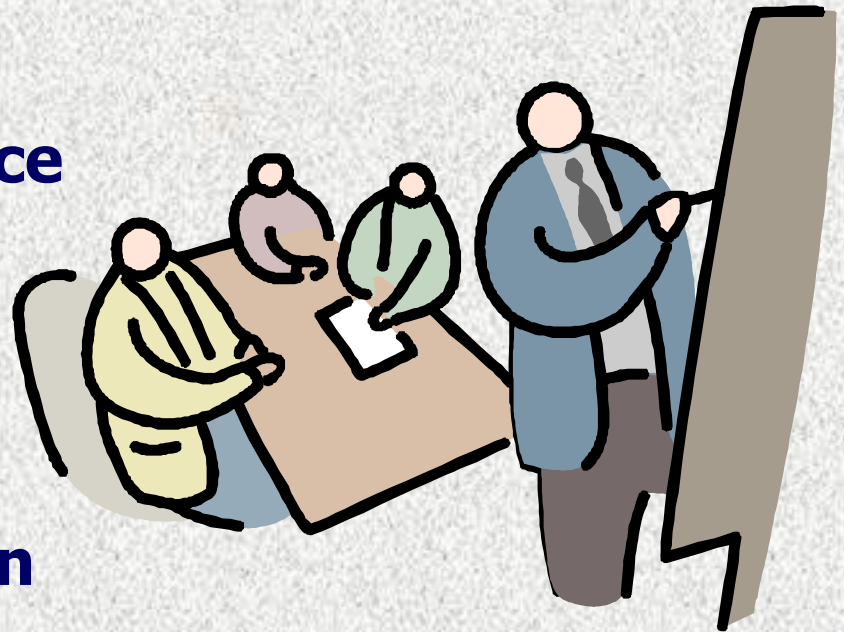
The presentation event is not enough.

before

- Establishing relationships
- Building trust
- Understanding the audience

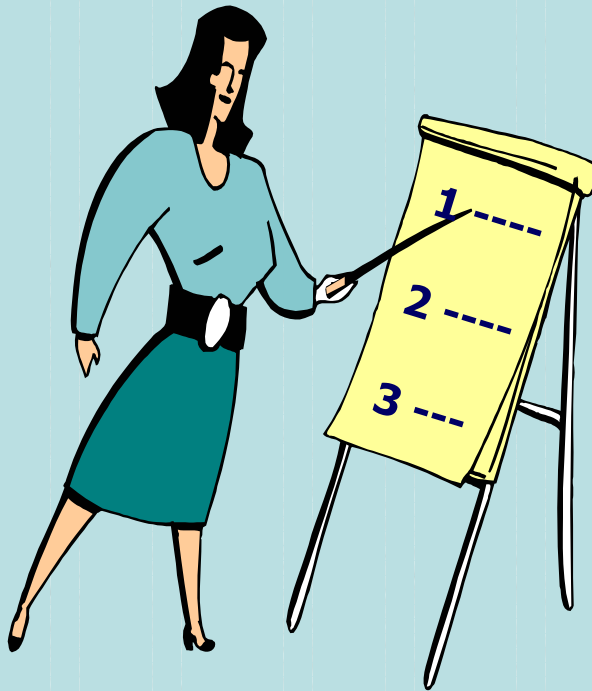
after

- Following next steps
- Shepherding the decision
- Staying in touch



Everything You Plan to Say... Is Too Much

Focus on 3 or fewer points and....

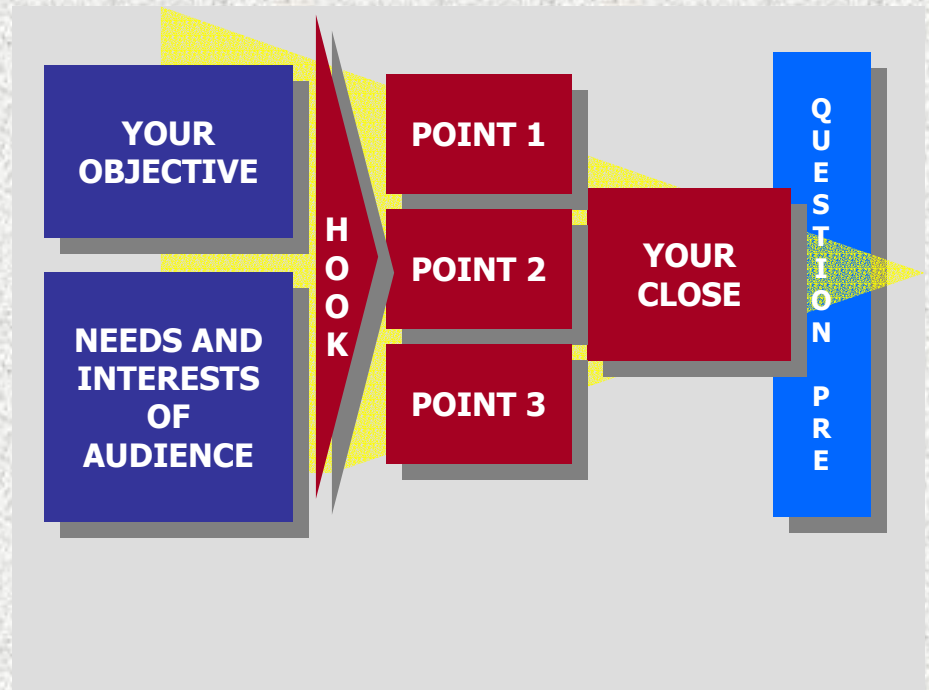


- Be invited back
- Have follow-up meetings
- Have offline one-on-ones
- Be asked for more information

Nine Steps to Presentation Success

- 1 Determine your objective.
- 2 Analyze the audience.
- 3 Determine your approach.
- 4 Organize your points.
- 5 Develop your hook.
- 6 Develop your close.
- 7 Anticipate questions.
- 8 Prepare your materials.
- 9 Practice.

GET HELP!



Exercise

- Describe the objective of your last presentation to a partner.

Step 1: Determine Your Objective.

**YOUR
OBJECTIVE**

To know if you succeeded:

State your objective in terms of what the audience will do after hearing your presentation.

Describe an **OBSERVABLE** behavior

HARD SELL

- **Fund...**
- **Resolve...**
- **Commit to...**
- **Follow-up on...**
- **Organize a meeting to...**

SOFT SELL

- **Inquire into...**
- **Invite us back to...**



Exercise

- Three groups
- Each group develops a bullet point list of items indicated on instruction sheet

Step 2: Analyze the Audience.

**YOUR
OBJECTIVE**

**NEEDS AND
INTERESTS OF
AUDIENCE**

THE ENVIRONMENT _____

- Economy
- Company performance
- Organization stability
- Politics
- Technology trends

THE AUDIENCE _____

- Risk-loving or risk-averse
- Innovation loving or tried-and-true
- Specific problems and concerns
- Causes, pressures, “buttons”
- Previous exposure to your topic
- Age, gender, culture, function

Who are the players?

**Group
Leader**

Organizes agenda, drives projects

**Your
Host**

Invited you to speak

**Key
Player**

Anyone with influence

**Decision
Maker**

**Has power or influence to
drive decisions**

**End
User**

**Direct beneficiary of whatever
you are proposing**

Prepare the Soil

Soften the ground -

pre-meetings, phone calls, hallway conversations, schmoozing before the meeting

establish rapport, gather information

Plant a seed -

"I haven't really thought this through, but lately I've been thinking we might..."

low risk probe



Pitch to the Type of Audience

End-user

FEATURES

Peer technologist

TECHNOLOGY

Process owner

BENEFITS

Executive

FINANCIAL IMPACT

Consider Perspectives

Technical

One, focused concern...
Binary decision - yes or no...

Details...

Technology...
How interesting it is...
How it works...

How we got here...

Management

Many, varied concerns
Trade-offs - this or that

Big picture

Time and money
How feasible it is
What it accomplishes

Next steps

Step 3: Determine Your Approach.

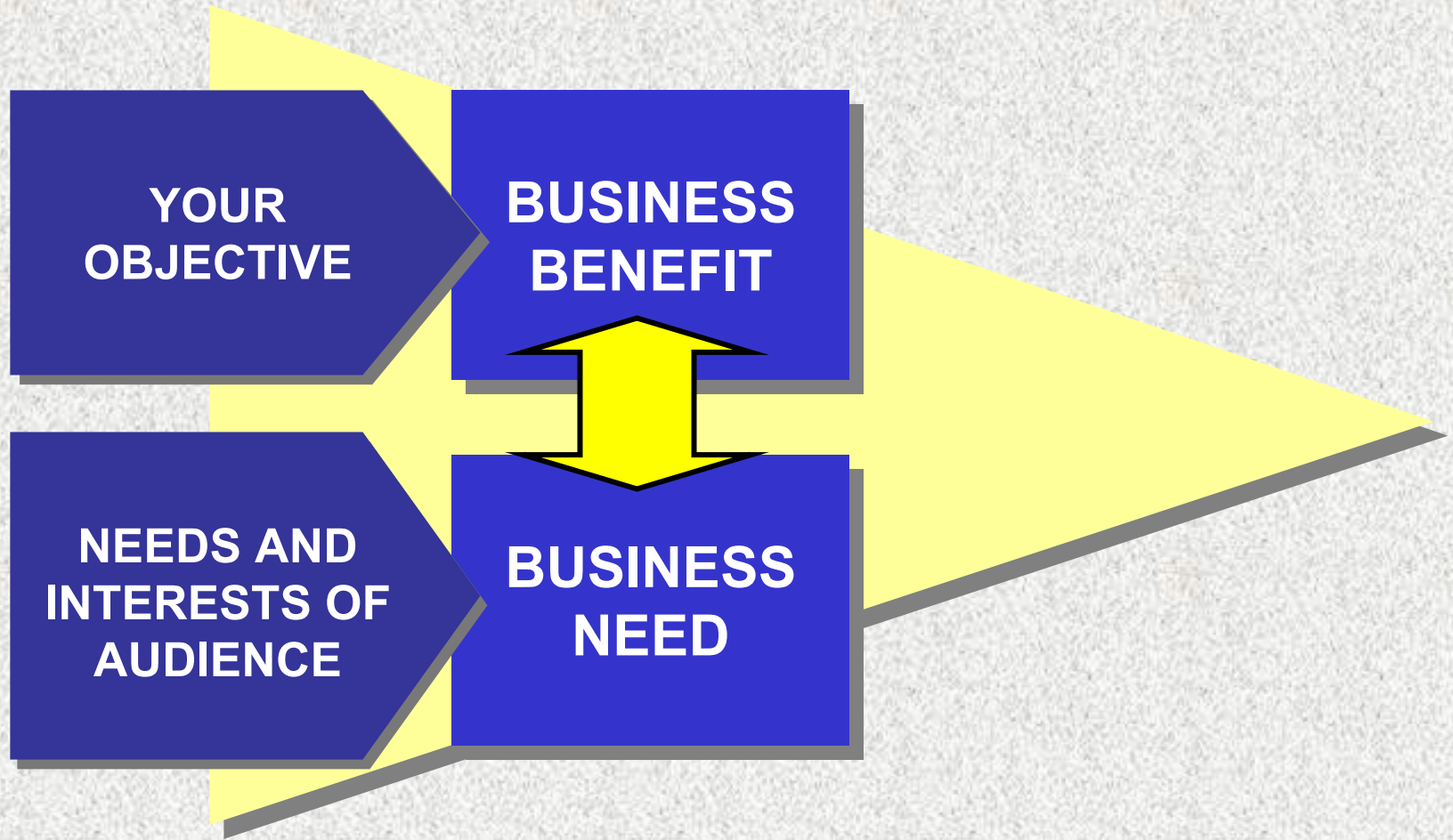
**YOUR
OBJECTIVE**

**NEEDS AND
INTERESTS OF
AUDIENCE**

**Single statement that
says how your
presentation will
achieve your objective
by addressing the needs
and concerns of the
audience**

APPROACH

**Your approach is the union of
benefit and need.**



Example of an Objective and Approaches

Objective: The H&M Council will fund my project.

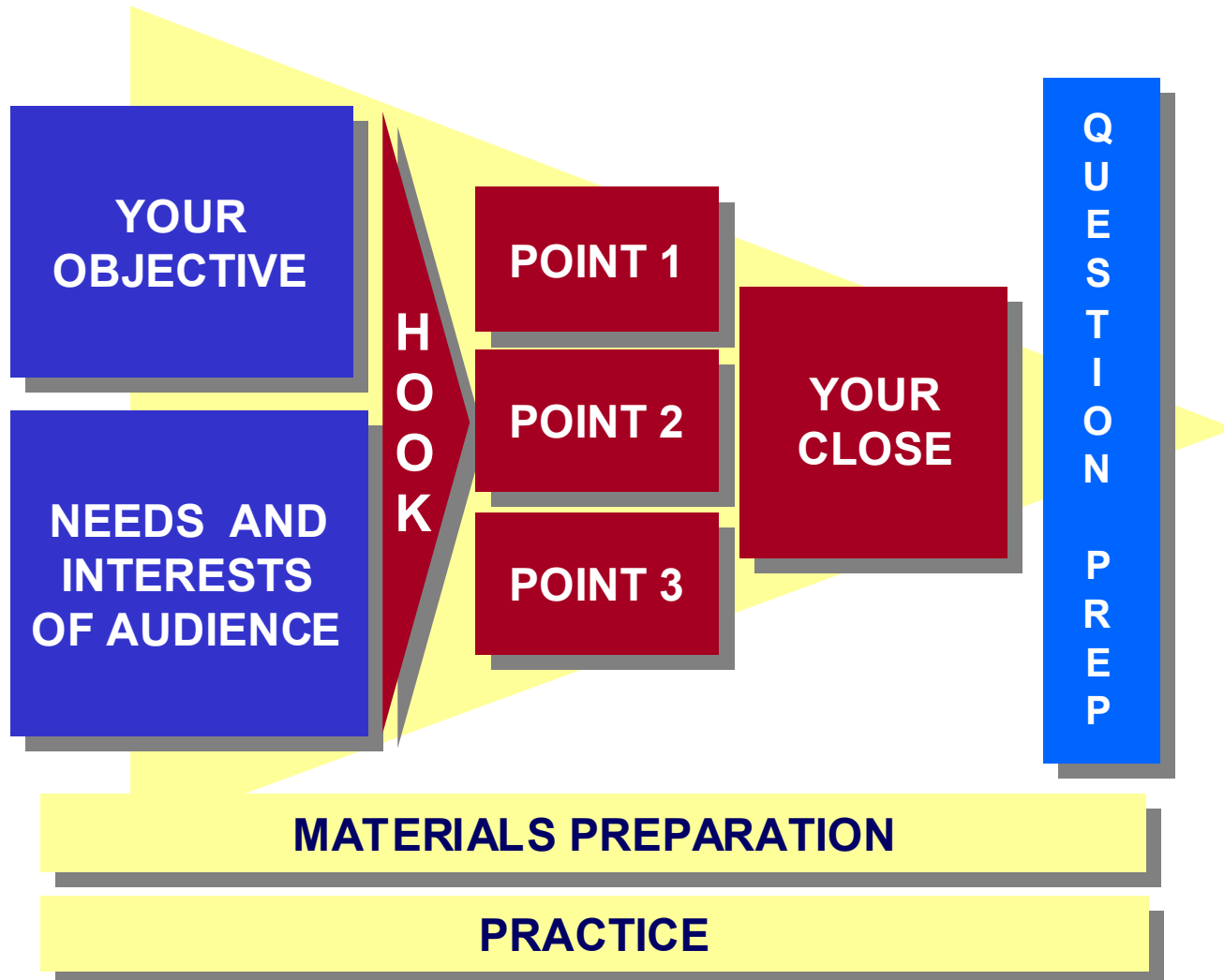
- **This project is necessary because we are falling behind the competition.**
- **This project will make your organization a leader in the company.**
- **This project will reduce time to market.**

Example of an Objective and Approaches

Objective: My true love will accept my proposal of marriage.

- **I am stable, financially secure, and I will take care of you.**
- **We're young, and we have no money, but love conquers all.**
- **I'm pregnant.**

Presentation Preparation



- 1: Determine your objective.
- 2: Analyze the audience.
- 3: Determine your approach.
- 4: Organize your points.
- 5: Develop your hook.
- 6: Develop your close.
- 7: Anticipate questions.
- 8: Prepare your materials.
- 9: Practice.

Summary

Follow the steps to develop a presentation that...

- **Is focused**
 - on an objective
 - on an approach
 - on three or fewer points
- **Matches the audience's point of view**
 - with appropriate terminology
 - with appropriate perspective
 - with effective visuals

Thank you for your attention and participation

Roxanna Dunn

Instructor, Consultant



Phone: (408) 866-6172

Fax: (408) 866-6161

e-mail: info@effectivetraining.com

www.effectivetraining.com