

This note on how to create a **basic business presentation** supplements my 5-minute YouTube. Please read this after watching that, it will make more sense that way. Your first and early business presentations are likely to make you nervous and worried about what people will think of you. This natural apprehension shrinks by reframing how you think about the task. You have been chosen because your boss or colleagues know you have useful information or ideas to share with them. Hold that thought. Nobody expects you to be amazing. Simply delivering an organised, short presentation clearly and audibly will do for now. Structure and sequence are essential to any presentation so that is where we start. Good design applies to communications too. All effective formal communications in business have a 3-part structure:

- ✓ Part 1 An **INTRO** phase where you introduce yourself and you set out what is to come
- ✓ Part 2 The presentation containing up to 5 headings, 3 is ideal for beginners
- ✓ Part 3 A short summary plus your call to action. Now what?

You will find a detailed resource on how to create an **INTRO** in the resources section of www.thepitchschool.com. Your **INTRO** must get our attention, hold it and direct it so we start with **Impact**. You are your most important and obvious visual aid, so give some thought to your appearance and how you are going to describe yourself at the start. Grab our attention with a fact, insightful data or an image without words you speak about vividly. Set out the **Needs**, the context, why you are talking to us today. Give it a **Title**. Share the **Range**, what you will cover, why this way and how long? The **Objective** is the outcome(s) you want to achieve from your presentation, they are connected to what you said the **Needs** of the presentation are. So with structure out of the way you can now focus on your main content. This is the process I use:

For the presentation, I begin by with my end in mind. What do I want my audience to think, feel, say and most importantly do during and after my presentation? So set out on paper 5 columns with: audience in 1; think in 2; feel in 3; say in 4; and do in 5. It's easy to make assumptions here about your audience and what they currently know or feel. Why not talk to a few of them getting them to talk with you mostly listening. Get them sharing their views about the subject matter.

We are going to leave with one dominant feeling about you and the presentation. Your biggest idea or most important point should lead whatever you present to us. We can hold onto no more than 5 new pieces of information or ideas at one time. I find 3 main headings or themes work best for beginners. Many presentations fail because we are overwhelmed by way too information. You speak about 120 words a minute in a presentation so let's imagine you have 3, 5-minute sections after your **INTRO**, this gives 600 words for each section and a total of circa 1800 words. We are only going to remember a few of them. So headlining each section gives us something to hang your ideas on. You should be using memory aides like: "For example..." and "Let me illustrate that...". Your ideas are abstract, without a concrete example or image for us to relate too your ideas will remain just words that have little meaning for us.

So now you have: an **INTRO** sketched out to get us interested and all pointed in the right direction; clarity on what you want us to think, feel, say and do; 3 to 5 main sections for the body of your presentation; and real examples to make your ideas tangible to us. All that remains is your conclusion. End with in more than 3 minutes:

- ✓ Summarising in fresh words the main points you have just shared
- ✓ Emphasising once more your most important point or message
- ✓ Now what? Call to action for the audience is...

Naturally your final words are of warm thanks to your audience and your host.