

Welcome to Presentation 101

A presentation is one of the most commonly used forms of communication especially in business settings.

What comprises a presentation?

A presentation is generally a method of conveying an idea (s) to audiences who may use that information to base their future decisions.

For example: A presentation about various offerings of a company to a customer may lead to the customer agreeing to buy the products or reject them.

What are the aids/tools used to give an effective presentation:

1. A verbal monologue or a speech (a speech by a politician asking for votes)
2. A verbal dialogue along with a demo (a salesperson showing how a product or service works along with some verbal dialogue)
3. A slides based presentation where the presenter uses slides as supporting tools to enhance their message

Learning Objective:

A: Understand how an effective presentation can be given using

1. Good body language
2. Good Script
3. Good Practice with the Script

B: How to make a compelling presentation in case of:

1. New Product Idea
2. Giving an update on progress of a project
3. Project Issues & Solution

Let us work on Point B first:

Caselet 1: New Product Idea:

You have recently joined as a Management Trainee at a travel start-up - Breakfree Journeys. The founder of the start up wants you to come up with an app which will enable all the customers to have one stop access for all travel needs. She wants you to come up with an app idea that will combine

- Trip Planning
- Trip Booking
- Refunds
- Reviews

Let us come up with a sketch to cover what all your slide deck should cover.
Then make a skeletal framework on powerpoint

1. Introduction of the project
2. Name of the app & key features
3. Launch plan (week 1 we will do ads on google, week 2 we will collaborate with influencer, week 3 - we will take feedback)
4. Costs - development, advertisement etc

Caselet 2: Update on the Progress

Now that you have launched the app, the founder is asking you for an update on the progress.
Cover the update with the following data:

1. Show in a chart the TREND of downloads, explain the trend using the remarks
2. Show the revenue in charts and explain the variation
3. Show the split of Phones
4. Show the age group of users
5. Show a plan to increase downloads in the next 4 weeks

Caselet 3: Problem Solution:

With a spectacular 8 weeks, the app has over 10,000 downloads. But now suddenly, downloads have stopped. A celebrity ad will help but you are running out of funds. Come up with a solution to increase

1. Definition of Problem - State the problem arising
2. Identify possible reasons why this is happening
 - a. Make assumptions
 - i. competition?
 - ii. Free Apps
 - iii. Lack of awareness?
3. Give some ideas to counter the problems you come up with (discuss amongst yourself)

Now that you have understood making slides, let us switch to a confident presentation:

Exercises:

1. Pair up with your buddy
2. Stand up and introduce yourself to the next person in the most confident manner

Now go back to your deck and start writing a script:

Let's divide the script into 3 parts

1. Introduction & Context of the presentation
 - a. Not more than 2 sentences
2. Key Speaking points in every slide:
 - a. What do you want to highlight
 - b. What do you want the audience want to know
 - c. What are possible questions that the audience will have when they see your presentation
 - d. Write answers to those
3. Conclusion and Way Forward
 - a. What will your key message be

Practice the speech and then quick presentations by 5 students