Presentations mindmap

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PRESENTATION

1) METHODOLOGY

PITCHING
- **Convince, don't describe!**
- Always imagine you are selling something, an idea
- Descriptions tend to be stative & boring

SIGNPOSTING
- Explain where you come from — *Following our previous meeting in September...*
- Remind where you are — *We know that we need...*
- Show where you're going to — *Today, we'll be looking at...*
- Be logical so audience can follow your ideas

CONNECTING WITH THE AUDIENCE
- Build rapport with the audience
- Find examples the audience can identify with or relate to
- Use quotations or surprising figures
- Make sure slides support your delivery and not the opposite

2) USE OF LANGUAGE

- register
  - formal
  - informal
  - colloquial
- fixed expressions — *To put it in a nutshell*
- repetition — *Honourable men*
- superlative — *This is the best course I have ever had*
- contrasting ideas — *This course was cheap but rich in activities*
- emphatic expressions
  - *Above all, this course was innovative*
  - *This course was innovative, to say the least*
- cleft sentence — *What is important is that it is...*
- negative adverbial
  - *Not only was this course effective, it is also a great source of inspiration*
  - *It's nowhere near being expensive*
  - *It's anything but expensive*
- **tripling technique** — *This course was cheap, interesting and effective*
- **alliteration** — *This course was rapid, relevant and realistic*

3) ORAL DELIVERY

- rhythm
  - pace — variety (i.e. NOT monotonous)
  - pauses
  - hesitations
    - short utterances
    - fluency markers
- pronunciation & articulation
  - clear, individual sounds
  - slurred
  - staccato
- intonation
  - stress on keywords
  - rising / falling — pitch (Hz)
  - intensity — loudness (dB)

4) BODY LANGUAGE

- eye contact
  - show assertiveness
  - pretend not to read personal notes
- fidgeting, swaying... — stage fright
- upright, stiff, crouching
- crossed legs, arms
- space management
- dress code — business casual

DRAFT

1) start with the conclusion
2) continue with the introduction
3) list parts of the body
4) find examples to illustrate the narrative flow
5) complete the introduction (signpost your plan)
6) fine-tune contents by finding visuals to support oral delivery
7) update conclusion and open to another topic (possibly for the next speaker)

SLIDES

keep the same grammatical structure in bullet points

Our goals:

- *buy products*
- *increase range*

infinitive forms

- *products*
- *range*

noun phrases

- *buying products*
- *increasing the range*

participle phrases

CONTENTS

INTRODUCTION

rhetorical question
- ***Does the Russian Federation deserve further investments?***
- catch audience interest
  - Don't start with 'I would like to present...'

hook
- ***It's a waste of time & money to invest in the Russian Federation if sanctions are still ongoing. That's what you think. I disagree and I will tell you why!***
- make a controversial statement

rationale
- Why do you need this presentation?
  - ***Why do we need to invest in the RF now and not later?***
    - competition
      - visibility
        - *The early bird gets the worm*
      - opening of new outlets
        - show retailers we are the best partners for them
  - to understand the situation
  - to appreciate opportunities
  - to be able to make the right investment decisions

agenda
- answer the following questions: 5W+-C
  - what
  - who
  - when
  - where
  - why
- alternative narrative patterns
  - explain your breakdown
    - per country / region / brand
    - from general to specific
    - from past to present
    - from specific example to generalisation
  - justify this approach
  - for / against
    - advantages / disadvantages
    - pros and cons
    - thesis / anti-thesis
  - swot analysis
    - strengths
    - weaknesses
    - opportunities
    - threats

breakdown overview

= introduce the agenda / plan / structure
- We shall today consider the following issues [parts]
- We will begin with [part 1]
- We are going to have a look at [next part 2]
- We also need to focus on [next part 3] so as to understand [topic title]
- In order to assess [issue at stake / topic title] one should bear in mind [next part 4]
- When estimating the competitiveness of [topic / company] you must deal with [next part 5]
- If we want to appreciate the role of [topic] we ought to concentrate on [part 6]
- Last but not least, we'll tackle [last part]

body
- PART 1
- transition — *Let's now move to...*
- PART 2
- transition — *I'd like to draw your attention to...*
- PART 3

visuals
- avoid overloaded slides
- legibility > data exhaustiveness

conclusion
- ***I should like to conclude by saying that...***
- summary of each part
- recommendations
  - areas for improvement
  - call for action
- opening to another topic — *What if...*