



EFFECTIVE PRESENTATIONS





WHO'S THIS GUY

- About me:
 - Filled many roles from retail sales to VP since 1995
 - Actually enjoys live speaking (weirdo)
 - Learned many things along the way (the hard way)
 - Try not to be boring

Congratulations on not slipping into a coma during that boring meeting.





WHO THIS IS FOR

- For those stuck presenting
- For those with limited experience
- For those aiming for results
- Curious business people





**YOU ARE THE
PRESENTATION**

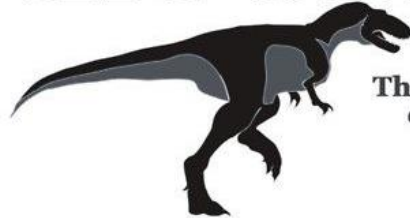
**ANYTHING ELSE IS
SUPPORT MATERIAL**



VOCABULARY TIME

- Slide deck: all your slides for most situations
- Presentation: tailored slides to a specific audience
- Pitch deck: overview of business plan for investors
- PowerPoint, Keynote, Google Slides: support tools for visuals

the·sau·rus



**The most synonymous
of all the dinosaurs.**



SLIDE DECKS

Key topics:

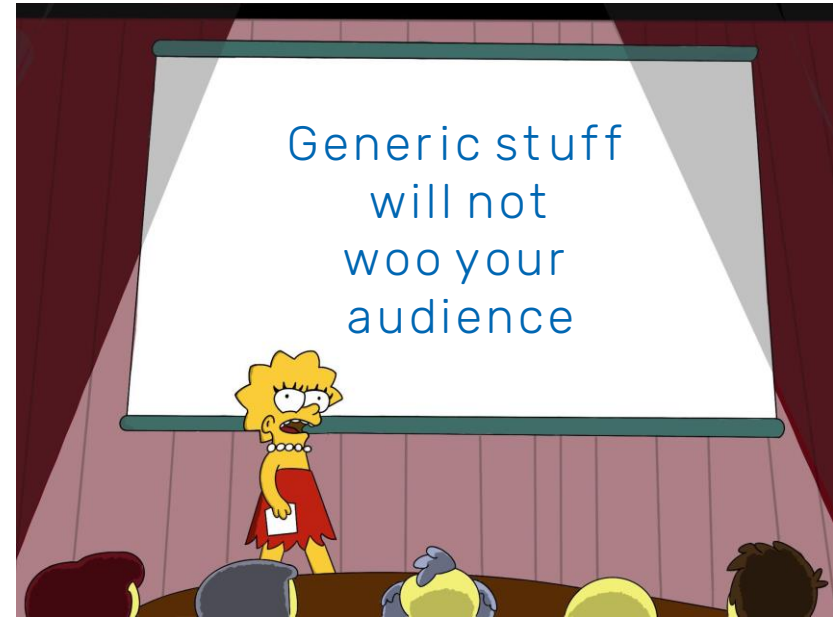
- Introduction slides (team, history, awards, **customers**, etc.)
- Industry data, research, facts, direction, **certifications** you own
- Business vertical-specific slides
- What your organization proposes
 - Technology / R&D / **Special Sauce**
 - Products
 - Features & benefits
 - Demo / Pictures / Screenshots
- Pricing
- Common Q&A slides





PRESENTATIONS

- Expectations
 - Yours
 - The audience's
- Customize for you audience
 - Who? Roles?
- How long?
 - Demo?
- Needs custom slides?
 - Audience-specific content = **WIN**





PITCH DECKS EXAMPLES



Canva



NUTANIX



LinkedIn

coinbase



Uber

You Tube

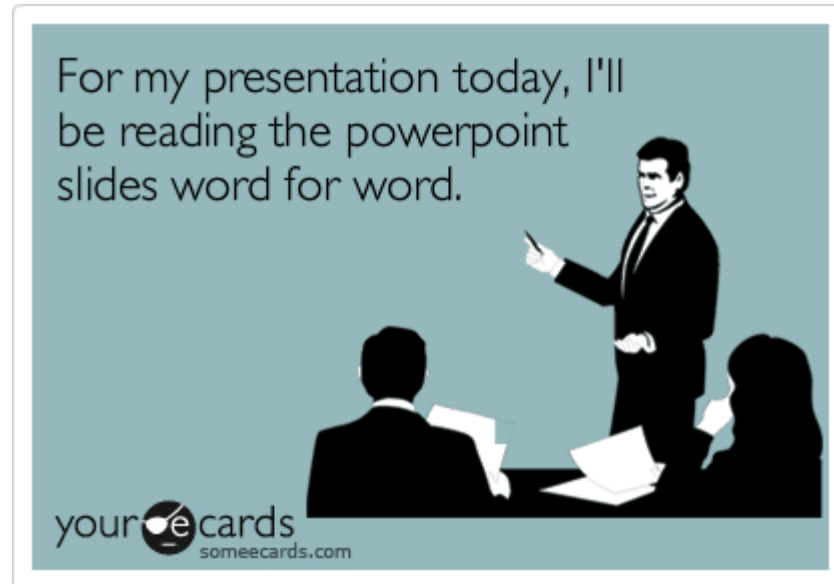
Wealthsimple

BuzzFeed



SLIDE CONTENT

- Keep slides light
- Images > words
- DO NOT type your speech in the slides





DELIVERING KNOCKOUTS

- Attention span = challenge
 - Aim for no more than 20 minutes
 - **Hook the audience in 2 minutes or less**
 - Plan time for Q&A
- Tell relatable stories (not facts, features & speeds)
- It's **ALL** about them
 - Research your audience



PREPARE!

- Rehearse!
 - Find a “target practice audience”
 - Talk to a mirror
 - Close office door, do it out loud by yourself
- Group presentations:
 - Rehearse
 - Clearly defined roles
- Body language is major
 - Power posing (Ted Talk ➡ Amy Cuddy ➡ Body Language)
- Dress to win





WHAT TO BRING

- Pads & pens for the audience to take notes
- Printed copies if appropriate (Give at the end!)
- Samples, demo units, etc.
- Paranoia tools:
 - A 2nd laptop with the contents in case main one dies
 - USB key with contents (Cloud = bad!)
- Food & drinks (don't go cheap)
 - Lunch session: catering



BE A TAD ORIGINAL

- Relax, baby, relax THIS IS FUN
- Humor is more than ok!
- Use **gimmicks** in certain situations (large audiences, public speaking, training, etc.)
 - Prizes, raffle tickets, food items
 - Stress balls as audience weapons

NO FUNNY PICS?



WORST. POWERPOINT. EVER



DELIVERY TIME

- A presentation is a form of dialogue (not 1-way)
 - One to many
 - Many to many
- **YOU** control the conversation (as much as possible)
- Keep an eye on time
- Read body language
- Keep your cool and smile, dammit!





TOOLS OF THE TRADE

- Use a clicker?
- Software:
 - PowerPoint
 - Google Slides
 - Keynote
 - Prezi
 - Canva
 - Beautiful.ai
- Buy a template or have one made

 envato market

 Creative
MARKET



TemplateMonster

 fiverr.



THANK YOU



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